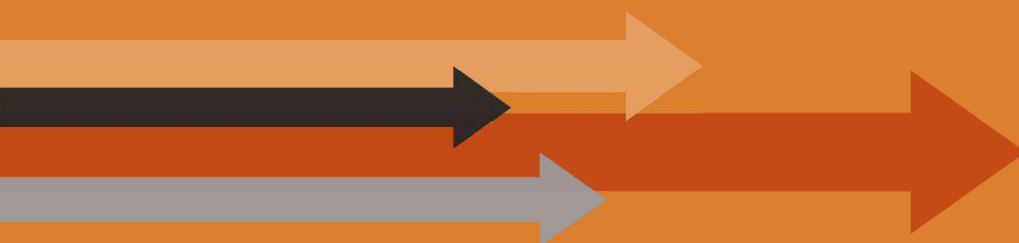


Integrated Community Strategy for Carmarthenshire 2011-16



Bwrdd Gwasanaeth Lleol Sir Gâr
Carmarthenshire Local Service Board



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Integrated Community Strategy for Carmarthenshire 2011-16

Welcome to Carmarthenshire's first Integrated Community Strategy, which explains our vision for the next five years, from 2011 to 2016. A variety of organisations from all sectors in Carmarthenshire have worked together to develop this Strategy which will try to address the challenges we face as a County in the next few years. We know that we still have a lot of work to do, but this Strategy sets a clear direction for our actions and describes the commitment made by all partners in the County.

Our vision is for

A Carmarthenshire that enables people to live healthy and fulfilled lives by working together to build strong, bilingual and sustainable communities.

This means that responsibility and accountability are shared, where organisations work together to ensure that services are 'joined up' and people recognise their responsibilities as well as their rights and are prepared to work with the public, private and voluntary sectors to bring about change. We want to build on our unique qualities to make Carmarthenshire a leader in sustainability: a county that supports and improves the economic, environmental and social well-being of all of our people in order to achieve a better quality of life for our own and future generations. A county that welcomes diversity and supports and develops its cultural heritage and the Welsh language.

This Strategy sets out the long term vision for Carmarthenshire which is ambitious, innovative and aspirational and identifies what we want to achieve for our communities, on behalf of our communities and with our communities. We set out what we want to do, give examples of what we have done so far, and just as importantly what you can do as individuals to take responsibility for creating a healthy, happy and prosperous society.

All partner organisations spend millions of pounds every year on local services. We want to ensure that all our services are delivered efficiently and effectively. This is why we have identified actions and commitments over the next couple of years which will help make improvements that put people of all ages at the centre of our thinking. The current economic climate does bring several challenges to our County but also brings an opportunity for organisations and people in Carmarthenshire to work together to address our priorities.

Regular updates and information on progress with the Strategy will be posted on the Carmarthenshire LSB website (www.thecarmarthenshirepartnership.org.uk) for reference and consideration.

This Strategy has given us an opportunity to consult with all stakeholders to ensure we are setting the right vision and outcomes for our communities, to ensure we are working on the right priorities for the future and that we are focussing our efforts and resources on the correct areas. We thank you for your thoughts and comments on the document and its direction of travel as we are committed to continuing the improvements we have made so far in all areas. This will only be successful with your ideas and support, therefore please take some time to read the Strategy and to see what you can do in order to achieve the vision.

Councillor Meryl Gravell

Chair of Carmarthenshire Local Service Board
Leader, Carmarthenshire County Council

Chris Martin

Vice-Chair of Carmarthenshire Local Service Board
Chairman, Hywel Dda Health Board

1. Background & Context

What is the Local Service Board (LSB)?

The LSB is a highly influential partnership which has ambitious aims and objectives for the future of Carmarthenshire. It seeks to deliver the best possible services for the county. It meets every two months to bring together leaders and chief executives from key partner organisations working in Carmarthenshire. A senior civil servant representing the Welsh Government offers an opportunity to work closely to influence national policy and overcome barriers and blockages that may be in place.

In recent years, Carmarthenshire has taken great steps forward in improving and providing services for people of all ages across the county. However, one organisation cannot deliver the vision for Carmarthenshire alone. The Integrated Community Strategy is an opportunity to truly integrate the work that is being done by all partners to improve services for people of all ages and to set a challenging vision for the county in the future.

How is the Integrated Community Strategy different?

In the past, the Community Strategy has been a stand alone document that linked to other strategies and plans that had to be prepared for the Welsh Government.

Carmarthenshire Local Service Board, in agreement with each of the strategic partnerships, has agreed to take a new approach by preparing an Integrated Community Strategy which sets out the direction of travel for the county during the next five years and incorporates the following documents which have previously been published separately:

- Children & Young People's Plan
- Child Poverty Strategy
- Community Strategy
- Health, Social Care & Well-being Strategy
- Community Safety Plan
- Carmarthenshire Connexions (Regeneration Strategy)
- Environment Action Plan.

Every strategic partnership has a very important role to play in developing and implementing the Strategy and the main areas of their work are outlined in the partnership profiles (please see page 38)

The strategic partnerships have agreed on a series of outcomes to be achieved during the next five years and these are set out later on in the document (please see page 15 onwards).

We will prepare an annual report, based on the strategy outcomes, and each of the strategic partnerships will contribute to this report in order to show how they are achieving the outcomes.

How does the Integrated Community Strategy link to the Local Development Plan?

The Integrated Community Strategy and the Local Development Plan will be the only two statutory documents that Carmarthenshire will publish.

The Integrated Community Strategy sets out the overarching strategic vision for the county and describes how organisations and partnerships will work together to strengthen and improve outcomes for the people of Carmarthenshire. The Local Development Plan sets out the Local Authority's policies and proposals, based on engagement with all stakeholders, for the future development and use of land within its administrative area.

Both documents are very much dependent on each other and have been developed together to ensure a clear direction for the future development of the county.

How has the Integrated Community Strategy been prepared?

The Integrated Community Strategy has been prepared in partnership with the Local Service Board and the strategic partnerships that have supported the previous Community Strategy. It is also based on consultation with partners, communities of interest, Town and Community Councils, the third sector and communities across Carmarthenshire. In developing the Strategy, we have ensured that all statutory responsibilities have been fulfilled and we have tried to identify new areas for improvement and collaboration. We have looked at what we are already doing and what we have done in the past to move us in the right direction. We have also identified actions for the future. Just as importantly, we have identified what individuals and communities themselves can do to contribute to achieving the vision for the future.

There are strong relationships between the public and third sector in Carmarthenshire which are underpinned by the Compact arrangements that are in place in the county. Compacts are strategic agreements designed to strengthen and formalise relationships between the different sectors. The Carmarthenshire Compact is a tri-partite agreement between the Local Authority, third sector and Health Board.

The United Nations Convention on the Rights of the Child underpins all actions which affect Children and Young People. These rights are based on what a child needs to survive, grow, participate and fulfil their potential. They apply equally to every child, regardless of who they are, or where they are from. Young People have been integral to the production of this Strategy and have compiled their own questionnaire in order to capture how young people in Carmarthenshire feel. It is our intention that where we say 'people' we are referring to all ages.

As this is an Integrated Strategy it is our opportunity to ensure that the Rights of the Child are considered and implemented into all aspects of service delivery throughout Carmarthenshire.

The Integrated Community Strategy will focus on five strategic outcomes, which all contribute to the overarching vision for the county:

- People in Carmarthenshire are healthier
- People in Carmarthenshire fulfil their learning potential
- People who live, work and visit Carmarthenshire are safe and feel safer
- Carmarthenshire's communities and environment are sustainable
- Carmarthenshire has a stronger and more prosperous economy.

The Bigger Picture – how does it link with local, regional, national and even global issues?

The Integrated Community Strategy sets out the direction of travel for us in Carmarthenshire and considers how we can all work together to achieve the desired outcomes we have agreed. It also takes into consideration how we engage with our wider partners in responding to national and international drivers for change.

At a global level there are many challenges for everybody to respond to including issues such as climate change, an ageing population, energy usage and the economy. At a local level we are playing our part in delivering local actions which support change and progress against these global drivers.

At a national level the priorities for delivery are either set by the UK Government (for areas such as policing) or by the Welsh Assembly. At a local level we will consider and respond to these national priorities and identify how we will work on a partnership basis to ensure progress against those priorities.

At a regional level we are keen to ensure that, where appropriate and possible, we work with all partners within our neighbouring areas in Pembrokeshire, Swansea, Neath Port Talbot, Powys and Ceredigion and sometimes with partners further afield. With the financial constraints that all partners will be facing over the next few years it will be important that we take forward any opportunities to collaborate with our partners and make the best use of the resources available to us.

How can I get involved?

The Integrated Community Strategy also gives you an opportunity to take part in ensuring that services are delivered in the best possible way. Throughout the Strategy you will see a 'What you can do' section. This helps to identify things that you can do to improve the economic, social and environmental well-being of our county and to achieve a better quality of life for our own and future generations.

You can also get involved by taking part in consultation exercises, by becoming a member of the citizens panel or by contacting your local councillor.

As a community representative you may already be involved in various groups or networks, for example your local tenant or residents' association. You can become a member of the 50+ Forum by visiting www.carmarthenshire.gov.uk/english/50plus/pages/home.aspx. If you are in school or up to 25 years old you could join your school council or Carmarthenshire Youth Council. You may have a particular interest that you want to get involved in and there are many opportunities to do so.

You can also be supported by your County Voluntary Council for Carmarthenshire (CAVS) providing advice, information and support to voluntary and community groups and volunteers in the county. For further information on the work of CAVS please visit www.cavs.org.uk

2. Carmarthenshire in Context

Carmarthenshire is the third largest county in Wales covering some 2,365 square kilometres. This represents 11.5% of the total land mass of Wales.

Carmarthenshire is a county of contrasts. The agricultural economy and landscape of rural Carmarthenshire is side by side with the urban and industrial south-eastern area. Within the county, the former coal, steel and other heavy industries have left their mark on the environment. The county is now developing into a modern economy that includes light engineering, new technological and service industries together with other business enterprises.

With a resident population of 180,000, the county's rate of population growth is estimated to be 2.5% which is greater than the Welsh average of 1.9%.

Life expectancy within the county is increasing – a cause for celebration, based upon healthier lifestyles and improved prevention and treatment. In 1917, 24 people in the UK reached 100, in 2007, 4,623 people did so, and by 2031, it is projected that over 40,000 people will live to this age.

There has also been a **population shift**, so that older people now make up a larger proportion of the population. This trend is set to continue into the future. The 50+ population in Carmarthenshire is set to rise from 78,631 (2007) to 92,263 by 2021 – an increase of around 14,000.

The changing population will challenge public sector organisations to ensure their services are 'age friendly' and accessible to all.

