

# Conwy County Borough Council's Corporate Plan 2022-2027



A community guide

# Hello

This is our new Corporate Plan for 2022 to 2027. It sets out our goals to improve lives.

## The County Conversation

In 2016, we started a County Conversation and it's still going. Covid-19 didn't stop it.

We asked people lots of things including:

- What has changed over the last 5 years?
- What's important to you, and what could be better?
- Thinking long term, what ideas do you have to make a better future for our grandchildren?

We talked to:

- organisations and community groups
- professionals and staff
- Town and Community Councils
- families, young people and more.

You told us about:

- your experiences of services; social care, education, recycling, housing and other things
- what it's like living and working here
- what matters to you
- what we need to focus on.

**We took all the information and used it to write this new five-year plan.**


## Our Values

We expect everyone employed by Conwy County Borough Council to show these values in their work.

 **We care about what we do**

 **We are fair to everyone**

 **We are innovative**

 **We are team players**



# Conwy – a progressive County creating opportunity

This plan focuses on 9 areas:

-  **1. The environment**
-  **2. Growth and the economy**
-  **3. Education and skills**
-  **4. Housing**
-  **5. Safety**
-  **6. Health**
-  **7. Thriving Welsh language**
-  **8. Respecting and listening to people**
-  **9. Resilience for the future**



### Covid-19

Covid-19 has affected everyone's life. It's put tremendous pressure on services. The world is still uncertain, but this plan will help us move forward.

### The Wellbeing of Future Generations Act

Wales has a law that has 7 wellbeing goals. It's about making sure all our decisions protect the needs of future generations. Our plan helps us do that and links to these goals.



### Cross-cutting themes

There are issues that affect all of our lives and are a big part of making Conwy a fair, equal and safe place to live. These themes run through all parts of this plan.

-  Climate change
-  Poverty
-  Safeguarding
-  Welsh language
-  Equalities
-  Modernisation
-  Efficiencies



Our focus:

# We all live in a county where we value and look after the environment

## We want to:

- reduce our carbon emissions
- increase our environmental resilience
- work with our communities to make change happen
- protect our environment for future generations.

## Outcomes

### Everyone can say:

Climate change has slowed.

Conwy's natural environment is safe for future generations.

## We will focus on:

- being a **Net Zero** Council by 2030
- investing in roads and other infrastructure, like cycle paths
- protecting our environment through our Biodiversity and Resilience of Ecosystems Duty Plan
- finding more ways for people to reuse and recycle
- making sure we have a clean and healthy environment
- developing an active travel infrastructure so people can choose to cycle or walk more places instead of using cars
- supporting the development of the tidal lagoon and other green projects
- becoming a Net Zero County by 2050.

**Net Zero** means reducing our emissions to close to zero and using carbon capture offsets for anything that's left.





Our focus:

## We live in a county that has a strong economy that promotes and celebrates our culture

### We want to:

- promote our culture and heritage
- help businesses to grow and thrive
- find ways to make our economy resilient
- find new ideas to bring life and regenerate areas
- build on projects we already have, like the Creu Conwy Culture Strategy.

## Outcomes

### Everyone can say:

Our culture and heritage are protected for future generations to enjoy.

