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RHYBUDD O GYFARFOD	NOTICE OF MEETING
PWYLLGOR GWAITH	**THE EXECUTIVE**
DYDD LLUN 18 GORFFENNAF 2016 **10.00 o'r gloch**	**MONDAY 18 JULY 2016** **10.00 am**
SIAMBR Y CYNGOR SWYDDFEYDD Y CYNGOR LLANGEFNI	**COUNCIL CHAMBER COUNCIL OFFICES LLANGEFNI**
Swyddog Pwyllgor	**Ann Holmes 01248 752518**	Committee Officer

Annibynnol/Independent

R Dew, K P Hughes, H E Jones and Ieuan Williams (Cadeirydd/Chair)

Plaid Lafur/Labour Party

J A Roberts (Is-Gadeirydd/Vice-Chair) and Alwyn Rowlands

Aelod Democratiaid Rhyddfrydol Cymru /Welsh Liberal Democrat (Heb Ymuno / Unaffiliated)

Aled Morris Jones

COPI ER GWYBODAETH / COPY FOR INFORMATION

I Aelodau'r Cyngor Sir / To the Members of the County Council

Bydd aelod sydd ddim ar y Pwyllgor Gwaith yn cael gwahoddiad i'r cyfarfod i siarad (ond nid i bleidleisio) os ydy o/hi wedi gofyn am gael rhoddi eitem ar y rhaglen dan Reolau Gweithdrefn y Pwyllgor Gwaith. Efallai bydd y Pwyllgor Gwaith yn ystyried ceisiadau gan aelodau sydd ddim ar y Pwyllgor Gwaith i siarad ar faterion eraill.

A non-Executive member will be invited to the meeting and may speak (but not vote) during the meeting, if he/she has requested the item to be placed on the agenda under the Executive Procedure Rules. Requests by non-Executive members to speak on other matters may be considered at the discretion of The Executive.

A G E N D A

1 <u>**DECLARATION OF INTEREST**</u>

To receive any declaration of interest from any Member or Officer in respect of any item of business.

2 <u>**URGENT MATTERS CERTIFIED BY THE CHIEF EXECUTIVE OR HIS APPOINTED OFFICER**</u>

No urgent matters at the time of dispatch of this agenda.

3 <u>**MINUTES**</u> (Pages 1 - 6)

To submit for confirmation, the draft minutes of the meeting of the Executive held on 20th June, 2016.

4 <u>**MINUTES FOR ADOPTION**</u> (Pages 7 - 14)

To submit for adoption, the draft minutes of the Corporate Parenting Panel held on 6th June, 2016.

5 <u>**THE EXECUTIVE'S FORWARD WORK PROGRAMME**</u> (Pages 15 - 28)

To submit a report by the Head of Democratic Services.

6 <u>**ANNUAL REPORT OF THE STATUTORY DIRECTOR OF SOCIAL SERVICES**</u> (Pages 29 - 76)

To submit a report by the Assistant Chief Executive (Governance and Business Process Transformation).

7 <u>**LOCAL HOUSING MARKET ASSESSMENT 2016**</u> (Pages 77 - 174)

To submit a report by the Head of Housing Services.

8 <u>**NEW DESTINATION ANGLESEY MANAGEMENT PLAN 2016-2020**</u> (Pages 175 - 212)

To submit a report by the Head of Regulation and Economic Development.

9 <u>**EU FUNDED CAPITAL PROJECTS (2014-2020)**</u> (Pages 213 - 224)

To submit a report by the Head of Regulation and Economic Development.

10 <u>**COMMUNITY ASSET TRANSFER OF HOLYHEAD PARK**</u> (Pages 225 - 228)

To submit a joint report by the Head of Regulation and Economic Development and the Head of Highways, Waste and Property.

THE EXECUTIVE

Minutes of the meeting held on 20 June, 2016

PRESENT:	Councillor Ieuan Williams (Chair) Councillor J.Arwel Roberts (Vice-Chair) Councillors Richard Dew, Aled Morris Jones, H.Eifion Jones, Kenneth Hughes, Alwyn Rowlands.
IN ATTENDANCE:	Chief Executive Assistant Chief Executive (Partnerships, Community and Service Improvement) Head of Function (Resources) and Section 151 Officer Head of Learning Head of Highways, Waste and Property Head of Democratic Services Senior Project Manager (Major Projects) (EC) Committee Officer (ATH)
APOLOGIES:	None
ALSO PRESENT:	Councillors John Griffith, Llinos Medi Huws, R.Meirion Jones, Alun Mummery

1. DECLARATION OF INTEREST

Councillor Richard Dew declared a personal but not prejudicial interest with regard to items 10 and 12 on the agenda.

Councillor H.Eifion Jones declared a personal but not prejudicial interest with regard to item 7 on the agenda.

2. URGENT MATTERS CERTIFIED BY THE CHIEF EXECUTIVE OR HIS APPOINTED OFFICER

None reported.

3. MINUTES

The minutes of the previous meetings of the Executive held on 26th May, 2016 (extraordinary) and 31 May, 2016 were presented for the Executive's approval.

It was resolved that the minutes of the previous meetings of the Executive held on 26th May, 2016 (extraordinary) and 31 May, 2016 be confirmed as correct.

4. THE EXECUTIVE'S FORWARD WORK PROGRAMME

The report of the Head of Democratic Services incorporating the Executive's Forward Work Programme for the period from July, 2016 to February, 2017 was presented for the Executive's approval.

The Head of Democratic Services reported on the changes to the Forward Work programme as follows:

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- With regard to the 18 July, 2016 meeting, items 2, 5 and 7 are new to the Work Programme. Additionally the Regulation and Economic Development Service has indicated that it wishes to report on EU capital projects to this meeting.
- With regard to the 19 September, 2016 meeting, Social Services have indicated that they wish to report in relation to tendering for Home Care Services on Anglesey. The Housing Services wish to schedule a report on the outcome of the formal consultation on the Llawr y Dref Business Case to the September meeting and Lifelong Learning Service intends to report to the same meeting on the schools modernisation programme in the Bro Rhosyr and Bro Aberffraw areas.
- With regard to the 17 October, 2016 meeting, reports by the Lifelong Learning Service in relation to the Transformation of the Library Service and the Transformation of the Youth Service originally scheduled for this meeting will now be re-scheduled to the 28 November meeting.
- A report on the customary budgetary items is scheduled to be presented to the 13 February, 2017.

The Chair recommended that item 10 on the Work Programme in relation to the Welsh Language Strategy be presented for pre-decision scrutiny.

It was resolved to confirm the Executive's updated Forward Work Programme for the period from July, 2016 to February, 2017 subject to the additional changes outlined at the meeting.

5. ESTABLISHMENT OF THE ANGLESEY PUBLIC SERVICES BOARD

The report of the Chief Executive with regard to establishing a Public Service Board for Anglesey was presented for the Executive's consideration.

The Chair reported that the Well-being of Future Generations Act 2015 is about sustainable development which is the process of improving the economic, social, environmental and cultural well-being of Wales. It seeks to do this by putting in place 7 specific well-being goals which public bodies must work towards achieving. The Act also establishes a statutory board known as a Public Services Board in each local authority area in Wales which has four statutory members comprising of the Local Authority, the Local Health Board, the Fire and Rescue Authority for the area and Natural Resources Wales who are collectively responsible for fulfilling the board's statutory duties. One such duty is to prepare and publish a Local Well-being Assessment and a Local Well-being Plan every 4 years together with an Annual progress report. The current Anglesey and Gwynedd Local Service Board will be discontinued with the advent of the new arrangements.

The Chair said that whilst legally a public service board must be established for the area of Anglesey Local Authority and for Gwynedd Local Authority, the Act does provide for two or more public service boards to be able to collaborate or merge and the considerations involved in deciding to enter into collaboration or merger are outlined in the report. There have been two meetings and the Gwynedd and Anglesey Public Service Boards are happy to proceed on the basis of a collaborating board.

The Chief Executive highlighted the importance of the Local Well-Being Assessment and ensuring that it informs the Authority's Corporate Plan.

It was resolved to support the establishment of a Public Services Board that would collaborate with the Gwynedd Public Services Board as the Executive's preferred option.

6. FINAL ACCOUNTS 2015/16

The report of the Head of Function (Resources) incorporating the draft Comprehensive Income and Expenditure Statement for 2015/16 and the draft Balance Sheet as at 31 March, 2016 along with information about reserves and balances was presented for the Executive's consideration. The Executive was informed that the figures presented were unaudited and are subject to change.

The Portfolio Member for Finance reported that the information presented covers the position with regard to reserves across all the Council's services including school balances which in the primary sector, have generally increased and in the secondary sector, have generally decreased. When all movements in the general reserves are taken into account, the closing balance of the general reserve

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is £8.412m, an increase of £1.218m over the year which is a healthy position to be in. The release of £1m to create an earmarked reserve for the Improvement agenda has been approved by the Executive, thereby leaving a balance of £7.412m. The minimum general reserve balance has been set at £5m. The Portfolio Member for Finance said that the Authority may have to draw on general balances to balance the 2017/18 revenue budget hence the recommendation that no decision be made regarding the use of the net balance of £7.412m on the general fund reserve until later in the year until the budget setting process for 2017/18 has begun and the estimated budget position for 2016/17 becomes clearer.

The Head of Function (Resources) and Section 151 Officer affirmed the Portfolio Member's comments and said that the Authority is in a good financial position from which to go forwards. Once the indicative settlement for 2017/28 is known, the Authority will be better able to determine whether it needs to draw on general balances to support the 2017/18 budget or whether funds can be released from the balances to further improve and transform services.

It was resolved –

- **To note the draft unaudited main financial statements for 2015/16.**
- **To defer consideration of the use of the net balance of £7.412m on the general fund reserve until budget setting for 2017/18. The agreed minimum general reserve is £5m.**
- **To note the position on earmarked reserves and to approve the use or increases to individual reserves as noted in Appendix 4 of the written report.**
- **To note the school balances position.**
- **To note the HRA balances as at 31 March, 2016.**

7. LOWERING THE AGE OF ADMISSION AT YSGOL BRYNSIENCYN

The report of the Head of Learning with regard to a request by the Governing Body of Ysgol Brynsiencyn for the Authority to consider lowering the age of admission at the school so as to admit pupils part-time in September following their third birthday was presented for the Executive's consideration.

The Portfolio Member for Education reported that Ysgol Brynsiencyn currently admits children full time in the September following their fourth birthday and is one of seven schools with this policy. The other 40 primary schools admit children part time in the September following their third birthday. The Portfolio Member for Education said that such a request is subject to a prescribed process which has to be followed before a final determination can be made.

The Head of Learning confirmed that whilst there were no other such requests pending in relation to the six remaining schools which retain the policy of admitting children in the September following their fourth birthday, the situation is kept under regular review.

It was resolved that permission be given to commence the consultation process on lowering the age of admission at Ysgol Brynsiencyn so as to admit pupils part-time in the September following their third birthday.

8. PURCHASE OF LAND TO IMPROVE THE A5025

A report by the Head of Service (Highways, Waste and Property) regarding improvement works to the highway between A55 J3 and Wylfa Newydd along the A5 and A5025 was presented for the Executive's consideration. The report outlined the background to the proposals presented along with the works required and their timing; how it is proposed these be carried out and the considerations pertaining thereto.

The Portfolio Member for Highways, Waste and Property Management presented the recommendations to the Executive.

The Head of Service (Highways, Waste and Property) reported that in order to deliver Wylfa Newydd, improvements are required to be made to the highway between A55 J3 and Wylfa Newydd along the

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A5 and A5025 to the site entrance. Discussions have taken place between the Council (as local highway authority) and Horizon Nuclear Power/Hitachi (HNP) over the past two years in relation to the delivery of such improvements which have resulted in the Council and HNP entering into a Collaboration Agreement in order to facilitate these and other highway improvements for the effective operation of the highways network during the construction and operation of Wylfa Newydd. It is considered that the works are needed in order to enable Wylfa Newydd to be constructed. Wylfa Newydd is supported in national and local policy. The Officer referred to the works required and said that they fall into two categories namely online works which largely entail improvements to the existing carriageway, and offline works which essentially comprise four sections of bypasses and he elaborated thereon.

The Executive noted the information presented including the nature and extent of public consultations held with the communities affected as set out in the report. The Executive noted also that in the interests of sustainable development, cycle tracks should be established where feasible and safe to do so.

It was resolved to authorise the Head of Service (Highways, Waste and Property):

- **To enter into an Agreement with Horizon Nuclear Power/Hitachi (HNP) under section 278 of the Highways Act 1980 and any other powers necessary in such form as the Head of Service (Highways, Waste and Property) requires to ensure HNP indemnifies the Council for all costs and liabilities associated with progressing and promoting Compulsory Purchase Order(s), Side Road Orders and any other Orders ("the Orders") necessary to carry out construction and improvement works to the highway between A55 J3 and Wylfa Newydd along the A5 and A5025 including associated works and mitigation and in undertaking all work in connection with the Orders, meeting the costs of acquisition of rights and interests in land in order to deliver the works and meeting all compensation liabilities of the Council which will or may arise out of the Orders and acquisition of rights and interests.**
- **Following completion of the Agreement above, to undertake all steps necessary in preparation for making and servicing the Orders. Such steps to include undertaking land searches and referencing of all interests and rights which may be required to deliver the construction and improvement works (including issuing requisitions for information under the Acquisition of Land Act 1981 and/or under the Highways Act 1980), preparing draft Orders and related documentation and undertaking all steps required to allow such Orders to be made and served should such action subsequently be authorised by the Executive.**
- **Following the completion of the Agreement above, to enter into negotiations with those persons with an interest in land or rights needed to deliver the construction and improvement works in order to acquire, where possible, such land and rights by agreement, to include making offers to acquire such land and rights and entering into agreements to acquire such land and rights as the Head of Service (Highways, Waste and Property) considers appropriate.**

9. EXCLUSION OF PRESS AND PUBLIC

It was resolved under Section 100(A)(4) of the Local Government Act 1972, to exclude the press and public from the meeting during the discussion on item 10 below on the grounds that it involved the disclosure of exempt information as defined in Schedule 12A of the said Act and in the Public Interest Test as presented.

10. MODERNISING SCHOOLS ON ANGLESEY – REVIEWING THE MODERNISING ANGLESEY SCHOOLS STRATEGIC OUTLINE PROGRAMME

Councillor Richard Dew was not present when this matter was considered and determined.

The report of the Head of Learning which set out the factors driving the need to review the Authority's Strategic Outline Programme (SOP) was presented for the Executive's consideration.

The Portfolio Member for Education presented and recommended the report for the Executive's approval.

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The Head of Learning elaborated on the proposals and the reasons for change.

The Executive requested that it be provided with an update report in January/February, 2017 with regard to taking recommendation 3 forwards and similarly, a report and briefing session in the first quarter of next year in relation to recommendation 6.

It was resolved to approve the recommendations as set out in points 1 to 8 of the report in accordance with the time order outlined.

11. EXCLUSION OF PRESS AND PUBLIC

It was resolved under Section 100(A)(4) of the Local Government Act 1972, to exclude the press and public from the meeting during the discussion on item 12 below on the grounds that it involved the disclosure of exempt information as defined in Schedule 12A of the said Act and in the Public Interest Test as presented.

12. MODERNISING ANGLESEY SCHOOLS – REVISION OF THE STRATEGIC OUTLINE PROGRAMME (REQUEST FOR CHANGE)

Councillor Richard Dew was not present when this matter was considered and determined.

The report of the Head of Learning was presented for the Executive's consideration. The report set out the reasons which make a revision of the Strategic Outline Programme (SOP) necessary, and referred to the process whereby a request for change with regard to projects within the SOP must be submitted to the Welsh Government.

It was resolved to approve the recommendations as set out in points 1 to 4 of the written report.

Councillor Ieuan Williams
Chair

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CORPORATE PARENTING PANEL

Minutes of the meeting held on 6 June, 2016

PRESENT:	Dr Gwynne Jones (Chief Executive)
	Councillor Kenneth Hughes (Portfolio Member for Education)
	Councillor Aled M Jones (Portfolio Member for Housing and Social Services)
	Councillor Dylan Rees (Partnership and Regeneration Scrutiny Committee)
	Mrs Sue Willis (Betsi Cadwaladr University Health Board)
	Dr Caroline Turner (Assistant Chief Executive & Designated Statutory Director of Social Services)
	Ms Anwen Huws (Head of Children's Services)
	Llyr Bryn Roberts (Principal Officer – Corporate Parenting & Partnerships)
	Gareth Llwyd (Service Manager – Safeguarding & Quality Assurance)
	Dawn Owen (Child Placement Team Leader)
	Steve Pimblett (Interim LAC Team Manager)
	Bethan Morris Jones (Senior Manager for School Standards)
	Llinos Edwards (LAC Nurse)
	Ann Holmes (Committee Officer)
APOLOGIES:	Councillor Ieuan Williams (Leader of the Council), Mr Douglas Watson (Chair, Anglesey Foster Carers' Association), Mrs Rona Jones (Independent Reviewing Officer), Heulwen Owen (LAC Education Liaison Officer), Alex Kaitell (Interim Principal Officer Operations)

1. DECLARATION OF INTEREST

No declaration of interest was received.

2. MINUTES OF THE 7TH MARCH, 2016 MEETING

The minutes of the previous meeting of the Corporate Parenting Panel held on 7th March, 2016 were presented and confirmed as correct.

3. MATTERS ARISING

- **Impact on Education Resources of Children placed on Anglesey by other Local Authorities**

The Senior Manager for School Standards tabled a report which provided an analysis of the impact on educational resources of meeting the needs of the 27 children who have been placed in care on Anglesey by other local authorities.

The Officer highlighted the following points:

- That of the cohort of 27 children, 20 are on the Additional Learning Needs (ALN) register; of these 7 are pupils who have a Statement of Special Educational Needs and 7 are subject to School Plus provision.
- Whilst placing authorities do not contribute to the additional learning needs capitation allowance they do fund the classroom assistants and/or lessons provided by specialist teachers and any resources required for children with a SEN Statement. However, the cost of administrating the Statement as well as the time spent by the ALN Co-ordinator in providing support and monitoring the provision is borne by Anglesey's Education Authority.

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- The greatest cost falling on Anglesey's Education Authority comes as a result of those children placed in care on Anglesey who are School Plus pupils. The individual school and thereby Anglesey's Education Authority is responsible for the entire cost of the support and provision for these pupils along with the administrative costs and a percentage of the ALN Co-ordinator's time.
- No funding is provided by the placing authority in respect of the capitation allowance in relation to mainstream education.
- Based on the information available, the total financial impact from an educational perspective of the children currently placed in care on Anglesey by other local authorities is £188,263.

The Senior Manager for School Standards advised that the figures presented are in certain respects a general approximation of the costs incurred particularly with regard to the costs of administrating Statements which are difficult to quantify with accuracy.

The Panel considered the information presented and noted the following points –

- The Panel recognised that the data provided is a best estimate of what it costs the Authority to provide educational support for the children placed in its care by other authorities given that there are no formulaic means of determining those costs.
- That the Panel would find it helpful to be able to obtain a more holistic picture of the effects children placed in its care by other authorities have on education apart from the cost impact, and conversely the school effect on children who are looked after who by virtue of their status, are vulnerable.
- The Panel noted that it may be challenging for primary schools in circumstances where a school has to provide and tailor appropriate support for one looked child from another area within the school, and that the challenge for secondary schools on the other hand relates more to identifying looked after children from other local authority areas who come into the system so as to be able to secure the appropriate provision for them.
- The Panel noted that although placing authorities are obligated to notify the host authority of any care placement made within its area and to share information about the child who is the subject of the placement, this does not always happen. It was recognised that it is sometimes difficult to obtain notification about such placements and consequently to identify the children so placed and therefore meet their needs.
- The Panel also recognised that the Authority in Anglesey itself makes out of area placements where the need arises which may balance out the children placed by other authorities within Anglesey. The Panel was informed that Anglesey does seek to meet the school transport costs of looked after children in an attempt to provide them with stability as regards their school placement.
- The Panel noted that it would like to re-visit the information presented when the LAC Education Liaison Officer is present and able to provide further clarification as to what the figures signify and what messages if any, the Panel is able to draw from them.

It was agreed to note the information and that the Panel re-visits the report for further discussion at its next meeting.

NO FURTHER ACTION ARISING

- **Life in Residential Care: Exploring the Experiences of Welsh Looked After Children and Young People**

The Head of Children's Services reported that the Children's Commissioner for Wales had decided that consistent with her remit derived from the Care Standards Act 2000 and the Children's Commissioner for Wales Act and Regulations 2001, she would report on the experiences of looked after children and young people in residential care homes from the perspective of how effective they are in safeguarding and promoting the rights and well-being of children and young people. The Officer confirmed that interviews with children and young people residing in residential care homes had taken place during the fourth quarter of 2015/16; she had been part of a specialist workshop to consider the initial outcomes from this phase of the work with children and young people. The Commissioner proposes to report on the findings of the project later in 2016.

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It was agreed to note the information.

NO FURTHER ACTION ARISING

- **Raising the Ambitions and Educational Attainment of Children who are Looked After in Wales**

The Senior Manager for School Standards tabled a report which provided a summary of how the Education Authority as the lead service with regard to the Welsh Government Strategy for raising the ambitions and educational attainment of children who are looked after in Wales is addressing the local authority related actions within the report with a view to achieving completion by Autumn, 2016.

The Officer said that in order to fulfil the requirements of the new Strategy, it is essential that the Authority and its schools will have achieved the following:

- Ensured that each school has mapped and reviewed its current provision for looked after children so that there is consistency across the Authority's schools.
- Strengthened the systems for monitoring progress and pastoral care as well as the well-being of looked after children within schools.
- Reviewed training for all school staff.
- Ensured that there is regular reporting of the attainments of looked after children and that schools have in place procedures for monitoring and improving their performance.
- Reported on looked after children's school attendance and made the School Welfare Officers aware of those children.
- Strengthened admission procedures for looked after children.

Work on the second, third and fourth areas above has already commenced in meetings with designated Looked After Children staff in the secondary sector. A presentation on the Strategy is to be made to the next meeting of Head teachers and a report back on the above tasks will be made via the Inclusion Group.

The Officer said that as regards joint working with Children's Services on the Strategy, two initial meetings have been held to discuss the establishment of a task group, and in the second meeting consideration was given also to the role specification of the LAC Education Liaison Officer in light of the new Strategy.

The Panel noted the information and requested that it be provided with a further update at its next meeting in September, 2016.

ACTION ARISING: The Panel to be provided with a further update report at its meeting in September, 2016

- **Health Matters**

The LAC Nurse presented a report which outlined from a BCUHB perspective the range of sexual health service provision currently available to look after children and care leavers on Anglesey along with the current figures in relation to local pregnancy rates.

The LAC Nurse reported that from the information available it can be concluded that the provision of services to young people is fairly good but that more can be done in terms of working together to support the Looked After Population with identity and relationships issues in a constructive way thereby further reducing the conception rates. Project Juicy, Youth Justice, Identity and the NSPCC provide sessions on relationships which could be incorporated within a work plan. There is no statutory requirement for Social Services to report on pregnancies in the Looked After population, but recording this data locally could be done if it was felt there was a need to do so.

The Panel considered the report presented and raised the following points:

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- The Panel noted that there is work to be done as regards translating the range of information and advice services available into concrete results in terms of reducing the pregnancy rate among young girls.
- The Panel noted that in light of the extent of the information available, the main challenge lies in changing the mind set of looked after young people so that they do not view pregnancy as a positive life choice because of what they perceive to be a lack of other choices available to them.
- The Panel noted that the Authority needs to adopt a different approach and to try to adapt the general provision available to individual circumstances and to address issues of poor self-esteem and emotional needs among the looked after and care leavers population which often lead to pregnancy in this group.
- The Panel noted that there may also be benefit in establishing a peer mentoring scheme involving a young person who has had experience of the care system to assist looked after young people in better understanding their situation and to help them develop the confidence to make better choices.
- The Panel noted that schools and foster carers have a role to play as well as professional practitioners who are involved in the lives of looked after children and young people as regards providing them with support and guidance in forming healthy relationships during and after their time in care.

It was agreed to note the information presented.

ACTION ARISING: LAC Nurse in consultation with the Education Service, Foster Care Service and the Care Leaving Service to formulate an action plan on the steps that can be taken to address pregnancy/relationship matters among looked after young people and care leavers in an integrated way.

4. CSSIW INSPECTION OF THE FOSTERING SERVICE

- The report of the Care and Social Services Inspectorate Wales following its announced inspection of the Ynys Môn Fostering Service in January, 2016 was presented for the Panel's information.

The Panel was informed that the inspection focused on the quality of life of the young people who use the service and did not identify any areas of non-compliance with the requirements of the Fostering Service (Wales) Regulations 2013. The inspector concludes that the service is providing a good quality of life for the children who use the service. Areas where practice could be further developed to assist in improving the standard of the service provided were identified and are set out in the report.

- The Service Action Plan setting out the timeline and responsible officers for addressing the five identified areas of practice where improvements could be made was presented for the Panel's consideration.

The Head of Children's Services said that the CSSIW Inspection report had been considered by the Children's Services Senior Management Team and has been combined with elements of another review in an updated Action Plan which covers how the proposed actions will be achieved and monitored. This will form part of the Service Improvement Plan. The Officer said that the report above along with the Annual Report of the Fostering Service will be presented to the panel responsible for overseeing how the Social Services and Well-being Act 2014 is introduced and how the Children Service Improvement Plan is implemented. Should there be any slippage on the Inspection Review Action Plan then those will be reported back to the Corporate Parenting Panel on an exception basis highlighting any related escalation of risk. A more detailed progress report will also be presented to the Panel ahead of the next annual inspection of the Fostering Service in January, 2017 (unless a change in regulations means that an annual inspection will not be held).

The Panel welcomed the positive inspection report and acknowledged the good work within the Fostering Service to which it is testimony.

It was agreed to accept and note the CSSIW Inspection report on the Fostering Service and the accompanying Service Action Plan.

ACTIONS ARISING:

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- **Principal Officer (Corporate Parenting and Partnerships) to keep the Panel informed of any escalated risks consequent upon any slippage that might occur on implementing the Action Plan.**
- **Principal Officer (Corporate Parenting and Partnerships) to provide the Panel with a progress report within six months   prior to the next annual inspection of the Fostering Service in January, 2017.**

5.   REPORT OF THE INDEPENDENT REVIEWING OFFICER

The report of the Independent Reviewing Officer for Quarter 4 2015/16 was presented for the Panel's consideration. The report provided a statistical analysis of the age, legal status and reasons for placing Anglesey's looked after population as well as highlighting issues of practice and areas of risk and concern.

The Service Manager (Safeguarding & Quality Assurance) reported on the following main points:

- From 1 December, 2015 to March, 2016, the Council accommodated a total of 112 children which is a slight reduction on the 114 reported at the end of the third quarter of 2015/16.The trend has been in an upwards direction since Quarter 1 2013/14 and although the reasons behind this trend remain unclear, an increase in complex cases and large sibling groups may be contributory factors.
- The principal reason why children and young people come into the care of the Council are because of child protection issues – 94 of the 112 children and young people looked after by the Council come within this category.
- The number of children and young people placed with the Authority's own foster carers currently stands at 28 and exceeds the number of children placed with private foster carers out of county.
- Overall the percentage of 92.71 LAC reviews undertaken during Quarter 4 is slightly less than for the previous quarter but can be viewed as a positive performance in light of the overall number of children being looked after and given the number of children in out of county placements. Performance was assisted due to the additional support provided.
- There remain certain issues with regard to the conduct of LAC reviews in relation to the availability of appropriate review documentation for review meetings and the availability also of appropriate venues. The key messages from looked after children and young people from reviews continue to be mixed.
- Risks identified by the Independent Reviewing Officer include the timeliness of reports for review meetings, consistency of attendance at reviews by key personnel, workforce instability and knock on effects, ensuring an appropriate language response to service users and improving inter-service communication.

  The Head of Children's Services said that the service has been through a challenging period of late in terms of staff turnover and sickness absences set against increased demand and expectations. These have been reported to the Council's Senior Leadership Team. However, she could assure the Panel that the Council had engaged experienced agency staff who, along with Children's services social workers and management, remain committed to meeting the needs of children and young people in the Authority's care in the best way possible including their language preferences. Whilst communication and information sharing can always be improved, the Head of Service has not been informed by the IRO that information sharing is so poor to the extent it poses a risk in terms of the care of the children whom the Authority looks after. The Head of Service also said that she was not aware that the issues have been raised as issues by partner organisations. The Officer said that as regards ensuring the statutory requirements in relation to LAC reviews are met, it is the intention to recruit an additional Independent Reviewing Officer to provide support for the current team. In the meantime, independent officers will be engaged on a sessional basis. The Service Manager (Safeguarding & Quality Assurance) has also been authorised to adapt his work programme to allow him to chair review meetings if required. The Officer assured the Panel that close attention is being paid to ensure the timeliness of reviews and to thus improve performance against the PI and ensure a robust review of a child's care and support plan.

The Panel considered the IRO's report and the service response and made the following points:

- The Panel noted that it would have been helpful if the Independent Reviewing Officer was present at the meeting to clarify the concerns raised and also to provide possible solutions to the Panel as the Corporate Parenting Panel.
- The Panel noted that it would also be helpful in terms of obtaining assurance for it to be provided with information about the language preferences of the children and young people looked after by the Authority as well as their parents and foster parents and how these are being met.
- The Panel noted that the process by which cases are assigned to social workers should also be a consideration and that assignment on a best match basis can help ensure specific preferences are met.
- The Panel sought clarification of the influencing factors in relation to a child being taken into care in terms of family links and also the extent of their access to other services outside of Social Services. The Head of Children's Services said that an analysis of the background of looked after children shows that many have experienced family issues and a range of social problems which have affected their development and their safety. The Service is currently in the process of formulating a strategy by which the number of children in care can be safely reduced and integral to this is the introduction of the family conference group whereby families are brought together to try to resolve issues; what is important is ensuring this intervention happens before problems become entrenched. The Panel was also informed that quarterly statistics are able to show from which areas children are taken into care thus helping the service build a demographic profile of the Authority's looked after population. The Head of Learning and the ICT Business Transformation Manager are contributing towards the work of creating a more comprehensive database from which information can be drawn in future.

    It was agreed to note the report of the Independent Reviewing Officer.

    ACTIONS ARISING:

  - **The Panel to be provided with data regarding the language preferences of the looked after population on Anglesey, their parents and foster parents.**
  - **Designated Statutory Director of Social Services and Head of Children's Service to consider how within the context of the IRO's independence, Management can for verification purposes, have prior briefing on the substantive issues raised in the Officer's report.**
  - **The Panel to be kept informed of progress on the development of the LAC information database.**

6. CHILDREN'S SERVICES REPORT

The Children's Services report covering the Education, Health and Fostering Service provision for Looked After Children and Young People was presented for the Panel's consideration.

The Panel considered the information presented and made the following points:

- The Panel noted that due to the increase in the number of looked after children, the LAC Education Liaison officer was unable to meet with schools, collect information and complete the Personal Education Plans within the specified 20 day timeframe. The Panel also noted that it understood that the responsibility for completing these plans will transfer to schools and that it needs to be assured that schools, given the expectations on them with regard to performance, have the time and resources to also meet this requirement.
- The Panel noted the concern expressed by the LAC Education Liaison Officer and the LAC Nurse regarding the strain on placements and the delays in the progression of care plans due to the reduced availability of social workers because of absence. The Panel was assured that the LAC Social Work team has been strengthened recently by the engagement of agency staff and that there has been a renewed effort to recruit to the team on a permanent basis.
- The Panel noted and welcomed the dialogue with an Officer from CAHMS with regard to looking at a potential pathway for looked after children in relation to assessment and referral. The Panel whilst recognising that as with many other services, CAHMS is working under pressure, also noted that ensuring access to therapeutic services for those looked after children with mental health needs remains problematic with the responsibility for arranging and funding provision often

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falling to Children's Services instead. The Panel was informed that the matter could be raised with the Community Health Council and also that BCUHB does report quarterly on waiting times for therapeutic services although this is on a general basis and is not specific to the looked after population. The BCUHB's representative said that she would discuss ways of taking the matter forwards with the Children's Services.

- The Panel noted with regard to child placements, that the number of placement breakdowns for 2015/16 was significantly lower than that for 2014/15 indicating the service is succeeding in managing placements so as provide more stability for looked after children.

- The Panel was informed and it noted, that the financial data shows that over expenditure has occurred in relation to the internal fostering service rather than independent providers indicating that the invest to save initiative although not as yet delivering savings, has led to cost avoidance. The Panel was also informed that budgets have been realigned to create an additional post within the team to support recruitment and assessment. The organisation of the Star Awards night took up some of the Marketing and Recruitment Officer's time and the Service will be looking to share the organising responsibilities corporately when those awards are next held in 2017.

- The Panel noted that of the ten families referred for viability assessments, five withdrew before the process started or once the process started. Consideration might be given to how more effective work could be done with families prior to a referral being made for a full viability assessment. The Panel was informed that the influence of the Judiciary is often a factor in this respect, and that schedules are often imposed and assessments made by Order.

It was agreed to note and to accept the report.

ACTION ARISING: LAC Education Liaison Officer to provide the Panel with an action plan to demonstrate how the performance against the need to provide each looked after child with a Personal Education Plan is improved.

7.   ADVOCACY – TROS GYNNAL QUARTERLY REPORT

The report of the Tros Gynnal Advocacy Service in relation to the referrals made to the service by Anglesey's looked after population in the fourth quarter of 2015/16 was presented for the Panel's consideration and **was noted by the Panel.** The report provided a statistical breakdown of the referrals received and the types of issues raised.

The Panel was informed and noted that the number of the referrals deriving from Anglesey indicate that awareness and take-up of the advocacy service are good.

NO FURTHER ACTION ARISING

8.   NEXT MEETING

It was noted that the next meeting of the Corporate Parenting Panel would be held at 2:00 p.m. on Monday, 7th September, 2016.