In terms of people moving between Carmarthenshire and the rest of the UK, it is likely that more people will be arriving than leaving. These projections suggest Carmarthenshire will see the highest net inflow of local authorities in Wales. However, on an international level, it is likely that more people will be leaving than arriving.

Carmarthenshire is primarily a rural county and the population density is low at 71 persons per square kilometre, compared with 140 persons per square kilometre for Wales as a whole. This scarcity of population is more apparent in rural Carmarthenshire than it is in the south and east of the county where 65% of the population live on approximately 20% of the land area. The main urban centres of the county include Llanelli, Carmarthen, and Ammanford and due to its central geographic location, Carmarthen serves the needs of the county's rural hinterland. There are a number of rural villages and settlements that are self-sufficient in terms of facilities and services. Other smaller settlements lack services and facilities, meaning that the needs of residents in these areas are met by clusters of villages.

Carmarthenshire has a rich natural and cultural environment. It includes sites designated at an international level to protect important biodiversity features, as well as striking landscapes and distinctive historic towns and villages. The county also has the highest number of Welsh speakers in Wales, with 83,802 speakers according to the 2001 Census. By 2009 this had increased to 85,100 according to the Office of National Statistics. 80% of Welsh speakers in the county speak Welsh on a daily basis.

3. How have we done so far?

The first Community Strategy was published in 2004 and since then there has been significant progress in building and strengthening the facilities and services available to the people of Carmarthenshire. A number of these developments have been developed through multi-agency arrangements which show that partnership working is stronger and more mature. Carmarthenshire is often held up as an example of good practice by the Welsh Government. This firm foundation of partnership working has enabled partners to deliver projects worth millions of pounds by ensuring that we have made the best use of grants and any other available funds to improve the prospects of business and communities.

Some of the key developments during recent years are as follows:

- The £74 million development of St. Catherine's Walk shopping and leisure complex in Carmarthen which attracted more than 4 million visitors in its first six months.
- Opened a £7 million state of the art Breast Care Centre at Prince Phillip Hospital, Llanelli for Hywel Dda Health Board.
- Won a prestigious UK National Training Award for the Carmarthenshire Cadetship Scheme, the first of its kind in the UK, a pioneering shared apprentice scheme between Carmarthenshire County Council, Coleg Sir Gâr and Construction Training Association LTD (CCTAL).
- Established funding for the creation of a strategic co-ordination centre at Dyfed Powys Police HQ at Carmarthen to deal with any civil emergency.
- Established higher education collaboration between two former providers to form the £14.3million new University of Wales Trinity Saint David.
- Developed robust screening and referral procedures for the Drink and Drugs Service for under 18's (SUDDS).
- Successfully delivering the Carmarthenshire Homes Standard which has resulted in significant health improvements. 67% of tenants living in completed properties reported they were free from respiratory infections compared with 52% in unimproved properties
- Invested £91.5 million to date, in successfully delivering the Modernising Education Programme.
- Carmarthenshire Energy Agency and Menter Cwm Gwendraeth have delivered a European-funded Zero Carbon Communities project to install solar photovoltaic panels on the roofs of 13 community halls in the county.
- Carmarthen Leisure Centre has undergone improvements worth £9.5 million including the redevelopment of the sports halls and gym facilities as well as the 25 metre, 8 lane swimming pool.
- A new one stop shop for the voluntary sector was established at The Mount bringing an old building back to life. This was a joint venture between partner organisations worth £1.9 million.
- Opened a new £7 million state of the art emergency and MRI centre in General Hospital.
- The first new all-purpose turf horse racing track created in the UK for 81 years was opened at Ffos Las. This has seen the creation of 15 full-time jobs following a multi-million pound development by the private sector which was supported by the Council.
- Bwcabws is the innovative on demand fully accessible local bus service operating in the Teifi Valley since August 2009. It is tailored to the needs of passengers in rural villages, transporting them to local towns, villages or hubs along the main route of the 460 bus service from Carmarthen to Cardigan. The service has been recognised for its innovation and has won two national transport awards in 2010.

- The new state of the art Queen Elizabeth High flagship school was opened following a £28.5 million investment. 1,600 pupils attend the school which includes facilities for special educational needs.
- Reduced hospital admissions annually by 1,217 patients by providing acute nursing care for patients in their own homes.
- The 15,000 capacity Parc y Scarlets Stadium has been opened following an investment of £23 million. This has led to a major boost to the local economy and the creation of over 200 jobs.
- Since April 2008, the Tidy Towns project, in partnership with Keep Wales Tidy has engaged with 63 community groups, 5,700 volunteers who have contributed over 23,000 collective hours to community environmental projects such as cleanups and community gardens.
- Carmarthenshire Association for Voluntary Services in partnership with Carmarthenshire County Council, Pembrokeshire County Council and Pembrokeshire Association for Voluntary Services have been awarded £250,000 to develop play infrastructure across the two counties and a further £999,328 to deliver mobile play opportunities for children in Carmarthenshire and Pembrokeshire. A mobile community team of playworkers have been employed and will work in partnership with a Community Resource Worker and Project Co-ordinator to deliver play opportunities within 6 communities within Carmarthenshire.
- The multi-agency Carmarthenshire Youth Health Team were awarded first place in Best of Health Awards in the Category Patient and Public Involvement, in recognition of their work to promote the engagement and participation of young people.
- Opened Parc Pemberton Retail Park in Llanelli following an investment of £75 million. This has created around 700 retail based jobs for the town.
- Launched a shared equipment service between Carmarthenshire County Council and Hywel Dda Health Board. The Carmarthenshire Integrated Community Equipment Service pools health equipment and social care equipment allowing service users to be independent and receive care and treatment at home.
- Launched a £2 million project with Ceredigion and Pembrokeshire to introduce new methods to address business issues and stimulate creativity and innovation and attract small business.
- A partnership between the Local Authority, Health and voluntary sector has resulted in the development of a Children Continuing Care Service which offers increased support to children with complex needs and promotes care in the community.
- Young people are encouraged to be involved in decision making and hold an Annual Youth Conference where they set the agenda, invite attendees and organise workshops. The issues are then fed to the Children and Young Peoples Partnership and Local Service Board to be considered.
- The Engage project is delivered across South West Wales to further reduce the number of young people not in education, employment or training.
- Opened a multi-agency drug service base in Llanelli, the first of its kind in Dyfed Powys.

4. Progress and Future Challenges

The key developments described in the previous pages provide a measure of the progress that has been made to the services and facilities in Carmarthenshire. There are also a number of measures that show how we are improving the quality of life of the people of Carmarthenshire as a result of these developments and the other services provided within the county. This section highlights some of the areas where we have seen progress and other areas which still pose a big challenge for us in the county.

Population

- At 2009 the estimated population of Carmarthenshire was 180,767, an increase of 7,925 since 2001. This is higher than the Wales average increase.
- The county has a steadily ageing population with 37,139 aged over 65 years old.
- There are a greater proportion of retired people in Carmarthenshire - 24.4% compared with the all Wales figure of 21.7%. 2 out of every 5 people in Carmarthenshire are aged 50 and over.
- In the county in 2009, more deaths than births were reported - 2,099 deaths compared to 1,877 births. Only 6.8% of these births were by mothers aged under 20, illustrating Carmarthenshire having the 4th lowest rate in Wales for teenage pregnancies.
- Within South West Wales, Carmarthenshire shows the greatest net increase of migrants between the county and England, just over 700 more people move in to the county than move out.

Health

- 30% of adults in Carmarthenshire report having a long-term limiting illness.
- 60% of adults in Carmarthenshire report being overweight or obese which is slightly higher than the Welsh average of 57%. 21% of adults report being obese which is the same as the Welsh average.
- Currently 8,500 people have diabetes which can be related to obesity.
- It is predicted that the number of people suffering with diabetes in Carmarthenshire will double in 20 years – from 4% of the population to 8%.
- 70% of adults in Carmarthenshire are not active enough to benefit their health.
- Adult smoking rates have reduced from 24.4% to 21.8%.
- The uptake for primary MMR vaccine at age 2 has risen from 80.8% in 2004 to 84.4% in 2009 but remains lower than the 88.1% Welsh average.

Employment

- Employment rates have remained broadly the same since 2004 but are below the Wales average. Gross disposable household income per head at the sub regional level has increased and the gap with the Wales average narrowed, whilst average gross weekly earning by workplace have significantly improved bringing Carmarthenshire to just under the Wales average.
- In the last year the number of people claiming Job Seekers Allowance increased by 6.8% slightly below the all Wales increase of 8.0%.
- Unemployment levels in the year to March 2011 have fallen by 4.1%, below the all Wales change of 6.5%. However, we face major challenges ahead with proposed public sector cuts.
- Young people aged under 25 years of age account for approximately a third of all people unemployed and claiming Job Seekers Allowance in the County. Over 26% of adults of working age are economically inactive (unable to work for a variety of health and other reasons).

Education

- There has been an increase in the percentage of pupils in schools maintained by the authority who achieve five or more GCSE passes at A* to C, or the vocational equivalent. 64% achieved this level in 2010.
- Increase in the percentage of pupils in schools maintained by the authority in the previous summer achieving AS grades at A* to E or the vocational equivalent (in 2010 reached 97.7%).
- There has been a reduction in the number of young people aged 16-17 who are not in Education, Employment or Training which stood at 4.4% in 2008, 4.0% in 2009 and is now 2.9% for 2010.
- The percentage of all pupils in any local authority maintained school, aged 15 as at the preceding 31 August who leave compulsory education, training or work based learning without an approved external qualification was 0.9% in 2009 and 0.46% in 2010.
- We have improved educational attainment for our looked after children.

Welsh language

- Carmarthenshire has a rich cultural heritage and its own identity which sets the county apart. Carmarthenshire has the highest number of Welsh speakers in Wales and has developed its own Welsh Language Strategy in partnership with many organisations to secure a sustainable future for the language.
- It was recorded in the 2001 Census that 83,802 (50.1%) of Carmarthenshire people aged 3 years and over can speak Welsh. This means that there has been a decrease in the number of Welsh speakers since the census in 1991 where 54.8% of the county's inhabitants could speak Welsh.
- However, Carmarthenshire remains to have the highest number of Welsh speakers in Wales in 2001. Also in the 2001 results, it can be seen that more young people can speak Welsh, and that there was an increase in the percentage of Welsh speakers in the 5-9 and 10-14 age group.
- Over 71.72% of the age group 5-15 and 66.78% of the age group 16-19 have at least one skill in the Welsh language.