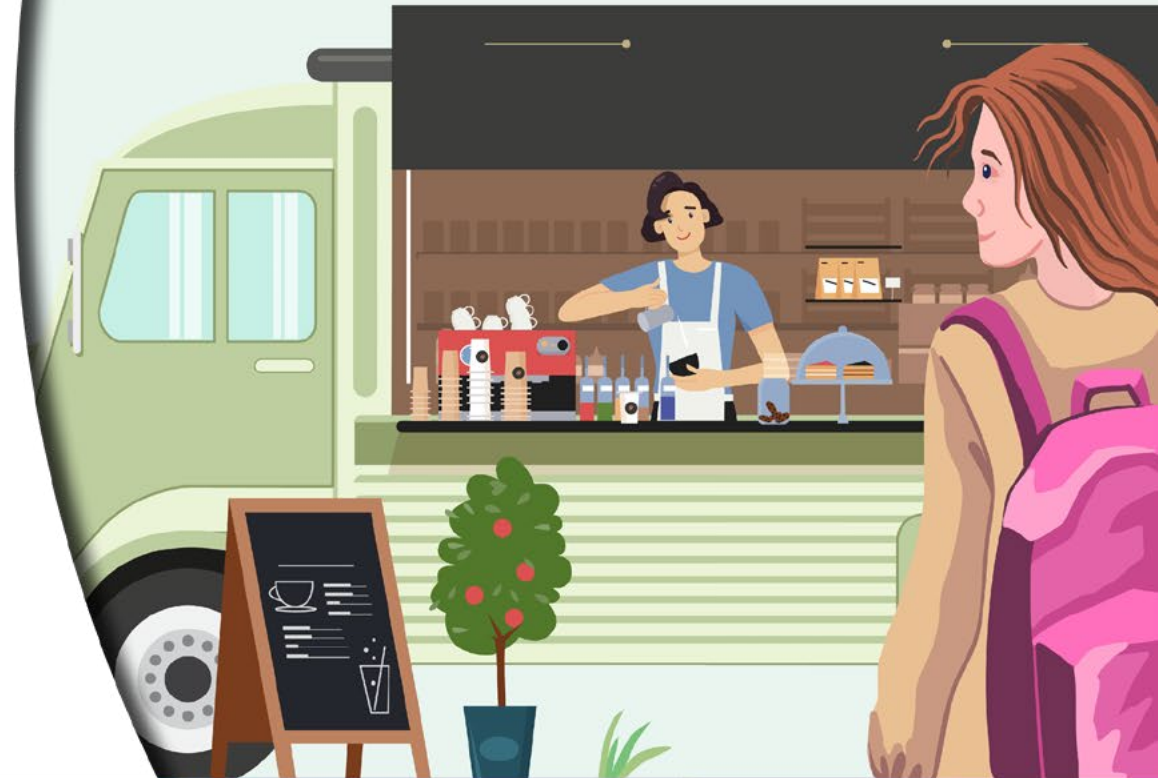
Young people stay in the area, and we keep their skills and talent.

Conwy has all year-round employment and is thriving.

People are healthy, strong and well in all areas of their life.

### We will focus on:

- supporting businesses to grow
- attracting new businesses to the area
- growing our night-time economy and winter tourism
- making the most of our culture and heritage to grow the economy
- setting up community hubs to support wellbeing, regeneration and the economy
- making the most of funding opportunities
- looking at ways to diversify and find opportunities
- checking our plans so we continue to buy goods and services as locally as possible.





Our focus:

## People in Conwy are educated and skilled

### We want to:

- offer everyone an excellent education
- support a culture of lifelong learning
- improve education and performance across all our schools.

## Outcomes

### Everyone can say:

Children and young people are ambitious and capable learners.

Everyone can get involved in community life and have a say in decisions.

People have the right skills and are ready for job opportunities.

Children and young people are healthy and confident.

### We will focus on:

- supporting schools as they move to the new Curriculum for Wales
- making sure learners with Additional Learning Needs have the support they need
- making sure our school buildings are in good condition and environmentally friendly
- making sure people know about job opportunities and training
- making sure children, young people and families can take part in projects, courses and activities in their community
- supporting schools to improve learners' digital skills
- supporting learners to improve and manage their Mental Health and Wellbeing
- promoting Welsh-medium education.





Our focus:

**People in Conwy have affordable, good quality accommodation that meets their needs and improves their lives**

## We want to:

- work with communities, so they are safe and people are happy to live there
- make sure our communities can support people now, and in the future.

## We will focus on:

- finding solutions so we have more affordable housing
- working with owners of empty properties so they can be used as homes or businesses
- supporting people at risk of becoming homeless
- working with care home providers to improve the quality of homes
- encouraging respectful tourism so we protect our communities and popular locations.

## Outcomes

### Everyone can say:



Conwy has strong, sustainable communities that people are proud to call home.





Our focus:

## People in Conwy are safe and feel safe

### We want to:

- make sure everyone who lives here, or visits, is safe
- make sure everyone works together to keep vulnerable people safe.