Dr Gwynne Jones
Chair

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ISLE OF ANGLESEY COUNTY COUNCIL	
Report to:	**The Executive**
Date:	**18 July 2016**
Subject:	**The Executive's Forward Work Programme**
Portfolio Holder(s):	**Cllr Ieuan Williams**
Head of Service:	**Lynn Ball** **Head of Function – Council Business / Monitoring Officer**
Report Author: Tel: E-mail:	**Huw Jones, Head of Democratic Services** **01248 752108** **JHuwJones@anglesey.gov.uk**
Local Members:	**Not applicable**

A –Recommendation/s and reason/s
In accordance with its Constitution, the Council is required to publish a forward work programme and to update it regularly. The Executive Forward Work Programme is published each month to enable both members of the Council and the public to see what key decisions are likely to be taken over the coming months. The Executive is requested to: confirm the attached updated work programme which covers **September 2016 – April 2017**; identify any matters subject to consultation with the Council's Scrutiny Committees and confirm the need for Scrutiny Committees to develop their work programmes further to support the Executive's work programme; note that the forward work programme is updated monthly and submitted as a standing monthly item to the Executive.

* Key:
Strategic – key corporate plans or initiatives
Operational – service delivery
For information

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B – What other options did you consider and why did you reject them and/or opt for this option?		
-		

C – Why is this a decision for the Executive?		
The approval of the Executive is sought before each update is published to strengthen accountability and forward planning arrangements.		

D – Is this decision consistent with policy approved by the full Council?		
Yes.		

DD – Is this decision within the budget approved by the Council?		
Not applicable.		

E – Who did you consult?		What did they say?
1	Chief Executive / Strategic Leadership Team (SLT) (mandatory)	The forward work programme is discussed at Heads of Service meetings ('Penaethiaid') on a monthly basis (standing agenda item).
2	Finance / Section 151 (mandatory)	
3	Legal / Monitoring Officer (mandatory)	It is also circulated regularly to Corporate Directors and Heads of Services for updates.
5	Human Resources (HR)	
6	Property	
7	Information Communication Technology (ICT)	
8	Scrutiny	The Executive Forward Work Programme will inform the work programmes of Scrutiny Committees.
9	Local Members	Not applicable.
10	Any external bodies / other/s	Not applicable.

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For information

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F – Risks and any mitigation (if relevant)		
1	Economic	
2	Anti-poverty	
3	Crime and Disorder	
4	Environmental	
5	Equalities	
6	Outcome Agreements	
7	Other	

FF - Appendices:
The Executive's Forward Work Programme: September 2016 – April 2017.

G - Background papers (please contact the author of the Report for any further information):

Key:
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For information

THE EXECUTIVE'S FORWARD WORK PROGRAMME

Period: September 2016 – April 2017

The Executive's forward work programme enables both Members of the Council and the public to see what key decisions are likely to be taken by the Executive over the coming months.

Executive decisions may be taken by the Executive acting as a collective body or by individual members of the Executive acting under delegated powers. The forward work programme includes information on the decisions sought, who will make the decisions and who the lead Officers and Portfolio Holders are for each item.

It should be noted, however, that the work programme is a flexible document as not all items requiring a decision will be known that far in advance and some timescales may need to be altered to reflect new priorities etc. The list of items included is therefore reviewed regularly.

Reports will need to be submitted from time to time regarding specific property transactions, in accordance with the Asset Management Policy and Procedures. Due to the influence of the external market, it is not possible to determine the timing of reports in advance.

The Executive's draft Forward Work Programme for the period **September 2016 – April 2017** is outlined on the following pages.

Mae'r ddogfen yma hefyd ar gael yn Gymraeg
This document is also available in Welsh

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FI = For information

THE EXECUTIVE'S FORWARD WORK PROGRAMME

Period: September 2016 – April 2017

	Subject & *category and what decision is sought	Decision by which Portfolio Holder or, if a collective decision, why	Lead Service	Responsible Officer/ Lead Member & contact for representation	Pre-decision / Scrutiny (if applicable)	Date to Executive or, if delegated, date of publication	Date to Full Council (if applicable)
	September 2016						
1	**The Executive's Forward Work Programme (S)** Approval of monthly update.	The approval of the full Executive is sought to strengthen forward planning and accountability.	Council Business	Huw Jones Head of Democratic Services Cllr Ieuan Williams		The Executive 19 September 2016	
2	**Welsh Language Strategy** Approval of a language strategy for the island.	The full Executive is requested to make a recommendation to full Council as the document sets a strategic direction for the Welsh language in Anglesey.	Improving Partnerships, Communities and Services	Annwen Morgan Assistant Chief Executive – Improving Partnerships, Communities and Services Cllr Ieuan Williams	19 July 2016	The Executive 19 September 2016	27 September 2016
3	**Annual Performance Report - 2015/16 (S)** Approval of report and recommendation to full Council.	Forms part of the Council's Policy Framework - a collective decision is required to make a recommendation to the full Council.	Corporate Transformation	Scott Rowley Head of Corporate Transformation Cllr Alwyn Rowlands		The Executive 19 September 2016	27 September 2016
4	**Corporate Scorecard – Quarter 1, 2016/17 (S)** Quarterly performance monitoring report.	This is a matter for the full Executive as it provides assurance of current performance across the Council.	Corporate Transformation	Scott Rowley Head of Corporate Transformation Cllr Alwyn Rowlands	12 September 2016	The Executive 19 September 2016	

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	Subject & *category and what decision is sought	Decision by which Portfolio Holder or, if a collective decision, why	Lead Service	Responsible Officer/ Lead Member & contact for representation	Pre-decision / Scrutiny (if applicable)	Date to Executive or, if delegated, date of publication	Date to Full Council (if applicable)
5	**2016/17 Revenue and Capital Budget Monitoring Report – Quarter 1 (S)** Quarterly financial monitoring report.	This is a matter for the full Executive as it provides assurance of current financial position across the Council.	Resources	Marc Jones Head of Function – Resources / Section 151 Officer Cllr Hywel Eifion Jones	12 September 2016	The Executive 19 September 2016	
6	**Final Report of the Scrutiny Outcome Panel: Debt Management** Progress report on responding to recommendations 1.3 and 2.2 of the Final Report.	This is a matter for the full Executive in accordance with its decision on 25 April 2016.	Resources	Marc Jones Head of Function – Resources / Section 151 Officer Cllr Hywel Eifion Jones		The Executive 19 September 2016	
7	**Tendering of Domicilliary Care on Anglesey**		Adults Services	Alwyn Jones Head of Adults Services Cllr Aled Morris Jones	12 September 2016	The Executive 19 September 2016	
8	**Llawr y Dref, Llangefni – Business Case** To consider the results of the consultation process.	This is a matter for the full Executive as it relates to decisions made by the Executive at its meeting held on 26 May 2016.	Housing	Shan L Williams Head of Housing Services Cllr Aled Morris Jones		The Executive 19 September 2016	

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THE EXECUTIVE'S FORWARD WORK PROGRAMME
Period: September 2016 – April 2017

	Subject & *category and what decision is sought	Decision by which Portfolio Holder or, if a collective decision, why	Lead Service	Responsible Officer/ Lead Member & contact for representation	Pre-decision / Scrutiny (if applicable)	Date to Executive or, if delegated, date of publication	Date to Full Council (if applicable)
9	**Schools Modernisation – Bro Rhosyr and Bro Aberffraw** To consider a report on the statutory notice's objection period.		Learning	Delyth Molyneux Head of Learning Cllr Kenneth P Hughes		The Executive 19 September 2016	
10	**'Wylfa Newydd Construction Worker Accommodation Position Statement'**	The approval of the Executive is sought to establish the Council Council's formal position on Construction Workers Accommodation in relation to Wylfa Newydd. This will be utilised to influence and underpin future policy and decision making.	Regulation & Economic Development	Dylan Williams Head of Regulation and Economic Development Cllr Ieuan Williams		The Executive 19 September 2016	
			October 2016				
11	**The Executive's Forward Work Programme (S)** Approval of monthly update.	The approval of the full Executive is sought to strengthen forward planning and accountability.	Council Business	Huw Jones Head of Democratic Services Cllr Ieuan Williams		The Executive 17 October 2016	

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THE EXECUTIVE'S FORWARD WORK PROGRAMME

Period: September 2016 – April 2017

	Subject & *category and what decision is sought	Decision by which Portfolio Holder or, if a collective decision, why	Lead Service	Responsible Officer/ Lead Member & contact for representation	Pre-decision / Scrutiny (if applicable)	Date to Executive or, if delegated, date of publication	Date to Full Council (if applicable)
12	**Syrian Refugees** Progress report regarding the delivery of the resettlement and support programme.	This is a matter for the full Executive in accordance with its decision on 25 April 2016.	Housing	Shan Ll Williams Head of Housing Services Cllr Aled Morris Jones		The Executive 17 October 2016	
November 2016							
13	**2017/18 Budget (S)** To finalise the Executive's initial draft budget proposals for consultation.	This is a matter for the Executive as it falls within the Council's Budget Framework.	Council Business	Marc Jones Head of Function – Resources / Section 151 Officer Cllr Hywel Eifion Jones	14 November 2016	The Executive 7 November 2016	
14	**The Executive's Forward Work Programme (S)** Approval of monthly update.	The approval of the full Executive is sought to strengthen forward planning and accountability.	Council Business	Huw Jones Head of Democratic Services Cllr Ieuan Williams		The Executive 28 November 2016	
15	**Transformation of Library Service** Following statutory consultation, decide on the structure and nature of the service from April 2017 onwards.	The decision of the full Executive is sought with regard to the preferred model for the libraries service from April 2017.	Learning	Delyth Molyneux Head of Learning Cllr Kenneth P Hughes	TBC	The Executive 28 November 2016	

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THE EXECUTIVE'S FORWARD WORK PROGRAMME

Period: September 2016 – April 2017

	Subject & *category and what decision is sought	Decision by which Portfolio Holder or, if a collective decision, why	Lead Service	Responsible Officer/ Lead Member & contact for representation	Pre-decision / Scrutiny (if applicable)	Date to Executive or, if delegated, date of publication	Date to Full Council (if applicable)
16	**Transformation of the Youth Service**	The decision of the full Executive is sought with regard to the preferred model for the youth service from April 2017.	Learning	Delyth Molyneux Head of Learning Cllr Kenneth P Hughes	TBC	The Executive 28 November 2016	
17	**Transformation of the Culture Service** To decide on the options to implement following public consultation and expressions of interest.	A decision is requested from the Executive on the preferred options for implementation in Stage 2 of the transformation programme (from April 2016).	Lifelong Learning	Delyth Molyneux Head of Learning Cllr Kenneth P Hughes	TBC	The Executive 28 November 2016	
December 2016							
18	**The Executive's Forward Work Programme (S)** Approval of monthly update.	The approval of the full Executive is sought to strengthen forward planning and accountability.	Council Business	Huw Jones Head of Democratic Services Cllr Ieuan Williams		The Executive 19 December 2016	
January 2017							
19	**The Executive's Forward Work Programme (S)** Approval of monthly update.	The approval of the full Executive is sought to strengthen forward planning and accountability.	Council Business	Huw Jones Head of Democratic Services Cllr Ieuan Williams		The Executive 23 January 2017	

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Updated 07.07.16

	Subject & *category and what decision is sought	Decision by which Portfolio Holder or, if a collective decision, why	Lead Service	Responsible Officer/ Lead Member & contact for representation	Pre-decision / Scrutiny (if applicable)	Date to Executive or, if delegated, date of publication	Date to Full Council (if applicable)
20	**Full Business Case for New School at Bro Rhosyr/Bro Aberffraw** Approval of business case.	The approval of the full Executive is sought before submitting the Full Business Case to Welsh Government.	Learning	Delyth Molyneux Head of Learning Cllr Kenneth P Hughes		The Executive 23 January 2017	
	February 2017						
21	**The Executive's Forward Work Programme (S)** Approval of monthly update.	The approval of the full Executive is sought to strengthen forward planning and accountability.	Council Business	Huw Jones Head of Democratic Services Cllr Ieuan Williams		The Executive 13 February 2017	
22	**2017/18 Budget (S)** Adoption of final proposals for recommendation to the County Council.	This is a matter for the Executive as it falls within the Council's Budget Framework.	Resources	Marc Jones Head of Function – Resources / Section 151 Officer Cllr Hywel Eifion Jones	6 February 2017	The Executive 13 February 2017	28 February 2017
23	**Treasury Management Strategy 2017/18** Adoption of strategy for the new financial year.	This is a matter for the Executive as it falls within the Council's Budget Framework.	Resources	Marc Jones Head of Function – Resources / Section 151 Officer Cllr Hywel Eifion Jones		The Executive 13 February 2017	28 February 2017
24	**Financial Reserves** To provide an update on the situation relating to financial reserves.	This is a matter for the full Executive as it provides assurance of current financial position.	Resources	Marc Jones Head of Function – Resources / Section 151 Officer Cllr Hywel Eifion Jones		The Executive 13 February 2017	

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THE EXECUTIVE'S FORWARD WORK PROGRAMME

Period: September 2016 – April 2017

	Subject & *category and what decision is sought	Decision by which Portfolio Holder or, if a collective decision, why	Lead Service	Responsible Officer/ Lead Member & contact for representation	Pre-decision / Scrutiny (if applicable)	Date to Executive or, if delegated, date of publication	Date to Full Council (if applicable)
25	**Charges for non-residential services 2017/18** Approval.	A collective decision is required as the matter involves material financial considerations.	Adults' Services	Alwyn Jones Head of Adults' Services Cllr Aled Morris Jones		The Executive 13 February 2017	
26	**Standard Charge for Council Care Homes 2017/18** Approval.	A collective decision is required as the matter involves material financial considerations.	Adults' Services	Alwyn Jones Head of Adults' Services Cllr Aled Morris Jones		The Executive 13 February 2017	
27	**Independent Sector Residential and Nursing Home Fees 2017/18** Approval.	A collective decision is required as the matter involves material financial considerations.	Adults' Services	Alwyn Jones Head of Adults' Services Cllr Aled Morris Jones		The Executive 13 February 2017	
28	**Charges for independent home care services 2017/18** Approval.	A collective decision is required as the matter involves material financial considerations.	Adults' Services	Alwyn Jones Head of Adults' Services Cllr Aled Morris Jones		The Executive 13 February 2017	

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THE EXECUTIVE'S FORWARD WORK PROGRAMME

Period: September 2016 – April 2017

	Subject & *category and what decision is sought	Decision by which Portfolio Holder or, if a collective decision, why	Lead Service	Responsible Officer/ Lead Member & contact for representation	Pre-decision / Scrutiny (if applicable)	Date to Executive or, if delegated, date of publication	Date to Full Council (if applicable)
29	**Social Services and Well-being Act Needs Assessment** Statutory approval of regional assessment**.**	Statutory code of Practice: "The local authority and Local Health Board are required formally to approve the population assessment report. This will need to be done by the Board of the Local Health Board and in the case of the local authority will need to be approved by the full Council on submission by the Council's Executive or board. This will ensure that the information contained within the report is considered at the most senior levels within these organisations."	Adults' Services	Alwyn Jones Head of Adults' Services Cllr Aled Morris Jones		The Executive 13 February 2017	28 February 2017
			March 2017				
30	**The Executive's Forward Work Programme (S)** Approval of monthly update.	The approval of the full Executive is sought to strengthen forward planning and accountability.	Council Business	Huw Jones Head of Democratic Services Cllr Ieuan Williams		The Executive 23 January 2017	

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THE EXECUTIVE'S FORWARD WORK PROGRAMME
Period: September 2016 – April 2017

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			April 2017				
31	**The Executive's Forward Work Programme (S)** Approval of monthly update.	The approval of the full Executive is sought to strengthen forward planning and accountability.	Council Business	Huw Jones Head of Democratic Services Cllr Ieuan Williams		The Executive 23 January 2017	

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ISLE OF ANGLESEY COUNTY COUNCIL	
COMMITTEE :	Executive
DATE:	**18th July 2016**
SUBJECT:	**Annual Director's Report 2015/16**
PORTFOLIO HOLDER(S):	**Cllr Aled Morris Jones**
HEAD OF SERVICE :	**Anwen Huws (Children's Services) and Alwyn Jones (Adults' Services)**
REPORT AUTHOR:	**Dr Caroline Turner, Statutory Director of Social Services, Assistant Chief Executive**
Tel:	Emma Edwards, Business Support Manager – Extension 1887
E-mail:	ejess@anglesey.gov.uk

1.0 RECOMMENDATIONS

R1. Members are invited to comment on the content and arrangements for completing the Annual Report and Social Services work programme.

2.0 REASONS.

2.1 **Purpose of the report:**
To receive, and make suggestions on, the final draft report presented by the Statutory Director. The purpose of the report is to promote awareness and accountability for the performance and progress made over the past year in delivering social services. The report also outlines the focus for improvement for the forthcoming year.

The process of preparing the report included an in-depth evaluation of all service areas. This was competed using a "Grid analysis" that sets out what we aim to achieve, how well we are achieving and what is the outcome for the service users. The views and opinions presented in these grids are based on information gathered from a wide range of sources, such as statistical data and other information from our service users, carers and key partners.

2.2 **Timetable:** It is expected that the Director presents a final draft of her report to Care and Social Services Inspectorate Wales (CSSIW) by mid July. The report will be presented to the Corporate Scrutiny Committee on the 11th July, 2016 and the

Executive Committee on the 18 July, 2016. The final report will be shared with the Full Council on the 27th September, 2016. Furthermore, the final report will be published on the Council's website.

3.3 **Service Challenge Day:** The service held a Service Challenge session on the 25th May, 2016 and this event was well attended with over 20 organisations present.

Partners were presented with key overview messages from the Assistant Chief Executive, in her role as Statutory Director of Social Services as well as from both Head of Adults' Services and the Head of Children's Services. The Service Challenge Day provided an important opportunity to engage with our key stakeholders in reviewing progress, and identifying priorities.

Author: Emma Edwards
Job Title: Business Support Manager
Date: 27th June 2016

APPENDIX 1- Annual Director's Report on the Effectiveness of Social Care Services 2015-16

Ynys Môn

THE ISLE OF
Anglesey

Annual Director's Report on the Effectiveness of

Social Care Services 2015-16

CYNGOR SIR
YNYS MÔN
ISLE OF ANGLESEY
COUNTY COUNCIL

cyngormôn
ioacc

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Director's Introduction

Dr. Caroline Turner, Director of Social Services, Assistant Chief Executive

Introduction

I am pleased to publish my first report as Statutory Director of Social Services, following my designation in January 2016. I wish to thank all who have contributed to the work of Social Services in Anglesey over the past year, including the previous Director, Gwen Carrington, who retired in December 2015. I took up my responsibilities at a crucial time as we prepared to implement the provisions of the Social Services and Wellbeing Act (Wales) 2014 from April 2016 onwards, whilst balancing significant increases in demand for our services at a time of budget constraints for us and for our partners across all sectors.

The purpose of the report is to share information on the performance and effectiveness of Adult and Children's Social Services in Anglesey during 2015-16. The progress made is a reflection of the contribution made by staff in both services, as well as those of other services within the local authority, in particular Education and Housing. It is also a reflection of the support provided by carers, as well as the contribution made by service providers in the voluntary sector and in the private sector. A key element of our success is the strength of our long-standing collaboration with colleagues in Betsi Cadwaladr University Health Board, joint working arrangements with the five other local authorities across North Wales, and effective partnership working with North Wales Police, the Youth Justice Service , Bangor University and other partners.

This report outlines our response and progress against the areas the Care and Social Services Inspectorate for Wales (CSSIW) identified for improvement in their Annual Performance Evaluation for 2014-15. One of the key comments made by CSSIW was that "The council is aware of the risks within children's services where improvement is fragile". I have therefore prioritised this area in recent months, focusing on understanding the issues, raising the awareness of the Senior Management Team and the Executive, secured additional resource, and oversaw the development of an Improvement Plan for Children's Services. We have recently set up a cross-party Panel of Senior Elected Members to monitor the implementation of the Children's Services Improvement Plan. The Local Authority has undoubtedly achieved improvements in its Children Services over the years, and we are confident of its ability to build on this success. The service experienced demonstrable increase in demand during the year: and the Local Authority has invested additional resources in the Children Services. The service responded positively to the lessons from its Quality Assurance function and the external reviews of practice including the Extended Child Practice Reviews into incidents that occurred in 2013 The service invested considerable effort into improving its arrangements under the Public Law Outline, during the year,

Despite the challenges of increased demand and recruitment and retention of staff, Children's Services has made significant progress during the year in improving its processes and practice. The Improvement Plan is already having an impact on our compliance with the Public Law Outline. The increase in demand, combined with retention and recruitment difficulties, had an impact on our Performance Indicators during the latter half of 2015-16. I expect to see the actions outlined in

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the Improvement Plan making a real difference across our work in support of children who require a managed support and care plan and children who are looked after from 2016-17 onwards. During January 2016 the Fostering and Adoption Team were inspected by CSSIW, and it was reassuring to see that they concluded that the service is providing a good quality of life for the children who use the service, which is a reflection of the improvements made within this area of work over the past two years. We were particularly proud to host the *Anglesey STARS Awards* during the year to celebrate the achievements of Anglesey's Looked After Children. During the Challenge Meeting in May it was reassuring to hear our partners praising improvements in Learning Disability Transition, as well as in the information provided to children and young people and to their parents and carers; the service provided by Canolfan Addysg Y Bont was also praised.

This report summarises performance against those priorities we identified in the Isle of Anglesey County Council's Annual Delivery Document (Improvement Plan), which highlights the Transformation of Older Adult Social Care as one of seven priorities for the period 2013-2017. In line with national policy, we're placing much more emphasis on enabling older people to remain independent for much longer, able to draw on support from strong communities, and assisted to live at home wherever possible; this includes working with housing providers to significantly expand the provision of Extra Care across the island over the next few years. We're also changing our provision for those where living at home is no longer an option, working with private sector providers and Betsi Cadwaladr University Health Board to increase the capacity for Elderly Mentally Ill (EMI) Nursing provision. Participants in the annual Challenge Meeting praised the effective service provided by the co-located Mental Health team, the engagement that has taken place in the Seiriol area in relation to strengthening Community support for older people, the service provided by the Care and Repair service, the newly-established Nightowls service in Holyhead, and the effectiveness of the service provided by the Third Sector Single Point of Access which has been supported by Adult Services.

As a small local authority, and at a time of continued budgetary constraints, it is vital that we pool resources and share expertise. During 2015-16 we established a number of joint working arrangements across Adult and Children's services within Anglesey. One example of this is the new Safeguarding Unit, which co-ordinates our work on Quality Assurance; over the next year we will improve the Unit's capacity to advise on improving our policies and processes. We work jointly with Gwynedd County Council and Betsi Cadwaladr University Health Board in providing a highly skilled, multi-disciplinary IFSS team to intervene with families who present a high level of need and risk due to parental/carer alcohol and substance misuse; this team is delivering sustained improvements to the families that it support, enabling children to remain safely with their families in most cases. We also work with a range of partners to provide a Youth Justice Service which provides a range of interventions and services to young people who have offended and those at risk of offending; this team is also able to demonstrate its effectiveness, with a significant reduction in offending and re-offending by young people in recent years. These specialist teams are in addition to long-established multi-disciplinary teams jointly funded and staffed by Betsi Cadwaladr University Health Board and the Isle of Anglesey County Council in the areas of Mental Health, Learning Disabilities, and with Social Workers based in GPs Surgeries as part of Model Môn.

We are participating in the preparation of the Population Needs Assessment for North Wales, which should be completed by the end of 2016, and the data and analysis should enable us to plan more effectively for the needs of our residents and communities in future years. For Children's Services, the priority for 2016-17 is the implementation of the Improvement Plan, whilst we are also planning to implement an improved Information, Advice and Assistance Service, develop our preventative services, strengthen our capacity to work intensively with families, and

ensuring that our programmes to support vulnerable families and communities are better co-ordinated. For Adult Services, we are working on a new Strategy for Older People, will continue to plan and roll out Extra Care facilities, work with Betsi Cadwaladr to implement changes to EMI Nursing provision, and also re-tender our domiciliary care contracts; we will also begin the work of scoping work on modernising Mental Health and Learning Disabilities services.

For both Adult and Children's services, improved recruitment and retention of staff is a challenge and a priority, both within our services and for some of our service providers; we are therefore working on a Workforce Strategy to include improved recruitment, training and retention within the local authority. This will be particularly important as a number of private sector developers are planning large-scale energy and leisure developments in Anglesey, leading to a sudden increase in population that may place significant demands on our services over the next decade, and may well compete to attract people currently working in the social care sector. Work has already begun to establish base-lines, work out likely impacts and the mitigation measures that we need to put in place. It is vital that we and our partners plan now to reduce risks to services and our workforce in future years; we will continue the work of professionalising the social care workforce in Anglesey and providing clearer career paths and progression routes for those working across all sectors.

Over the forthcoming year we will be strengthening our corporate commitment to safeguarding, with every Head of Services expected to address this requirement as part of their personal objectives for 2016-17; the membership of our Corporate Safeguarding Board has already been extended to include senior officials from Housing and Leisure. We're also ensuring that every Head of Service and all Elected Members understand the provisions of the Social Services and Wellbeing Act (Wales) 2014, with regular briefings on the provisions of the Act and what this means for our staff and partners in terms of changing practice and procedures. This should strengthen the authority's capacity to scrutinise social services effectively as we prepare for changes in inspection arrangements flowing from the Regulation and Inspection of Social Care (Wales) Act 2016.

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Alwyn Rhys Jones, Head of Adults' Services

1.   **Introduction**

Adult Social Care in Anglesey County Council is committed to supporting adults of all ages to maintain an independent life and make a valuable contribution to society. In so doing we are also focused on safeguarding the interest of adults requiring our support from all forms of abuse.

Most adults have a wealth of support both within their communities, within their personal relationships and within their families and are able to maintain their role in society within this context. It is only when these networks of support, and the individual strengths of a person are not sufficient to maintain their independence and dignity that Adult Social Care can and should support an adult.

Adults' Services support adults who have a wide range of needs. These include:-

- Individuals who require advice and signposting to support within their local community or third sector either through day-to-day community groups or through preventative support within communities
- Individuals who require short term support following a change in their circumstances
- Individuals with disabilities or long term health conditions leading to complex needs whether that be associated with lifelong physical and/or sensory disabilities, age related disability/health condition, a learning disability or a mental health condition.
- Carers for others, who either require support or advice or occasional or ongoing support to maintain their roles as carers.

Therefore, my report should be read in the context, of providing a specific range of support to adults within the continuum of wellbeing. The support provided may include:-

1. Assistance and Advice to access local services and support. This is invariably provided through the department's Single Point of Access

2. Professional Social Work or Occupational Therapy Assessments

3. Short term and occasional support in the form of reablement, respite care on either a day care or residential care basis, or property adaptations to support independent living

4. Medium term support in the form of Mental Health Recovery support

5. Long Term support in the form of home care, extra care housing, residential/ nursing care and housing with support.

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Services listed 1 and 2 are provided by staff employed by the local authority based within the Council offices in Llangefni. Services noted 3 ,4 and 5 are ones that the council both provide through its managed services but also commission (buy) through a wide range of independent and voluntary sector providers. The Council's own services include:-

- 6 residential care homes
- 3 Learning Disability Resource Centres
- 1 Older Persons Day Centre
- 2 work opportunity schemes for individuals with a disability
- 1 work opportunity scheme for individuals with mental health illness
- Domiciliary Care in the community, including the provision of time-limited reablement support services
- Care and support to 3 supported living houses in the community
- A team of mental health support workers in the community
- Telecare
- 1 Supported Living house for individuals with mental health conditions
- Dementia Support workers.

An individual who comes into contact with Adult Services should :-

- Have improved physical and mental health and emotional well-being
- Be protected from abuse or neglect or suffering significant harm
- Have access to education, training and recreation
- Improved domestic, family and personal relationships
- Be able to contribute to society
- Secure their personal rights and entitlements
- Have improved social and economic wellbeing
- Live in suitable accommodation.

The Regulators' Performance Evaluation Report for 2014/15 recognizes the positive developments within the Adults Service, drawing specific attention to the following areas:-

- Engagement with communities

- Transforming services

- Number of carers supported.

The report also highlighted the need for the Local Authority to improve in the following areas:-

- Evaluating the impact of service modernisation
- Modernisation of services for people with learning disabilities
- Commissioning and monitoring of services
- Mental Health joint working and pooled budgets.

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2. Social Services and Wellbeing (Wales) Act 2014 – Wellbeing for Adults and Sustainable Social Care for the Future

I commenced this report by defining the role of the Adults' Services and the role that we can play in supporting people within their communities. As noted by the Head of Children's Services this is a period of major change and the work we are currently doing to both maintain and improve services should be considered in the context of the changes that we need to implement with the arrival of the Social Services and Wellbeing (Wales) Act 2014.

Anglesey County Council Adults' Services recognises more than ever the need to provide a model of social care for the future which meets the needs of the population, responds to the act and places people at the centre of decisions affecting their futures.

In this regard it is also important to understand the changes in our local population which will affect the need for services. These changes include:

- The total number of people over 65 years of age will increase by 39% by 2030. (Source: Anglesey Info base; Older People`s Needs Assessment 2013-2033 Accommodation and Related Support Report published by the Housing and Support Partnership in 2013)
- The number of people over the age of 75 living with a long term illness will increase by 75% by 2030. (Source: Daffodil Cymru Website)

The positive changes in our demography means that more of us are living to older ages with chronic conditions, and individuals with learning disabilities are living healthy and fulfilled lives. Similarly, there is a gradual increase in those requiring support in communities with mental health conditions. This means that the changes we make now are essential in the context of delivering a sustainable future for social care.

Below are a number of the key changes that the Social Services & Wellbeing (Wales) Act 2014, will bring and the early steps we have taken in Anglesey to respond.

Changes Required	Anglesey Response
More Information and Advice will be available	We have developed a local Single Point of Access since 2013. At present the service acts as a referral point to all community based health & social care services. Over the last 12 months the service has gradually changed to offer a greater range of advice and information to individuals, often able to direct people to support within their own communities. In addition to the SPOA, the council have worked with our Voluntary Sector Partner Medrwn Môn to develop LINC Cymunedol Môn. This is a contact point within Medrwn Mon which is able to direct people to support and services within the Third Sector or their own communities. People may simply be directed to their local community centre, to a local befriending

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	service or to a range of other facilities.
	Anglesey has also been a key partner in the development of the DEWIS website. This is a national development piloted in North Wales but now due for a national roll-out. It allows locally delivered community groups and services to upload their information to this website. It allows people to gain access to simple and up to date information about the services available locally.
People will have more control over the support they need and will be equal partners in care	Future assessments will be based on a different type of conversation, with individual asked "What matters to them". Locally we have worked with our Local Authority & Health partners to develop a new assessment framework which will be implemented from April 2016. This new assessment will focus on the strengths an individual has, the outcome they wish to achieve, the risks to achieving those and how a co-produced solution can be achieved.
Preventative Services will be available to prevent escalation of an individual's needs	Prevention has been at the heart of our model in Anglesey for some time. Reablement services have been introduced since 2008 offering short-term home care and therapy support to allow people to recover. In 2015/16 over 400 people received support from our reablement service; of those nearly half required no ongoing support following reablement and were directed to community services at the cessation of support. In addition, a range of other preventative services exist. These include Age-well Hwyliog Môn, Intermediate Care Services, Parable, Hafal, Homeshare & Telecare. In recognising that a managed care and support plan will not always be the right answer for people, Anglesey County Council has also committed a significant level of time and resource in local community development. In the Seiriol Area of Anglesey a model of Local Area Co-ordination has been in place since 2014. LAC has had direct intervention with 65 people, providing community based solutions by adopting a community asset approach. There is also the added value of promoting preventive approaches with community groups, supporting people who attend the community hubs, along with partnership working with GP practices to promote a social prescribing model. There is a marked increase in citizenship

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	hours in the ward, totalling on average 508 hours annually in the form of participation in the community and volunteering, with 44 hours per week volunteering and leading sessions within our community hubs in the area. The Council has also shown its commitment through supporting the development and extension of hubs within communities offering events to improve wellbeing. The Agewell Hwyliog Môn Centres in Amlwch and Llangefni, and further developments in Seiriol and Llanfairpwll, illustrate the strength of local communities.

As an authority we recognise that the Act and the challenges and opportunities it offers to us both now and into the future, will be crucial in providing those people who need our help with the right wellbeing outcomes. The level of cultural change which is required should not be underestimated.

3. Adults' Services – Looking Back at 2015/16

Adults' Services, both through the staff we employ directly and those employed through our commissioned services, always aim to ensure that we support people to maintain their independence. In so doing we must always ensure that we maintain support and services to those people who have traditionally received our services, whilst at the same time ensuring that we focus on improving the way we work and maintaining services that are sustainable into the future.

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3.1 The number of people we are supporting and those new people who accessed our services in 2015/16

	2013/14	2014/15	2015/16
No of adults receiving a service on 31 March	1,795	1,707	1,588
New carers' assessments undertaken	403	521	512
Hours of domiciliary care commissioned	247,005	247,073	279,331
People provided with residential/nursing home care	690	659	651
Reviews undertaken	941	971	939
People provided with a re-ablement service	438	500	429
Direct Payments	42	55	68

Our focus on supporting individuals with short-term preventative services and directing individuals to support within their communities is evidenced in the trends noted in this chart. A gradual decrease in the number of people being provided with ongoing services from the Council is noted; however, at the same time as the number of people receiving care in a residential and nursing home placement is falling, the level of domiciliary care provided to support people to remain at home is increasing significantly.

We are pleased that the number of carers assessments undertaken has risen, emphasizing our commitment to supporting carers to maintain their roles. Likewise, the level of people choosing to manage their care through a direct payment is rising, as can be seen in the below table. We hope to support further increases in these areas in 2016/17.