Poverty

- Carmarthenshire's average (mean) household income in 2009 was £29,525, whilst the median is £25,255. The average household income is 5.6% lower than the average household income figure for Wales which stood at £31,346, and is the 6th lowest of all the Unitary Authorities in Wales.
- Slightly over 42% of the County's households fall within the £20,000 to £25,000 income band and therefore have an income which is below the Carmarthenshire average of £29,525. Clusters of wards falling within this income band can be found in the Aman/Llanelli/Gwendraeth areas, west Carmarthenshire, and the most northern wards in the county forming a band between Cenarth and Llanybydder, and in Llandovery.
- Carmarthenshire has administered £52 million of Housing Benefits for 2009/2010 – this is £4 million more than was spent in the previous year.
- Large parts of the county are in Fuel Poverty, largely concentrated in pockets in and around Llanelli and Carmarthen and also across the rural north of the county.
- The Debt and Advice Project in Communities First areas in Llanelli dealt with debt of around £1.38 million during the year.
- 7,800 children lived in workless households in 2008. These children are more than four times more likely of having a mental disorder than children from professional families.

Ecological Footprint (EF)

- The ecological footprint measures the amount of resources we use compared with what is available in the world, and is a way of estimating whether we are living within the earth's environmental limits.
- The average Ecological Footprint for people in Wales and Carmarthenshire is 4.4 gha (global hectares) per capita – this means that every man, woman and child uses the equivalent of more than 4 rugby pitches (every year) to produce the resources they consume.
- Our "fair earthshare" is only 1.88 gha/capita (equivalent to almost 2 pitches), so a Footprint of 4.4 gha/capita means that we need more than two planets to support our current lifestyles.
- The components of Carmarthenshire's ecological footprint that demand the greatest use of natural resources are our homes (21%), transport (21%), food and drink (27%), and the things that we buy (clothing and appliances 12%).

Biodiversity

- Like the rest of Wales Carmarthenshire was unable to meet the national targets to halt the loss of biodiversity by 2010; and that sites of international, national and local importance in Wales should be in favourable condition to support the species and habitats for which they have been notified, with 95 per cent of international sites in favourable condition by 2010.
- There is however an increased awareness of the value of our natural environment to our economy, health and well-being, culture and sense of place and environmental volunteering has increased in the county. Development control and land use planning increasingly consider biodiversity impacts as a key material consideration and we now have a planning ecologist to input into the planning process.
- Like the rest of Wales we now have a fully functioning Local Biological Records Centre – which means we can improve our data on Carmarthenshire's species and habitats.
- Environmental volunteering has contributed to important projects to help conserve some of our rarest species and significant habitats – volunteer work through the Wildlife Trust of South and West Wales, Butterfly Conservation and Keep Wales Tidy have played an important role in the delivery of the Local Biodiversity Action Plan.
- Council road schemes and repairs to culverts have incorporated features for otters to enable them to pass safely under our roads.

Climate Change and energy security

- Global demand for energy will increase further over the next decade and securing the reliable supply, transportation and storage of energy for Britain will prove challenging. The global demand for energy is projected to be 53% higher in 2030 than in 2004, driven by rapid economic and population growth in developing countries.
- In Britain, as indigenous energy resources decline, dependence on imported fuels will rise to meet energy demand. The risks presented by this dependence include higher and more volatile energy prices, vulnerability to the risk of disruption to future energy supplies, costs of dealing with the impacts of sustained increases in global emissions and local objections to energy infrastructure.
- Transport demand is likely to continue to rise with a continued rise in personal mobility.
- Peak oil (the point when the maximum rate of global petroleum production is reached, after which the rate of production enters terminal decline) is forecast to occur over the next decade even with major investments in alternatives.
- Security of energy supply and carbon reduction trends present local authorities and communities with a massive challenge – to fundamentally rethink our approach to energy use and production, which permeates every aspect of every-day life.
- Climate change is a huge challenge for everyone – future changes could include increased temperatures, rising sea levels and more extreme events such as heatwaves, storms and gales, tidal surges and rainfall.

Source: Netherwood (2008) Futures, Trends and Horizon Scanning for Welsh Local Government (WLGA)

<http://www.wlga.gov.uk/english/sustainable-development/futures-trends-and-horizon-scanning-for-welsh-local-government/>

Crime & Disorder

- Total crime figures have reduced significantly from 71.42% per 1,000 population in 2004 to 50.3% in 2009 lower than the Wales average of 79.4%.

Democracy & Governance

- There is a steady increase in the voter turnout at elections:
70% of people turned up to vote at the 2010 General Election compared with 68% at the 2005 General Elections and 67% at the 2001 General Elections.
- Local Government Elections in 2008 had an Average Turnout of 50% in comparison to the all Wales figure of 44%.
- Education and Children's Services and the Electoral Services departments organised visits to primary schools to deliver sessions concerned with local democracy. The aim of the project is to raise children's awareness of democracy, the impact of elections and to encourage active citizenship. The long term goal of the project is to increase voter turn out at elections.

The challenges highlighted above, and the information we gathered during the consultation process have been used to identify our long term vision and outcomes. On the following pages you will find information gathered from the member organisations of the Carmarthenshire LSB and individual strategic partnerships. These show how we are proposing to address the challenges during the next five years.

5. Outcomes & Goals

In order to achieve the overarching strategic vision of:

Enabling people to live healthy and fulfilled lives by working together to build strong, bilingual and sustainable communities we will work towards achieving the following outcomes and goals.

1. Outcome:

People in Carmarthenshire are healthier

Our way of life is changing. People are living longer with a higher quality of life but our care needs are becoming more complex. Many people now need care and support closer to where they live.

The challenge now facing us is to prevent ill health in the first place. We must all take responsibility for our health and take small steps to improving our way of life and well-being. From our homes to healthy eating. From physical exercise to immunisation.

There are a number of factors that can have an impact on our health and well-being from education and employment to housing. Indeed, the Carmarthenshire Homes Standard (CHS) scheme health impact study has highlighted that commonly reported housing problems can have a significant impact on the health of tenants. A pilot survey has shown a clear indication of a relationship between home improvement and health improvement. The CHS programme of work will continue, tracked by a longer study, to secure improved health and well-being through better housing.

Hywel Dda Health Board have published 10 pledges for 10 years which aim to improve the health and well-being of the people in the area. The 10 pledges will be at the core of the Board's work for the next ten years and will be a key part in this Integrated Community Strategy.

There are new developments in Health and we all have our role to play. The following goals and sub-goals will lead the direction of our work and provide you with ideas in order to improve your own health and well-being.

Goals:

1.1 Ensuring each child has the best start in life

How will we achieve this:

- By targeting support for pregnant and new mothers.
- By targeting parenting and family support programmes to equip parents/carers with the necessary skills, information and support they require to support their parenting roles.
- By tackling the causes of child poverty through working together across partnerships and planning groups.
- By ensuring all children are physically literate (have learnt core skills such as running, balancing, throwing and catching) by the age of 7.
- By ensuring that all young people undertake 60 minutes of moderate intensity physical activity five times per week.
- By delivering a universal child health development and school nurse programme.
- By introducing early identification systems for additional learning needs.
- By working with organisations to promote messages about the benefits of bilingualism in the early years.
- By ensuring that all children and parents are aware of services and programmes aimed at improving and maintaining their health.

1.2 Preventing ill health and encouraging healthy and active living

How will we achieve this:

- By enabling all people to make informed choices about living healthy and fulfilling lives.
- By improving energy efficiency of homes, reducing illness and death caused by fuel poverty.
- By working across all sectors to reduce levels of obesity in the whole population.
- By improving inclusive access to volunteering, employment, leisure and play opportunities.
- By encouraging people to improve their nutritional health.
- By promoting a healthy lifestyle through the healthy schools scheme across all schools in Carmarthenshire.
- By working towards ensuring that all adults undertake 30 minutes of moderate intensity physical activity on 5 or more days of the week.
- By promoting walking and cycling as an alternative means of transport and promoting the use of green spaces.
- By enabling employers to support the health and well-being of their workforce through Workplace Health initiatives.
- By promoting the uptake of vaccines and immunisations to reduce preventable diseases.
- By providing health promotion, education and services that enable young people to make informed choices about their health.
- By preventing ill health through inappropriate food hygiene.
- By establishing Air Quality Management Areas across the county where appropriate, which will determine the health benefits of clean air for the residents of the area.

1.3 Improving the Emotional, Mental Health and Well-being of all people in the county

How will we achieve this:

- By providing a wide range of emotional and mental health services in both languages within the community.
- By increasing the self esteem and resilience of children, young people and adults.
- By reducing stigma and discrimination associated with mental illness.
- By working in partnership with all organisations to identify and address issues specific to rural stress and well-being.
- By working in partnership to implement the Welsh Government action plan to provide better support for children and young people with emotional well-being and mental health needs.
- By improving play opportunities and in particular play opportunities for disabled children.
- By increasing the skills and knowledge of frontline staff to promote positive emotional and mental health.
- By dealing with the effects of suicide and self-harm and working with the media to make sure reporting on mental health and suicide is sensitive.

1.4 Reducing inequities in health

How will we achieve this:

- By delivering family focussed services to children and parents requiring support.
- By reducing inequities in health by ensuring that the health assessments due in the year for looked after children are undertaken and that children who come into care are registered with a provider of general medical services.
- By enabling universal access to appropriate and timely information, support and advice.
- By improving access to health and well-being services to people disproportionately affected by rurality, poverty or disability.
- By working with all agencies to tackle the factors that lead to inequity and to identify and address 'gaps' in services (geographical and otherwise).
- By improving access to information and technologies to promote independence.
- By supporting and developing the National Exercise Referral scheme.

1.5 Improving housing conditions and reducing homelessness

How will we achieve this:

- By providing timely and accurate housing advice, guidance and support, including financial and debt management advice.
- By improving housing conditions and reducing homelessness.
- By giving people energy efficiency advice and helping people to improve their homes, reducing fuel poverty, CO2 emissions and reducing death and illness caused by cold, draughty homes.
- By offering practical help to improve conditions in owner occupied homes, such as loans, working in partnership with Care and Repair.
- By delivering the Carmarthenshire Homes Standard in our Council stock.
- By helping people to access good quality rented homes through our Social Lettings Agency and the homelessness prevention fund.
- By supporting the development of a wide variety of independent and supported living options for all population groups.

1.6 Improving access to health and social care for all people including vulnerable groups

How will we achieve this:

- By improving the provision, quality, integration and sustainability of overlapping services, that is services provided by the NHS, local government and their partners to certain specified groups:
 - o older frail people
 - o people with long-term conditions
 - o people with mental health problems
 - o people with learning disabilities
 - o people with physical disabilities and sensory impairments
 - o people with substance misuse problems
 - o carers, particularly young carers.
- By addressing the health and social care needs of gypsies, travellers and ethnic minority groups.
- By ensuring services are delivered to meet the Linguistic needs of the service user.
- By engaging the independent sector (both private and third) in planning and delivering services.
- By targeting support to families in lower socio-economic areas.