### We will focus on:

- making sure that our staff understand that keeping people safe is everyone's job
- making all our libraries, leisure centres and other buildings safe places
- making sure people who use care services are safe
- protecting people's data
- making sure communities know how to be safe online.

## Outcomes

### Everyone can say:

Everyone works together to keep communities safe.

Everyone understands their responsibility to keep people safe.

Our communities are strong and safe places that are ready for the future.







Our focus:

## People in Conwy are healthy

### We want to:

- support people to make healthy choices
- support people to have healthy lifestyles and be active
- support people to deal with the rising costs of living
- step in early and help people.

## Outcomes

### Everyone can say:

People are active and making healthy choices.

People have the care and support they need at the right time.

People are healthier and living longer.

### We will focus on:

- working with services to deal with poverty and the rising costs of living
- being more Autism Spectrum Condition Aware and keeping our Dementia friendly status
- supporting people to stay connected by making our services accessible
- supporting unpaid carers with Mental Health and Wellbeing advice and respite care
- supporting Children and Adults Care services so they can meet people's needs, now and in the future
- making sure our leisure teams and cultural teams have what they need to support people's health and wellbeing.





Our focus:

People in Conwy live in a county where Welsh is thriving, and people can participate in all parts of community life in Welsh

**We want to:**

- promote the Welsh language
- celebrate using the Welsh language in communities.

**We will focus on:**

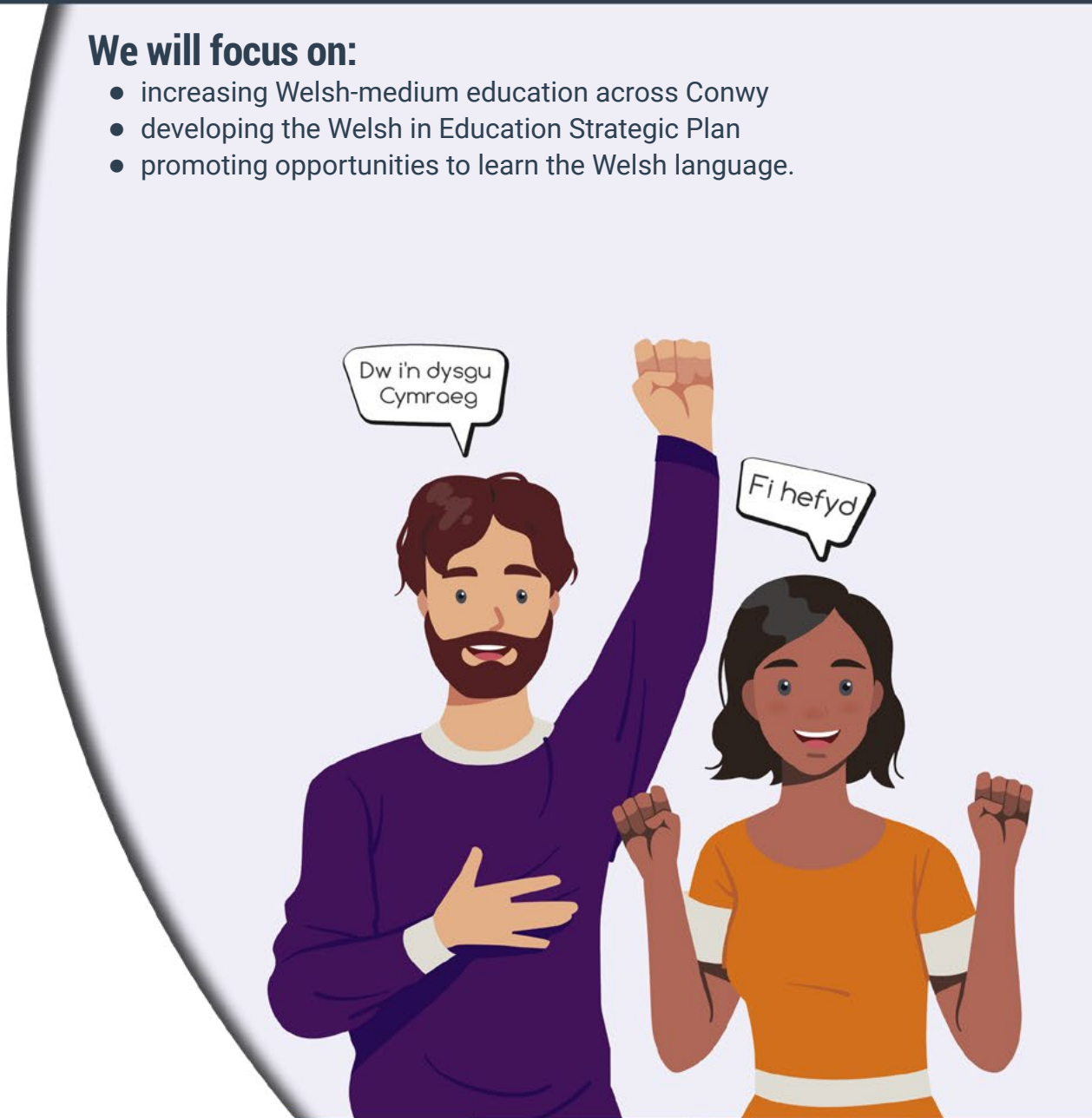
- increasing Welsh-medium education across Conwy
- developing the Welsh in Education Strategic Plan
- promoting opportunities to learn the Welsh language.