Number of clients choosing to manage their care through direct payments:

Year	Number of Clients
2012/13	33
2013/14	42
2014/15	55
2015/16	68

3.2 What you told us about our services

We gather the views of the public regarding our services in a number of ways. One method of doing this is recording the number of compliments and complaints we receive regarding the

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support and services we offer. A total of 151 compliments were received for Adults' Services in 2015/16; this is higher than last year's total of 110. Of the 151 positive comments received by Adults' Services, 4 were from other professionals, while 147 were from service users or their family members. The positive comments were categorised as follows:

Adults' Services	
Residential Care	110
Home Care	20
Adults North Team	4
Adults South Team	4
Physical and Sensory Disabilities Team	7
Learning Disabilities Team	1
Client Finance Team	1
Senior Management	1
Contracts Team	2
Positive comments regarding more than one team	1
Total	**151**

Examples of positive comments received are as follows:

"They are like angels visiting every day and providing an excellent service, they are always smiling and cheerful and they brighten up the day." – **Môn Care**

"Your help has made it possible for me to continue to live at home. Thank you." – **Physical Disabilities**

"Staff are professional, caring, dedicated and go over and above to make sure that everyone is OK." – **Residential Care**

"Thanks for all your very professional assistance – processing all the plethora of documentation and administration… facilitating a care home – you are to be lauded by your profession" – **Adults South Team**

"Unfailingly sensitive of the family dynamics, has supported our needs and worked incredibly hard on our behalf" – **Adults North Team**

A total of 12 negative comments / concerns were received by the Complaints Officer during the year regarding Adults' Services. The 12 negative comments were categorised as follows:

Adults' Services	
Physical Disabilities	1
Learning Disabilities	0
Residential Care	4
Adults North Team	4
Adults South Team	2
Client Finance	0
Duty	0
Home Care	1
Mental Health	0
Total	**12**

We consider feedback from service users to be very important and aim to learn and strengthen practice and service delivery as a result.

3.3   Other Communication

During 2015/16 a number of Consultation events have assisted us to gather views on key topics such as:-

- Gwelfor - A consultation event held in the locality assisted us to shape ideas, and to support the development of the community hub within Gwelfor Community Centre. Ideas were also shared on the best use of available Intermediate Care funding to develop the service to meet the wellbeing outcomes of the community.

- Haulfre- A consultation event was held regarding the future of Haulfre Residential Home. This provided a sound platform for the Executive to make decisions. Following the consultation a decision was made to maintain the home in the short term, with the Council committing to capital spend to improve the home, whilst committing to find a location for Extra Care in the locality. We consider this to have been a successful consultation exercise regarding a particularly sensitive issue.

- Direct Payments- Engagement has occurred with individuals who utilise direct payments and others to consider how the service should be strengthened in the future. This process has informed our ambition to relaunch and strengthen Direct Payments support during 2016/17.

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Various consultation events over the past twelve months have assisted us to gather views on key topics, such as transport, media and technology, local knowledge and information, housing needs and health matters.

We consider ourselves to be fortunate as Medrwn Môn's Lleisiau Lleol project aims to enhance and strengthen links between communities and service providers, and increase the capacity of individuals to participate in service delivery and design, to support improved services on Anglesey. The Lleisiau Lleol project has been central to a number of the consultations that have occurred and in our view has strengthened our ability to engage in 2015/16.

3.4 **Performance of services against national indicators**

Our performance against core national indicators are shown on page 37.

Overall we are pleased to report that a number of the indicators, including individuals whose care plans have been updated, carers offered an assessment and the percentage of individuals subject to the safeguarding process where risks have been managed have risen.

We have suffered a significant fall in our performance against Delayed Transfers of Care, and we recognise a need to address this in 2016/17.

Specific performance indicators and trends are shown below:

SCA/002a: The rate of older people (aged 65 or over): Supported in the community per 1,000 population aged 65 or over at 31 March
Pi target - Low number (Nationally - High number)

	2013/14	2014/15	2015/16
Anglesey	54.41	49.52	43.51
Welsh average	74.48	67.3	
Anglesey Target	55	55	50
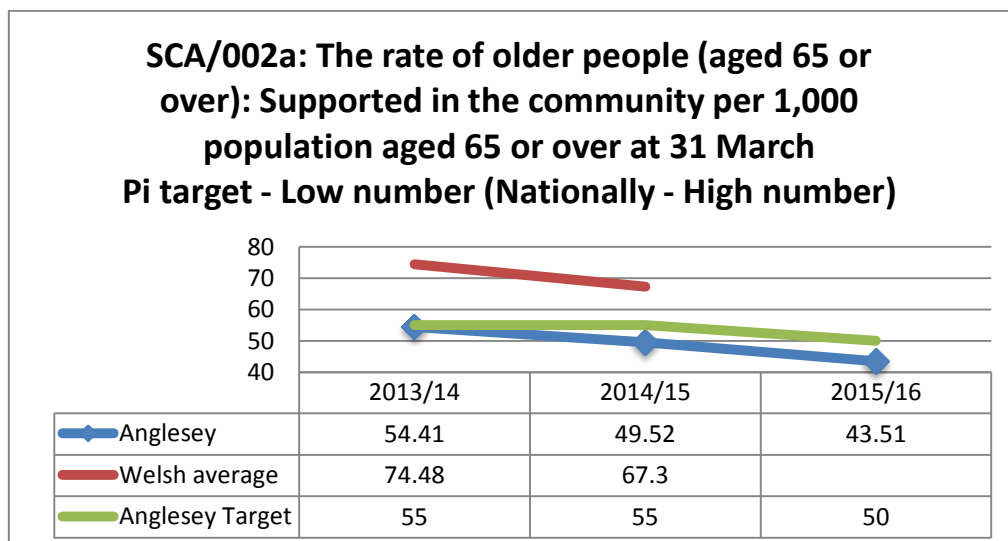
The story behind the performance:

The rate of older people we support in the community has dropped against an increasing older population. Our local direction of travel mirrors national policy and direction, with a stronger emphasis being put on short term preventative services and a focus on support within communities.

Information giving, signposting and empowerment at our access points is having a direct impact on the numbers of adults receiving a service from us.

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SCA/007: The percentage of clients with a care plan at 31 March whose care plans should have been reviewed that were reviewed during the year
Pi target - High number

%	2013/14	2014/15	2015/16
Anglesey	87.86	92.17	93.62
Welsh average	81.1	80	
Anglesey Target	84	85	85
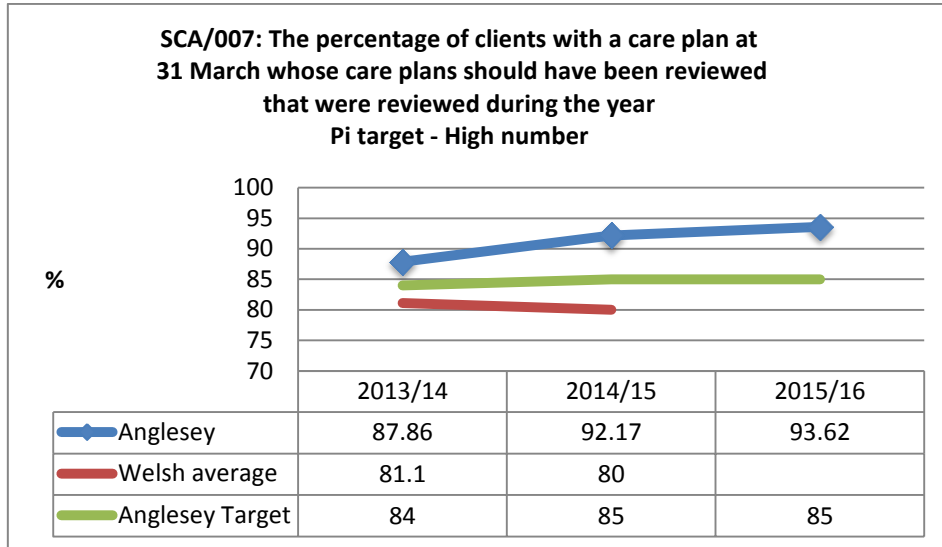
The story behind the performance:

During the past year 939 of 1003 reviews due were completed (93.62%). This is an improvement on the past two year's performance and will place us in a strong position nationally.

SCA/018a: The percentage of carers of adults who were offered an assessment or review of their needs in their own right during the year
Pi target - High number

	2013/14	2014/15	2015/16
Anglesey	91.3	92.9	95.3
Welsh average	85.8	88.3	
Anglesey Target	85	92	93
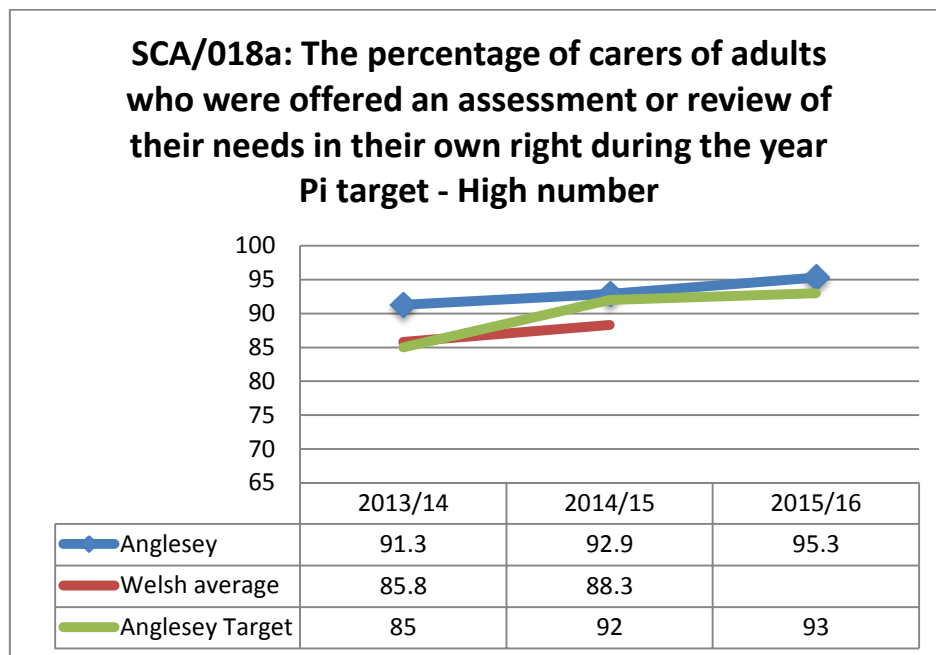
The story behind the performance:

During the past year 95.3% of informal carers of adults were offered an assessment or review of their needs in their own right. This is above our 14/15 performance of 92.93% and the 14/15 Welsh average of 88.3%.

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SCA/001 (NS1): The rate of delayed transfers of care for social care reasons per 1,000 population aged 75 or over
Pi target - Low number

	2013/14	2014/15	2015/16
Anglesey	0.55	1.77	6.63
Welsh average	4.7	4.83	
Anglesey Target	1.75	1.5	1.5
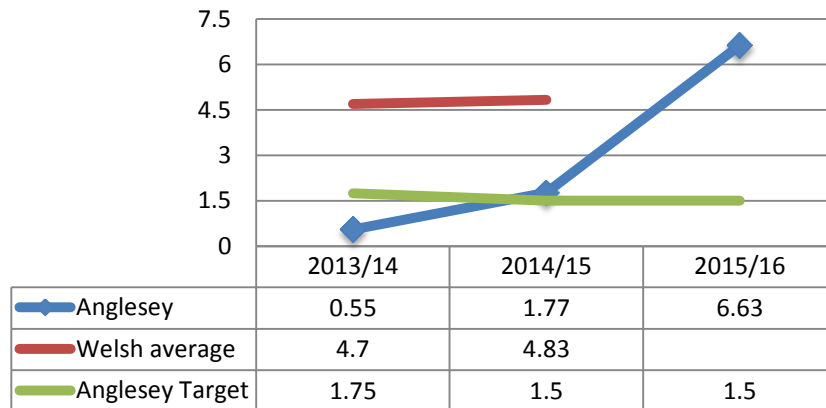
The story behind the performance:

We provide assessment and social work capacity within the acute and community hospitals for adults as they prepare for discharge via a partnership with Gwynedd County Council.

Between April 2015 and the end of March 2016 there have been 50 cases were there has been a delayed transfer due to social care reasons. This results in the performance indicator scoring at 6.63 which is well above our target of 1.50.

We have experienced significant challenges in this area in-year and are focussed on improving the ability of providers to provide care in 2016/17 and 2017/18.

4. Areas of Development and Improvement in 2015/16 and how well we progressed

As part of our planning process for 2015/16 we develop an annual Service Delivery Plan which sets our programme of work for the year. This section briefly indicates the progress we have made in some of those core areas.

4.1 Extra Care Housing

Developing Extra Care Housing in key locations across Anglesey is a corporate priority as well as being a key part of our Transformation of Adult Services. Our aspiration in April 2015 was to agree a partner to develop extra care developments in both Llangefni and Amlwch, as well as agree an appropriate land site in the south of the Island for such a development.

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By the end of March 2016 a partner to develop extra care in Llangefni has been agreed, and we are on course to deliver a new extra care development in the area by May 2018. We were not able to agree a partner for Amlwch and a development within this area remains part of our plans.

As long as a site can be agreed in the Seiriol area, this will be the site for a new extra care development in the south of the Island. Significant progress in assessing local sites has been made.

4.2   Domiciliary/ Home Care Changes

Our Service Delivery Plan set out some ambitious targets of progressing further our externalisation of domiciliary care services. As a Council we have committed to a mixed economy of provision, with independent and voluntary sector providers supplying 70% of home care within localities, and the in-house provider providing 30%. In year this split has been achieved.

During the year we also intended to alter the nature of in-house provision, with a greater focus on specialist areas, including reablement and care for people with dementia. Whilst the reablement service has progressed, as a result of ongoing pressure on long-term home care, changing the service to provide more specialist dementia support has not been possible in year.

4.3   Learning Disability & Mental Health Services

In 2015/16 we aimed to expand the scope of our transformation of services to include the support we offer to individuals with a Learning Disability and those with Mental Health conditions.

In year we have made progress in engaging with service users in relation to the development of Direct Payments as well as making preparations to outsource our in-house provision of Supported Living. The work carried out in 2015/16 places us in a positive position to progress this work in 2016/17.

5. Other Key Achievements

5.1   Information Systems Replacement

Over the course of the year Anglesey has been fully engaged in the procurement process to support the replacement of our current Information System, Raise. This system supports all our work with the public and ensures that we have accurate and useful information.

We are pleased to confirm that Anglesey have now agreed a replacement system in the form Welsh Community Care Information System (WCCIS). WCCIS is a national system which will be rolled out to all Local Authorities, and to community services within the NHS, over the coming years.

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6 Our priorities for 2016/17

For 2016/17 we will continue to aspire to support individuals to remain independent. As a priority for the year, we aim to support communities to strengthen the support available locally, as well as ensuring the services we provide and commission also support this goal.

6.1 Communities

As part of our strategy to support older people we have set ambitious goals of extending the influence of communities on care and support. During 2016/17 we aim to extend Local Area Co-ordination (LAC) to two further areas of Anglesey. To date, the worker in Seiriol has provided great support to individuals living locally without ongoing need for services. We also hope to encourage the development of two further community hubs. Community Hubs provide a base and structure for local events, which provide people with local activities. We strongly believe that accessing these facilities promotes the wellbeing of individuals.

6.2 Home Care

The problems we have experienced in 2015/16 with access to home care not being as robust as we would hope has underlined our need to strengthen this provision. During 2016/17 we will retender services on a patch based basis. This will strengthen our partnership with providers and ensure that people in all areas of the island receive timely care. Implementation of the model is likely to occur in 2017/18, following allocation of new contracts in 2016/17.

6.3 Learning Disabilities

In 2016/17 we aim to strengthen the ability of individuals to progress to further independence. Our goals for this year include re-tendering our current local authority operated and commissioned supported living projects, ensuring that we engage with providers of supported living and their tenants to ensure good outcomes from the process.

Following a review of our current day-care and supported employment projects we also intend to re-tender those projects, ensuring that they provide the best opportunity for individuals to enhance and strengthen their day to day living skills.

Underpinning this work and encouraging all individuals to manage and determine how their outcomes are met, we will be re-launching our Direct Payments scheme with enhanced support available to allow individuals to manage and control their own support.

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6.4   Mental Health

Our Mental Health services are provided in partnership with the Betsi Cadwaldr University Health Board. Over the course of the next 12 months we intend to strengthen the partnership arrangements which govern this arrangement.

Recently we have agreed an Action Plan to strengthen support to individuals living with Dementia; and over the course of the year we intend to implement this ensuring that support is available to individuals and their carers to remain part of their community as the condition progresses.

6.5   Other Areas

There are a number of other areas we hope to strengthen in 2016/17. These include:-

- We will continue to train and support staff to implement the Social Services & Wellbeing (Wales) Act 2014 which was implemented on the 6th April 2016.

- We will ensure that we report in accordance with the Social Services & Wellbeing (Wales) Act 2014, ensuring a greater focus on outcomes for individuals.

- We will ensure that we put in place a robust structure of contract monitoring and management.

- We will remodel our contract with the voluntary sector in order to ensure they reflect our future aspirations.

- We will progress our preparation for the introduction of the new All-Wales Information Technology System, working closely with partner organisations both on a regional and national level.

- We will aim to achieve targeted savings.

7.0   Summary

2015/16 has been a successful year for Adult Social Services. Over the course of the year we have continued to deliver support to significant numbers of adults over the County, and the feedback we receive continues to be positive.

We have faced challenges in the form of a shortage of domiciliary care capacity and a major consultation into the future of Haulfre Residential Home. In spite of these challenges, we believe that ongoing engagement with the public has allowed us to achieve the best possible outcomes for individuals.

2016/17 is likely to be a challenging year but we believe that we are well placed to maintain continuous improvement.

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Anwen Huws, Head of Children's Services

1.   Introduction

Anglesey County Council has a duty to protect children from harm, and deliver a range of statutory functions in relation to children and young people's wellbeing. Most children are brought up and have their needs met within their own families and communities, accessing some services outside their immediate family unit by a range of universal services, early support services and prevention services. The Local Authority's Children's Services are not responsible for these services: we plan and deliver services to support children and families who face complex and intensive problems; children and young people who: -

- have complex needs and are in need of our support
- are in need of protection from abuse
- are looked after by the local authority
- are leaving the care of the local authority
- have disabilities
- offend or are at the risk of offending
- are carers for others.

In Children's Services we believe in making a positive difference to the lives of children and young people for whom we are providing a service. By this, we believe that we will be judged, not only by what we do, but also by the impact we have on the life chances of those children and young people. As a result of our interventions, children and young people can be expected to be: -

- Safe – children will be protected from abuse and neglect.
- Healthy – children will achieve in their physical, intellectual, emotional, social and behavioural development.
- Enjoying stability in their lives – children will have a sense of belonging, and contribute to, and enjoy safe and lifelong relationships, within supportive families and communities.
- Achieving their potential – children will be supported to achieve educationally, to access post school opportunities and to have the confidence and skills to do things that matter to them.
- Listening to and taking part - children will be supported to take part in key decision about their lives and to be valued members of their communities.

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The Regulators' Performance Evaluation Report for 2014/15 recognised improvements within the Children's Service, and noted as areas for improvements: -
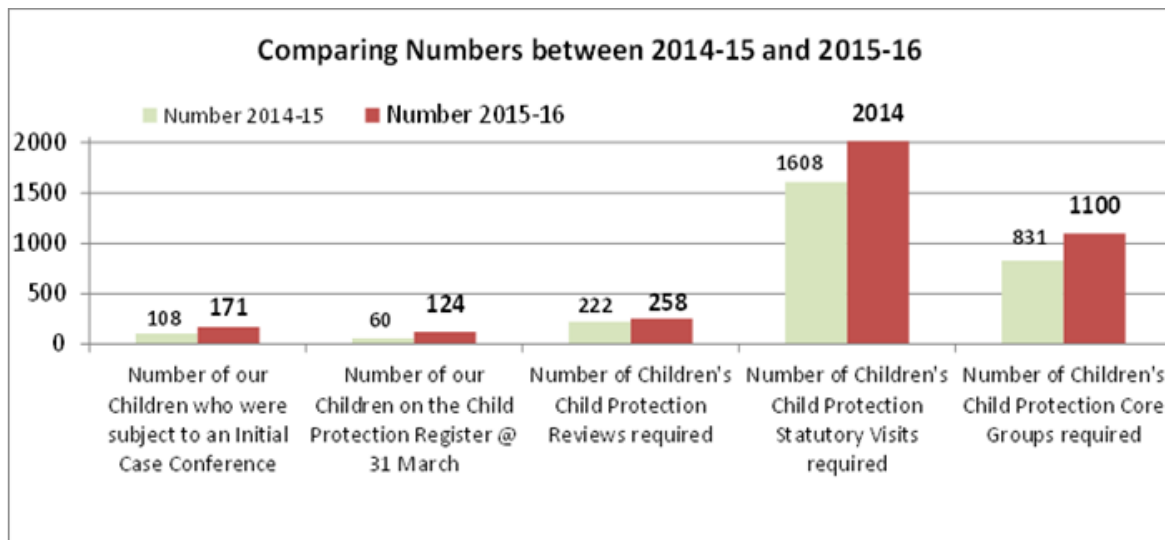
- Quality of decision-making and accountability
- Workforce development
- Website development and use of information, advice and assistance in accordance with the Act
- Capacity and supply in commissioning
- Providing a range of placements for children who are looked after

2.   Children's Services – Looking Back at 2015/16

There is a genuine desire on Anglesey to do the best we can for children and families. We work in a challenging, complex and changing environment with financial pressure, demographic changes and higher expectations: all within a context of delivering statutory services. During 2015/16 the service has experienced a significant increase in demand across the board.   We saw an increase of 15% in referrals that led to strategy meetings, compared to the previous year, and an increase of 33% in the number of referrals that led to a Section 47 investigation during the same period. Nowhere is this clearer than in the increase in children who are looked after and those subject to a child protection plan. At the end of March 2016 there were 124 children subject to a child protection plan, an increase of 106% in 12 months.
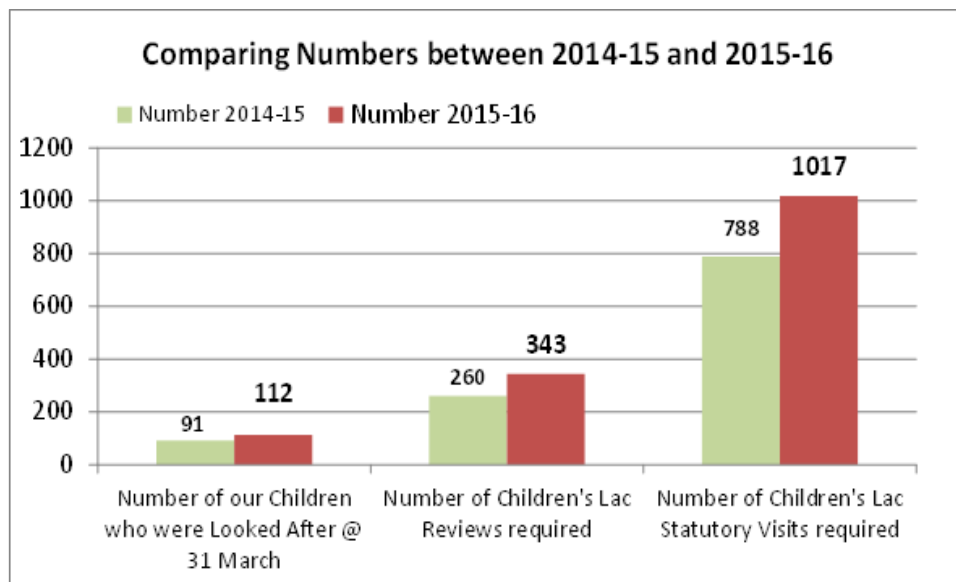
The story behind the performance: At the end of March 2016 there were 112 children looked after by the Authority, an increase of 22% in the last 12 months and 43% in the last 2 years.

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Comparing Numbers between 2014-15 and 2015-16

Category	Number 2014-15	Number 2015-16
Number of our Children who were subject to an Initial Case Conference	108	171
Number of our Children on the Child Protection Register @ 31 March	60	124
Number of Children's Child Protection Reviews required	222	258
Number of Children's Child Protection Statutory Visits required	1608	2014
Number of Children's Child Protection Core Groups required	831	1100

The story behind the performance: At the end of March 2016 there were 124 children subject to a child protection plan, an increase of 106% in 12 months.

Undoubtedly this puts pressure on practitioners and performance. The Local Authority responded swiftly and during 2014/15 invested an additional £476k in its Children's Services budget to meet the costs of children who are looked after. An additional £500k has been committed for 2016/17.

3.   Managing Performance Against Expectations 2015/16

We have developed a strong culture of performance management in which "everyone has their part to play". I consider our approach to managing performance as one of our strengths. Despite the palpable increase in demand during the year, we maintained an acute focus on understanding the demands and performance to support management decision making, priority setting and securing additional resources. I am confident that this will underpin our approach during 2016/17 as we achieve our identified performance improvements.

The **Fostering Service** is performing well. The team has been stable and has been able to recruit and retain experienced practitioners. The Care and Social Services Inspectorate Wales Inspection Report of the Ynys Môn Fostering Service (Date of Publication 15 April 2016: Date of Inspection January 2016) concluded that the

- ✓ Management oversight and monitoring of the service was comprehensive.
- ✓ Service seeks and values feedback and participation.
- ✓ Foster carers valued the support they received.
- ✓ Staff morale in the child placement team was good.
- ✓ Service had increased its foster carers.

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The Regulator concluded that children placed with Ynys Môn foster carers could be confident that the fostering service had them at the centre of their work and that the service advocated for them in relation to their individual needs. They noted that children have opportunities to develop feelings of self-worth and a positive identity by experiencing warm and consistent care from foster carers. We can evidence positive outcomes for the children during their time in foster care, some positive contact arrangements being established with family or friends, children moving on to longer term placements or returning to the care of their family.

The **Specialist Children Services (SCS)** is an integrated service between the Local Authority and the Health Board, providing services to disabled children and their families, when the children have complex needs. The team has been stable and has been able to recruit and retain experienced practitioners. The service is performing well against expectations. During the year it has acheived 100% in making case decisions within 24 hours, in undertaking Looked after Children Reviews and Visits to Looked after Children within timescales. Their performance in seeing children and seeing children alone was also excellent at 94% and 88% respectively. They completed 76% of their initial assessments within 7 days, with the remainder averaging 12 days. They completed 62% of their core assessments within 35 days, with the remaining three core assessments averaging 41 days each. The nature of these assessments are such that the input of other agencies is essential, and this may at times have an impact on the time taken to complete the assessments.

Partneriaeth Y Bont (Transition Pilot Project) is now mainstreamed. This provided a multi-agency initiative based at Canolfan Addysg y Bont to provide information, advice and assistance to children and their families who were approaching the transition stage. The pilot proved effective and efficient in supporting a greater number of pupils and their families through the Transition process. The initiative will provide a "Good Practice Guide" to other schools, and using technology will consider how it can be accessible to those children and their families approaching transition stage who are attending mainstream schools. During our challenge session with partners, this was an area of practice that was noted to be successful and appreciated by our partners.

The **Integrated Family Support Service (IFSS)** works with families who wish to make changes within their family to keep their children safe where alcohol or substance misuse is the main risk factor. The service has been established for two years. In this time the service has successfully established itself as part of the children's services offered by both Anglesey and Gwynedd Councils. They are achieving positive outcomes, helping families to make sustained changes in their lives, which have kept the children safe. Families report that they find the intervention useful and empowering.

"I have been really happy with the level of support provided to me by the IFSS worker. She has supported me in making changes so that I can have my daughter back in my care. We need more workers like this"

"The IFSS work has helped me to realise that I have strengths. I liked using the strengths cards, the cycle of change cards and crisis card. I think that IFSS is doing a brilliant job, they have the time and the patience and confidence in me which is what people need to change"

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In Children's Services, the voice and experience of children and young people is central to what we do. We appointed Participation and Family Group Conference Officer in July 2015, and the **Family Group Conference Service** has now been established. I am pleased with the improvements we have achieved in this area which enables us to put into practice a key requirement of the Social Services and Wellbeing (Wales) Act 2014 – ensuring that we place the child and their family and carers at the heart of what we do and that we learn, develop and change our practice based on their experiences.   The officer has also developed the Service User Participation Strategy to support a proactive and creative way to develop our participation and consultation activity, with the aim of giving children the opportunity to express their views about the care they receive.

> **A personal highlight for me was the successful STARS Awards Ceremony for Looked After Children held during the year, which recognised and celebrated the achievements of the Looked After Children of Anglesey. Many of them have been through difficult times, but the awards celebrated that it is possible to achieve with courage, determination and support. The awards demonstrated the authority's pride as a Corporate Parent, facilitated a feeling of being valued for both looked after children and their carers, boosted young people's self-esteem and will hopefully spur them on to continue to achieve and develop in the future. We are grateful to Sally Holland, Children's Commissioner for supporting the event.**

For the fifth consecutive year the **Gwynedd and Môn Youth Justice Service** achieved positive results in the six Key Performance areas for Youth Justice in Wales. First Time Entrants rates and numbers continue to fall. Custody use is at its lowest since 2005 (reflecting a national trend). Although re-offending rates have remained stubbornly high in recent years, the Management Team and the Board were pleased to see slightly lower rates and frequencies compared with the rest of North Wales.

The Service also measures the impact the service has on the welfare of young people, and the main welfare indicators continue to show good performance and reflect the excellent support received from our partner services within both local authorities and the wider partnership. The recently developed Resettlement and Advisory Panels have increased and improved relationships with Homelessness Services and third sector housing providers. The service will be working closely with education services and the youth services in 2016-17 to seek ways of providing a more consistent response to ensuring that the educational achievements of young people is promoted by their inclusion and involvement in training and education. The Bureau process within the prevention service continues to deliver a steady reduction in the number of first-time entrants to the criminal justice system. Work is on-going between the Youth Justice Service and both Children Services in Gwynedd and Môn to review practice protocols to ensure the new duties within the Social Services and Wellbeing (Wales) Act 2014, specifically relating to children and young people in custody, can be managed effectively where standards are met and duplication is avoided.

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Statutory field work in the Children's Service is an inherent area of risk and involves complex casework. In recent years the field work service showed continued performance improvements: and in a number of areas we were able to maintain and consolidate our performance, which in the context of increased demands is a testimony to the practitioners' commitment and hard work:

- ✓ A decision was made within one working day in 100% of our referrals.
- ✓ 96.08%, of children seen as part of the initial assessment, compared to 95.89% in 2014/15: with the children seen alone as part of the initial assessment also improving – 74.07% in 2015/16 compared to 63.93% in the previous year.
- ✓ Children who had a permanency plan at their second review increased to 87.18%.
- ✓ Improved performance in relation to a number of indicators of wellbeing for children who are looked after – with a reduction in the percentage of children who changed school because of becoming looked after and the attendance of looked after children at both primary and secondary school also showed an improvement compared to the previous year.
- ✓ 100% of relevant young people had access to the service of the Personal Advisor, and all those young people were in accommodation that was suitable for their needs.
- ✓ The performance with regards to meeting the health needs of children and young people who are looked after also remained stable.
- ✓ All identified young carers were provided with suitable support to meet their needs.

There were some areas where we did not meet our improvement objectives. Whilst not taking away that progress is needed to regain ground in these areas, last year's performance should be considered in the context of increased demand and workforce challenges. We did not improve our performance in relation to the timeliness of the completion of initial and core assessments. The percentage of required core assessments completed within 35 working days for this year was 73.38% compared to 77.88% in the previous year. During the same period the number of core assessments completed increased by 23%. Over the last few years we have continually improved our performance in completing Initial assessments within 7 days. Whilst we were unable to maintain and consolidate this improvement in 2015/16 our performance remained above the Welsh average 76% (2014/15). Whilst this will not be an area of specific measurement next year, due to changes in the Assessment Framework under the new Act, we will maintain an acute focus on the timeliness of assessment within the service.

The increase in the numbers of children looked after and the numbers of children subject to a child protection plan placed significant demand on the Safeguarding and Quality Unit which provides the Independent Chairing Service. This is reflected in the timeliness of holding Child Protection Conferences and the reviews of Looked After Children. Over the last few years we have continually improved our performance in holding Initial Child Protection Conferences within timescale. We were unable to maintain and consolidate this improvement in 2015/16. The Local Authority has increased the capacity of the Unit, and I am confident that this will ensure capacity to hold these meetings in a timely manner and to ensure robust plans are in place for Children who are Looked After and/or subject to Child Protection Plans. The increase also placed a demand on the case holders in terms of their compliance with visiting children on a regular basis. The

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percentage of visits to Children who were looked after completed within timescale fell this year to 82.79% from 93.53% in 2014/15. The Local Authority has increased its social work capacity, and I am confident that this will ensure that we will regain ground in these areas.

I am confident that based on our evidenced ability to respond to improvement imperatives in the past and the additional investment provided, we are well placed to achieve our improvement ambitions.

4. Achievement against Improvement Imperatives

4.1 Workforce

Staff remains our single most important and valuable resource. In recognition of this a priority for the Local Authority was to complete its Single Status process, which it did during 2015/16. Consequently, we have seen the offer to our Social Care Workforce improve, across the board, and this places the Local Authority in a favourable position in terms of recruitment.

Over recent years we invested in the development of our workforce, and for a number of years we saw a stable and developing workforce across the service. Our Workforce Development Plan was recognised by the Care Council in the Social Care Accolades 2015, where we were runner-up in the Developing Sustainable Workforce Category. However, during 2015, we experienced an increase in staff turnover, especially social workers within the fieldwork service. We are aware that this is a national issue, not specific to Ynys Môn, with field work social workers after two to three years deciding whether to remain in this area of work and make it their specialism or move into another field and specialise in that. This pattern is strengthened by the experiences of other areas of service function which are stable and have experienced practitioners in post - the Fostering Service, our Adoption workers, and the Specialist Children Service. The Local Authority has ensured that a number of the components of a Workforce Strategy are in place, and we are now working to draw these together, supplemented by other elements will form a comprehensive and integrated Workforce Strategy which will develop a strategic approach in order to identify, plan for and secure a workforce which will meet the needs of the future. The Strategy, when completed, will be adopted formally by the Council and its implementation monitored by Councillors in order that they can be satisfied about the effectiveness of the approach to the recruitment and retention of staff.

Recognising that there is a correlation between work demands, staff wellbeing, turn over and morale the Local Authority responded by investing in increasing the social work capacity within the fieldwork service by three new posts, in order to respond to the increasing demands and ensure that individual workloads are managed, enabling workers to spend more quality time with families who are working to make changes so that the family is a safe place for their children. The optimum position would be being able to recruit qualified and experienced staff. The reality is that

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it is more difficult to attract candidates with the right experiences. In the short term we will continue with agency staff, whilst permanent and substantive appointments are made, and to provide a mix of skills in our teams that combines practical experience with the enthusiasm and creativity of newly qualified social workers. Over the course of the next twelve months we aim to appoint to the new posts and reduce the level of agency social workers. This is a strategy which the service has utilised successfully in the past, as a constructive and planned interim action, to underpin our approach to developing capacity, resilience and growing our own workforce.