1.7 Reducing drug and alcohol misuse

How will we achieve this:

- By increasing the age that young people first report that they drank alcohol and smoked cigarettes.
- By providing targeted prevention, early interventions and effective treatment to children, young people, adults and families in order to minimize the harm caused by drugs and alcohol.
- By enabling young people to be more aware about the risks associated with drug, alcohol and cigarette use.
- By protecting families and communities from criminal and anti-social behaviours and health risks related to substance misuse.
- By further developing the role of the Harm Reduction Group in the County with particular reference to Blood Borne Viruses, Naloxone, safe steroid use and needle exchange.
- By restricting access to alcohol and tobacco by young people.
- By enabling access to information on support services for people post arrest on release from custody.

What can you do?

- Take responsibility for you and your families health – **commit to regular exercise and healthy eating** – www.healthchallengecarmarthenshire.org.uk
- Visit the NHS Direct Wales Directory of Support Services at www.nhsdirect.wales.nhs.uk for more **information on local groups and organisations** that offer support and advice
- Find out more about **local health services** and the role of the Community Health Councils from www.communityhealthcouncils.org.uk
- Ensure you receive important vaccinations such as flu jabs – contact your **local GP** for further information
- Know your **neighbourhood policing team** – find details on www.dyfed-powys.police.uk/en/neighbourhoodpolicing
- Buy **local produce** - www.carmarthenshire.gov.uk/foodanddrink
- Make sure you are claiming all you are entitled to – check out your **council and housing benefits entitlements** by phoning 01267 234567
- Find out more about local **Leisure services** – contact the Council on 01267 234567 or www.carmarthenshire.gov.uk/leisure
- For **Health** queries, contact Hywel Dda Health Board on 01437 771220 or visit www.hywelddalhb.wales.nhs.uk
- Read more about the United Nations Convention on the **Rights of the Child** by visiting www.unicef.org.uk
- Visit www.food.gov.uk/ratings to view the **standards of local food premises**
- Find more about **health events** at www.healthchallengecarmarthenshire.org.uk
- Find more about **consumer advice** on Trading Standards Broadcast via www.carmarthenshire.gov.uk

How will we know we have made a difference?

We will report progress against:

- Life Expectancy
- Percentage of smokers
- Prevalence of obesity
- Proportion of the population who are physically active
- Mortality rates
- Infant mortality rate
- Proportion of low birth weight babies
- Uptake of immunisation (childhood and flu)
- Suicide mortality rates
- Level of homelessness
- Housing which is healthy and safe.

2. Outcome:

People in Carmarthenshire fulfil their learning potential

We all want Carmarthenshire's children and young people to have the best possible start in life, gaining the skills and knowledge they need to lead happy, healthy, fulfilling lives.

We want to improve outcomes for all ages through lifelong learning, making the biggest impact where current outcomes are the poorest.

Pressure on resources is always a key issue and we must strive to make better use of the resources we have available to us rather than raise expectations that cannot be fulfilled. Resources will increasingly need to be looked at collectively, between partners, to ensure we dedicate them to where they are most needed.

We must be prepared to respond to changing agendas, new statutory duties, and other relevant developments, such as the review of implementation of the United Nations Convention on the Rights of the Child. We will utilise tools, including the National Service Framework for Children, Young People and Maternity Services in Wales, to capture progress.

We are committed to working together, across organisations, to deliver the best services to ensure that people fulfil their learning potential. In doing this, we will put children and young people at the centre of everything we do, increasingly involving them in planning and developing services, and challenging ourselves with innovative approaches.

There are new developments in learning and we all have our role to play. The following goals and sub-goals will lead the direction of our work and provide you with ideas in order to improve your own learning potential.

Goals:

2.1 Providing the best opportunities for lifelong learning and development for all

How will we achieve this:

- By improving skills in literacy, numeracy, IT, bilingualism and communication in learners of all ages.
- By ensuring the assessment of learners is consistent and rigorous.
- By developing school leaders that have skills to work collaboratively.
- By investing in the 21st Century Schools Programme.
- By increasing the aspirations of all of our children, and in particular our looked after children.
- By delivering a varied curriculum including vocational options.
- By nurturing young people that speak Welsh to become community leaders.
- By delivering financial literacy education within schools.

2.2 Improving skills and training to increase employment opportunities for all

How will we achieve this:

- By ensuring people can access technology for learning.
- By targeting support to young people not in education, employment or training to achieve accreditation/an accredited qualification.
- By ensuring the 14-19 Learning Pathways meet the option choice requirements.
- By developing childcare to meet the gaps identified within our local Childcare Sufficiency Assessment (i.e. full day care and holiday care places) in order to meet the needs of parents and carers who are working or undertaking training.
- By encouraging volunteering as a way of developing transferable skills and supporting volunteers.
- By working with the local employers, colleges and schools to provide lifelong learning opportunities.
- By promoting employment in the area that supports low carbon skills, technologies and enterprise.
- By ensuring that children and young people receiving alternative and home tuition, as a result of sickness or exclusion, are advised of learning pathways and post-16 opportunities for training and development.
- By working in partnership to provide apprenticeships as part of delivering the Carmarthenshire Homes Standard.
- By promoting the benefits of bilingualism as a skill in the workplace.

2.3 Supporting parents & families to develop their children's learning

How will we achieve this:

- By developing a Family Support Strategy which ensures a range of family support/early intervention programmes are delivered in order to ensure that children reach their full learning potential and are ready to thrive upon entry to school.
- By providing family support and early intervention in school, community and youth work settings.
- By increasing attendance at schools and colleges.
- By providing early intervention through health visiting services.
- By delivering financial literacy education in Family Centres.

2.4 Developing an Inclusive Society

How will we achieve this:

- By providing access opportunities to learning facilities.
- By ensuring all children with special educational needs and additional needs have an appropriate high quality education in a range of settings.
- By ensuring that people who are disabled or chronically sick can access education and learning opportunities.
- By implementing the Children and Young People's Participation Strategy.
- By developing services that meets the needs of disabled people to promote equality and independence.
- By encouraging the uptake of free school meals in a non-stigmatising way.
- By enabling access to Mental Health First Aid training for professionals and non professionals alike, service users, carers and volunteers and the public.

2.5 Increasing the provision of childcare, education and training through the medium of Welsh

How will we achieve this:

- By producing and implementing a Welsh Medium Education Strategy.
- By developing additional Welsh language medium childcare places whenever possible.
- By offering more Welsh medium and bilingual adult community learning courses.
- By encouraging parents to support their children to choose Welsh medium education and ensure continuity between key stages.

What can you do?

- Contact the **Family Information Service** for information on registered childcare and a range of other services for children and families including Family Support Projects that are being run in Carmarthenshire, on 01267 246555 or visit www.fis.carmarthenshire.gov.uk
- Contact Carmarthenshire Basic Skills Service for information on **basic skills courses for adults**, on 01554 776528
- Join a local **library**, view www.carmarthenshire.gov.uk/English/education/libraries
- **Update your skills** or **learn new ones** – contact Coleg Sir Gâr at www.colegsirgar.ac.uk; or University of Wales Trinity Saint David at www.trinitysaintdavid.ac.uk or Carmarthenshire Community Learning at www.carmarthenshire.gov.uk/english/education/communitylearning
- Contact www.travellingahead.org.uk for information aimed at **gypsy and traveller children**
- Visit www.careerswales.com for impartial **careers information**, advice and guidance for all ages.

How will we know we have made a difference?

We will report progress against:

- School attendance rate
- Vocational and Educational attainment (including NEET)
- Number of looked after children with at least 1 A*- G at GCSE or GNVQ
- Working age adults with no qualifications
- Students leaving higher education gaining employment.

3. Outcome: People who live, work and visit Carmarthenshire are safe and feel safer

Carmarthenshire remains one of the safest areas in the UK.

Crime levels are very low, and the Dyfed-Powys police force area as a whole is the safest region in the whole of the UK.

However, we must not become complacent and we need to continue to work together to address the problems identified by local communities to ensure that we all feel safe in the area in which we live.

We are committed to maintaining and where possible further reducing crime and disorder over the next 5 years, and this Strategy outlines some of the ways we intend to do that. In addition to the many day to day mainstream activities each organisation undertakes, the Strategy outlines the key partnership actions focused on targeting local priorities. Ambitious targets have been set, and progress towards these will be continuously monitored to ensure that our work remains effective. The following goals will lead the direction of our work and also provides you with some ideas in order to improve your own safety and well-being.

Goals:

3.1 Maintaining and striving to reduce further the levels of crime that are amongst the lowest in England and Wales

How will we achieve this:

- By reducing reoffending rates, particularly by focussing on targeting our most prolific offenders to try to break their cycle of offending.
- By better co-ordinating our approach to working with offenders and supporting families through more integrated services and early intervention.
- By focusing the work of the Community Safety Partnership's action groups on hotspot areas and crime trends to prevent local residents becoming victims of crime.
- By introducing a focused multi-agency approach to responding to intelligence and information on current crime levels.
- By developing information sharing protocols as part of local community safety arrangements.
- By improving housing estates in partnership with residents, through the Environmental Works Project.

3.2 Improving the confidence of local communities that we are tackling the issues that matter most to them and impacting on crime levels

How will we achieve this:

- By linking in with local community groups to tackle local community crime and disorder priorities and publicise successes to show how we are working together to reduce local concerns.
- By encouraging all our diverse communities to report hate crime and anti-social behaviour.
- By delivering doorstep crime initiatives and no cold calling zones within local communities.
- By enforcing statutory nuisance legislation across the county.

3.3 Reducing anti-social behaviour by working in partnership to tackle local problems

How will we achieve this:

- By working with young people to raise awareness of the impact their behaviour can have on others.
- By ensuring we use the right powers and interventions in partnership with all key stakeholders to address issues.
- By increasing people's confidence to report incidents.
- By encouraging local ownership and supervision of community recreational facilities.

3.4 Reduce the incidences of alcohol-related violence

How will we achieve this:

- By improving the quality and use of data from a wide range of sources to ensure effective targeting of initiatives.
- By enforcing Licensing laws across the county.
- By introducing and supporting a variety of projects to address crime and disorder issues in our town centres at night.
- By enhancing the support available to victims and perpetrators of domestic abuse.

3.5 Safeguarding all people from abuse, victimisation, neglect and exploitation

How will we achieve this:

- By reducing risk factors such as domestic abuse, misuse of drugs and alcohol and supporting families through early intervention.
- By promoting child protection in schools and through governing bodies.
- By ensuring staff who work to protect children have full knowledge of their safeguarding and child protection responsibilities.
- By ensuring front line workforce has the capacity, leadership and systems necessary to adequately protect children.
- By ensuring compliance with Safeguarding Children: Working Together under the Children Act 2004, especially guidance around the duty to safeguard and promote the welfare of children under Section 28 of the Children Act 2004.
- By making sure that, where possible, people at risk do not have access to things which could be used for suicide.
- By ensuring that we take all actions necessary to protect vulnerable adults as part of the work of the Adult Safeguarding Board and local team.