**Outcomes**

Everyone can say:

People of all ages are learning Welsh.

Speaking Welsh is part of everyday life in our communities.





Our focus:

## People in Conwy are respected, informed, listened to, and involved in community life

### We want to:

- give people more options to communicate and engage with services
- make sure our communities treat everyone fairly and with respect.

## Outcomes

### Everyone can say:

People respect each other and treat each other equally.

Everyone knows how to get involved and feels listened to.

People feel like they belong and are involved in community life.

### We will focus on:

- making sure we include, respect, and treat everyone fairly
- making sure everyone has the information they need, in the way they need it
- building our relationships with Town and Community Councils
- making sure all our decisions are clear and easy for people to understand.





Our focus:

People in Conwy know their Council is resilient and able to meet their needs now, and in the future

**We want to:**

- make sure our decisions don't harm future generations
- use funding in the right ways
- use our resources efficiently
- find new ways of working that improve people's lives
- support and listen to our staff.

**We will focus on:**

- supporting the health and wellbeing of our staff
- supporting staff to train and develop skills
- engaging with our staff and improving how we work
- making it clearer and easier to apply for jobs
- showing the benefits of working for Conwy
- building new ways of working, including the positive move to online services.

**Outcomes**

Everyone can say:




Conwy County Borough Council is a resilient, well-run organisation and a good employer.



Every six months, we will carry out a self-assessment. We will look at what is going well, and if we need to make changes.

## Getting involved

We can't do it on our own. To reach our goals, we need to work together with people who live, work and visit here.


 So, the conversation hasn't stopped. We want to hear your ideas and views on life in Conwy and how we meet our goals. The **County Conversation** is open to everyone.

## To find out more:


 [conwy.gov.uk/The-County-Conversation](http://conwy.gov.uk/The-County-Conversation)

 [facebook.com/sgwrsconwyconvo](https://facebook.com/sgwrsconwyconvo)

 [twitter.com/sgwrsconwyconvo](https://twitter.com/sgwrsconwyconvo)

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PO Box 1. Conwy  
**LL30 9GN**

 [countyconversation@conwy.gov.uk](mailto:countyconversation@conwy.gov.uk)

 01492 574000  
BT Relay Service Customers with hearing or speech impairments can contact any Council service by dialling 18001 before the number they require.

 British Sign Language: [conwy.gov.uk/Contact-Us/sign](http://conwy.gov.uk/Contact-Us/sign)

We are happy to provide this document in large print, audio and braille. Please contact the Corporate Improvement and Development Team.



## Young voices

There are lots of ways for children and young people to get involved and share your views.

This includes all the services that work with them, especially **Conwy Youth Service**:

 [youngconwy.com](http://youngconwy.com)

Social media links: [linktr.ee/GIConwyYS](https://linktr.ee/GIConwyYS)

**Conwy Youth Council:**

 [facebook.com/CyngorleuencidConwyYouthCouncil](https://facebook.com/CyngorleuencidConwyYouthCouncil)

## Thanks for reading this.