Aligned to this there has been considerable investment in developing the capacity, experience, knowledge and skills of the workforce to meet the national and local expectations placed upon the Local Authority and to deliver a high quality service that improves outcomes for children and families on Anglesey. This included opportunities for staff to pursue professional development activities in order to develop their knowledge and skills.   Regular Practice Learning sessions and Staff conferences have been introduced and they will run over the course of 2016/17, which ensure that our staff participate in, and own, the service improvement imperatives.

A range of training has been undertaken by staff during the year, and this will be continued as part of our approach to improving the service, through personal and professional development.   This has included developing the skills and confidence of the **Workforce within the Public Law Outline and Undertaking Assessments within a Pre-birth Context** (Improved use of risk tools and management). In 2015/16, the Children's Services training plan focused on increasing the knowledge and skills of the workforce in areas such as neglect, impact of mental health and substance misuse on parenting capacity and parental capacity to change. In line with the new Act, a co-production workshop was held for managers and social workers to begin exploring how they can work in partnership with families. Training was held to develop professional confidence and expertise in writing later life letters and carrying out life story work. Workers also attended a session to explore the significance of sibling relationships, key areas of assessing sibling relationships and issues relating to contact. The importance of this issue was reflected in the session '**A Child's World'** which included the impactful reflections of a service user on his journey through care.

The priority in terms of workforce development was the Social Services and Well-being   (Wales) Act 2014 and supporting the workforce prior to implementation of the Act. The first   phase   of training focused on awareness and understanding the underpinning   principles   of   the   Act.   The training sessions and workshops were reinforced through the Care Council for Wales e-learning module. The second phase was the roll-out of the   more   specialist   core   modules: **Introduction and General Functions, Assessing and Meeting the Needs of Individuals, Looked After and Accommodated Children and Safeguarding**. This work continues into 2016-17 with further specialist sessions to be arranged.   The training resource '**What Does the Act Mean to Me?'** was created for the Direct Care Workforce which was supported by a facilitated session for   managers. The Care Council for Wales Information and Learning Hub remains the

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one-stop shop for all resources on the Act. A knowledge bank on the Council's shared drive was also created to collate any resources specific to Anglesey, including presentations, consultation responses and news updates.

We want the service to be a good place to work and to develop professionally: and this is clearly shown in the progress made by staff across the service in achieving their post qualifying awards. Over the past year, the following staff achievements can be celebrated:

- 2 members of staff successfully completed the Consolidation Programme
- 3 members of staff completed a module of the Experienced Practitioner Programme
- 2 senior practitioners have been working towards completing the full Senior Practitioner Programme
- 2 members of staff are currently working towards the Practice Teaching Award
- 3 have completed the Pre-AMHP module at Chester University
- 2 managers completed the Team Manager Development Programme
- The Service offered 5 placements for M.A. Social Work Degree Students to encourage the development of new and talented professionals.
- 1 staff member was successful in gaining the Social Work Trainee post and is now working towards a Master's Degree in Social Work.

4.2   Quality and Accountability

The Service has a robust Quality Assurance and Performance Framework in place, and has being embedding this into practice. In addition, a Quality Assurance and Performance Management Framework has been established for the Fostering Service. The CSSIW Inspection of our Fostering Service (January 2016) found that the quality of care review report was thorough and included a detailed analysis of the fostering service. Both frameworks are essential in our approach to ensuring good practice and safe decision making at an operational level. IAs Head of Service I chair the service's Quality Assurance Panel, which means that I have the opportunity to see for myself, and discuss directly with my managers, the quality of practice and decision making. We have developed a number of ways in which we work with our practitioners and managers to embed good practice. The key messages from quality assurance activity have been shared with staff through individual supervision sessions, Children's Services Staff Conferences and regular learning events. As a service we have a good understanding of the strengths within the our business, and those areas in which we need to develop. Our own and externally commissioned quality assurance shows that we can report some notable good practice.

We decided to focus on a number of key areas of improvements last year:

- Improving the overall quality of assessments, and the use of chronologies as a key tool in the assessment process.

- Development of our approach to assessment under the Social Services and Wellbeing (Wales) Act 2014.

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- Increasing the skills and capacity of staff trained to undertake specific Parenting Assessments, called PAMS assessments.

- Improving the area of working with expectant parents to assess and support their ability to care for their new-borns, where concerns were known to us or to other agencies. We engaged Bruce Thornton, a prominent Consultant and Trainer, and the co-author of the Gwynedd/Thornton Risk Model, to work with us, so that our approach was based on evidence.

The introduction of the Public Law Outline has meant significant pressure in the context of an increase in the number of applications. During the year we became aware that this was an area of practice and decision making that required improvement. The Local Authority invested in supporting practitioners in their development as experts in dealing with cases in court. Procedures and process have been reviewed to ensure compliance with Public Law Outline expectations and timescales through the effective management of cases.

In readiness for the Social Services and Wellbeing (Wales) Act 2014, we have reviewed the Service Procedures and these will be launched in May 2016, they provide clear practice standards and requirements. Staff will be supported to implement these and have alongside these attended core training on the Social Services and Wellbeing (Wales) Act 2014. This will ensure that the practitioners understand what is expected of them, and the practice standards required.

An important element of quality assurance is the experience of children and young people, their families and carers. As in any organisation, there are times when service users are unhappy with the service they receive from us and times when people think we have gone over and above in the service that we have delivered. I am pleased that during 2015/16 the number of compliments the service received increased from the previous year, and that the majority of these were from service users.

> *"Thank you so much for everything during the course. Incredible Years has changed mine and the kids' lives for the better."* – **Children's Support Work Team**
>
> *"He has always put the interest of the children first and been honest about problems. He is a credit to your profession."* – **Family Intervention Team**
>
> *"Whatever you talk about [with the child] is having a magical effect and we really, really appreciate your help and advice."* – **Looked After Children Team**
>
> *"A pleasure and a privilege to work with you, we've so appreciated all your help and support."* – Child Placement Team
>
> *"They are really working in partnership with the placements in the interests of the young people they are supporting, and therefore getting better outcomes."* – **Family Intervention Team / Looked After Children Team**

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We monitor complaints to identify any themes and trends that emerge in order that improvements can be made. The number of complaints resolved at an early stage increased this year when compared with the previous year; from 20 to 29, which may be partly due to efforts to ensure service users and their families are aware of their right to make complaints under the procedure. The number of complaints escalated to a formal independent investigation was the lowest it has been for six years, which suggests that efforts by managers to resolve complaints at an earlier stage are increasingly successful.

We have articulated our plans to improve the quality of practice. This includes enabling staff to practice based on identified social work methodologies that will guide effective practice, management and organisational design. We will build on the progress made in terms of embedding the Gwynedd/Thornton Risk Tool and will review its application within the service alongside the "Signs of Safety Model". This model aims to support practitioners to work collaboratively and in partnership with children, families and their wider networks to secure the child's safety and wellbeing. We will continue to develop the knowledge and practical application of relevant law, legislation, procedures and case law by providing learning sets, led by respected barristers and supported by a Lead Practitioner Court Proceedings. A new role, the Lead Practitioner Court Proceedings will track cases within the Public Law Outline, and work with practitioners to ensure that the work is completed on time and up to standard. They will provide a skills development programme in this area, tailored to individual practitioners and to groups of practitioners. They will provide regular performance and quality reports to the Service Management Team and be responsible for ensuring appropriate relations with the courts, CAFCASS and the Legal Service.

4.3 Range of placements for looked after children

The Placement Strategy was agreed during the year. This strategy describes the range of placement options provided for our Looked after Children and focuses on how we improve current arrangements to improve the lives of the children in our care. However the scope is not restricted to just making good quality placements, the intention is to bring together the range of activity across Children's Services at all stages of the care journey, including a clear focus on supporting families to stay together, wherever it is safe to do so, and minimising the need for children to become looked after. This is a 'whole system' approach to supporting Looked after Children and keeping families together.

During 15/16 the Local Authority in line with the Social Services and Wellbeing (Wales) Act, and through working with carers and young people, developed a new service called "*When I am ready*", which is operational from April 2016 onwards. This provides the opportunity for Young People to stay with their foster carers' post 18years of age. It is estimated that there will be additional costs of up to £133k over the next three years, which the Local Authority have funded. In 2016/17 we aim to establish a Edge of Care/Supporting Resilience Team: and a proposal for funding has been presented to the Senior Leadership Team.

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The Local Authority has experienced an increase in the number of children who are looked after and this has proved challenging in terms of our ability to meet that demand within in-house foster care. The Foster Carers Recruitment and Retention Strategy has been beneficial. Whilst we have not been able to achieve our aim of reducing the use of foster placements procured from the Independent Fostering Agencies, we have been able to limit the increase when compared with our own in-house service. The number of children placed with our in-house service increased by 58% last year compared to an increase of 13% in those placed with independent agencies. The number of looked after children being cared for by extended family as kinship foster carers increased by 133% during the year.

The significant increase in our children who are being looked after has impacted greatly on the capacity of the Fostering service. More children placed with extended family/family friends and Court timetables have led to increased pressures on the fostering social workers to complete assessments within increasingly demanding timescales. The increase in mainstream fostering assessments, friends and family assessments and viability assessment is impacting on the Recruitment and Retention Strategy. For this to succeed we identified that additional staffing was required to ensure assessment are completed in a timely manner: therefore, have increased the social work capacity within this team. Recognising the strength in collaboration we have worked closely with our partner Local Authorities on the North Wales Regional Fostering Project, which aims to develop joint working between local authority fostering services across North Wales.

4.4   Use of website and development of information, advice and assistance

Children's needs can and do fluctuate and change sometimes very quickly: therefore, different levels of need or complexity of presenting need may require different responses. All too often families tell us that the pathways between agencies supporting children and families remain complex and difficult to negotiate for many. Often organisational boundaries get in the way of swift access to support and families revolve between the various "doors of access". Therefore, I am pleased that we have made progress in building on the current arrangements for the provision of Information Advice and Assistance services on Anglesey by establishing the "HUB". This project, led by the Transformation Manager (Children's Services), will ensure that the Local Authority is able to provide:

- An accessible contact point relating to care and support which will be available through a variety of media (web, telephone, face to face, outreach, social networks and publications). This contact point will provide information on how the care and support system operates, the types of care and support available including preventative services, how individuals can access such services and how citizens can raise concerns about themselves or others who appear to have

care and support needs. It will be flexible and responsive in order to deal with enquiries directly from the citizen as well as queries/referrals from professionals.

- A proactive service which supports individuals to access the care and support that matters to them. Presenting options and signposting citizens towards appropriate care and support, including advice on the range of preventative services available in the community. Where appropriate the service will actively assist people through, for example, the booking of appointments or commissioning services on their behalf.

- A proportionate assessment of care and support needs when offering advice and assistance will be undertaken.

The HUB involves the bringing together of services currently delivered within Children's Services and Lifelong Learning Service. There is initial interest from other agencies to join the Anglesey HUB and we are keen to develop this relationship. This is an exciting development which will be the first step in a better coordinated and an improved strategic approach to providing access to support as quickly as possible, so as to prevent problems arising at a later stage.

4.4   Capacity and delivery on commissioning

The Local Authority has appointed to a number of key roles which has increased its capacity in strategic planning and contract/procurement. The Transformation Manager leads strategic planning activities within the service, and is working with colleagues in respect of the Population Needs Assessment.   The Service has time dedicated in the work programme of a Contract Manager. The Local Authority has appointed a Social Care Impact Officer (Wylfa 2) to understand and plan for the significant changes that this major development could have on the demand for Social Care, and on the social care workforce.

5.   Organisational Arrangements

With the advent of significant changes in the Local Authority's Senior Leadership Team there has been an opportunity to engage senior officers and Members in designing a strengthened approach suitable to the needs of the Authority. Laming Visits have been re-established and strengthened. Effective Scrutiny arrangements at Member level are important in ensuring that the Authority is aware of performance, progress with securing improvements, of difficult and/or sensitive issues and of the approach to dealing with them. A Member's Panel has been established to oversee and support the progress and achievement of the improvement objectives. The service is well supported by its Portfolio Holder. The Service has ensured it plays its part in a number of key corporate priorities – including embedding the requirements of the Welsh Language Standards (Mwy na Geiriau), Information Governance Improvements, relaunched Lone Working provision and the Customer Care Charter.

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6. Social Services and Wellbeing (Wales) Act 2014 – A continuum of wellbeing for children and their families

I started this report by defining the role of the Children's Services within services for children and their families. This is a period of major change, with the advent of the Social Services and Wellbeing (Wales) Act 2014. The Social Services and Wellbeing Act (Wales) 2014 propels us into a period of vital improvements and transformation to the service. Without being able to invest in interventions aimed at supporting families' resilience and independence, there is the risk of increased individual, family and community exclusion within vulnerable communities – especially at a time of financial austerity.

The Local Authority recognises more than ever the need to provide a cohesive model of well-being across services for children and their families. The importance of prevention and early intervention cannot be underestimated: building on developing universal services to offer additional support to those who need it most. Increasingly at the heart of our approach to public service must be the need to invest in individual and community reliance. A prosperous Anglesey must be based on independent individuals, within strong families, within prosperous and vibrant communities. Tackling factors which impact on resilience is necessary. The Local Authority will continue to improve the coordination of various strategic programmes involved in anti-poverty strategies and supporting vulnerable children and their families. The aim is to ensure that scarce resources are used in a coordinated way and targeted towards those most at risk of family breakdown and abuse.

7. Looking to the Future

We understand the foundations on which we build change: and our approach balances change with appropriate pace. We will place an acute and immediate focus on strengthening the foundations and attaining key improvements, whilst side by side aligning these with our desire to change the social work model in Môn.

Alongside developing the skills and knowledge of our workforce we intend to change our current practice and philosophy to achieve an approach that is solution focused, minimizing the need for involvement, and which works with families in an open and honest way, focusing on changes needed and giving families the best chance of staying together while keeping children safe. We need to change the way we work with children, young people and their families. This is more than responding to a new Act. At the heart of this is our intention to deliver an approach that is far more focused on supporting the Social Work task and delivering a better service to children and families.

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Strategic Imperative 1: Recover, then Move Forward and Improve Field Work Services

1.1   What would this look like?
A confident and competent workforce with sufficient capacity to provide a consistent and effective service whilst being supported to develop their professional competence
Outcomes
✓ The creation of a Workforce Strategy meeting the needs of the service in terms of delivery, professional standards and leadership ✓ Enable workers to spend more quality time with families. ✓ Workforce improvements – recruitments, retention, staff moral and confidence, reduction in staff sickness levels and making recruitment of high calibre candidates possible
What does this mean for 2016/17?
Developing the skills and knowledge of our staff, recruiting and retaining a workforce of sufficient skills, experience and knowledge. Regular, high quality, professional and supportive supervision that includes detailed case analysis and challenge: access to continuous learning. Increased workforce capacity to ensure manageable workloads.

1.2 What would this look like?
Quality and timely assessments, interventions and decision making to protect, support and manage the risks for children
Outcomes
✓ Good practice and safe decision making ✓ Compliance with Public Law Outline timescales through the effective management of cases ✓ Improved use of risk tools and management of risk ✓ Avoidance of delays, drift and inefficient use of resources ✓ Staff equipped with the skills, knowledge and procedures to carry out their roles ✓ Confident and effective professionals supported within the legal framework ✓ Increased % of looked after children where reunification to their parents is not possible that have permanency arrangements outside the looked after children system
What does this mean for 2016/17?
Embedding the use of the Gwynedd/ Bruce Thornton Risk Framework across Children's Services and reviewing its application within the service alongside the "Signs of Safety Model". Supporting front line managers so that practice decisions are assured and evidenced.

1.3 What would this look like?
A quality assurance function that supports the council in effectively managing its responsibilities towards children
Outcomes
✓ Improvement in quality and performance against KPI's ✓ Clear standards and procedures available to all ✓ Regular qualitative reports to leadership team including members
What does this mean for 2016/17?
Implementation of Children's Services Procedures with staff supported to implement these. Ensuring a systemic quality assurance function, leading to continued improvement and safe practice. Regaining ground in terms of areas of performance outside our targets.

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Strategic Imperative 2: Reset Vision - Transform and Change

2.1 What would this look like?
Social workers working proactively with families to manage risk- spending much more time working alongside families helping them to change so that the family is a safe place for their children.
Outcomes
✓ Families will be supported families to change and find strategies and use them to become more effective in managing their vulnerability and risk ✓ Increased numbers of children remaining at home with their families ✓ Reduced numbers of children requiring a multi-agency child protection plan ✓ Reduced numbers of children being accommodated by the local authority ✓ Reduced spending on the placement costs of Looked After Children ✓ Workforce improvements – recruitments, retention, staff moral and confidence, reduction in staff sickness levels and making recruitment of high calibre candidates possible ✓ Higher quality effective intervention with families
What does this mean for 2016/17?
Identifying the social work methodology/ies that will guide effective practice, management and organisational design. Staff trained to deliver these interventions. Re structuring to support professional leadership to front-line services.

2.2 What would this look like?
For families where this is not possible, timely action will be taken to remove the children through court processes and a permanent placement in a substitute family found for them.
Outcomes
✓ Compliance with Public Law Outline timescales ✓ Increased % of looked after children where reunification to their parents is not possible that have permanency arrangements outside the looked after children system ✓ Increase in stability of placement ✓ Workforce improvements – recruitments, retention, staff morale and confidence, reduction in staff sickness levels and making recruitment of high calibre candidates possible
What does this mean for 2016/17??
Continuing to develop the knowledge and practical application of relevant law, legislation, procedures and case law by providing learning sets, led by respected barristers and supported by the Lead Practitioner Court Proceeding. Increasing the social work capacity across the workforce, in order to respond to the increasing demand related to the Public Law Outline and proceedings Increase the range of placements for looked after children.

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2.3 What would this look like?
Enhancing family support services [both practical and therapeutic] thus producing a virtuous circle of improved services to children and families. In particular, investment will be targeted towards providing intensive and speedy support at point of family breakdown aimed at keeping the family together.
Outcomes
✓ Increased numbers of children remaining at home with their families ✓ Families will be supported to change and find strategies and use them to become more effective in managing their vulnerability and risk ✓ Reduced numbers of children requiring a multi-agency child protection plan ✓ Reduced numbers of children being accommodated by the local authority ✓ Reduced costs on Looked After Children ✓ Service Financial profile change increasing % on supportive interventions ✓ Higher quality effective interventions with families
What does this mean for 2016/17?
Secure funding to establish a Family Support Service that works from 7am to 10pm which would include Family Intervention Experts and Support Workers: enabling us to respond through intervention programmes that are tailored around the family but which would have the clear aim of reducing need, promoting independence and safety

2.4 What would this look like?
Restructuring and redesign of systems so that they are relevant, intelligent, flexible and useful to practitioners.
Outcomes
✓ Reduced processes, procedures and systems. Where they do exist, for them to be less burdensome and to support social work practice rather than social workers feeling tied down by them. ✓ Social Workers will be able to spend less time on administrative burdens ✓ Social workers will be able to work where they need to
What does this mean for 2016/17?
Embrace the opportunities provided by the Local Authority's Smarter Working programme to ensure that practitioners are able to work flexibly having access to the technology they need to work.

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Performance Indicators

Included below over the next few pages, are our Key Performance Indicator results for the year, outlining where good performance has now been embedded, and where further efforts are now required. Challenges remain around resources available to support ongoing change and improvement; however we are now in a position whereby we are clear where we need to prioritise our efforts.

2016/17 will provide us with additional new challenges as a result of proposed changes in the collection of data sets, however these will allow us the opportunity to be more outcome focused in line with the requirements of the Social Services and Wellbeing (Wales) Act.

Below tables outline:

1) Adult Services Key Performance Indicator Results

2) Children's Services Key Performance Indicator Results

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National Performance Indicators - Adults Services

	Ref	Indicator	PI target	Ynys Môn 2014/15	Ynys Môn 2015/16	Target 15/16	Performance in comparison with 14/15	Performance in comparison with target
NSI	SCA/001 (NSI)	The rate of delayed transfers of care for social care reasons per 1,000 population aged 75 or over	Low number	1.77	6.63	1.50	↓	(red)
NSI	SCA/002 (NSI)	The rate of older people (aged 65 or over): a) Supported in the community per 1,000 population aged 65 or over at 31 March	Low Number (High Number -national expectation)	49.52	43.51	50.00	↓	(green)
NSI		b) Whom the authority supports in care homes per 1,000 population aged 65 or over at 31 March	Low number	23.28	20.30	22.00	↑	(green)
SID	SCA/003	The percentage of clients, in the following age groups, who are supported in the community during the year: a) Aged 18 - 64	High number	89.03%	91.12%	89.0%	↑	(green)
		b) Aged 65+	High number	76.00%	74.26%	78.0%	↓	(orange)
PAM	SCA/007	The percentage of clients with a care plan at 31 March whose care plans should have been reviewed that were reviewed during the year	High number	92.17%	93.62%	85.0%	↑	(green)
PAM	SCA/018	a) The percentage of carers of adults who were offered an assessment or review of their needs in their own right during the year	High number	92.90%	95.30%	93.0%	↑	(green)
SID		b) The percentage of carers of adults who had an assessment or review of their needs in their own right during the year	High number	57.10%	64.20%		↑	(white)
Local		b local) The percentage of carers of adults who requested an assessment or review that had an assessment or review in their own right during the year	High number	92.00%	90.80%	93.0%	↓	(orange)
SID		c) The percentage of carers of adults who were assessed or re-assessed in their own right during the year who were provided with a service	High number	96.00%	96.30%	96.0%	↔	(green)
NSI	SCA/019 (NSI)	The percentage of adult protection referrals completed where the risk has been managed	High number	91.92%	93.18%	90.0%	↑	(green)
PAM	SCA/020	The percentage of adult clients who are supported in the Community through the year.	High number	79.10%	78.66%	82.0%	↓	(orange)

NSI	National Strategic Indicator
PAM	Public Accountability Measures
SID	Service Improvement Data

National Performance Indicators - Children's Services 2015-16

Ref	Indicator	PI target	Anglesey 2014-15	Anglesey 2015-16	Anglesey Target 2015-16	Performance in comparison with Anglesey 2014-15	Performance in comparison with Anglesey target
SCC/001	A) The percentage of first placements of looked after children during the year that began with a care plan in place	High number	93.18	88.00	100.00	⬇	
	B) For those children looked after whose second review (due at 4 months) was due in the year, the percentage with a plan for permanence at the due date	High number	82.61	87.18	100.00	⬆	
SCC/002 (NSI)	The percentage of children looked after at 31 March who have experienced one or more changes of school, during a period or periods of being looked after, which were not due to transitional arrangements, in the 12 months to 31 March	Low number	18.52	17.39	15.00	⬆	
SCC/004 (NSI)	The percentage of children looked after on 31 March who have had three or more placements during the year	Low number	3.41	9.26	8.00	⬇	
SCC/006	The percentage of referrals during the year on which a decision was made within 1 working day	High number	99.94	100.00	100.00%	⬆	
SCC/010	The percentage of referrals that are re-referrals within 12 months	Low number	18.11	19.51	20.00%	⬇	
SCC/011	A) The percentage of initial assessments that took place during the year where there is evidence that the child has been seen by the Social Worker	High number	95.89	96.08	100.00%	⬆	
SCC/011 (NSI)	B) The percentage of initial assessments that took place during the year where there is evidence that the child has been seen alone by the Social Worker	High number	63.93	74.07	65.00%	⬆	
SCC/014	The percentage of initial child protection conferences due in the year which were held within 15 working days of the strategy discussion	High number	98.15	84.80	100.00%	⬇	
SCC/015	The percentage of initial core group meetings due in the year which were held within 10 working days of the initial child protection conference	High number	94.52	93.10	100.00%	⬇	
SCC/016	The percentage of reviews of child in need plans carried out in accordance with the statutory timetable	High number	90.19	83.02	90.00%	⬇	
SCC/020	The percentage of looked after children who have had their teeth checked by a dentist during the year	High number	96.77	90.41	90.00%	⬇	
SCC/021	The percentage of looked after children reviews carried out within statutory timescales during the year	High number	96.15	93.88	97.00%	⬇	

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SCC/022	A) The percentage attendance of looked after pupils whilst in care in primary schools	High number	**97.01**	**97.37**	95.00%	⬆	(green)
	B) The percentage attendance of looked after pupils whilst in care in secondary schools	High number	**92.37**	**93.32**	90.00%	⬆	(green)
SCC/024	The percentage of children looked after during the year with a Personal Education Plan within 20 school days of entering care or joining a new school in the year ending 31 March	High number	**94.29**	**88.89**	100.00%	⬇	(orange)
SCC/025	The percentage of statutory visits to looked after children due in the year that took place in accordance with regulations	High number	**93.53**	**82.79**	100.00%	⬇	(red)
SCC/030	A) The percentage of young carers known to Social Services who were assessed	High number	**84.38**	**75.41**	85.00%	⬇	(orange)
	B) The percentage of young carers known to Social Services who were provided with a service	High number	**100.00**	**100.00**	98.00%	↔	(green)
SCC/033 (NSI)	D) The percentage of young people formerly looked after with whom the authority is in contact at the age of 19	High number	**50.00**	**57.14**	100.00%	⬆	(red)
	E) The percentage of young people formerly looked after with whom the authority is in contact, who are known to be in suitable, non-emergency accommodation at the age of 19	High number	**100.00**	**100.00**	100.00%	↔	(green)
	F) The percentage of young people formerly looked after with whom the authority is in contact, who are known to be engaged in education, training or employment at the age of 19	High number	**100.00**	**75.00**	75.00%	⬇	(green)
SCC/034	The percentage of child protection reviews carried out within statutory timescales during the year	High number	**96.85**	**93.80**	100.00%	⬇	(orange)
SCC/035	The percentage of looked after children eligible for assessment at the end of Key Stage 2 achieving the Core Subject Indicator, as determined by Teacher Assessment	High number	**100.00**	**50.00**	60.00%	⬇	(green)
SCC/036	The percentage of looked after children eligible for assessment at the end of Key Stage 3 achieving the Core Subject Indicator, as determined by Teacher Assessment	High number	**33.33**	**60.00**	60.00%	⬆	(green)
SCC/037 (NSI)	The average external qualifications point score for 16 year old looked after children, in any local authority maintained learning setting	High number	**289.00**	**269.00**	262.00	⬇	(green)
SCC/039	The percentage of health assessments for looked after children due in the year that have been undertaken	High number	**94.44**	**96.08**	100.00%	⬆	(green)
SCC/040	The percentage of placements started during the year where the child is registered with a provider of general medical services within 10 working days of the start of the placement	High number	**98.25**	**97.62**	100.00%	⬇	(green)

SCC/041	A) The percentage of eligible, relevant and former relevant children that have pathway plans as required	High number	**78.26**	**68.18**	90.00%	⬇	🟥
	B) The percentage of eligible, relevant and former relevant children that have been allocated a personal advisor	High number	**95.65**	**100.00**	100.00%	⬆	🟩
SCC/042	A) The percentage of initial assessments completed within 7 working days	High number	**94.77**	**78.87**	85.00%	⬇	🟧
	B) The average time taken to complete initial assessments that took longer than 7 working days to complete	Low number	**14.14**	**14.21**	12.00	↔	🟩
SCC/043	A) The percentage of required core assessments completed within 35 working days	High number	**77.88**	**73.38**	85.00%	⬇	🟥
	B) The average time taken to complete those required core assessments that took longer than 35 days	Low number	**50.84**	**60.00**	45.00	⬇	🟧
SCC/044	A) The percentage of children looked after who were permanently excluded from school in the year 1 April - 31 March	Low number	**0.00**	**0.00**	0.00%	↔	🟩
	B) The average number of days spent out of school on fixed-period exclusions for children looked after who were excluded in the year 1 April - 31 March	Low number	**2.58**	**3.00**	0.00	⬆	🟧
SCC/045	The percentage of reviews of looked after children, children on the Child Protection Register and children in need carried out in line with the statutory timescale	High number	**94.54**	**91.58**	95	⬇	🟩

The Local Authority has faced a period of unprecedented financial constraints for the public sector: and consequently each Council service has been required to find savings in its budget. Each service has been required to produce an annual service delivery plan, based on an analysis of its performance, their role in contributing to the Corporate Plan, and an analysis of any potential risks. Both Adult and Children Services recognise that in the context of financial austerity and increased demands/expectations things have to be done differently - we need to change the way we do things.

The ambitious work programme that we have in place across Adults and Children's Services is designed to support services to be able to do things differently, deliver positive outcomes for individuals, families and carers whilst also supporting the delivery of savings. In so doing Anglesey must deliver statutory social care services based on an approach that is solution focused, minimizing the need for involvement. Over time this will make Social services in Anglesey more sustainable.

The following table outlines the Social Care Spend for the year, in comparison with the previous two years:

Service Description	Budget 2015/16 £'000	Actual 2015/16 £'000	Budget 2014/15 £'000	Actual 2014/15 £'000	Budget 2013/14 £'000	Actual 2013/14 £'000
Children's Services	6,877	6,656	6,508	6,240	6,781	6,566
Adults' Services **- Older People** **- Physical Disabilities** **- Learning Disability** **- Mental Health**	6,243 1,434 4,989 1,697	6,313 1,357 5,262 1,900	6,204 1,557 4,978 1,713	6,130 1,393 5,241 1,834	6,188 1,512 4,663 1,605	5,958 1,421 4,805 1,880
Support Services	691	607	647	630	704	722
Provider Unit (Mon Care / Other Services / Supp Emp)	5,652	5,433	7,418	7,200	8,609	8,086
Other Services (SSR)	138	146	145	133	144	132
TOTAL	27,721	**27,674**	29,171	**28,801**	30,205	**29,569**

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The below graph shows the whole Council budget for the year, 26% of which was allocated to Community Services.

£181m Council Budget, (£124m net) by Service 2015-16

- Sustainable Development 17%
- Deputy Chief Executive Department 18%
- Lifelong Learning 34%
- Community Services (Inc. Adult, Children's & Housing Service 24%
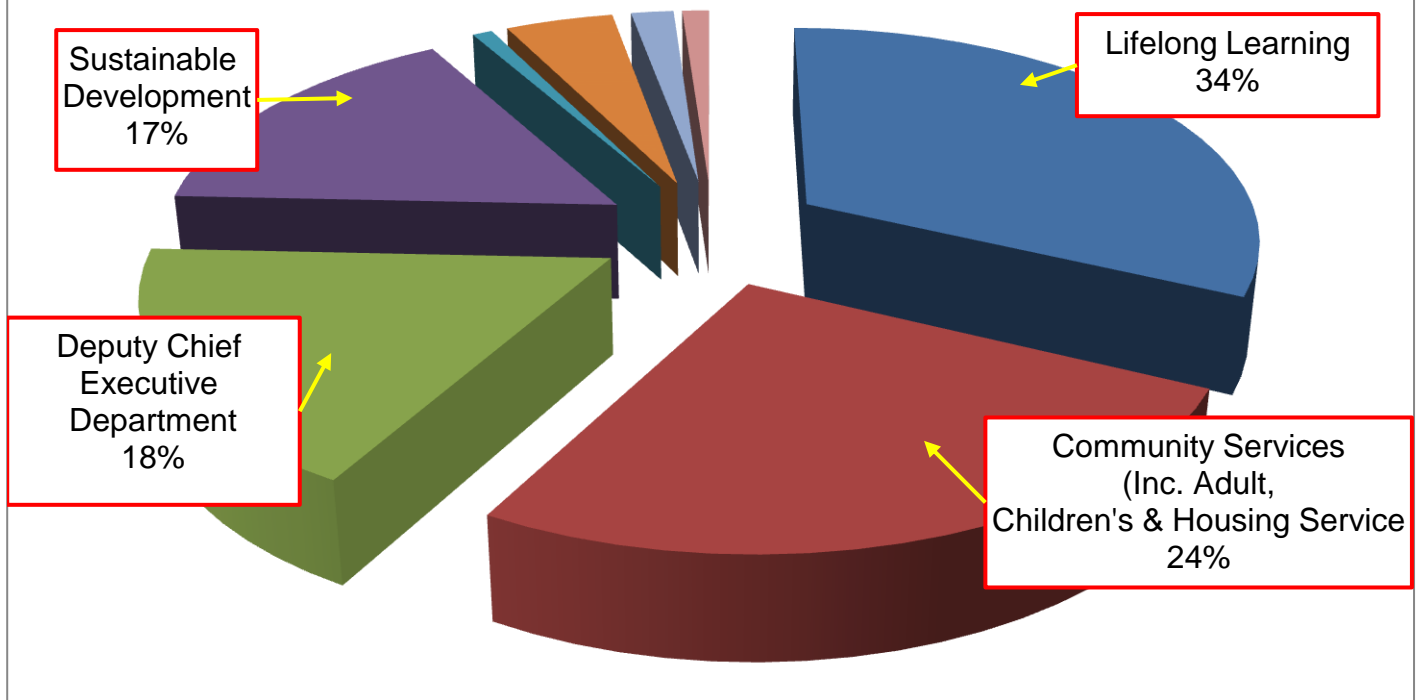
- £124m budget, 23% of the budget is spent on Social Care (6% Children's & 17% Adult Services)

- 2015/16 Savings for Social Care were £591,000 which represents a reduction of 2.19% against the prior year (2014/15) budget of £26,991,000, which was met by the service in full.

- 2016/17 Savings have been identified for Social Care at £478,000 which represents a reduction of 1.72% against the prior year (2015/16) budget of £27,721,000.