3.6 Reducing speeding and the number of road traffic accidents

How will we achieve this:

- By tackling road safety through continuing to co-ordinate the education, enforcement and engineering action of the relevant partner agencies.
- By implementing the Carmarthenshire Speed Management Strategy.
- By implementing the Carmarthenshire Schools Traffic Calming Strategy.
- By developing a road safety co-operative partnership with the Motor Cycle Action Group – Cymru.
- By implementing community and school led road safety education initiatives.
- By monitoring and regulating safety of second hand vehicles sold from outlets in Carmarthenshire.

What can you do?

- **Use 101 non emergency number** to report suspicious behaviour, anti- social behaviour etc to the police
- **Take responsibility** for your own safety, security and property contact your local Community Safety Officer for advice on **101**
- **Report criminal activity** anonymously to Crimestoppers on **0800 555111**
- **Join your local Neighbourhood Watch scheme** or set one up – ring 101 and ask to speak to your local Neighbourhood Policing Team
- Attend **Partners and Communities Together (PACT)** meetings to discuss any concerns you have about crime and disorder locally.

How will we know we have made a difference?

We will report progress against:

- All road casualties
- Total recorded crime
- Feeling safe in your local area in the day
- Feeling safe in your local area at night
- Number of children on the child protection register.

4. Outcome: Carmarthenshire's communities and environment are sustainable

Carmarthenshire - the garden of Wales - is known for its diverse communities and wonderful natural environment, and we want to ensure that we develop sustainably so that everyone in the county is able to enjoy a better quality of life now and for generations to come.

Evidence now shows that we are living 'beyond our means' - using up natural resources at a rate faster than they can be replenished and producing increasing amounts of greenhouse gas emissions leading to significant changes in our climate. A more sustainable future for Carmarthenshire would mean that we all do what we can to reduce our carbon footprint, and start the journey to a less energy-intensive and more sustainable, low-carbon way of living. We want to respect our communities and environment and the following goals will lead the direction of our work and also provides you with some ideas on what you can do to support this.

Goals:

4.1 Living within our environmental limits using only our fair-share of earth's resources and minimising our carbon emissions

How will we achieve this:

- By using less energy and being more energy efficient - setting targets to reduce the amount of energy used in, and greenhouse gas emissions from, public buildings and homes.
- By encouraging more energy to be produced at a community level and move towards becoming self-sustaining in renewable energy.
- By ensuring that all new buildings are constructed to the highest standards of energy efficiency and are zero carbon.
- By encouraging communities and individuals to play their part so that local people are involved in promoting low carbon, low waste living and are supporting the transition to low carbon living.
- By minimising resource use through encouraging sustainable consumption and production - promote and encourage the purchase of local, sustainable, seasonal food in communities, with an expansion in allotments and community food production.

4.2 Reducing waste and moving towards becoming a zero-waste county

How will we achieve this:

- By ensuring that resources are valued leading to a huge reduction in waste production and a much greater emphasis on reuse.
- By increasing composting and recycling rates at home and in work.
- By continuing to promote the “reduce, reuse, recycle” message and increase participation in existing schemes.
- By promoting community level re-use, recycling and food/green composting schemes.
- By contributing to local litter picks to raise awareness of excessive packaging and proper disposal.

4.3 Supporting opportunities for the building of economically viable and sustainable communities

How will we achieve this:

- By utilizing the Local Development Plan land use planning policies to promote sustainable development, help build more sustainable communities, with access to local services and reducing the need to travel.
- By ensuring that future developments or projects take account of the impacts on, and opportunities to enhance our natural environment.
- By ensuring that future developments take account of and plan for the effects of a changing climate.
- By developing a low carbon economy that strengthens local economies through promoting local jobs, skills and training that strengthen communities for the future - e.g. green tourism and leisure, local food production.
- By improving access to goods, services, jobs and learning in low carbon ways so that people are able to work closer to home.
- By increasing the number of affordable homes in partnership with tenants, private landlords, housing associations and developers to help meet the identified needs.
- By promoting social enterprises and sustainable community based cooperatives.

4.4 Protect, enhance and conserve our natural and built environment and champion biodiversity in the county

How will we achieve this:

- By increasing our engagement with volunteers, communities, third sector and public and private sector organisations to conserve and enhance our natural environment.
- By developing children and young people's understanding of environmental and global issues.
- By working towards Greenspace assessment targets as part of our future land planning processes.
- By delivering the Local Biodiversity Action Plan targets.
- By increasing the number of Carmarthenshire businesses and partner organisations that manage their own land for biodiversity.
- By ensuring that every community enjoys better local environments which contribute to health and well-being.
- By delivering the Natural Environment Framework.
- By establishing a series of Wildlife sites in Carmarthenshire based on the nationally established criteria.

4.5 Developing resilient and sustainable communities

How will we achieve this:

- By providing leadership and encouraging local networks and associations to promote sustainable lifestyles.
- By encouraging Town and Community councils to develop plans and support activities that will deliver more sustainable and resilient communities.
- By promoting green tourism and leisure.
- By developing policies and programmes that target social, economic and environmental determinants of health.
- By encouraging use of land for local food and local growing groups.
- By providing the infrastructure and services to enable people to live low carbon lives.
- By providing training to community members to increase autonomy of Community First Partnerships and their capacity to 'do for themselves'.
- By delivering the Collaborative Communities project aimed at creating flagship social enterprises and assisting communities to become sustainable.
- By assisting voluntary/community groups to improve their sustainability and where relevant become service providers.
- By further involving tenants in the management of their homes, through the Tenant Involvement Plan.
- By providing infrastructure and services to manage and/or mitigate against the risks of flooding.

4.6 Developing sustainable transport options

How will we achieve this:

- By integrating transport and land use planning.
- By providing a multi-agency response to address the known transport issues across the county.
- By working in partnership to enhance community transport provision where relevant and sustainable.
- By supporting the continued development of rural public transport.
- By developing and promoting services and infrastructure to improve the attractiveness of walking and cycling, public transport and car sharing.
- By developing and promoting Park and Share/Ride sites where appropriate and viable.
- By integrating Rail, Bus, Walking and Cycling services and infrastructure in order to encourage a shift away from the private car.
- By reducing the impact of transport on the natural and built environment.

4.7 Ensuring the promotion of the Welsh language and Welsh culture

How will we achieve this:

- By increasing bilingual social opportunities and strengthening Welsh as a community language.
- By providing bilingual and Welsh language informal education.
- By promoting cultural tourism through projects such as Tywi Afon yr Oesoedd.
- By increasing participation by organisations that promote the language in all partnerships across the county.
- By ensuring that the interests of the Welsh language and culture are safeguarded and promoted, including utilising land use planning policy.

What can you do?

- **Reduce, Reuse, recycle**, think before you buy – visit the recycling, rubbish and waste section of the Carmarthenshire Council website www.carmarthenshire.gov.uk
- **Volunteer** – get involved in local environment projects – contact www.cavs.org.uk
- **Get involved** – if you have an environmental community project idea you would like help and support with please contact the Tidy Towns team on 01269 590216 or Keep Wales Tidy on 07824 504805
- Where possible – **share a car or take the bus** – contact www.swwitch2share.com or Travel Carmarthenshire on 01267 234567
- Calculate and see how you can reduce your **carbon footprint** – visit www.energysavingtrust.org.uk/calculator/start
- **Report fly-tipping** – contact 01267 234567
- Let's start something good – for more information on the **Community Challenge** contact 01267 224902
- **Become a member** of the **50+ Forum** contact 01267 234567
- Learn Welsh through **Welsh for Adults** contact 01558 825296
- Find out about the work of your **local Town and Community Council** and what you can do to help <http://www.carmarthenshire.gov.uk/english/council/councillors>
- **Record wildlife** in your area – send your records to the Local Record Centre www.wwbic.org.uk
- Where possible, **use the train**. Visit www.allpointswest.info/ or www.traveline-cymru.info/ to find out more.
- For more information on **Bwcabws** contact 01239 801601 or visit www.traveline-cymru.info/bwcabus

How will we know we have made a difference?

We will report progress against:

- CO2 emissions
- Renewable energy
- Ecological footprint
- Municipal waste sent to landfill
- Transport
- Biodiversity
- River Quality
- Flooding
- Number of Welsh speakers
- Number of Welsh speakers with more than one skill in the language (read, write, understand, speaking the language).

5. Outcome: Carmarthenshire has a stronger and more prosperous economy

Carmarthenshire is a county at the forefront of new ideas and new ways of working while continuing to work on its exceptional strengths of high quality environment, community and culture within an inclusive, diverse and dynamic economy.

All partners will work together to make Carmarthenshire a more prosperous place. We will concentrate on those issues that have been found to be the key challenges to economic growth in the county and providing advice and support to businesses, groups and individuals during times of financial hardship. We have achieved much in recent years and we will build on these successes in the future by working together – public sector organisations, business and the voluntary sector along with all communities.

We want to increase prosperity for everyone and the following goals will lead the direction of our work and also provides you with some ideas on what you can do to support this.

Goals:

5.1 Retaining and attracting young people to the county and maximise their achievements and aspirations

How will we achieve this:

- By ensuring the 14-19 Network provision gives young people the skills they need.
- By working in partnership with further and higher education to develop post-graduate and short courses.
- By developing and supporting an entrepreneurial culture to improve the economy and help tackle poverty of opportunity.
- By delivering the Youth Enterprise Programme.
- By developing a brokerage service to improve links and increase recruitment of young people by local businesses.
- By working with the Regional Learning Partnership to develop a network of key partners to support the entrepreneurship programme by using the regional skills observatory to help close the skills gap and match the needs of business with the training offered to young people.
- By providing opportunities for young people in the lifestyle environment through arts, culture, sports and music events.

5.2 Creating high quality jobs across the county through development and investment

How will we achieve this:

- By maximising investment opportunities through the regeneration of town sites and reclamation of brownfield sites.
- By maximising funding from European and domestic sources.
- By delivering the five year Regeneration Master Plan to direct investment in the areas most needed.
- By delivering the three year regeneration plan for Llanelli Waterside (including Burry Port).
- By delivering the Regional Property Development Fund to assist speculative provision of business premises.
- By exploring potential for delivery of mixed use developments through the Regeneration Investment Fund for Wales (RIFW).
- By taking forward key town centre renewal with a focus on the Growth Centres of Llanelli, Ammanford/Cross Hands and Carmarthen.
- By delivering our priorities under the Rural Development Plan.
- By engaging with others to deliver collaborative projects across the region.
- By working with utility providers to identify and deliver upgrading requirements.
- By providing affordable homes for rent and for sale for young people.

5.3 Keeping investment in the local economy

How will we achieve this:

- By identifying opportunities to improve local procurement in a fair and transparent way.
- By supporting local business to increase their capacity to bid for contracts.
- By investigating the development of a regional procurement platform for public sector contracts.
- By helping businesses plan for the future and support our transition to a low-carbon economy.
- By enforcing animal health and welfare legislation which will maintain and improve standards.

5.4 Tackling poverty and its impact on the local economy

How will we achieve this:

- By attracting new investment and new jobs to the county and respond robustly and appropriately to the current economic climate.
- By ensuring those most in need claim what they are entitled to.
- By supporting families and lone parents back into training and employment.
- By improving the employment and economic prospects of people who are economically inactive.
- By supporting people back into employment or further training through Communities First Programme.
- By maintaining a fair and equitable trading environment.
- By delivering and signposting business advice and guidance on trading law.
- By enabling access and sign posting to information and counselling services including debt & welfare benefits, bereavement and relationships.

5.5 To build a bilingual economy and workforce

How will we achieve this:

- By providing and promoting learning and training opportunities.
- By developing and promoting Welsh services and bilingual workplaces.

What can you do?

- **Support local businesses.** Buy local - see the Food and Drink Directory at www.carmarthenshire.gov.uk
- **Develop social enterprise and third sector opportunities** within your communities – contact Collaborative Communities on 01269 590216 or www.cavs.org.uk
- **Contact the Family Information Service** for information on registered childminders on 01267 224224
- **Check out Money Made Clear** – impartial money advice from the Consumer Financial Education Body – www.cfebuk.org.uk
- To access **business advice and support** contact www.carmarthenshire.gov.uk/english/business/advice
- Visit www.careerswales.com for impartial **careers** information, advice and guidance for all ages
- Find out more about **business and consumer advice** on the Trading Standards Broadcast via www.carmarthenshire.gov.uk

How will we know we have made a difference?

We will report progress against:

- Affordable housing provision
- Employment rate
- Average gross weekly full time earnings
- The average annual household income in the county
- Percentage working age population in receipt of key out of work benefits
- Children living in workless household rate
- Business start up and closures.

6. Monitoring Progress

Progress on delivering the Strategy will be monitored through the Results Based Accountability (RBA) model.

The two key aspects of RBA are 'population accountability' and 'performance accountability'. The most important reason for this distinction is the difference in who is accountable.

Population accountability is about the well-being of whole or sub-populations (e.g. towns, communities) and occurs where all organisations are collectively responsible for an outcome and supporting indicators. The Integrated Community Strategy will be monitored against a set of identified whole population indicators.

Performance accountability on the other hand is about the well-being of client populations and would be the responsibility of a single organisation, group or project to achieve specific results that contribute to the collaborative outcome. Performance accountability includes performance measures of how well the service is doing and is essentially the means of how we achieve the desired outcome. The Strategic Partnerships will support the delivery of the Integrated Community Strategy and will provide update reports to the LSB on progress.

Annual reports on progress on the Integrated Community Strategy for Carmarthenshire will be published and based on progress against the population indicators outlined under the outcomes stated above.

For further information on RBA, the monitoring process and update reports please visit the Carmarthenshire LSB Website (www.thecarmarthenshirepartnership.org.uk).

7. Partnership Profiles

The delivery of the Integrated Community Strategy is dependent on a number of different partnership arrangements and groups which are well established in Carmarthenshire. The structure and working arrangements of these groups are outlined in the next few pages. These groups will work individually and collectively in order to work towards achieving the vision and outcomes of this Strategy.

CARMARTHENSHIRE LOCAL SERVICE BOARD

Partnership description & key areas of work:

The Local Service Board (LSB) is an influential partnership which has ambitious aims and objectives for the future of Carmarthenshire and seeks to deliver the best possible services for the county. It meets every two months to bring together leaders and chief executives from key partner organisations in Carmarthenshire and it also has a senior civil servant representing the Welsh Government sitting on the partnership. This offers an opportunity to influence national policy and overcome barriers and blockages that may be in place.

The LSB is part of the wider network of partnerships known collectively as the Carmarthenshire Partnership which includes the Community Safety Partnership, The Environment Partnership, The Regeneration Partnership, The Health & Social Care Partnership and the Children and Young People's Partnership. The LSB is responsible for setting the long term vision for the county and the delivery of this vision then rests with the partnerships themselves.

Key areas of work for the LSB currently are:

- Integrated Community Strategy – As the over-arching partnership for the county, the LSB is responsible for developing and overseeing the delivery of the Strategy. This is the long term vision for the county.
- Integrating Health & Social Care – This involves looking at services in both the Health Board and the Council's Social Care division and trying to ensure that the two areas work more closely together to ensure benefits for the residents of Carmarthenshire. The most recent development is the formation of the Community Resource Teams (CRT's) which brings together both Health staff and Social Care staff to work together in localities.
- Local Information System – Development of local datasets that will be used to inform strategic planning. This may be in the form of a database hosted through a specialist company or through developing an in-house system using GIS mapping.
- Local Area Asset Reviews - This involves looking at all the property that the Council and other partners own and looking at potential to either sell off surplus land, co-locate staff and services and also potential to transfer property/land to community groups/charities. The project has been selected as one of 9 Partnership Projects by the Welsh Government's National Assets Working Group. The Council has also become the first local authority in the UK to map all its assets via the national ePIMS system and is now working with all other public sector bodies to encourage all to use the system to encourage sharing of data and identification of collaborative opportunities.
- 'Total Place' – Carmarthenshire is the first county in Wales to gain Partnership Project status by the Welsh Government to look at integrating public services into one building. A surplus building has been identified in the county and work will commence shortly to re-design the building to accommodate a one-stop-shop for co-locating Health, Council and Police and other public services together under one roof.

- Sustainability – LSB Partners have now set Carbon reduction targets for each of their public buildings. These targets will need to be monitored and will allow each organisation to challenge each other on progress.
- Anti-Poverty - The LSB have formally adopted Advice and Support Carmarthenshire (ASC) as a project of the board. ASC aims to bring together all organisations in the county who are working on the Anti-Poverty agenda. The Network aims to bring together organisations to reduce duplication and ensure a consistent approach is taken to offering help, support and advice to the citizens of Carmarthenshire. During the current economic climate, more and more people are being made redundant, increasingly people are unable to pay their utility bills and older people are unaware of benefits that they are entitled to. The ASC Network aims to help people such as these with a series of targeted campaigns that will raise awareness of help available.
- Trade Union Pilot – Carmarthenshire is piloting a workforce liaison project on behalf of the Welsh Government. This involves engaging with Trade unions and ensuring that they are involved in any relevant LSB projects

Partnership members:

- Hywel Dda Health Board
- Carmarthenshire County Council
- Carmarthenshire Association of Voluntary Services (CAVS)
- Environment Agency
- University of Wales Trinity Saint David
- Dyfed Powys Police
- Public Health Wales
- Coleg Sir Gâr
- Welsh Government
- Mid & West Wales Fire & Rescue Service.

Other plans that support our areas of work:

- Welsh Language Strategy
- Single Equalities Scheme
- Local Development Plan
- 50+ Strategy
- Making the Connections.

COMMUNITY SAFETY PARTNERSHIP

Partnership description & key areas of work:

The Community Safety Partnership (CSP) has been in existence since 1998 when the Crime and Disorder Act placed a legal duty on all local authorities to work with police and other partners to establish a partnership with responsibility for tackling crime and disorder in its local area.

The Partnership is therefore a longstanding statutory arrangement, which benefits from strong working relationships that have been developed between the partners over a number of years.

It meets every two months and is chaired by the Chief Executive of the County Council. It brings together senior officers from a range of local partners with the common aim of making Carmarthenshire an even safer and more secure place to live, work and visit.

The CSP provides a strategic direction for partnership working to tackle crime and disorder priorities that have been identified by partners and local communities. The CSP leads on work to address key community priorities including anti-social behaviour, substance misuse, alcohol-related crime and disorder, reducing reoffending, road safety including speeding and crimes such as burglary, domestic abuse and vehicle crime.

The delivery of the partnership working is undertaken by a number of county-wide action groups and locality groups. The action groups target specific crimes such as violent and alcohol-related crime, vehicle crime and burglary. There are also locality anti-social behaviour groups tackling individuals and hotspot areas in a multi-agency way. In addition, there is a commissioning structure for substance misuse with the CSP having overall responsibility for the commissioning of services. There are also a number of targeted groups focusing on the delivery of the Joint Commissioning Strategy's priorities for substance misuse and working arrangements between service providers to ensure the best possible, joined up services are provided to those that need them.

Initiatives such as the dedicated police team dealing with our most prolific offenders working closely with Probation and the developing 'Reducing Harm' project to ensure an integrated approach to offender management and the families affected have further enhanced the partnership working.

CCTV is another area where the strong partnership between the police and the council is demonstrated with council CCTV operators monitoring the cameras proactively and working with police colleagues to ensure the best use of the equipment.

Partnership members:

- Carmarthenshire County Council
- Dyfed Powys Police
- Dyfed Powys Police Authority
- Wales Probation Trust
- Hywel Dda Health Board
- Mid and West Wales Fire and Rescue Service
- Youth Offending and Prevention Service.

Other plans that support our areas of work:

- Joint Commissioning Strategy for Substance Misuse
- All Wales Youth Offending Strategy
- Carmarthenshire Youth Justice Plan Cymru
- The Carmarthenshire Road Safety Strategy, 2011-2015
- The Carmarthenshire Speed Management Strategy

CHILDREN & YOUNG PEOPLE'S PARTNERSHIP

Partnership description & key areas of work:

The Children and Young People's Partnership (CYPP) was established in 2006 in response to the Children's Act 2004, in particular the National Assembly for Wales Circular Stronger Partnerships for Better Outcomes. Partnership meetings are attended by high level officers from the Police, Health, Fire Service, Voluntary Sector and the County Council. The Partnership has a statutory duty to produce and publish a Children and Young People's Plan, which aims to improve the lives of children and young people aged 0 to 25 and from 2011 onwards this will be incorporated into the Integrated Community Strategy for Carmarthenshire.

The Welsh Government has adopted the United Nations Convention on the Rights of the Child as the basis for all its policy work for children and young people since 2004. For the purposes of planning and securing delivery of services, this is expressed in seven core aims, which are at the heart of the CYP plan and states that all children and young people should:

1. have a flying start in life and the best possible basis for their future growth and development;
2. have access to a comprehensive range of education, training and learning opportunities, including acquisition of essential personal and social skills;
3. enjoy the best possible physical and mental, social and emotional health, including freedom from abuse, victimisation and exploitation;
4. have access to play, leisure, sporting and cultural activities;
5. be listened to, treated with respect, and have their race and cultural identity recognised;
6. have a safe home and a community which supports physical and emotional well-being;
7. not be disadvantaged by child poverty.