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Revenue Out-turn Expenditure per head of population on Social Services, 2014-15

The below table, as published by the Welsh Government, confirms that the Isle of Anglesey County Council has the second lowest revenue outturn expenditure per head of population on Social Services, across Wales in 2014-15.
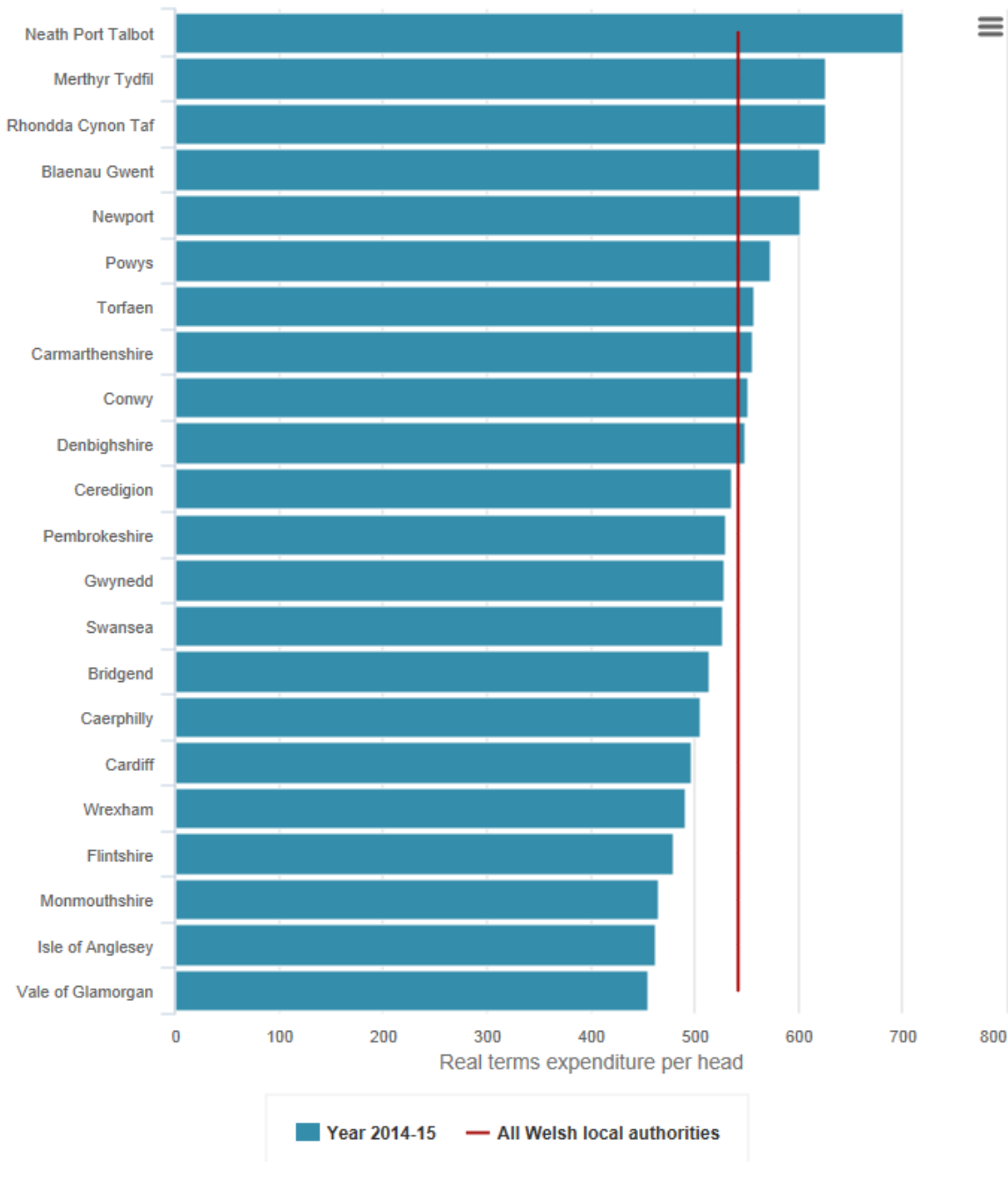
Source: Local Authority Services Performance 2014–15, Welsh Government, February 2016

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Clockwise from Top left:

- **Achiever Award** – *Winner* - Gerddi Haulfre
- **Committed to Partnership Award** - *Winner* - Specialist Children's Services
- **Customer, Citizen and Community Focused Award** - Gors Felen Support Staff - Social Services (Shortlisted).
- **Professional and Well Run Award** - RAISE Team - Social Services (Shortlisted).
- **Valuing and developing our People Award** - Dyfrig Williams - Performance and Systems Officer - Adult Services (Shortlisted, represented by Geraint Parry).

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Contact Information

If you would like further information on any aspect of this report please contact:

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This document is also available in Welsh, large print, Braille, or other language formats upon request.

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ISLE OF ANGLESEY COUNTY COUNCIL	
Report to:	**Executive Committee**
Date:	**18 July 2016**
Subject:	**Local Housing Market Assessment 2016**
Portfolio Holder(s):	**Councillor Aled Morris Jones**
Head of Service:	**Shan Lloyd Williams**
Report Author: Tel: E-mail:	**Lucy Reynolds, Housing Strategy and Development** Manager Ext 2225 lucyreynolds@ynysmon.gov.uk
Local Members:	**All**

A –Recommendation/s and reason/s
Executive Committee is recommended to approve the Local Housing Market Assessment for Anglesey   - for submission to Welsh Government   - to be used as a significant source of base line evidence for housing requirements on the island.   Section 1 - Background A Local Housing Market Assessment (LHMA) is a detailed analysis of the local housing environment. It includes an assessment of housing need and a discussion of housing market dynamics. The Anglesey LHMA provides evidence for officers in the Council's Housing Department and Joint Planning Policy Unit on housing trends over the forthcoming 5 years and beyond. In particular it provides indicators of the tenure and size of new homes needed. The Welsh government requires that all local authorities produce a LHMA and that it be updated every two years. The LHMA should follow guidance issued by Welsh Government in 2006 and supplemented in 2014. Isle of Anglesey Council Executive approved the 2013 LHMA in July 2013, an update was commenced in late 2015. A summary document which brings together the main findings of the 2015 LHMA update is provided at section 2 of this report. In addition the full report which explains in the detail the methodology used is provided as an appendix. Work on an updated LHMA was commissioned from HDH Planning and Development Ltd in association with AMEC and Aecom.   The same consultancy also produced the 2013

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Assessment.

It should be noted that the Assessment includes two different models which help understand future needs which are briefly described in the summary below. They provide different figures on housing needs as they have different starting points:

- Part 3 of Section 2 below summarises an approach which models the tenure and size of new homes to be developed in the period up to 2033. It takes as its starting point the population and household increases which form the basis of the Local Development Plan housing. It then recommends the most advisable tenure and size type to achieve a balanced housing market that most adequately serves the needs of Anglesey.

- Part 4 of Section 2 provides figures on current affordable housing need calculated in accordance with the four step model required in the Welsh Government guidance. This is based on survey data including people in unsuitable housing and emerging households will not be able to afford market housing. The headline figure indicates the total extent of underlying housing need but it is not indicative of the number of new affordable homes that will be developed.

Section 2 - Summary of Local Housing Market Assessment main findings

The following provides a summary of key findings of the five themes of the LHMA

1) Socio-economic findings

i)   The Census indicates that in 2011 the population of the County was 69,751 and that since 2001 the population has increased by 4.4%. The size of the household population has increased at a faster rate between 2001 and 2011 by 7.7%.

ii)   The Isle of Anglesey contains a lower proportion of the population that are of working age than is found regionally and nationally. The Black, Asian and Minority Ethnic population of the Isle of Anglesey is just 1.8% of the total population.

iii)   There has been a notable growth in part-time employment in the Isle of Anglesey over the last ten years, whilst the number of people in full-time employment has risen more modestly.

iv)   In the Isle of Anglesey the proportion of economically active residents who are unemployed is currently 2.8% and this figure has fallen over the last 12 months.

v)   The Isle of Anglesey has a similar proportion of residents working in professional or technical jobs as is found nationally. The County also contains a lower than average level of working-age residents without any qualifications.

vi)   The median earned income for employees in the Isle of Anglesey in 2015 is £25,022, slightly lower than the national average (£25,189).

vii)   The recent Census indicates that in 2011 there were 34,183 dwellings in the Isle of Anglesey and that since 2001, the dwelling stock had increased by 10.1%. The most common property type in the County is detached houses, followed by terraced dwellings.

viii)   The 2011 Census indicates that 68.8% of households in the Isle of Anglesey are owner-occupiers, 14.6% reside in social rented accommodation and 14.1% rent privately. The private rented sector has grown by over 60% in the County between 2001 and 2011. This substantial growth is similar to national trends.

2) The cost and affordability of housing

i)   According to data from the Land Registry, the mean house price in the Isle of Anglesey in the first quarter of 2015 was £186,229, higher than the average for Wales as a whole. Data shows that whilst prices have remained largely static since the economic downturn, the number of property sales has fallen notably.

ii)   The cost of housing by size was assessed for all tenures across the County. Entry-level prices in the Isle of Anglesey range from £80,000 for a two bedroom home in the Holyhead price market, up to £312,500 for a four bedroom property in the Menai Straits price market. Entry-level rents in the Isle of Anglesey range from £350 per month for a one bedroom home in Holyhead price market up to £675 per month for a four bedroom property in the Menai Straits price market.

iii)   Housing market gaps analysis shows the nature of the housing ladder in a particular locality. An analysis of the gaps between each tenure shows that there is a large income gap between the social rent and market entry.

3) Improving market balance over the long-term

i)   The demographic projections for the Isle of Anglesey indicate significant increases in particular age cohorts of the population, including those aged 90 and over. Overall this scenario suggests that the household population will rise by 2,420 by 2026 and by 3,960 by 2033, which equates to 220 households per year.

ii)   In terms of the accommodation required to provide housing market balance over the plan-period, the model, which is based on primary and secondary data, suggests that of the new housing required up to 2026, 70% should be market, 3% shared ownership/help-to-buy, 17% intermediate rent and 10% social rented. The new housing required by 2033 should be 73% market, 3% shared ownership/help-to-buy, 17% intermediate rent and 7% social rented.

iii)   The model also indicates that new market accommodation should principally be

two, three and four bedroom homes with a range of dwelling sizes required in the affordable sector.

4) <u>Affordable housing need</u>

i) Following the stages of the housing needs assessment model specified by the LHMA Guide results in a net need estimate of 398 affordable dwellings per year in the Isle of Anglesey. Refining the model to reflect the local housing market, the net need figure becomes 182 affordable dwellings per year.

ii) Help-to-buy, shared ownership and Intermediate Rent set at 80% and 70% of median market rates could all contribute towards meeting housing need.

iii) A range of affordable accommodation sizes are required, but the need for four bedroom homes is particularly acute because of scarcity of supply.

5) <u>Requirements of specific groups</u>

<u>Older Person Households</u>

i. Population projections indicate that the population aged 65 or over in the Isle of Anglesey is going to increase notably from 17,512 in 2015 to 20,947 in 2026, a rise of 19.6%.

ii. Using modelling techniques the following tenure split in types of general needs accommodation for pensioner households is indicated:

86% should be market housing, 3% should be shared ownership / intermediate rental and 10% social rented. In terms of size 59% should be one or two bedrooms and 41% three or more bedrooms.

iii. The stock of specialist accommodation (eg Extra Care) is insufficient to meet future need. Council are undertaking further work to establish the level of additional provision required.

<u>Households with specific needs</u>

i. 23.1 % of the resident population in Isle of Anglesey have a long-term health problem or a disability.

ii. Using modelling techniques the following tenure and size split is indicated to provide suitable accommodation for those with support needs households in 2026:

70% would require market housing , 5% would require intermediate housing, 25% would require social rented housing. In terms of size, 56 % should be one and two bedrooms and 44% three bedrooms or more.

Families with children

i.   33% of the household population on Anglesey are families with children which is lower than the national average of 36.6%.

ii. Lone parents are notably more likely than non-family with children households to be in both private rented and social rented accommodation.

iii. Families with children are more likely to be over-crowded and less likely to be underoccupying than other types of households.

iv. Using modelling techniques the following tenure and size split is indicated to provide suitable accommodation for households with children in 2026

74% would require market housing , 11% would require intermediate housing, 15% would require social rented housing. In terms of size 13 % should be two bedrooms , 50% should be three bedrooms and 36% four or more bedrooms.

The private rented sector
i.   There was a 60% increase in the private rented section in Anglesey between 2001 and 2011.   16.8% of the population are currently estimated to live in the private rented sector.

ii. The number of households in this sector supported by housing benefit on Anglesey is 35%. This figure has remained consistent over the last four years.

iii. Benefit supported households in the private rented sector are much more likely to contain pensioner households and lone parent households than the non-benefit-supported sector.

Section 3 - Making use of the LHMA

The indicators on housing demand and the need for affordable housing are important evidence for the housing and planning policy departments to act on in identifying housing priorities and developing planning guidance and affordable housing programmes.

Information on housing need will be used to help plan the Council's housing development programme. The LHMA identified a need of 398 affordable dwelling per year over the next five years. It is important to note this figure is not the number of affordable housing units to be built each year. It helps signify the nature of the problem. The need for affordable

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housing will be met through a variety of mechanisms including making better use of existing stock (e.g. bringing empty properties back into use) and making better use of the private rented sector in addition to new development.   Housing Services will develop an operational plan to set out the requirements for affordable housing identified in the assessment and to monitor the progress towards delivering the right numbers and mix of housing.

In addition to the LHMA evidence it should be noted that when the need for affordable housing at local level is considered, information from the common housing register for Anglesey which provides information on those needing social housing, the Tai Teg register for those seeking intermediate housing and Rural housing surveys which may be commissioned in specific rural settlements, also provide information at settlement level.

The updated Local Housing Market Assessment will form baseline evidence for the Council's Position Statement on constructions workers accommodation for Wylfa Newydd which is in development by the same consultancy firm. The Position Statement will establish the approach which the Council would wish to see followed when consideration is given to how and where construction workers associated with the proposed Wylfa Newydd Power Station should be accommodated.

B – What other options did you consider and why did you reject them and/or opt for this option?

Not applicable. There is requirement by Welsh Governement that local authorities produce a Local Housing Market Assessment every two years.

C – Why is this a decision for the Executive?

The council has a statutory requirement to submit a Local Housing Market Assessment update to Welsh Government every two years. The Executive needs to approve the LHMA as an important part of the evidnce base for strategic housing decisions for the island.

CH – Is this decision consistent with policy approved by the full Council?

Not applicable.

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D – Is this decision within the budget approved by the Council?

Not applicable.

	DD – Who did you consult?	What did they say?
1	**Chief Executive / Strategic Leadership Team (SLT)** (mandatory)	
2	**Finance / Section 151** (mandatory)	
3	**Legal / Monitoring Officer** (mandatory)	
4	**Human Resources (HR)**	
5	**Property**	
6	**Information Communication Technology (ICT)**	
7	**Scrutiny**	
8	**Local Members**	
9	**Any external bodies / other/s**	

	E – Risks and any mitigation (if relevant)	
1	**Economic**	
2	**Anti-poverty**	
3	**Crime and Disorder**	
4	**Environmental**	
5	**Equalities**	
6	**Outcome Agreements**	
7	**Other**	

F - Appendices:

Local Housing Market Assessment for Anglesey 2015

FF - Background papers (please contact the author of the Report for any further information):

Welsh Governement publications:
Local Housing Market Assessment Guide (March 2006)
'Getting Started With Your Local Housing Market Assessment. A Step by Step Guide' (November, 2014)

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Report 1: Local Housing Market Assessment Update

May 2016

Important Notice

This report has been prepared this report for the sole use of the Isle of Anglesey County Council in accordance with the proposal and instructions under which our services were performed. No other warranty, expressed or implied, is made as to the professional advice included in this report or any other services provided by us. This report may not be relied upon by any other party without the prior and express written agreement of the authors.

Some of the conclusions and recommendations contained in this report are based upon information provided by others and upon the assumption that all relevant information has been provided by those parties from whom it has been requested. Information obtained from third parties has not been independently verified by the authors, unless otherwise stated in the report. The recommendations contained in this report are concerned with affordable housing and current planning policy, guidance and regulations which may be subject to change. They reflect a Chartered Surveyor's perspective and do not reflect or constitute legal advice and the Council should seek legal advice before implementing any of the recommendations.

Certain statements made in the report may constitute estimates, projections or other forward-looking statements and even though they are based on reasonable assumptions as of the date of the report, such forward-looking statements, by their nature, involve risks and uncertainties that could cause actual results to differ materially from the results predicted. the authors specifically do not guarantee or warrant any estimate or projections contained in this report.

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1. Introduction

Purpose

1.1   A Local Housing Market Assessment (LHMA) was originally published for the Isle of Anglesey in April 2013 based on data collected in June and July 2012. This examined the local housing market, identifying both the level of affordable housing need and the tenure and size of housing required to best accommodate the future population in the County. The report went beyond the scope of a traditional LHMA to also analyse the potential impact on the housing market of the Energy Island Programme in the Isle of Anglesey. The Energy Island Programme aims to make Anglesey a global centre of energy research and development. The programme has the potential to create 2,500 net additional jobs to 2025, alongside a peak of up to 9,200 construction jobs associated with the proposed new nuclear build at Wylfa.

1.2   This LHMA update report is being produced for two reasons, firstly because the Welsh Government requires the LHMA outputs to be updated biannually, and secondly because Horizon, the company behind the new power station, is producing an updated accommodation strategy in light of the latest Energy Island plans and the impact of this on the wider housing market needs to be reappraised. The evidence produced within this study will form the basis of the Council's Housing Strategy and part of the evidence base for the Local Development Plan. This study also provides the baseline 'without Wylfa' scenario against which 'with Wylfa' scenarios can be assessed in the next stage of the commission. Whilst the Energy Island Programme will affect the wider North West Wales area, this LHMA is restricted to focusing on the impact on the Isle of Anglesey.

1.3   This update report will assess the appropriate policy response within the current market conditions. This is done by examination of secondary data and through analysis of the updated household survey dataset. The dataset is updated by applying the changes in secondary data to the existing primary data as described in Appendix A1. This report will present the results in accordance with the latest Government Guidance.

Government Guidance

1.4   National Planning Policy is set out in Planning Policy Wales Edition 7 (July 2014). Paragraph 9.1.4 of Planning Policy Wales sets out the role of this LHMA.

Local authorities must understand their whole housing system so that they can develop evidence-based market and affordable housing policies in their local housing strategies and development plans. They should ensure that development plan policies are based on an up-to-date assessment of the full range of housing requirements across the plan area over the plan period. Local authority planning and housing staff should work in partnership with local stakeholders, including private house builders, to produce Local Housing Market Assessments (LHMAs).

1.5   Planning Policy Wales outlines how a LHMA fits into the wider housing policy framework, and the Local Housing Market Assessment Guide (March 2006) (LHMA Guide) sets out

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how the various elements of a LHMA should be undertaken, including detailing a comprehensive model for the assessment of affordable housing need.

1.6   The Welsh Government has more recently published *'Getting Started With Your Local Housing Market Assessment. A Step by Step Guide'* (November, 2014) following on from a previous iteration of this title published in March 2012. This guide focuses only on one element of the LHMA: the assessment of the need for affordable housing. This guide *'has been developed to supplement and not to replace the comprehensive and detailed Welsh Assembly Government LHMA guidance'.* It sets out a process where councils can use secondary data to calculate the extent of housing need within the authority, although it is acknowledged that '*the 'headline' housing need figure calculated by this approach should not be used as a definitive measure of need or as a target figure. Rather it should be used to improve the scale of local housing need.'*

1.7   This report has not followed the exact methodology set out in this 'Step by Step Guide', but instead has followed the more specific steps in the equivalent methodology set out in the LHMA Guide. Both of these approaches use the same broad stages to derive the overall estimate of housing need. The approach taken in this report to calculating housing need, which includes the use of primary data, is preferred as it allows greater analysis of the overall figure derived (including considerable detail on the type of households in need and also the size of affordable accommodation required within the different affordable tenures). It is also allows a direct comparison with the results produced in the previous LHMA, which were derived using the same methodology and avoids reliance on the Council's Housing Register, one of the principal sources in the '*Step by Step Guide'* over which there are concerns over the quality of data held for the purpose of the model.

1.8   Furthermore, the use of primary data allows housing need to be understood in the context of the analysis of the housing requirement across the whole market and also the analysis of the accommodation requirements arising from the Energy Island Programme. Both of these are key outputs of the study and require primary data to produce sufficiently detailed outputs.

Report coverage

1.9   This report is focused on producing the core outputs of a LHMA. This report is therefore limited to:

- Examination of the latest data on the labour market and the resident population and a profile of the housing stock in the County and the changes that have occurred to it.

- Analysis of the price of property in the Isle of Anglesey and the affordability of housing for residents.

- Production of an analysis of the entire housing market within the long term balancing housing markets (LTBHM) model.

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- Calculation of outputs for the affordable housing needs model in accordance with the Practice Guidance approach.

- An analysis of the specific housing situation of the particular sub-groups of the population.

- The 2015 Local Housing Market update provides comprehensive information about the Local Housing Market for the local authority area and provides an assessment of the needs in the three broad price areas identified on the island.

1.10 It is acknowledged that in dealing with specific applications the Council's Planning Service may require housing needs information at a more local level. The Council maintains a waiting list for those seeking social housing and a register for those seeking affordable home purchase or intermediate rent. In addition Rural Housing Needs surveys have been undertaken in some areas. These sources provide the most up to date and localised information to understand local needs.

1.11 Once agreed with the Council, this report will be taken forward to examine the housing requirements of the prospective new construction workers required as a result of the Energy Island Programme and the impact on the wider housing market of a relatively large influx of people – particularly as many will only be short-term residents. The report will also go on to consider the new accommodation required to house the permanent employees associated with the Energy Island, the means by which this accommodation can be provided, and preferred locations. The preferred approach will be developed through the testing of different scenarios.

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2. Socio-economic context

Summary

i)   The Census indicates that in 2011 the population of the County was 69,751 and that since 2001 the population has increased by 4.4%. The size of the household population has increased at a faster rate between 2001 and 2011 by 7.7%.

ii)   The Isle of Anglesey contains a lower proportion of the population that are of working age than is found regionally and nationally. The Black, Asian and Minority Ethnic population of the Isle of Anglesey is just 1.8% of the total population.

iii) There has been a notable growth in part-time employment in the Isle of Anglesey over the last ten years, whilst the number of people in full-time employment has risen more modestly.

iv)   In the Isle of Anglesey the proportion of economically active residents who are unemployed is 2.8% currently and this figure has fallen over the last 12 months.

v)   The Isle of Anglesey has a similar proportion of residents working in professional or technical jobs as is found nationally. The County also contains a lower than average level of working-age residents without any qualifications.

vi)   The median earned income for employees in the Isle of Anglesey in 2015 is £25,022, slightly lower than the national average (£25,189).

vii) The recent Census indicates that in 2011 there were 34,183 dwellings in the Isle of Anglesey and that since 2001, the dwelling stock had increased by 10.1%. The most common property type in the County is detached houses, followed by terraced dwellings.

viii) The 2011 Census indicates that 68.8% of households in the Isle of Anglesey are owner-occupiers, 14.6% reside in social rented accommodation and 14.1% rent privately. The private rented sector has grown by over 60% in the County between 2001 and 2011. This substantial growth is similar to national trends.

Introduction

2.1   Two main drivers of the housing market are the resident population and the local labour market. They affect the nature of housing demand including household formation rates and households' investment in housing. The most recent data available on these topics at the time of the 2013 report was generally from 2011. This chapter uses information that has been published more recently to document the current socio-economic profile in the Isle of Anglesey and how it has changed.

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2.2   Analysis of the stock of housing allows an understanding of the current market balance and existing occupation patterns. A range of data sources, including the 2011 Census, will be used to provide an overview of the housing stock in the Isle of Anglesey and a comparison to the national situation will be presented where the data is available.

Demography

2.3   The United Kingdom 2011 Census data provides a comprehensive profile of the population in the Isle of Anglesey and how it has changed since the previous Census, information that was not available when the previous report was published.

Population

2.4   The Census indicates that the resident population in the Isle of Anglesey in 2011 was 69,751 and that since 2001 the population had increased by 4.4%, just under 3,000 people. In comparison the population of Wales increased by 5.5% between the 2001 and 2011 Census. Figure 2.1 illustrates the age composition of the population in the Isle of Anglesey in 2001 and 2011 according to the Census. It shows that since 2001 the number of people aged 60 to 74 has markedly increased as has the population of the County aged 15 to 29, and 75 and over. In contrast the number of people aged between 30 and 44 has decreased as has the size of the population under 15.

Figure 2.1 Population composition in the Isle of Anglesey (2001 and 2011)

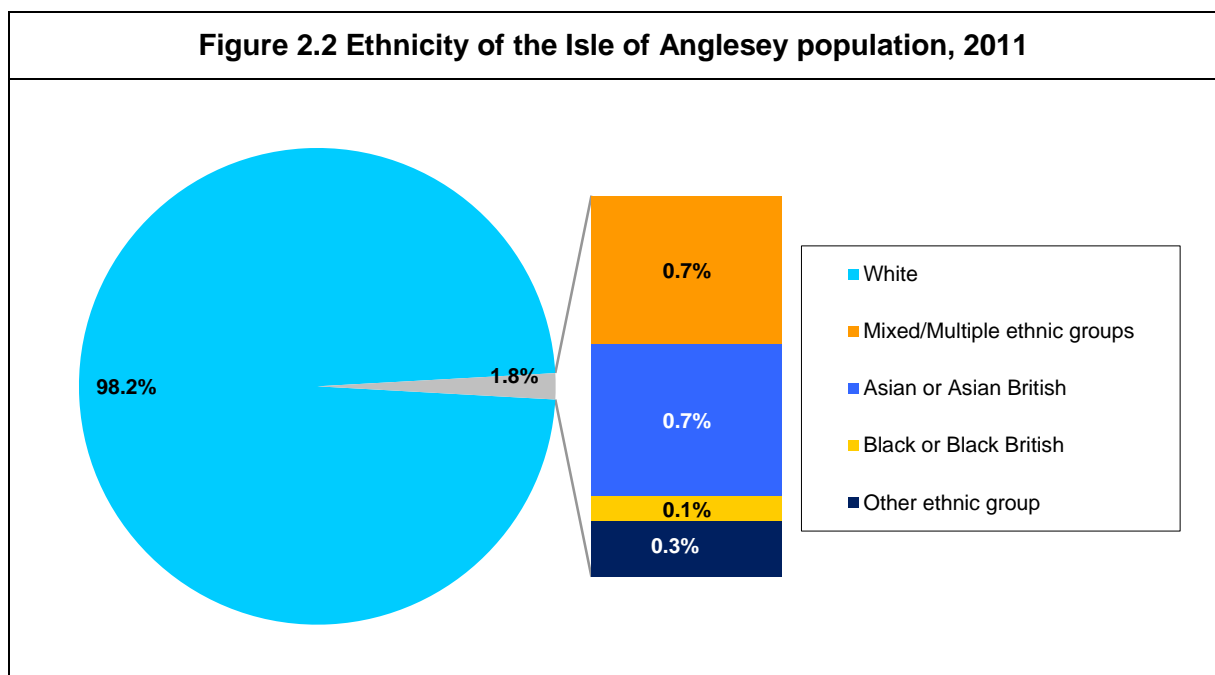Source: 2001 & 2011 Census
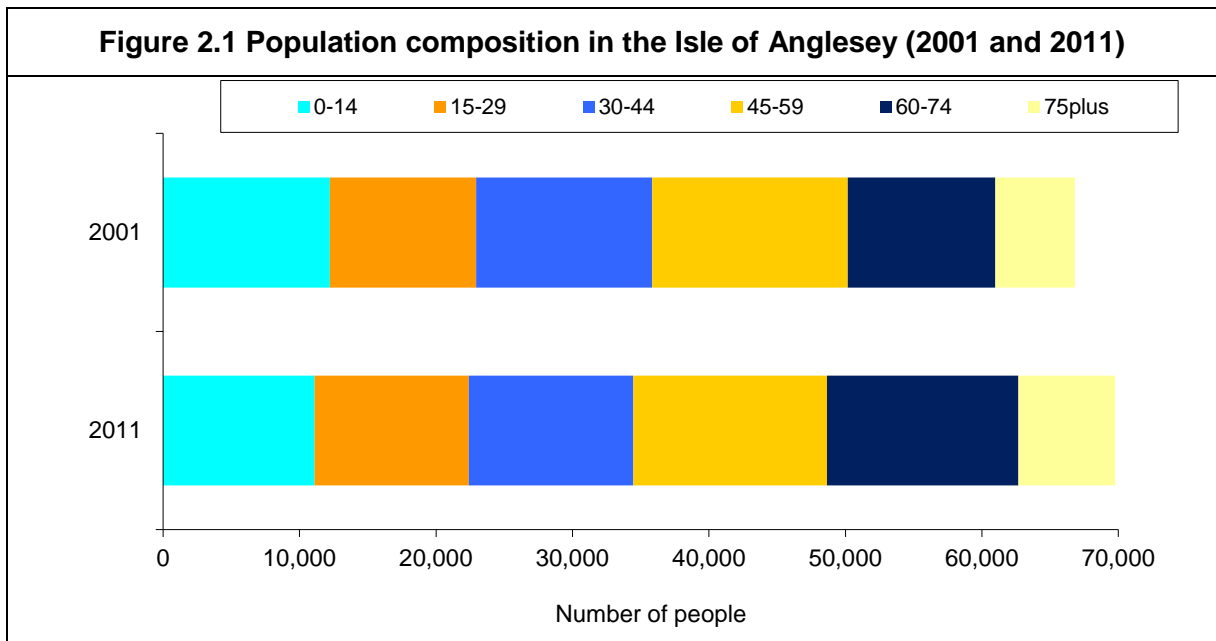
2.5   The 2011 Census figures also indicate that the Isle of Anglesey contains a lower proportion of the population that are of working age than is found nationally: 60.6% in the County compared to 63.5% across Wales. In contrast the population of older people (those 65 or over) in the Isle of Anglesey is larger than is found nationally; 22.4% compared to 18.4% in Wales.

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2.6   The 2011 Census indicates that the population density in the Isle of Anglesey is 100 people per km², an increase from 94 people per km² in 2001. The 2011 figure for Wales is 150 people per km².

Ethnicity

2.7   According to the 2001 Census, the proportion of Black, Asian and Minority Ethnic (BAME) (non-White) groups in the Isle of Anglesey was 0.7% lower than the national average (2.1%). The 2011 Census suggests that the BAME population has increased, to 1.8% of the total population in the Isle of Anglesey, which is still notably smaller than the national figure (4.4% in Wales).

2.8   Figure 2.2 presents the ethnicity of the population in the Isle of Anglesey in 2011. The 'Mixed/Multiple Ethnic Groups' and 'Asian or Asian British' represent the largest BAME groups in the Isle of Anglesey County (each comprising 0.7% of total population). It should be noted that the 'White' group includes 'White Irish' (0.7%), 'White Gypsy or Irish Traveller' (0.1%) and 'White Other' (0.9%) as well as 'White British' (96.6%).

Figure 2.2 Ethnicity of the Isle of Anglesey population, 2011

Source: 2011 Census

2.9   The Census reveals that just 0.4% of the population of the Isle of Anglesey in 2011 had been resident in the UK for less than two years, compared to 0.9% across Wales. The overwhelming majority of the population of the Isle of Anglesey have resided in the UK for over 5 years (including those born in the UK), 99.3% in the Isle of Anglesey compared to 98.1% nationally.

Number of households

2.10   The 2011 Census revealed that the household population in the Isle of Anglesey has increased by 7.9% since 2001. This compares to the national average of 7.7%. In the Isle

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of Anglesey, the number of households has risen at a faster rate than the population between 2001 and 2011; this implies that the average size of households is falling, as is illustrated in Table 2.1.

Table 2.1 Change in average household size in the Isle of Anglesey, 2001 to 2011		
	2001	2011
Population in households	66,301	68,941
Households	28,356	30,594
Average household size	2.34	2.25

Source: 2001 & 2011 Census

2.11   It is interesting to note that this average household size of 2.25 compares to an average of 2.9 bedrooms per household in the Isle of Anglesey according to the 2011 Census. The 2011 Census also indicates that 2.3% of households in the Isle of Anglesey had fewer bedrooms than they required (compared to 3.0% across Wales).

2.12   Figure 2.3 compares the household composition in the Isle of Anglesey in 2011 with that recorded for Wales. The data indicates that lone parent households constitute 9.8% of all households in the Isle of Anglesey compared to 11.4% nationally. The figure also shows that some 32.3% of households in the Isle of Anglesey contain only one person, notably higher than the national figure (30.8%).

Figure 2.3 Household composition in the Isle of Anglesey and Wales, 2011
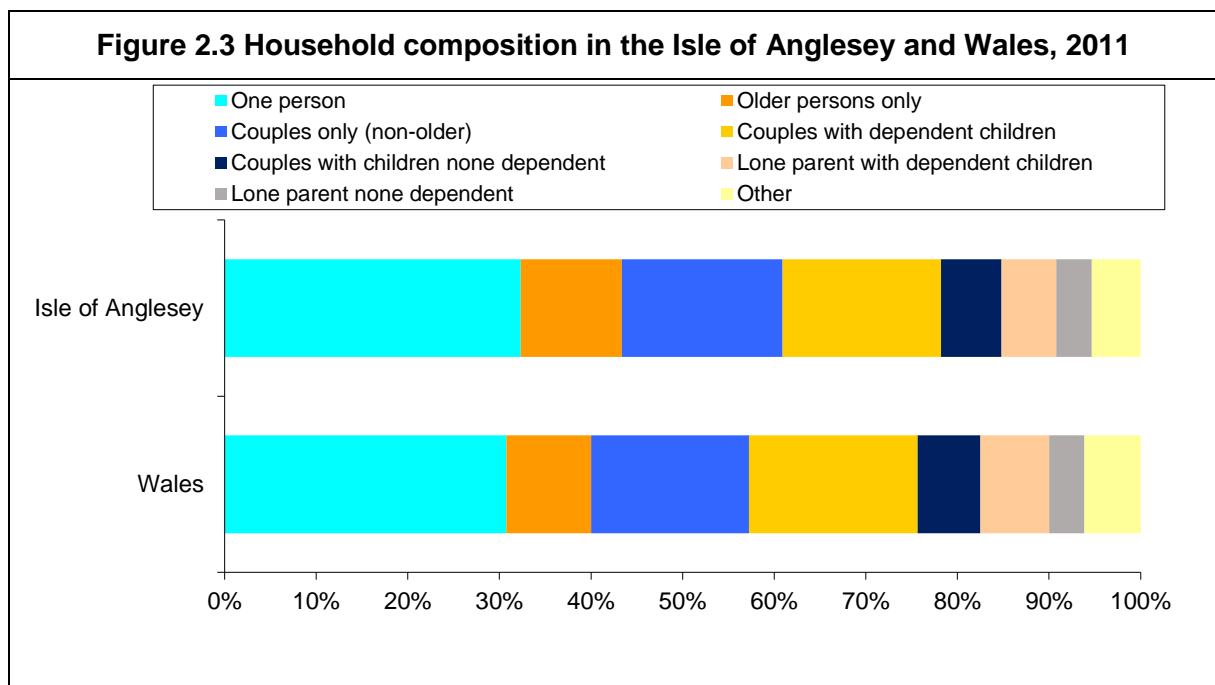
Source: 2011 Census

2.13   Figure 2.4 shows the change recorded between the 2001 and 2011 Census for the different household groups in the Isle of Anglesey. The figure shows that one person

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households have increased the most, followed by 'other' and lone parent households (although from a very low base). It is interesting to note that couples with only non-dependent children have increased whilst the number of couples with dependent children has declined. This suggests that household formation rates amongst young adults may have reduced.

Figure 2.4 Change in household types resident in the Isle of Anglesey 2001 to 2011
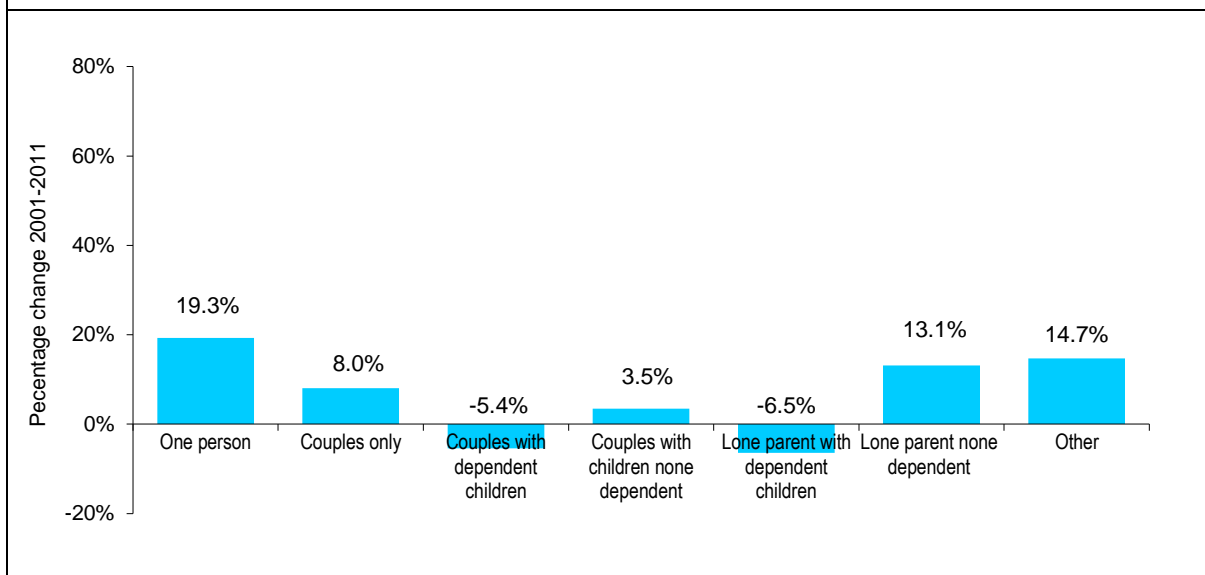
Source: 2001 & 2011 Census

Economy

2.14 Considerable data is available on the economic context in the Isle of Anglesey, which enables a profile of the current local economy to be presented.

Employment in the Isle of Anglesey

2.15 NOMIS[1] data on 'job density' (this is a measure of the number of jobs per person of working age) for 2013 shows that there are 0.60 jobs per working age person in the Isle of Anglesey, compared to 0.72 jobs per working age person for Wales as a whole. The Isle of Anglesey however, records a better job density in 2013 than in 2006, before the start of the economic downturn, (an increase from 0.59).

2.16 Measured by the Office of National Statistics Business (ONS) Register and Employment Survey there were 19,000 employee jobs in the Isle of Anglesey in 2014. This is a 3.6% decrease from the highest level recorded (2009). This decrease compares to an increase of 3.6% nationally over the same time period.

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[1] NOMIS is a website provided by the Office of National Statistics that contains a range of labour market data at a local authority level. www.nomisweb.co.uk

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2.17   Data is also available from the ONS about the number of businesses in the area and how this has changed over the last few years (older data is not available as ONS changed the information collected in 2010). This can provide a good indication of the state of the economy as an increase in businesses would suggest either new companies moving to the area or an increase in local entrepreneurship.

2.18   ONS indicates that the number of enterprises in 2015 in the Isle of Anglesey was 2,475; the highest level recorded (there were 2,335 enterprises in 2010 when the dataset began). A similar proportion of enterprises are micro (with 9 or fewer employees) across the Isle of Anglesey (90.1%) and Wales (88.8%).

Employment profile of residents in the County

2.19   Although the overall economic performance of the Isle of Anglesey provides important context, an understanding of the effect of the economic climate on the resident population is more pertinent to this study.

2.20   The Census provides an overview of the employment situation in the Isle of Anglesey in 2011. It shows that of all residents in work in the Isle of Anglesey (excluding those who are also students), 17.7% are self-employed, with 58.7% full-time employees and 23.6% part-time employees. The level of self-employment is higher than the national average (14.9%). Since the 2001 Census the number of part-time employees in the Isle of Anglesey has increased by 29.3%, and the number of full-time employees has risen by 8.2%. The number of self-employed residents in the County has increased by 23.0%.

2.21   The ONS publishes the number of people claiming Job Seekers Allowance on a monthly basis. This provides a very up-to-date measure of the level of unemployment of residents in an area. Figure 2.5 shows the change in the proportion of the working age population claiming Job Seekers Allowance in the Isle of Anglesey since January 2007. The figure indicates that the Isle of Anglesey unemployment level, whilst fluctuating notably, has been consistently higher than the level for Wales. Currently 2.8% of the working age population in the Isle of Anglesey are unemployed, higher than the national figure of 1.9%.

2.22   Unemployment in the Isle of Anglesey as at November 2015, was 4.8% higher than the level recorded before the economic downturn (November 2007). This compares with a decrease in unemployment of 0.5% across Wales over the last eight years (November 2007 to November 2015). Over the last twelve months, unemployment has fallen notably in the Isle of Anglesey (by 8.0%) and dramatically across Wales (by 22.0%).

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Figure 2.5 Level of unemployment in the Isle of Anglesey (2007-2012)

Source: ONS Claimant count
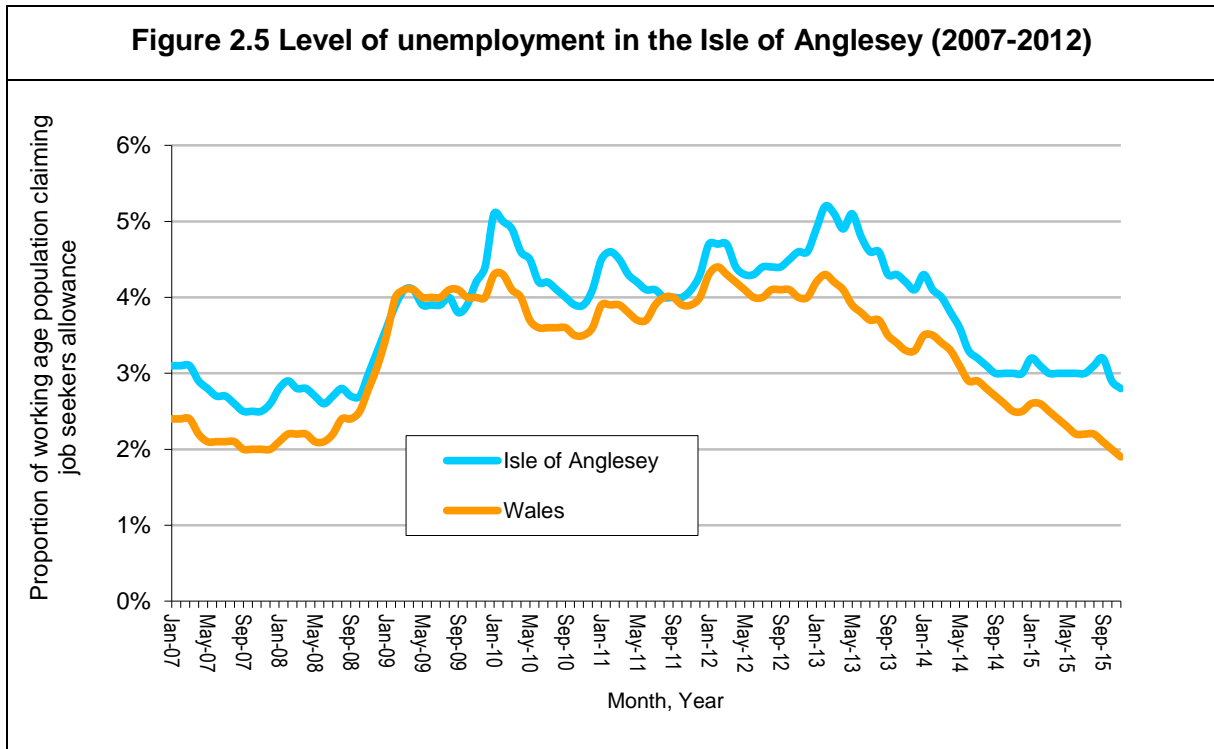
2.23   It is worth noting that the Isle of Anglesey has a fairly high proportion of young people unemployed; 3.6% of 18 to 24 year olds in the County are unemployed compared to 2.1% nationally. The level of long-term unemployed (more than 12 months unemployed) is however less remarkable at 1.0% of the working age population, which compares to 0.6% for Wales.

2.24   The Census presents a 'Standard Occupation Classification' which categorises all working people resident within an area into one of nine groups depending on the nature of the skills that they use. These nine groups are graded from managerial jobs (Groups 1-3) to unskilled jobs (Groups 8-9). As Table 2.2 illustrates, some 35.2% of employed residents in the Isle of Anglesey work in Groups 1 to 3, and this is very similar to the figure for Wales as a whole. The Isle of Anglesey has a lower proportion of the workforce in occupation groups 8 to 9 than is found nationally, with the reverse true for occupation groups 4 to 5. The table also shows that, since the 2001 Census, there has been a considerable increase in the number of people resident in the Isle of Anglesey employed within Groups 6 to 7.

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| Table 2.2 Occupation structure			
Occupation Groups	*Isle of Anglesey 2011*	*Wales 2011*	*Change in # of people employed in the Isle of Anglesey since 2001*
Group 1-3: Senior, Professional or Technical	35.2%	35.8%	18.9%
Group 4-5: Administrative, skilled trades	26.6%	24.5%	12.5%
Group 6-7: Personal service, Customer service and Sales	19.5%	19.6%	47.8%
Group 8-9: Machine operatives, Elementary occupations	18.7%	20.1%	-4.3%
Total	100.0%	100.0%	16.3%

Source: 2001 & 2011 Census

2.25 Analysis of the 2011 Census data indicates that the electricity, gas, steam and air conditioning supply sector is a relatively large employer for residents in the Isle of Anglesey compared to the national average. This is also the case for agriculture, forestry and fishing. Financial and insurance activities and manufacturing however are relatively small employers in the County in comparison to the national average. Comparison with the 2001 Census data indicates that the economy in the Isle of Anglesey has become more diverse over the last ten years in response to the decrease in the relative importance of the manufacturing sector.

Qualifications

2.26 An important factor in the ability of any economy to grow is the level of skill of the workforce. Figure 2.6 shows the highest qualification level of the working-age residents of the Isle of Anglesey, compared to the regional and national equivalents as recorded in the 2011 Census. Level 1 qualification is the lowest (equivalent of any grade at GCSE or O-Level) and Level 4 the highest (undergraduate degree or higher). The data indicates that under a quarter (24.2%) of working-age residents in the Isle of Anglesey have no qualifications, lower than the figure for Wales (25.9%). The Isle of Anglesey also has more residents with Level 4 or higher qualifications (at 26.1% compared to 24.5% nationally). In the Isle of Anglesey the proportion of working-age residents without qualifications has reduced since the 2001 Census (when 31.9% had no qualifications), and the proportion with Level 4 or higher qualifications has increased notably (from 18.0%).

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Figure 2.6 Highest qualification level of residents in the Isle of Anglesey and Wales, 2011
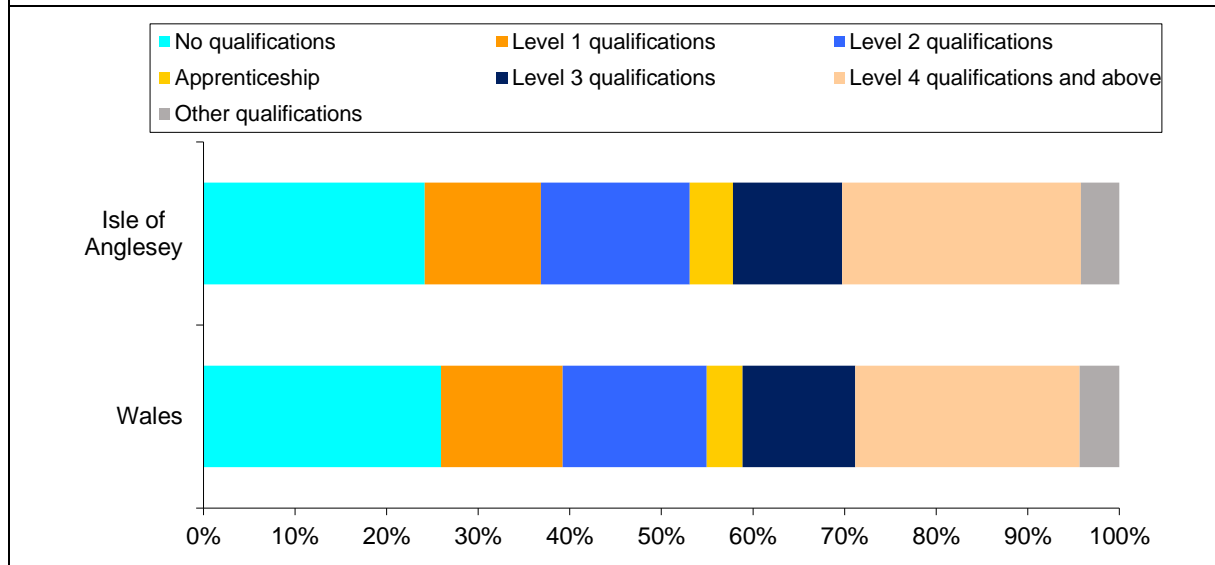
Source: 2011 Census

Income

2.27   Income has a core effect on the level of choice a household has when determining their future accommodation. The mean earned income for full-time employees resident in the Isle of Anglesey in 2015 was £32,635, according to the ONS Annual Survey of Hours and Earnings, higher than the national average (£29,016). It is important to note that these figures assess individual incomes rather than household incomes.

2.28   As Figure 2.7 shows, the lower quartile and median incomes in the Isle of Anglesey are similar to the national equivalents, however upper quartile incomes are notably lower in the County than is recorded for Wales as a whole. This suggests that there are fewer people earning high incomes in the Isle of Anglesey than nationally, but the higher mean income recorded in the County indicates that there are a notable number of people earning very large incomes.

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Figure 2.7 Annual gross income of full-time employed residents 2014

Source: ONS Annual Survey of Hours and Earnings (2014)
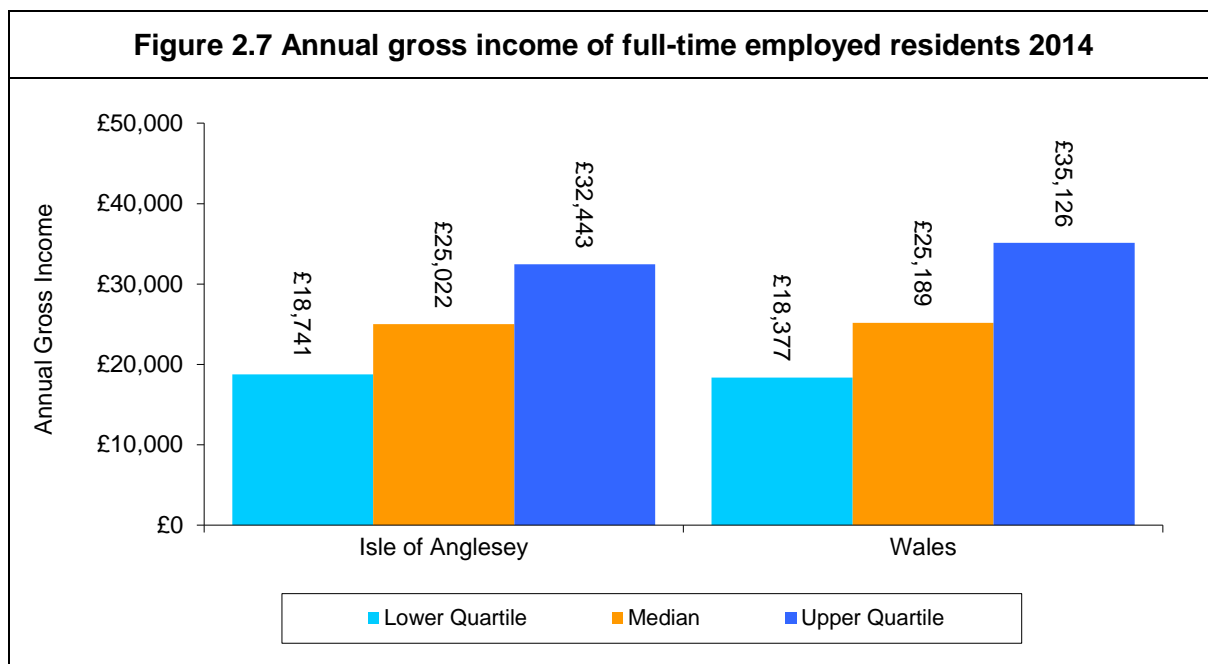
2.29   Figure 2.8 shows the change in the mean income of full-time employees resident in the Isle of Anglesey and Wales since 2009. The Isle of Anglesey has recorded a higher increase since 2009 (at 32.1%) than Wales (8.2%).

Figure 2.8 Change in mean annual income of full-time employed residents 2009-2015

Source: ONS Annual Survey of Hours and Earnings
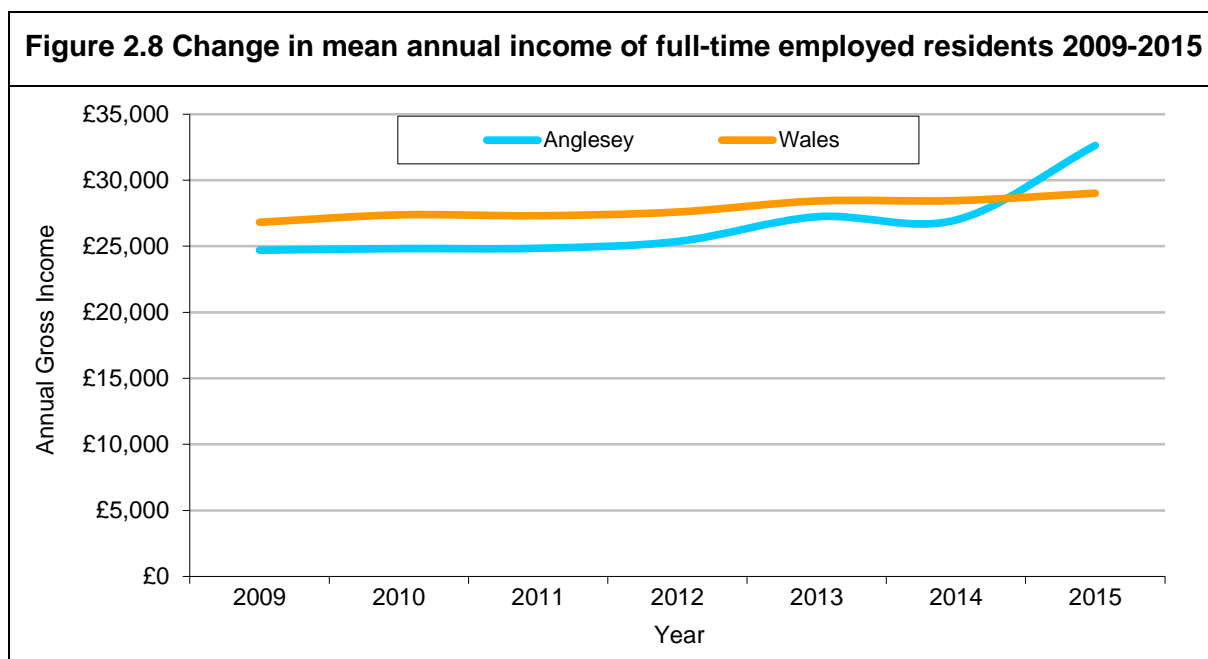
Household financial situation

2.30   The household survey dataset collected considerable information on the financial situation of households in the Isle of Anglesey. As described in Appendix A1, this financial profile has been updated so that it reflects the situation in 2015. The updated

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household survey dataset estimates that the mean annual gross household income excluding housing benefits in the Isle of Anglesey is £32,684. The median household income is noticeably lower at £24,721. Figure 2.9 shows the distribution of income in the Isle of Anglesey. It is clear that there is a significant range of incomes, with 16.8% of households having an income of less than £10,000, and 14.7% of households having an income in excess of £60,000.

Figure 2.9 Distribution of annual gross household income (excluding housing benefits)
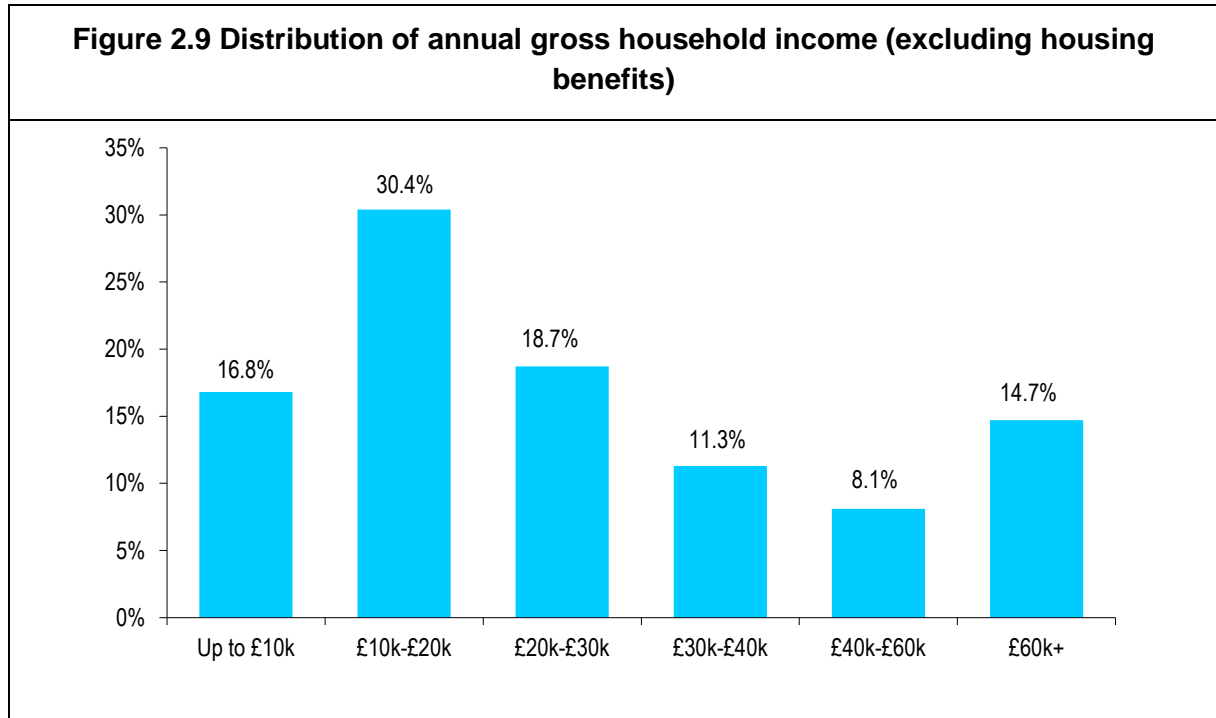
Source: Isle of Anglesey Local Housing Market Assessment update, 2016

2.31   The mean level of household savings in Isle of Anglesey in 2015 is £23,267. The median figure for household savings is currently £3,008. Figure 2.10 shows the distribution of savings in Isle of Anglesey. Households with no savings also include those in debt.

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Figure 2.10 Distribution of household savings
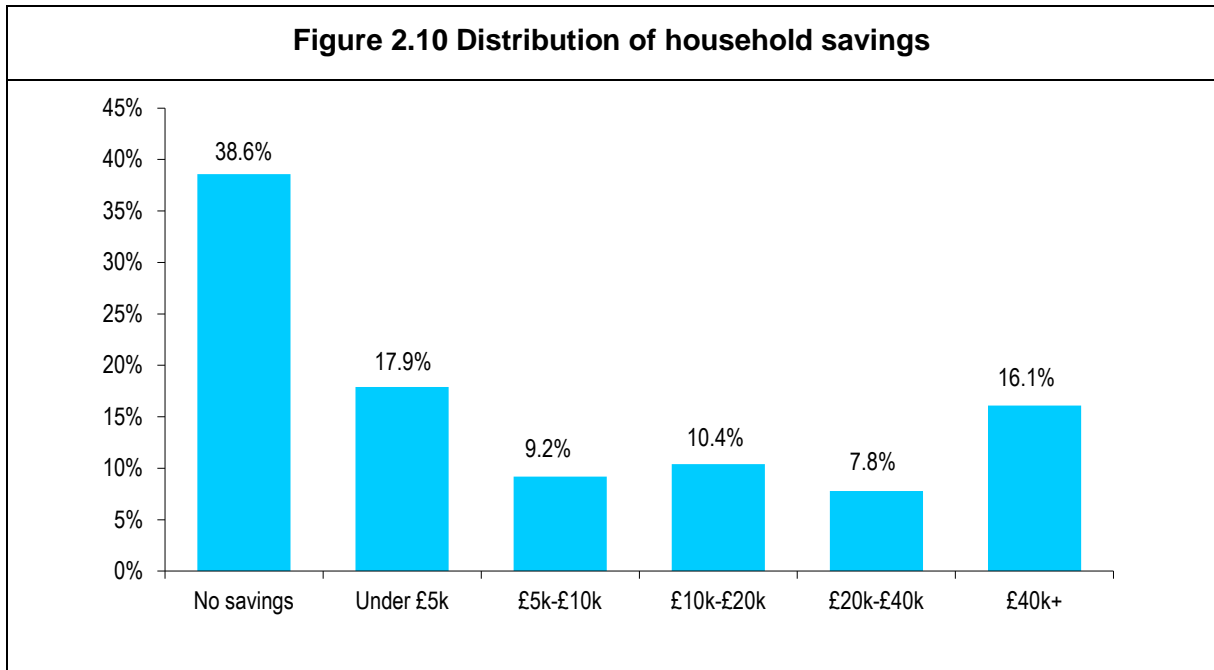
Source: Isle of Anglesey Local Housing Market Assessment update, 2016

2.32 The mean amount of equity that all owner-occupiers (both those with and without mortgages) have in their property is estimated to be £167,127 currently. The median level of equity is £155,953. Overall the household survey dataset indicates that there are about 285 households in Isle of Anglesey in negative equity. This constitutes 1.5% of owner-occupiers in the Isle of Anglesey.

Dwelling stock

2.33 The Census indicates that there were 34,183 dwellings in the Isle of Anglesey in 2011, and that since 2001 the number of dwellings has increased by 10.1%, over 3,100 properties. In comparison the dwelling stock in Wales increased by 8.6% between the 2001 and 2011 Census.

Accommodation profile

2.34 Figure 2.11 compares the type of accommodation in the Isle of Anglesey in 2011 with that recorded for Wales. The Isle of Anglesey contains more detached houses and fewer flats than the national average. The most common property type in the Isle of Anglesey is detached houses followed by terraced dwellings.

2.35 Since 2001 the number of purpose built flats has increased markedly in the Isle of Anglesey by 30.9%. The change in the number of houses has been less notable, although semi-detached properties have recorded the biggest rise (16.9%).

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Figure 2.11 Dwelling type in the Isle of Anglesey and Wales, 2011

Source: 2011 Census
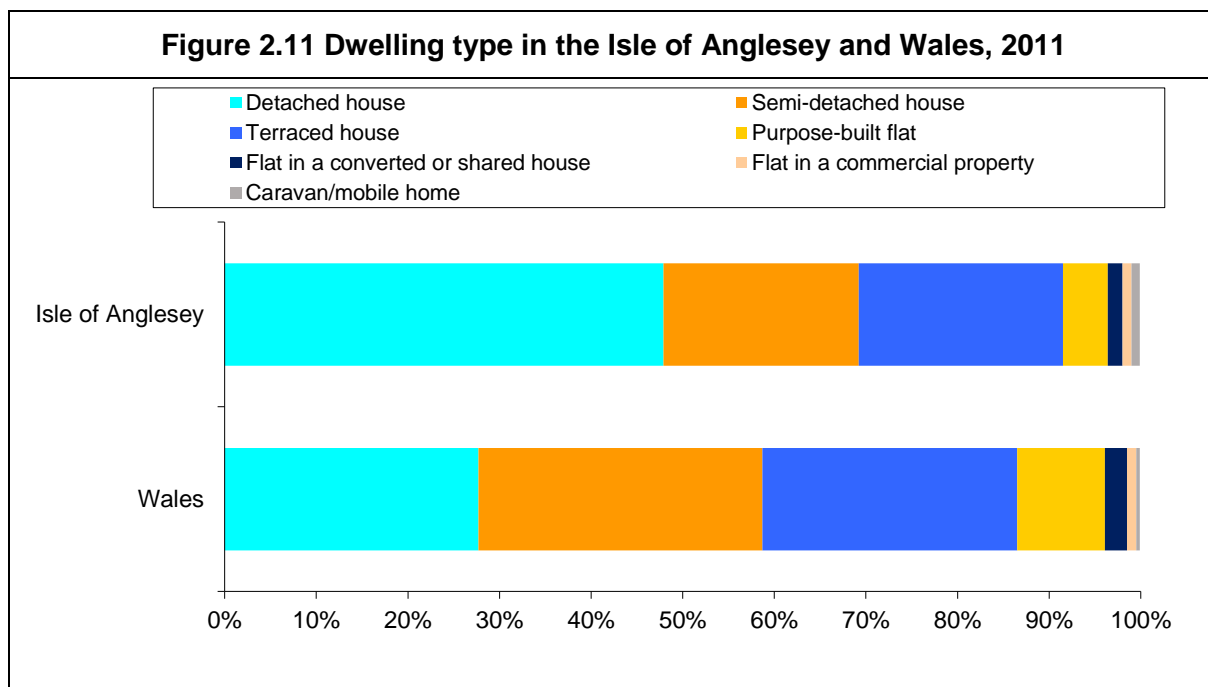
2.36   Table 2.3 compares the size of accommodation (in terms of bedrooms) in the Isle of Anglesey and Wales. The table indicates that the Isle of Anglesey has a larger proportion of large properties (four or more bedrooms) with fewer small homes (one or fewer bedrooms) than Wales as a whole. Overall, there is relatively little variety in the size of the housing stock in the Isle of Anglesey, with three bedroom homes accounting for almost half of all dwellings.

Table 2.3 Size of dwelling stock in the Isle of Anglesey and Wales, 2011		
Property size	Isle of Anglesey	Wales
No bedrooms	0.1%	0.2%
1 bedroom	5.4%	7.6%
2 bedrooms	24.0%	24.2%
3 bedrooms	49.4%	48.9%
4 bedrooms	16.4%	15.0%
5 or more bedrooms	4.7%	4.0%
Total	100.0%	100.0%

Source: 2011 Census

2.37   The number of bedrooms in a property was not collected in the 2001 Census, however both the 2001 and 2011 Census recorded the total number of rooms in a dwelling. A comparison of the figures for the Isle of Anglesey shows that the number of larger dwellings has recorded the greatest rise; between 2001 and 2011 the number of properties with 8 or more rooms increased by 29.3% in the Isle of Anglesey and the number of homes with 7 rooms has increased by 15.7%. In contrast the number of

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homes with five rooms decreased by 2.8%. There was also a notable increase in the number of smaller dwellings, with the number of properties with three rooms increasing by 27.0% in the Isle of Anglesey.

Tenure

2.38   Figure 2.12 compares the tenure of households in the Isle of Anglesey in 2011 with that recorded for Wales. The data indicates that 40.7% of households in the Isle of Anglesey are owner-occupiers without a mortgage, compared to 35.4% nationally. The proportion of owner-occupiers with a mortgage in the Isle of Anglesey (28.1%) is however lower than the national average (32.3%).

2.39   Some 14.6% of households in the Isle of Anglesey are resident in the affordable housing for rent sector (being social rented housing or intermediate rented housing), lower than the figure for Wales as a whole (16.4%). Finally, some 14.1% of households in the Isle of Anglesey live in private rented accommodation, compared to 14.2% across Wales.
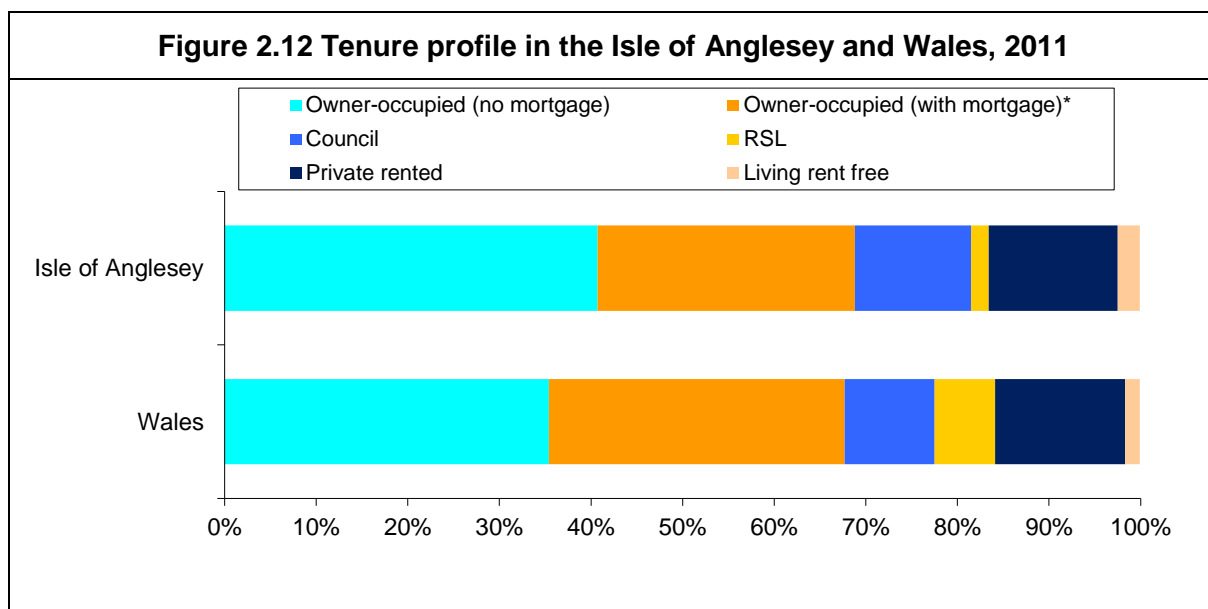
Source: 2011 Census *Includes shared ownership

2.40   Figure 2.13 shows the change in the size of each tenure between the 2001 and 2011 Census. The figure shows that in the Isle of Anglesey and Wales as a whole the private rented sector has increased dramatically. The number of owner-occupiers with no mortgage has also recorded an increase in all areas, whilst owner-occupiers with a mortgage have decreased. The affordable housing for rent sector has generally shown the smallest change.