For the 2011 (CYP) Plan, the Welsh Government has issued planning guidance which includes the Children and Families (Wales) Measure 2010, this makes legislative provision in respect of four key areas:

Child Poverty

Integrated Family Support Services

Play, with particular reference to the needs of children who are disabled; and

Participation.

From a multi agency workshop of CYP partners, the two principles of early intervention and tackling child poverty were chosen to underpin the four key priority areas of:

Literacy, education and employment

Safeguarding children

Emotional mental health

Substance and alcohol misuse

The CYPP will take responsibility to promote:

Good health in the early years and adolescence is a vital contribution to maintaining good health through life;

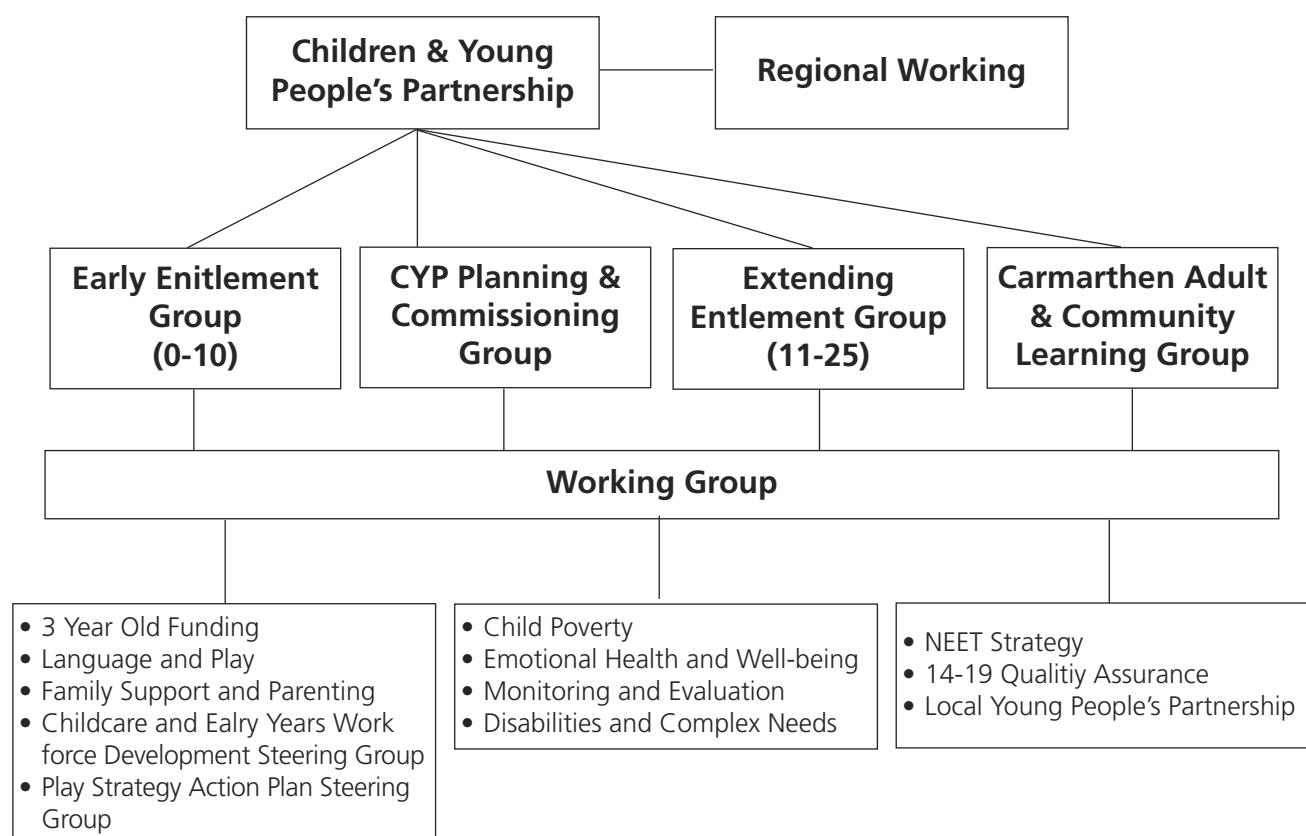
The health and well-being of children is intimately connected with that of their families;

Children will use other services besides those specifically designed for them; and children will go on to use services designed for adults and so good transitional arrangements are vital.

The CYPP will also ensure schools, colleges, higher education institutions, training providers and sports/arts representative bodies along with third sector organisations have a role to play in the plan delivery.

To ensure child poverty is being tackled, CYPP projects will aim to reduce the number of families living in workless households; improve the skills of parents and young people living in low income households so they can secure well-paid employment; reduce inequalities that exist in health, education and economic outcomes of children and families by improving the outcomes of the poorest.

The structure of the partnership and its associated working groups is illustrated below.



Partnership members:

- Hywel Dda Health Board
- Public Health Wales
- Dyfed Powys Police Authority
- Dyfed Powys Police Force
- Mid and West Wales Fire and Rescue Service
- Carmarthenshire Association of Voluntary Services
- National Probation Service – Dyfed Powys Area
- Menter Cwm Gwendraeth
- Carmarthenshire County Council
- Local Safeguarding Children's Board.

Other plans that support our areas of work:

- Children and Young People Participation Strategy
- Supporting People
- Carer's Strategy and Action Plan
- Local Safeguarding Children Board Business Plan
- Hywel Dda Health Board Five Year Plan
- Learning Pathways 14-19 Network Development Plan
- Local Youth Justice Plan
- The Big Plan: Joint Commissioning Strategy for Learning Disabilities Services
- Joint Commissioning Strategy for People with Substance Misuse
- Fulfilled Lives, Supportive Communities.

HEALTH & SOCIAL CARE BOARD

Partnership description & key areas of work:

National guidance on the development of Health, Social Care & Well-being Strategies outlined that the key areas for development are as follows:

1. Improving health and well-being and reducing inequities, that is, inequalities in health that are unfair and avoidable. This section of the Strategy will provide a local response and action plan for the delivery of Our Healthy Future, Wales' strategic framework for public health.
2. Improving the provision, quality, integration and sustainability of 'overlapping services', that is services provided by the NHS, local government and their partners to certain specified groups (older frail people, people with long-term conditions, people with mental health problems, people with learning disabilities, people with physical disabilities and people with substance misuse problems).

These key areas are included in the Integrated Community Strategy in Carmarthenshire and the Health & Social Care Board will work with the Local Service Board and other strategic partnerships to take this agenda forward.

The remit and scope of the Carmarthenshire Health & Social Care Board's responsibilities have been agreed as follows:

The development, approval and review of strategies, policies and practices affecting service users and/or staff directly or indirectly in the following areas:

1. The Carmarthenshire Integrated Community Strategy.
2. A model for the future delivery of integrated primary, community and social care services to include the following:
 - Adult & Older Peoples Services (including people with chronic conditions)
 - Physical Disabilities Services
 - Learning Disabilities Services
 - Mental Health Services including substance misuse services
 - Children's Services.
3. Locality working with Housing and Public Health Services in relation to health improvement, prevention of ill-health, health & social care quality, health intelligence and health protection.
4. Policies, procedures and planning arrangements (for example, complaints procedures) to support the development of an integrated service model.
5. Integrated performance management.
6. Sharing of financial and staffing information to inform and underpin future service planning.
7. Planning, commissioning and contracting between the Partners.

Partnership members:

- Carmarthenshire County Council
- Hywel Dda Health Board
- Public Health Wales
- Carmarthenshire Association of Voluntary Services
- Hywel Dda Community Health Council.

Other plans that support our areas of work:**National**

- Fulfilled Lives, Supportive Communities (2008)
- Setting the Direction: Primary & Community Services Strategic Delivery Programme (November 2009)
- Rural Health Plan – Improving Integrated Service Delivery Across Wales (2009)
- Our Healthy Future (October 2009)
- Creating An Active Wales (December 2009)
- Talk To Me: The National Action Plan to Reduce Suicide & Self Harm in Wales 2009-2014.

Local

- Hywel Dda Health Board Five Year Plan 2010-15
- Annual Council Reporting Framework for Social Services
- The ABC of Integrated Community Services: A Strategic Framework for Community Services March 2010
- The Big Plan: Joint Commissioning Strategy for Learning Disabilities Services 2009-11
- Joint Commissioning Strategy for health, social care and housing related services for over 65's 2008-11
- Commissioning Strategy for Services for Physically Disabled & Sensory Impaired People in Carmarthenshire 2005-10
- Carmarthenshire Carers' Strategy & Action Plan (2007)
- Joint Commissioning Strategy for People with Substance Misuse Problems and their Families 2008/11
- Social Care Strategy for People with Mental Health Needs in Carmarthenshire 2010/15
- Carmarthenshire Housing Services Plan.

MENTRAU SIR GÂR

Partnership description & key areas of work:

Mentrau Sir Gâr was established by Carmarthenshire County Council to coordinate the work of the three Menter, the Welsh Language Board and the County Council. The main priorities of the group is to:

1. Discuss strategic matters and to develop and agree a 3-5 year Language Strategy for the county
 - Contribute to the development of the Integrated Community Strategy
 - Support partners to achieve common objectives.
2. Share information amongst members on the development of language planning in the county and promote best practise.
3. Develop new county wide projects to achieve the aims of the Language Strategy.
4. Work together to increase the linguistic planning capacity amongst members, including identifying opportunities to share costs, resources and staff to ensure efficiency.

Partnership members:

- Carmarthenshire County Council
- Bwrdd yr Iaith Gymraeg / Welsh Language Board
- Menter Bro Dinefwr
- Menter Cwm Gwendraeth
- Menter Gorllewin Sir Gâr.

Other plans that support our areas of work:

The Welsh Government have published a Welsh Language Strategy “A living Language: A Language for living” which sets the strategic direction for developing the Language across Wales and covers a wide range of areas including:

- The use of Welsh in families
- Encouraging children and young people to use Welsh
- The use of Welsh as a community language
- Mainstreaming Welsh in the work of public sector organisations
- Promoting Welsh within the private and the third sector
- Reading, watching and listening in Welsh
- Having the tools in place to support the use of Welsh (including terminology, translation, technology and research)
- The marketing of the language.

The Welsh Language Measure has also now been agreed by the Welsh Government and sets out a new legislative framework for the promotion of the language in all aspects of life in Wales and it contains provisions intended to confirm the official status of the Welsh language.