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Figure 2.13 Change in number of households in each tenure 2001 to 2011
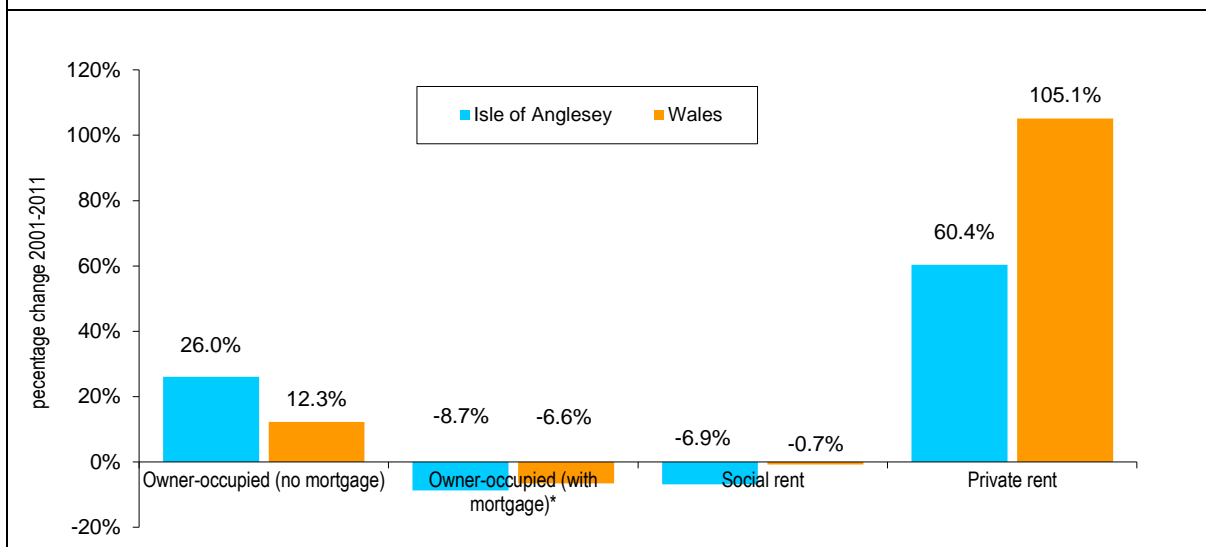
*Includes shared ownership. Source: 2001 & 2011 Census

Tenure by bedroom

2.41   Finally, it is useful to understand the size of accommodation within each tenure as recorded in the 2011 Census. This is shown for the County in Figure 2.14. The data indicates that, in the Isle of Anglesey, rented accommodation is smaller on average than owned dwellings.

Figure 2.14 Dwelling size within each tenure in the Isle of Anglesey, 2011

Source: 2011 Census *Includes shared ownership

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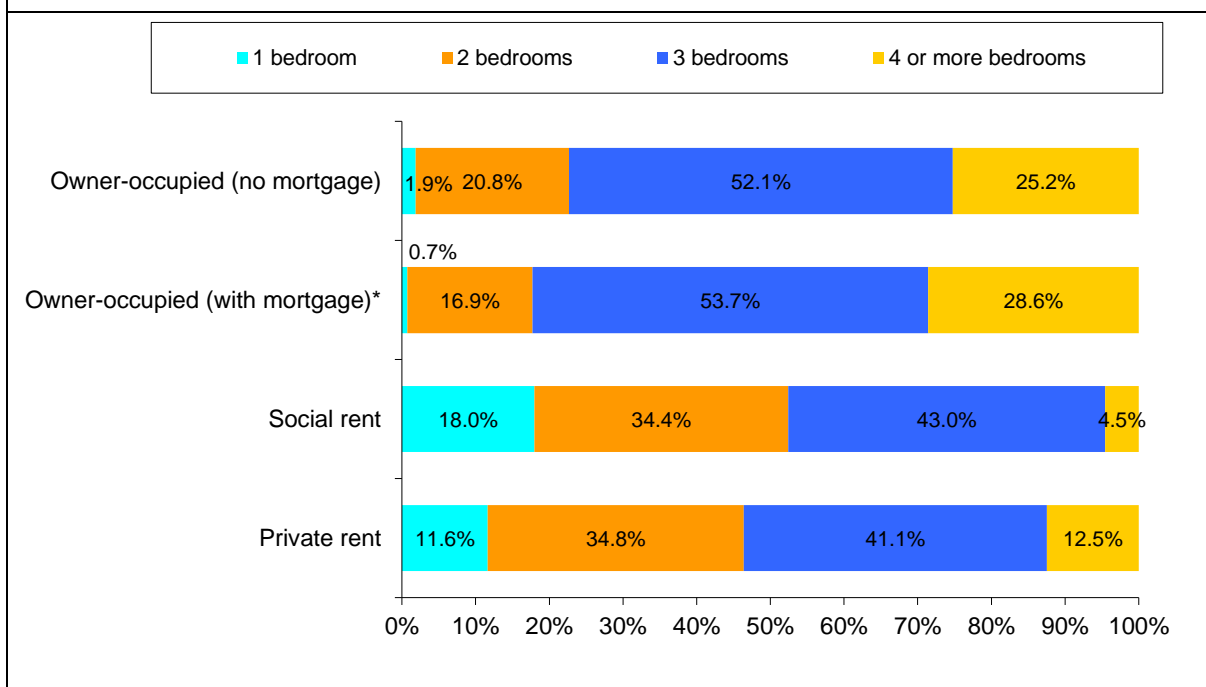
3. The cost and affordability of housing

Summary

i)   According to data from the Land Registry, the mean house price in the Isle of Anglesey in the first quarter of 2015 was £186,229, higher than the average for Wales as a whole. Data shows that whilst prices have remained largely static since the economic downturn, the number of property sales has fallen notably.

ii)   The cost of housing by size was assessed for all tenures across the County. Entry-level prices in the Isle of Anglesey range from £80,000 for a two bedroom home in the Holyhead price market, up to £312,500 for a four bedroom property in the Menai Straits price market. Entry-level rents in the Isle of Anglesey range from £350 per month for a one bedroom home in Holyhead price market up to £675 per month for a four bedroom property in the Menai Straits price market.

iii)   Housing market gaps analysis shows the nature of the housing ladder in a particular locality. An analysis of the gaps between each tenure shows that there is a large income gap between the social rent and market entry.

Introduction

3.1   This chapter describes the changes in the housing market that have been recorded in the Isle of Anglesey and Wales. Subsequently it re-assesses the entry-level costs of housing in the Isle of Anglesey, to document how this has changed since the previous LHMA report. A comparison of the cost of different tenures will be used to identify the housing market gaps that exist.

Relative prices

3.2   The most recent house price data available at the time of the previous SHMA report was from the third quarter of 2011. The Land Registry has now published data for the third quarter of 2015. It is therefore possible to assess the changes recorded in the Isle of Anglesey over this period, alongside national equivalents. This is presented in Table 3.1.

3.3   The table indicates that the mean price of dwellings in the Isle of Anglesey in quarter 3 2015, at £186,229, was notably higher than the national average. The table shows that between 2011 and 2015 average prices have increased at a faster rate in the Isle of Anglesey than they have nationally.

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Table 3.1 Change in mean property prices 2010-2015			
Location	*Average price Jul-Sep 2011*	*Average price Jul-Sep 2015*	*Percentage change recorded 2011-2015*
The Isle of Anglesey	£153,030	£186,229	21.7%
Wales	£156,621	£162,904	9.2%

Source: Land Registry

3.4 Figure 3.1 shows price change by property price level in the Isle of Anglesey since the first quarter of 2011. The figure shows that mean prices vary according to the pattern of seasonal peaks and troughs much more than median and lower quartile prices. Overall prices in the Isle of Anglesey have risen quite consistently over the last five years at the various different points on the range (a 20.8% lower quartile price increase compared to a 15.1% increase in median prices and a 21.7% increase in mean prices).

Figure 3.1 Price change by price level in the Isle of Anglesey since 2011
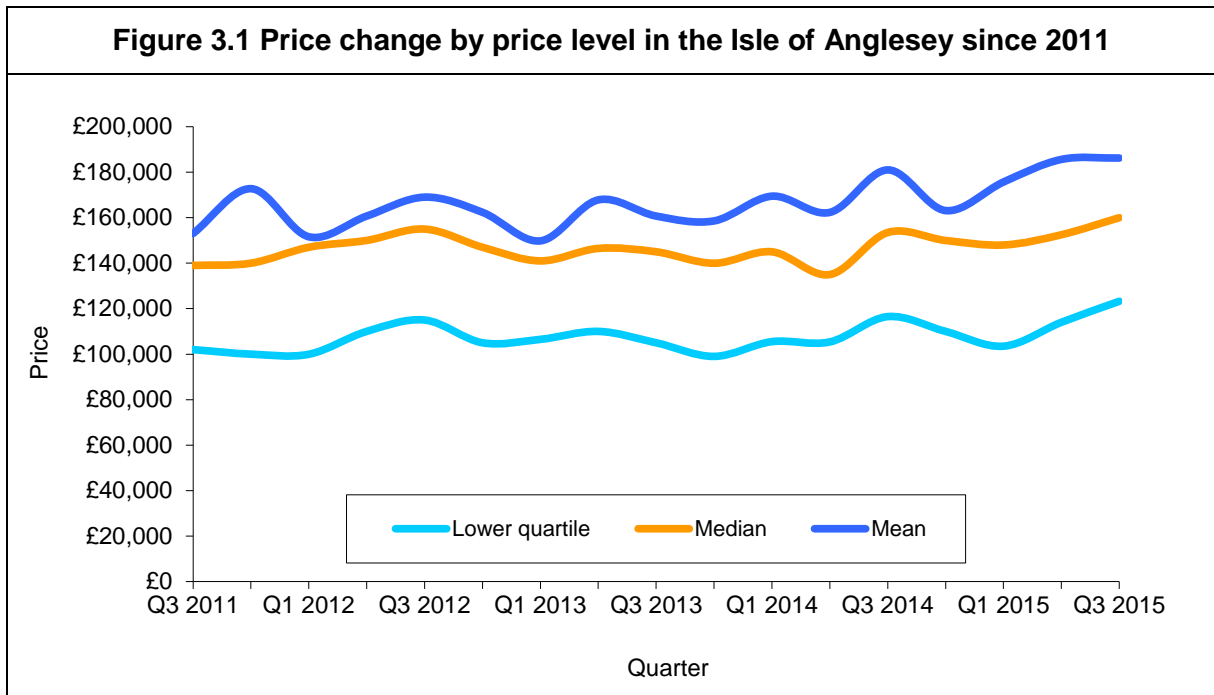
Source: Land Registry

3.5 Figure 3.2 shows the indexed change in the number of property sales since the third quarter of 2011 for the Isle of Anglesey and Wales. The figure suggests that the pattern in the Isle of Anglesey is broadly similar to the seasonal fluctuations recorded across the country.

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Figure 3.2 Indexed change in sales in the Isle of Anglesey and Wales since 2011
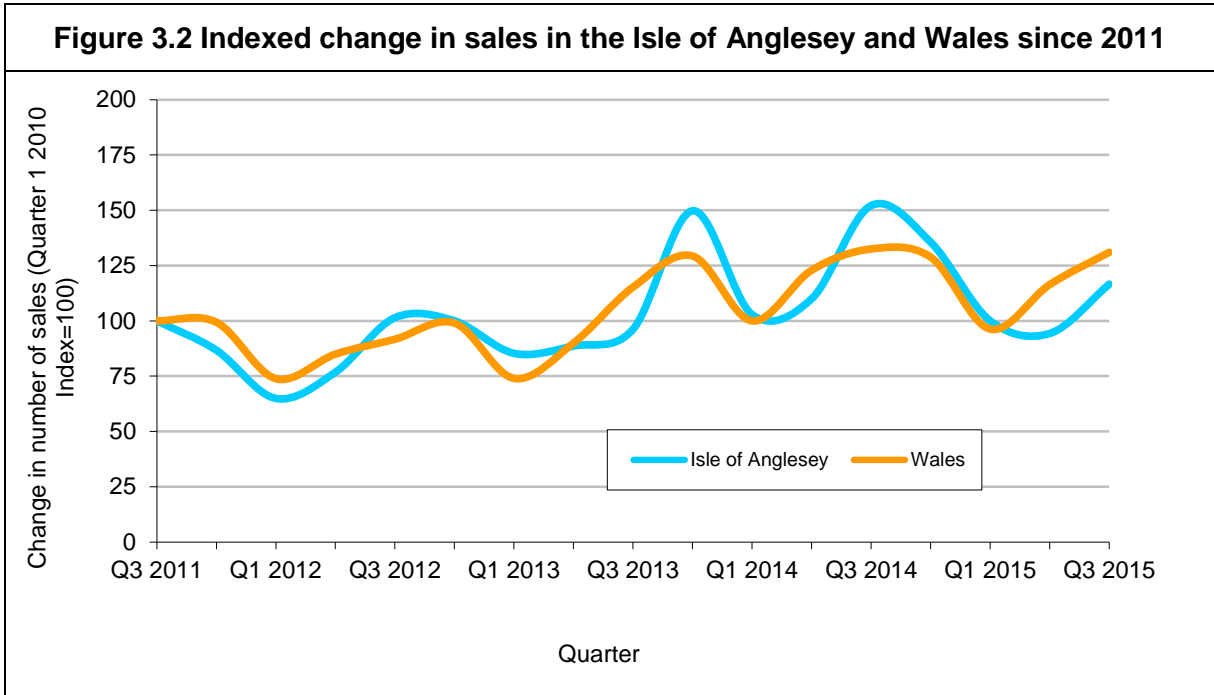
Source: Land Registry

3.6   It is useful to briefly review housing market activity over a longer period to consider the influences on property price changes. Figure 3.3 shows the variation in median prices and property sales levels since 2005 in the Isle of Anglesey. The data suggests that property prices remained relatively stable over the last ten years despite property sales declining dramatically for part of that period (summer 2007 to summer 2009).

Figure 3.3 Changes in prices and sales levels in the Isle of Anglesey over the past 10 years

Source: Land Registry

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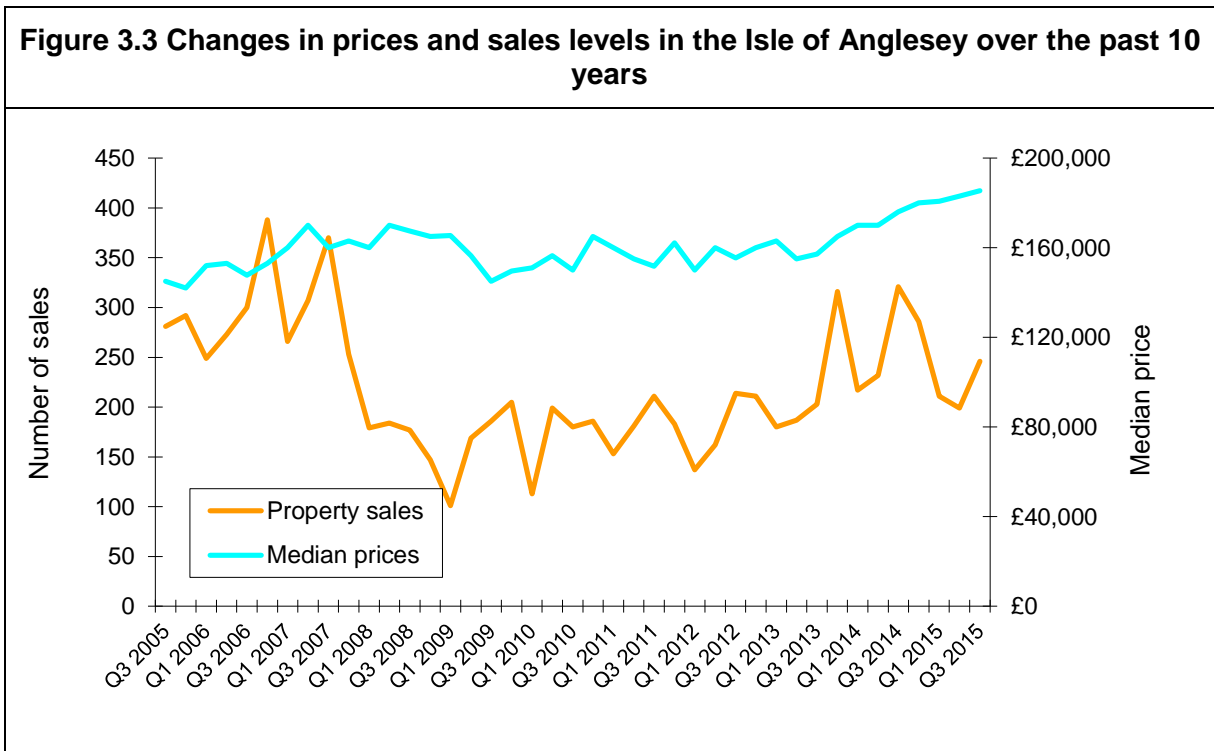
The cost of housing

3.7   To fully understand the affordability of housing within an area, it is necessary to collect data on the cost of housing by number of bedrooms. This ensures that it is possible to assess the ability of households to afford market housing of the size required by that particular household. However, no secondary data contains this information. As part of this study we have therefore undertaken a price survey to assess the current cost of market (owner-occupied and private rented) and affordable housing in the Isle of Anglesey.

3.8   Prices across the Isle of Anglesey were examined using data from the Land Registry and the variation in the median price recorded in each part of the County is presented in Figure 3.4. It shows that homes in Holyhead are the cheapest on the Isle of Anglesey with properties in the south east around Beaumaris the most expensive.

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Figure 3.4 Price variation across the Isle of Anglesey
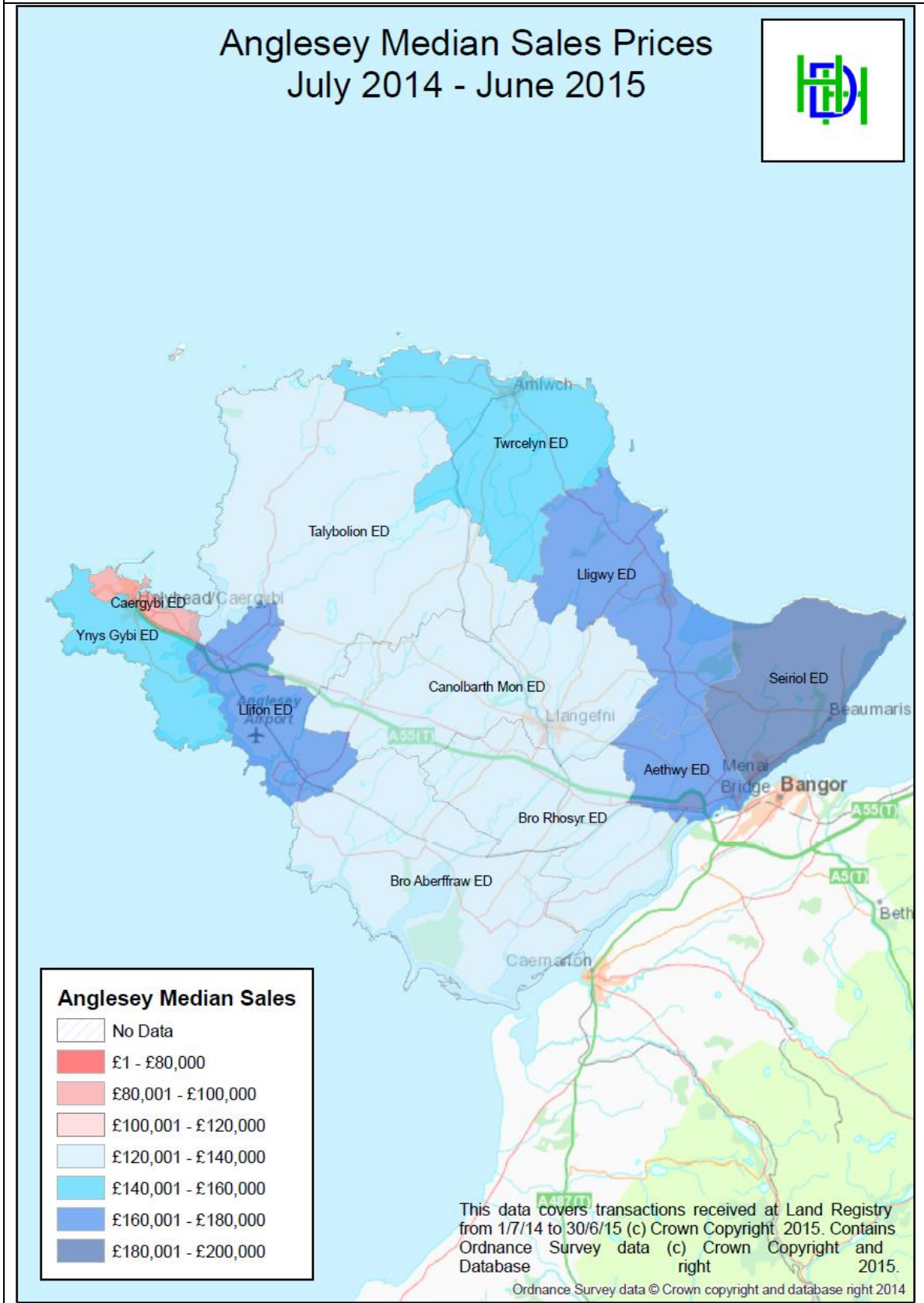
Source: Isle of Anglesey Council Local Housing Market Assessment Update, 2016

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3.9   Overall the three broad price areas identified in the original LHMA report were still found to be in operation currently. The boundaries for the three areas identified are based on clear distinctions between the housing markets and the existing movement patterns of households within Anglesey. These three price areas are set out in Figure 3.5.

Figure 3.5 Price areas in the Isle of Anglesey
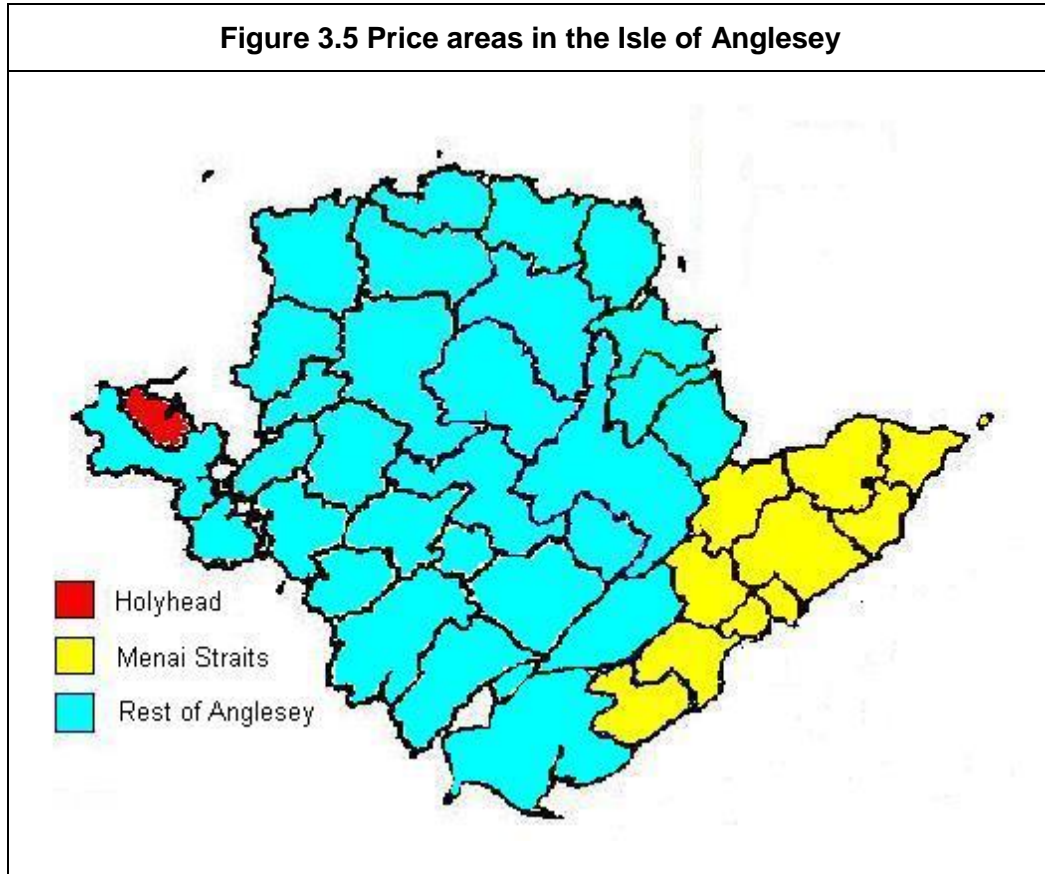
Source: Isle of Anglesey Council Local Housing Market Assessment Update, 2016

3.10   Median property prices by number of bedrooms were obtained in each of the three price markets in the Isle of Anglesey via an online search of properties advertised for sale during December 2015. The results of this online price survey are presented in Figure 3.6. The prices recorded include a discount to reflect that the full asking price is not usually achieved (with sales values typically 5% lower). As one bedroom properties for purchase were found to be in relatively short supply across the County, two bedroom dwellings are considered to be the smallest property found to be widely available in the Isle of Anglesey and form the market entry point for owner-occupation.

3.11   The figure shows that in all price markets the difference between two and three bedroom homes is noticeably smaller than the difference between three and four bedroom homes. In terms of market availability, the analysis showed that three bedroom properties are most commonly available to purchase in all price markets, followed by four bedroom homes, with two bedroom homes most scarce.

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Figure 3.6 Median property prices by size and price market
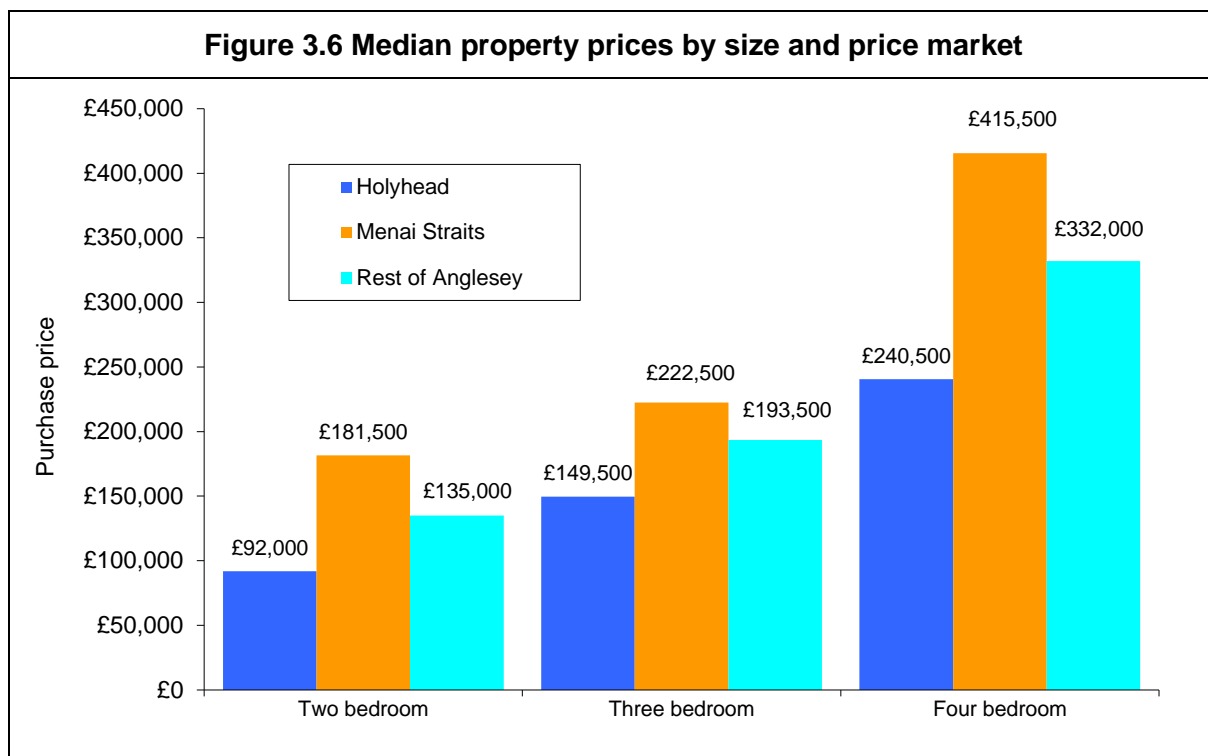
Source: Online estate agents survey December 2015

3.12   The online survey also collected information at different points of the price distribution. Entry-level property prices for each price market are presented in Figure 3.7. In accordance with the LHMA Guide, entry-level prices are based on lower quartile prices (para 4.22). The figure indicates that entry-level prices in the Isle of Anglesey range from £80,000 for a two bedroom home in Holyhead, up to £312,500 for a four bedroom property in the Menai Straits.

Figure 3.7 Entry-level property prices by size and price market

Source: Online estate agents survey December 2015

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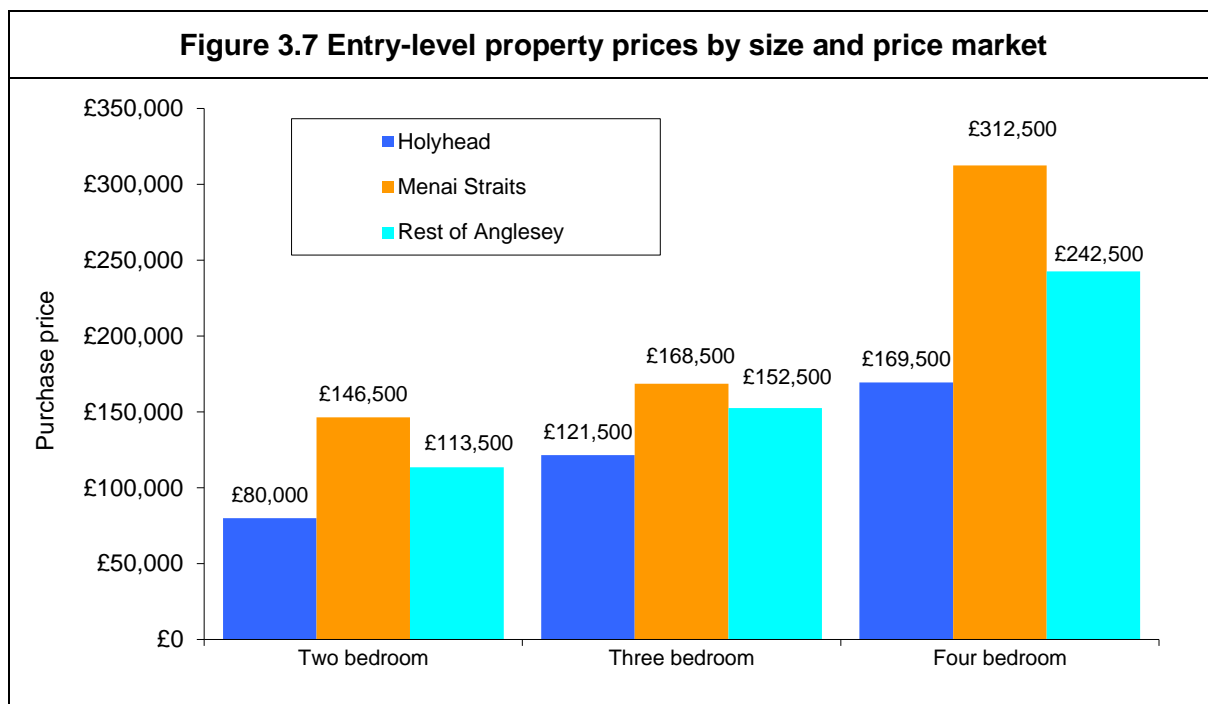
Private rents

3.13   Whilst private rent levels vary by price market across the Isle of Anglesey, the distinction between the areas is less marked than with owner-occupation, reflecting that location is not as important a determinant in rent levels as condition and situation of the property. The median price for private rented accommodation by property size in each of the three price markets is presented in Figure 3.8. Whilst one bedroom private rented properties for rent were found to be in relatively short supply across the County in 2012, their availability has increased sufficiently for them to form a realistic supply for households that acquire that size home currently one bedroom private rented homes are now more widely available than four bedroom dwellings.

3.14   The figure shows that, as with owner-occupation, the smallest difference is between the cost of a two and three bedroom dwelling in all price markets. The difference between the cost of three and four bedroom accommodation is less marked in the private rented sector than for owner-occupation. In addition, the profile of properties available is somewhat different to that for purchase with a greater proportion of two bedroom homes available to rent in all price markets.

3.15   It should be noted that the Housing (Wales) Act 2014 introduced mandatory registration for all private rented sector landlords operating in Wales. Landlords who self-manage their properties must both register and gain a licence by 23 November 2016. Landlords can alternatively choose to have the property managed by an agent in which case they must register but are not required to be licensed. Whilst the impact of the introduction of this scheme is not yet known, it is possible that some landlords will decide to leave the sector as a consequence, and the supply of private rented accommodation in the Isle of Anglesey could be reduced. Other UK-wide changes to the private rented sector including possible changes to buy to let tax or mortgage arrangements could also have a similar impact on the tenure.