There are many organisations who work for the benefit of the Welsh language and they are members of the Welsh Language Board’s County Forum which include Urdd Gobaith Cymru, Mudiad Ysgolion Meithrin, Merched y Wawr, TWF, Young Farmers Clubs, Welsh for Adults Centre, Estyn Llaw and Clybiau Gwawr. All organisations work with communities and provide services for local people.

REGENERATION PARTNERSHIP

Partnership description & key areas of work:

The Partnership was established to ensure that public service agencies, business and the voluntary sector along with communities work together to achieve sustainable economic development and growth in the County.

The aim of the Partnership is to achieve sustainable economic growth and prosperity for all by focusing on the key priorities of:

- providing businesses with the right conditions to grow and prosper in a sustainable way;
- reducing economic inactivity;
- increasing the capacity of Carmarthenshire's businesses to secure local, national and global business;
- retaining and attracting young people;
- strengthening our communities;
- addressing climate change.

Partnership members:

- Carmarthenshire County Council
- Careers Wales West
- Regional Tourism Partnership
- Welsh Government
- Coleg Sir Gâr
- University of Wales Trinity Saint David
- South West Wales Economic Forum
- West Wales Chamber of Commerce
- FUW
- NFU
- Spencer Davies Engineering
- CAVS
- Castell Howell Foods Ltd
- Menter Cwm Gwendraeth
- Antur Teifi.

Other plans that support our areas of work:

The Regeneration Partnership is driven by the Welsh Government's Economic Renewal Programme.

ENVIRONMENT PARTNERSHIP

Partnership description & key areas of work:

The partnership acts as lead body for supporting and promoting the following issues in Carmarthenshire:

- Addressing climate change
- Sustainable resource use
- Distinctive biodiversity, landscapes and seascapes
- Our local environment
- Environmental hazards
- Getting about / local sustainable transport.

The partnership also champions sustainable development on behalf of the Local Service Board.

Partnership members:

The Partnership has an open membership.

The work of the Partnership is managed by an Executive Committee comprising representatives of:

- Carmarthenshire County Council
- Carmarthenshire Association of Voluntary Services
- Environment Agency Wales
- Countryside Council for Wales.

Other plans that support our areas of work:

National: One Wales: One Planet; Environment Strategy for Wales; Climate Change Strategy for Wales; Towards Zero Waste.

Regional: Towards a Low Carbon South West Wales: A Routemap; Regional Transport Plan for South West Wales.

Local: Carmarthenshire Local Development Plan; Carmarthenshire Local Biodiversity Action Plan.

ACTIVE CARMARTHENSHIRE FORUM

Partnership description & key areas of work:

To be the lead forum responsible for co-ordinating, developing and delivering the vision and strategic aims of Creating an Active Wales – the Physical Activity Plan for Wales. The work and plans co-ordinated by the forum will also contribute to achieving the outcomes detailed in the Integrated Community Strategy for Carmarthenshire.

The Forum is supported by a series of sub-groups focusing on:

- Sport
- Active Recreation
- Play
- Active Living.

Partnership members:

- Further Education
- Higher Education
- Carmarthenshire County Council
- Private / Sporting Sector
- Public Health Wales
- Voluntary Sporting Sector
- CAVS representative (Voluntary Sector)
- Sports Council for Wales – Regional Manager
- Head of PE or School Sport Representative.

Representatives from other strategic partnerships as required.

Other plans that support our areas of work:

Carmarthenshire Leisure Vision 2007-12

Our Healthy Future (October 2009)

Creating An Active Wales (December 2009).

LOCAL SAFEGUARDING CHILDREN BOARD

Partnership description & key areas of work:

Purpose and Responsibilities of Carmarthenshire LSCB

The Children Act 2004 and The Local Safeguarding Children Board (Wales) Regulations 2005 established a statutory duty on local authorities to set up Local Safeguarding Children Boards (LSCBs), to replace the existing Area Child Protection Committees as an inter-agency forum for co-ordinating and ensuring the effectiveness of agencies and organisations within the community in safeguarding and promoting the welfare of children and young people.

Local Safeguarding Children Boards are required to undertake:

- Responsive work to protect particular children and young people.
- Proactive work for children in need and vulnerable young people.
- Preventative work for all children and young people.

In doing this they must focus on children in need, children abused and neglected within families, children abused outside families by adults known to them, children abused by strangers, children abused and neglected by professionals, children abused by other young people, children who abuse, children involved in prostitution, children who misuse drugs, alcohol and other substances, asylum seeking children whether with families or unaccompanied, children with particular needs or disabilities, children with parents of compromised parenting capacity, for example domestic abuse, substance misuse and parental mental health issues.

Carmarthenshire Safeguarding Children Boards strategic objectives are to:

1. Communicate and consult about the work of the Board and safeguarding and promoting the welfare of children.
2. Develop and implement joint policies, procedures and processes for safeguarding and promoting the welfare of children.
3. Ensure the effectiveness of agencies' work to safeguard and promote the welfare of children.
4. Develop the effectiveness of the safeguarding of children with additional vulnerability.
5. Developing best practice, experience, skills and knowledge on safeguarding and child protection for those who work with children and young people.
6. Ensure that learning is undertaken through Serious Case Review or other appropriate learning experiences.

The work of Carmarthenshire Safeguarding Children Board includes:

- Developing multi-agency policies and procedures.
- Participating in the strategic planning of services for children.
- Working with partnerships, professionals and the public to raise awareness of safeguarding and promoting the welfare of children.
- Receiving regular information on the effectiveness of inter-agency arrangements and addressing any areas for improvement.

- Conducting Serious Case Reviews when a child dies or is seriously harmed and abuse or neglect is suspected and disseminating the learning from these reviews.
- Learning from cases where inter agency work can be improved and disseminating this learning.
- Notifying and cooperating with the Child Death Review Team when there are unexpected child deaths.
- Ensuring safe recruitment and vetting.
- Providing multi-agency training and development to staff on safeguarding and protecting children and young people.
- Agreeing and developing the budget for the LSCB.
- Contributing to the inspection of local children's services and the review of findings.

Partnership members:

- Director of Social Care, Health and Housing, Carmarthenshire County Council
- Designated Nurse Child Protection, Public Health Wales
- Superintendent, Dyfed Powys Police
- Service Manager, Carmarthenshire Youth Offending and Prevention Service
- Designated Doctor Child Protection, Public Health Wales
- Head of Children's Services, Carmarthenshire County Council
- Director for Children's Services, Carmarthenshire County Council
- Assistant Director of Midwifery and Safeguarding, Hywel Dda Health Board
- Divisional Manager, Dyfed Powys Probation Trust
- Chief Executive, Carmarthenshire Association of Voluntary Services
- Observing Council Member and Lead Member for Children and Young People.

The board is advised and supported by the Carmarthenshire LSCB Manager.

Other plans that support our areas of work:

- LSCB Business Plan 2011-2014

CARMARTHENSHIRE ADULT SAFEGUARDING BOARD

Partnership description & key areas of work:

The responsibility for the strategic direction and governance for Adult Safeguarding lies with the Carmarthenshire Adult Safeguarding Board (formerly the Adult Protection Committee).

Its key areas of work are identified by the five themes of its multi agency Business Plan. These are:

- Making safeguarding everyone's business
- Learning from practice
- Developing the workforce
- Investing in safeguarding
- Promoting service user and carer engagement.

Fundamentally, the approach of the Council, the Police and the NHS is to ensure that vulnerable people are safeguarded and that this approach has an outcome based focus to improving the well-being of service users and carers.

Partnership members:

- Carmarthenshire County Council
- Dyfed Powys Police
- Hywel Dda Health Board
- Crown Prosecution Service.

Other plans that support our areas of work:

Project for 2011 on Building Safer Communities through an initiative on fostering links between adult safeguarding and disability hate crime, in particular developing local partnerships between adult safeguarding services and services such as housing, public protection, community safety, disability groups and relevant community based organisations.

Under making safeguarding everyone's business, we are committed to raising the profile of adult safeguarding during 2011 with a whole series of awareness raising and publicity initiatives e.g. website, newsletter, annual conference, community based workshops, leaflet all of which have multi agency support.

CARMARTHENSHIRE ASSOCIATION OF VOLUNTARY SERVICES (CAVS)

Partnership description & key areas of work:

As the County Voluntary Council (CVC) for Carmarthenshire, CAVS has the role of developing volunteers and volunteering opportunities in the County, ensuring the voice of the third sector is heard in work with strategic partners and delivering services under the Infra-structure Agreement between CVC's, WAG and Wales Council for Voluntary Action. For example, provision of funding information to voluntary and community groups.

Key areas of work

The Development and Funding Team help with the setting up of groups, and keep organisations up to date with legislation and current issues affecting the voluntary sector. They also provide information and practical assistance around funding. The team includes two Sustainable Organisation Development Officers working on the regional Collaborative Communities project.

The Volunteer Centre supports voluntary work, aims to raise standards for volunteers and promotes good practice, helping groups to develop policies. The centre matches local volunteering opportunities with prospective volunteers, and provides training for volunteers and volunteer managers. The Centre is based in the Mount Centre in Carmarthen and in John Street in Llanelli.

The Partnership Team provides opportunities for representation, networking and collaborative working. The team includes the Carmarthenshire Carers Service, Voluntary Sector Health and Well-being Facilitator, Regional Play Project, Multicultural Awareness Project, and the Communities First Bigyn 4 Project.

The Sustainable Communities Team incorporates work under the Rural Development Plan, CVC media, the sustainability agenda and the Celtic Community Links initiative which with partners in Ireland looks at the sustainability of community venues.

CAVS facilitates the Voluntary Sector Forum, Health and Well-being Forum, Children & Young People's Network, Lifelong Learning Forum, Multicultural Network, Funding Network, Carmarthenshire Volunteer Organisers Network and Carers Alliance.

Partnership members:

CAVS has over 250 registered and full members. The CAVS Board of Trustees is elected from organisations that are full members. The Board comprises representatives from:

- Dr. M'z
- Llansaint Welfare Hall
- Special Olympics Carmarthenshire
- Catch Up Ltd
- Amman Valley Dementia Care Support Group
- Age Concern Sir Gar
- Llanelli Disabled Access group
- CYCA
- 1st Llanelli Scouts
- Menter Gorllewin Sir Gar
- Menter Cwm Gwendraeth
- Ferryside Village Forum.

CAVS also has representatives from the following key organisations on its Board

- Carmarthenshire County Council
- Hywel Dda Health Board
- One Voice Wales.

Other plans that support our areas of work:

As the CVC for Carmarthenshire, CAVS work is supported by a number of local and national plans. The key plans being

- The Third Dimension
- Designed to Add Value – a third dimension for One Wales
- Making the Connections
- CAVS Strategy 2011/16.

8. Further Information and Contact details

For further information on this document contact –

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