Figure 3.8 Median private rents by size and price market

Source: Online letting agents survey December 2015

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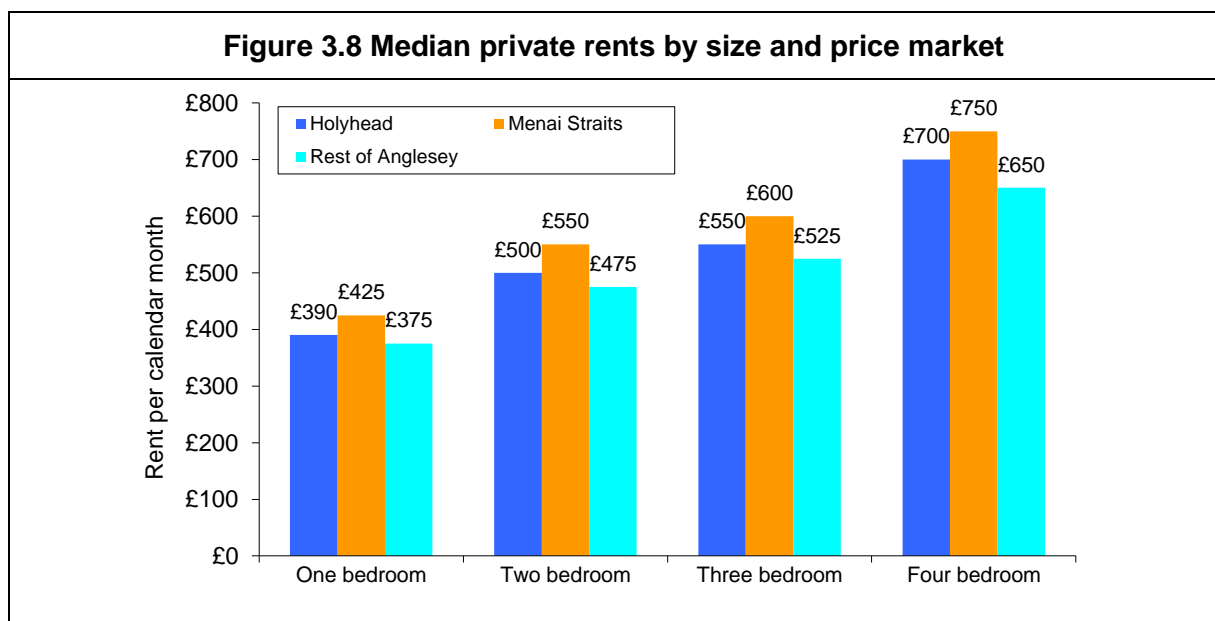
3.16   Entry-level private rents for each price market are presented in Figure 3.9. The figure indicates that entry-level rents in the Isle of Anglesey range from £350 per month for a one bedroom home in Holyhead up to £675 per month for a four bedroom property in the Menai Straits.

Figure 3.9 Entry-level private rents by size and price market
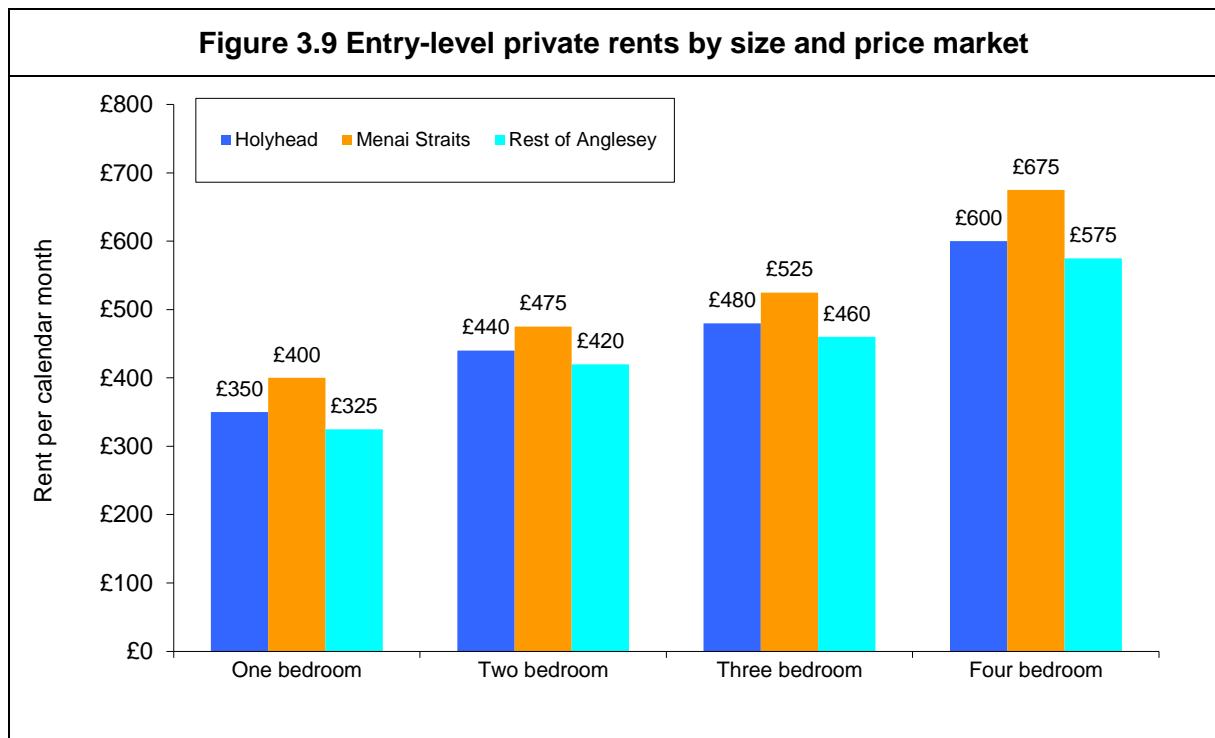
Source: Online letting agents survey December 2015

Social Rent

3.17   The cost of social rented accommodation by dwelling size in the Isle of Anglesey can be obtained from the Welsh Government's StatsWales service. Table 3.2 below illustrates the cost of current social rented lettings in the Isle of Anglesey. As can be seen the costs are significantly below those for private rented housing, particularly for larger houses, indicating a significant potential gap between the social rented and market sectors.

Table 3.2 Social rent costs (per month)	
Bedrooms	**Isle of Anglesey**
One bedroom	£288
Two bedrooms	£311
Three bedrooms	£344
Four bedrooms	£389

Source: StatsWales, 2015

Analysis of housing market 'gaps'

3.18   Housing market gaps analysis has been developed to allow comparison of the costs of different tenures. Figures 3.10 to 3.12 show the housing ladder that exists for different

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sizes of property in each price market. The housing ladder is illustrated by comparing the different types of housing in terms of the income required to afford them. To do this, we have divided the entry-level property price by 3.5 to get an annual income figure (para 6.13 of the LHMA Guide) and multiplied the annual rent by four to produce a comparable figure. This latter step was carried out for both social and market rents. This approach is in accordance with the standard base affordability test for rented accommodation - no more than a 25% of gross household income on rent (para 6.16 of the LHMA Guide).

3.19   The figure shows a comparison of the indicative income requirements per household for different types of housing. Measurement of the size of the gaps between these 'rungs of the ladder' helps assess the feasibility of households moving between the tenures - the smaller the gaps, the easier it is for a household to ascend the ladder.

3.20   The figures indicate that other than for two bedroom homes in the Holyhead price market, the gap between social rent and market rent is smaller than the gap between market rent and entry-level home ownership. The gaps for four bedroom accommodation are particularly large; an additional £9,100 per year is required to access a four bedroom private rented home over the cost of a four bedroom social rented property in the Rest of Anglesey price market, with a further £41,700 required to move to an owner-occupied home. The gaps are even larger in the Menai Straits price market.

Figure 3.10 Household income required to access housing in the Holyhead price market, by number of bedrooms

Source: Online survey of property prices, December 2015; StatsWales, 2015

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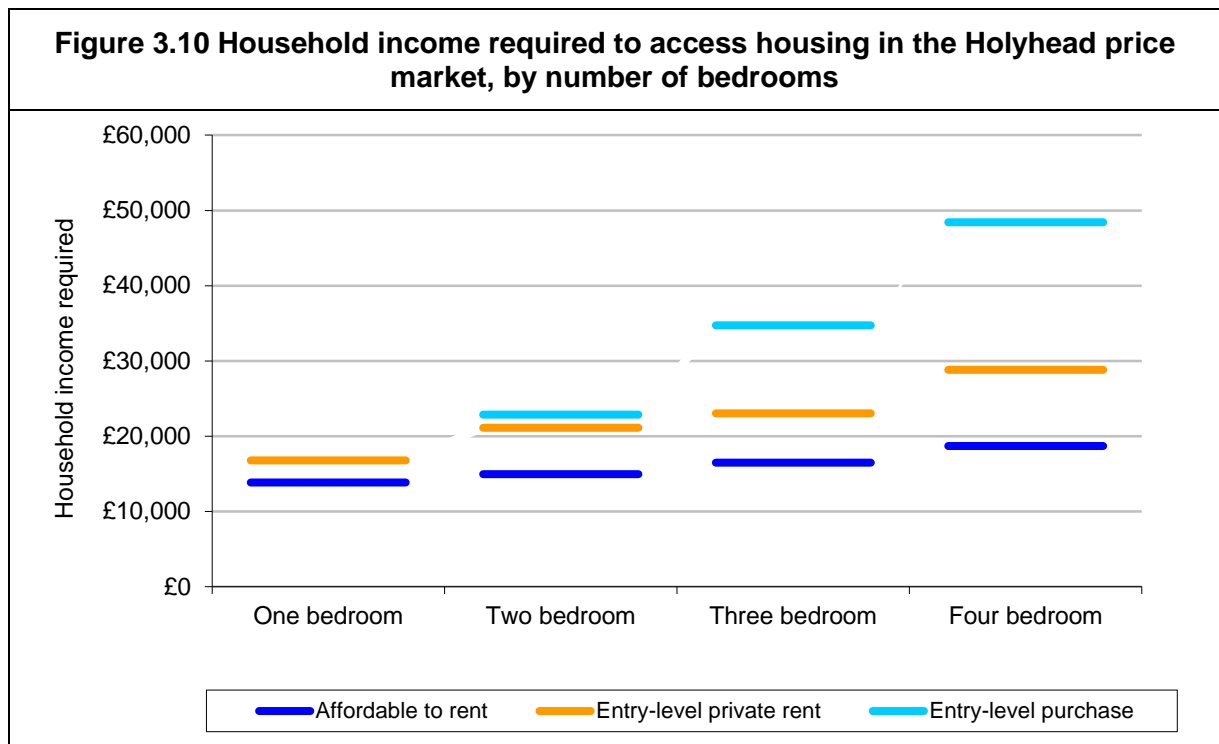
Figure 3.11 Household income required to access housing in the Menai Straits price market, by number of bedrooms
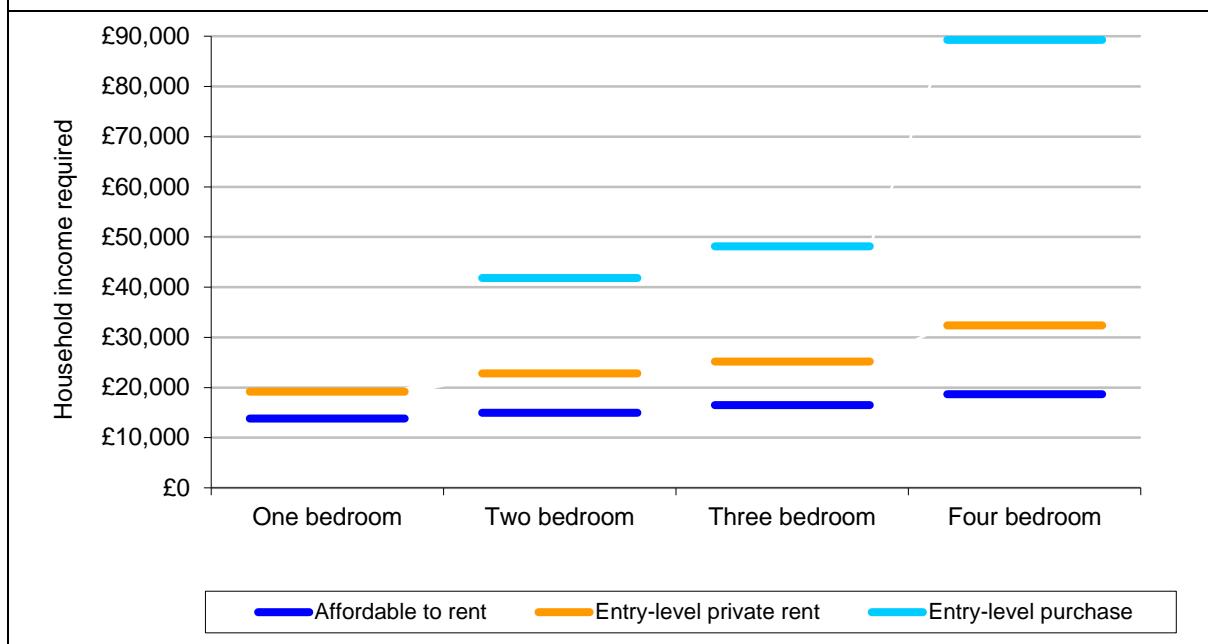
Source: Online survey of property prices, December 2015; StatsWales, 2015

Figure 3.12 Household income required to access housing in the Rest of Anglesey price market, by number of bedrooms
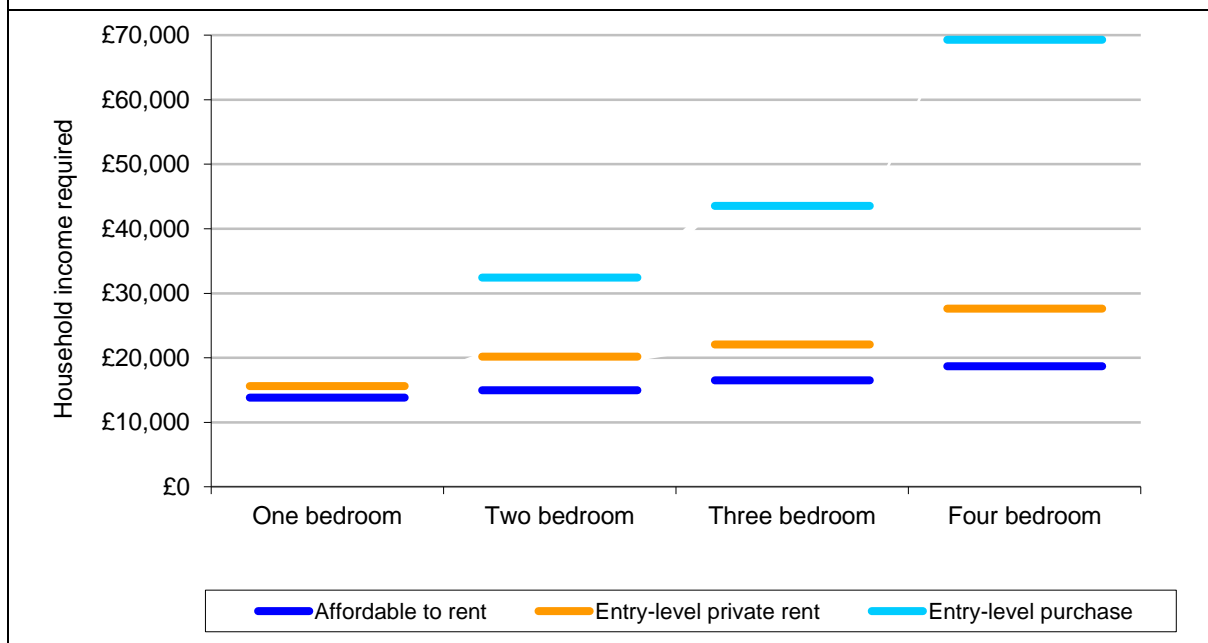
Source: Online survey of property prices, December 2015; StatsWales, 2015

3.21   Table 3.3 shows the size of the gaps for each dwelling size in each price market in the Isle of Anglesey. The table indicates, for example, that three bedroom market entry rents are 39.6% higher (in terms of income required) than the cost of social rented accommodation in the Holyhead price market. The very large gap recorded between social rents and market entry rents for all dwelling sizes indicates that intermediate

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housing could potentially be useful for a large number of households if it's appropriately priced and there are households able to afford them at this cost. Potential intermediate products are profiled in the following section and their affordability for households in need is set out in Table 5.17. The significant gap between market entry rents and market entry purchase indicates notable potential demand for part-ownership products for households in this gap.

Table 3.3 Scale of key housing market gaps in the Isle of Anglesey		
Holyhead price market		
Property size	Social rent/market rent gap	Rent/buy gap
One bedroom	21.4%	-
Two bedrooms	41.3%	8.2%
Three bedrooms	39.6%	50.7%
Four bedrooms	54.1%	68.2%
Menai Straits price market		
Property size	Social rent/market rent gap	Rent/buy gap
One bedroom	38.7%	-
Two bedrooms	52.6%	83.6%
Three bedrooms	52.7%	91.0%
Four bedrooms	73.4%	175.6%
Rest of Anglesey price market		
Property size	Social rent/market rent gap	Rent/buy gap
One bedroom	12.7%	-
Two bedrooms	34.9%	60.9%
Three bedrooms	33.8%	97.3%
Four bedrooms	47.7%	151.0%

Source: Isle of Anglesey Council 2016 Local Housing Market Assessment Update

Intermediate products

3.22   A range of intermediate options are currently available for households in the Isle of Anglesey, the costs of these are profiled below. However, it should be noted that there is capacity for further options to be developed to meet the requirements of households within the 'intermediate gap'. This is an area of work where the Council needs to do some further research.

Intermediate Rent

3.23   Intermediate Rents have been introduced to help fill the gaps that exist in the current housing market. Intermediate Rent is a social tenure intended to house households on the Housing Register. Intermediate Rents can be set at up to 80% of open market rents, implying there is a flexibility as to what they may cost. Table 3.4 presents the potential

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cost of Intermediate Rent at 80% and 70% of median market rents. The market-entry rent levels are also presented for comparison.

3.24   The data indicates that Intermediate Rents at both 80% and 70% of median market rents would cost less than entry-level private rented accommodation so can be viewed as an affordable product. It is interesting to note that Intermediate Rent at 70% is cheaper than social rents for one bedroom homes in the Holyhead and the Rest of Anglesey price markets.

Table 3.4 Intermediate Rent costs (per month)			
Bedrooms	*Holyhead*		
	At 80% median rents	*At 70% median rents*	*Market-entry rent*
One bedroom	£312	£273	£350
Two bedrooms	£400	£350	£440
Three bedrooms	£440	£385	£480
Four bedrooms	£560	£490	£600
Bedrooms	*Menai Straits*		
	At 80% median rents	*At 70% median rents*	*Market-entry rent*
One bedroom	£340	£298	£400
Two bedrooms	£440	£385	£475
Three bedrooms	£480	£420	£525
Four bedrooms	£600	£525	£675
Bedrooms	*Rest of Anglesey*		
	At 80% median rents	*At 70% median rents*	*Market-entry rent*
One bedroom	£300	£263	£325
Two bedrooms	£380	£333	£420
Three bedrooms	£420	£368	£460
Four bedrooms	£520	£455	£575

Source: Derived from online letting agents survey December 2015

Discount sale

3.25   Discount sale is the most established intermediate product in the Isle of Anglesey. These are homes available for sale at a discount of the full market value, with the typical discount currently 30%. These dwellings are achieved through a section 106 agreement, which secures the discount in perpetuity. This is the form of intermediate housing expected to be most commonly delivered in the Isle of Anglesey based on existing

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planning permissions and the planning policies which are set out in the draft joint Local Development Plan.

3.26   Table 3.5 presents the estimated costs of discount sale housing in the Isle of Anglesey as obtained from the online estate agent survey. It is important to note that there were few newbuild properties available at the time of the estate agent survey, so the value for these properties may be subject to refinement. The monthly costs are based on an interest only mortgage with an interest rate of 4.75% paid on the 70% equity share owned. A comparison with entry-level market accommodation (private rents) shows that discount sale homes are cheaper than entry-level market rent in all instances and constitute an affordable product.

Table 3.5 Estimated cost of discount sale			
Bedrooms	Open market value	Cost of 70% equity share	Monthly cost of help-to-buy
One bedroom	£115,000	£80,500	£319
Two bedrooms	£145,000	£101,500	£402
Three bedrooms	£165,000	£115,500	£457
Four bedrooms	£205,000	£143,500	£568

Source: Online estate agents survey December 2015

Homebuy

3.27   Homebuy is a shared equity home provided by an RSL in the Isle of Anglesey. Homebuy allows people buy a home in the open market with an equity share of 30% (but sometime up to 50%). In the Isle of Anglesey commuted sums and sometimes Welsh Government grant have been used to allow an RSL partner to provide shared equity homes. An average of 8 per year have been delivered over the last few years.

Help-to-buy

3.28   Help-to-buy is based on buying a home for a proportion of the market value with no residual rent to pay for the first five years. However, the equity level owned is capped and any future re-sale will be at the same proportion of the agreed price, meaning it is equivalent to a shared equity product. The Welsh Government is aiming to make this product more widely available, investing up to £290 million in the next phase of this initiative. Under this scheme prospective home owners will be able to buy a newbuild home for just 80% of the value of the property, with the Welsh Government covering the remaining 20% of the equity. Help to Buy in Wales is offered only by developers who are registered with the Welsh Government, however there have been no developers registered in the Isle of Anglesey so far so this is not available currently.

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Other initiatives

3.29   New rent-to-buy and shared ownership products have not been produced in the Isle of Anglesey in recent years as the developing RSLs are reluctant to take these on because they believe they represent a greater risk to them than social housing.

Local Housing Allowance

3.30   Local Housing Allowance (LHA) has been brought in to replace Housing Benefit outside of the social rented sector. It is designed to make up the shortfall in people's ability to pay for their housing. Households unable to afford all of their rent are entitled to LHA to make up the difference so long as the rent does not exceed the LHA cap for the Broad Rental Market Area (BRMA) as determined by the Valuation Office Agency. Table 3.6 sets out the monthly LHA caps that apply in the Isle of Anglesey, which is within the North West Wales BRMA. However, it may also be that the introduction of the benefit cap and the changes to welfare reform mean that households in receipt of additional benefits to LHA may not also be able to obtain LHA because that takes them over the benefit cap.

Table 3.6 Local Housing Allowance Cap (per month)	
Bedrooms	North West Wales BRMA
One bedroom	£309
Two bedrooms	£396
Three bedrooms	£478
Four bedrooms	£578

Source: Valuation Office Agency 2015

Affordability of housing

3.31   Assessing the affordability of market housing in an area is crucial to understanding the sustainability of the housing market. The affordability of housing in an area is measured by the ratio of market housing costs to income in that area.

3.32   Initially the Isle of Anglesey-wide entry-level cost of market housing will be compared to different points on the earnings distribution of residents in the Isle of Anglesey to consider affordability in historical terms. This will be followed by an analysis that assesses the ability of households in the Isle of Anglesey to afford market accommodation of the size they require, using the updated household survey dataset.

General affordability

3.33   Figure 3.13 shows the lower quartile, median and upper quartile income of full-time workers in the Isle of Anglesey (as set out in Chapter 2) multiplied by 3.5 (the income multiple typically used by mortgage lenders) compared to lower quartile prices in the County (set out in Figure 3.1). Although this analysis is based on individual incomes

rather than household incomes, it is useful to consider as it is the affordability comparison that the Government monitors.

3.34 The figures show that full-time workers with earnings at the upper-quartile level in the Isle of Anglesey would just be able to purchase an entry-level property in the authority. However full-time workers with earnings at the lower quartile or median level would require substantial additional income or a capital sum to deduct from the purchase price to be able to afford a lower quartile property in the County. It is clear that affordability theoretically improved immediately after the economic downturn (discounting the greater difficulty of acquiring a mortgage) and the affordability gap has reduced slightly since. Whilst in 2008, lower quartile prices were 5.0 times higher than median full-time incomes in the Isle of Anglesey, in 2015 they were 4.5 times higher.

Figure 3.13 Individual earnings compared with lower quartile prices in the Isle of Anglesey

Source: Land Registry via CLG; Annual Survey of Hours and Earnings
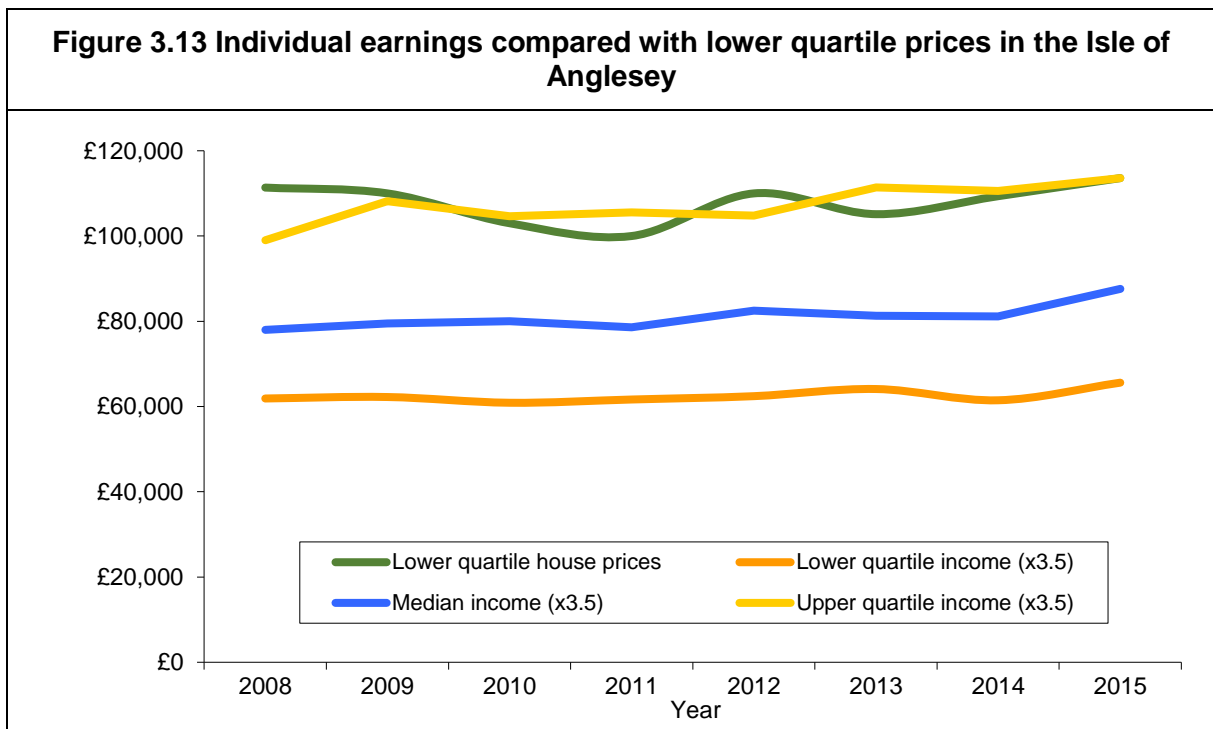
Specific theoretical affordability

3.35 The information on the financial profile of households, contained within the updated household survey dataset, alongside data on the cost of entry-level housing in their specific price market of the Isle of Anglesey, can be used to examine the ability of households to afford market housing locally (either to buy or rent), based on the affordability criteria set out in LHMA Guide. This highlights how affordable market housing is for local households and identifies which groups are most likely to be excluded from the market.

3.36 Figure 3.14 shows the current affordability of households by household type and location of employment of household head. This is theoretical affordability of households as the analysis considers all households in Isle of Anglesey and does not take into account their

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intention of moving. It is based on testing all households on the updated household survey dataset on their ability to afford both entry-level owner-occupation and entry-level private rent and identifying those unable to afford either.

3.37   The data indicates that 42.4% of lone parent households in Isle of Anglesey would be unable to afford market housing (if they were to move home now). Single person households are also relatively unlikely to be able to afford. Households that contain two or more pensioners are most likely to be able to afford market housing in Isle of Anglesey.

3.38   Some 16.5% of households headed by someone employed in the County would be unable to afford market housing in the Isle of Anglesey (if they were to move now) compared to only 5.0% of households headed by someone employed outside of the Isle of Anglesey.

Figure 3.14 Theoretical affordability of market housing in the Isle of Anglesey

Source: Isle of Anglesey Council 2015 Local Housing Market Assessment Update

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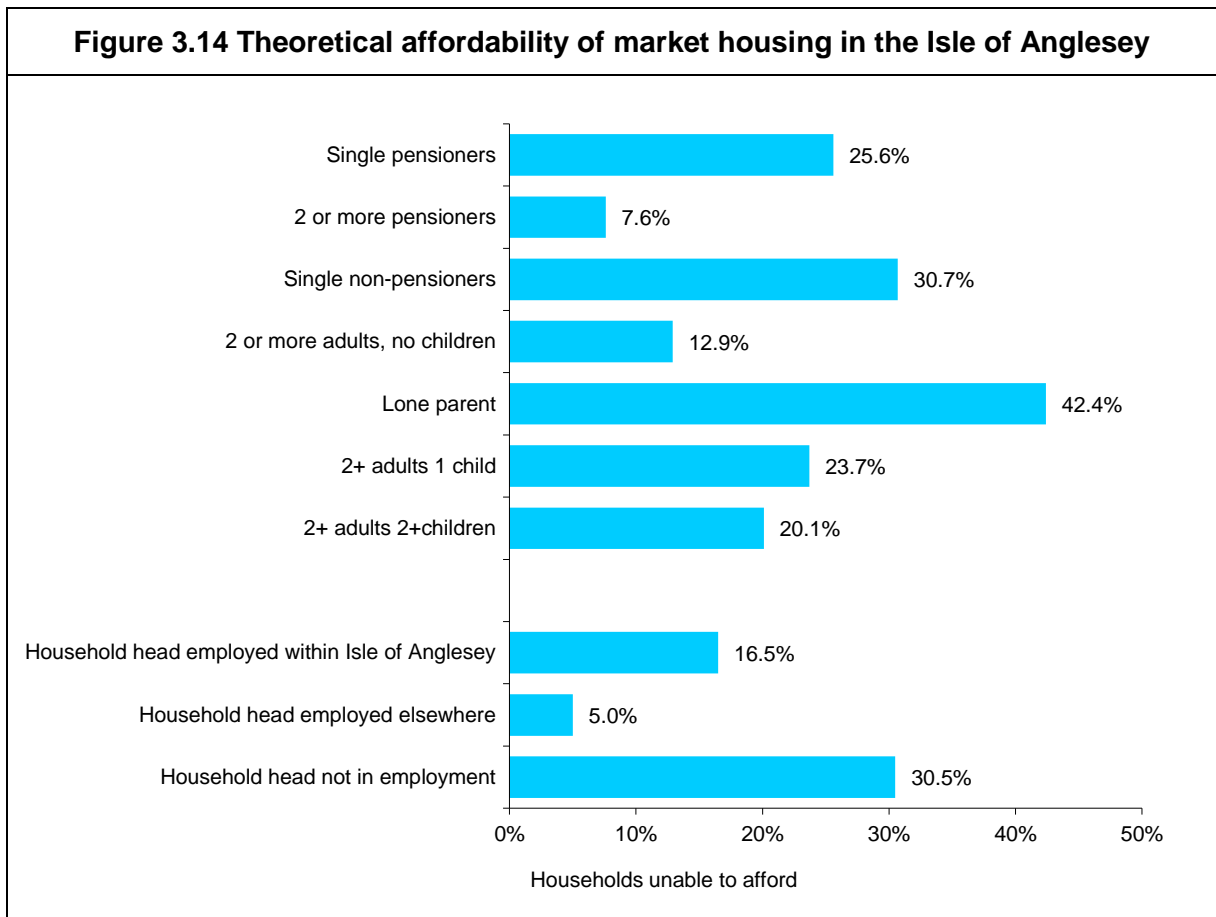
4. Improving market balance over the long-term

Summary

i)   The demographic projections for the Isle of Anglesey indicate significant increases in particular age cohorts of the population, including those aged 90 and over. Overall this scenario suggests that the household population will rise by 2,420 by 2026 and by 3,960 by 2033, which equates to 220 households per year.

ii) In terms of the accommodation required to provide housing market balance over the plan-period, the model, which is based on primary and secondary data, suggests that of the new housing required up to 2026, 70% should be market, 3% shared ownership/help-to-buy, 17% intermediate rent and 10% social rented. The new housing required by 2033 should be 73% market, 3% shared ownership/help-to-buy, 17% intermediate rent and 7% social rented.

iii) The model also indicates that new market accommodation should principally be two, three and four bedroom homes with a range of dwelling sizes required in the affordable sector.

Introduction

4.1   Once an overall housing figure has been identified, it is necessary to break this down to inform the type of new accommodation required. This chapter describes a model (the Long Term Balancing Housing Markets (LTBHM) model) that uses secondary data in combination with the household survey dataset to compare the current housing stock against the stock of housing required in the future. The purpose of this model is to identify the new accommodation required to adequately house the future population in Isle of Anglesey and ensure that the housing market is balanced.

4.2   This chapter initially presents the demographic projections for the Isle of Anglesey and describes the predicted changes in both the population size and composition. These projections are then used within the model to identify the adjustment required to provide a sufficient range of accommodation to adequately house each household type and balance the housing stock, culminating in suggested profiles for new housing in terms of tenure and dwelling size. This model is undertaken for two different periods, through to 2026 to correspond with the period for which detailed projections have been modelled for the Council to plan against, and through to 2033 to correspond with the end of the construction of the Wyfla nuclear power plant. This second scenario will enable an understanding of the requirements of the local population to which the accommodation needs of the workers associated with the energy island development can be added.

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Demographic projections

4.3   Edge Analytics have produced population and household growth forecasts for both the Isle of Anglesey and Gwynedd[2]. These use the data contained within the recent demographic projections published by the Welsh Government to produce a range of scenarios for future growth in the area dependent on different conditions. The most appropriate scenario for the Isle of Anglesey is the dwelling led (preferred) scenario. This indicates that between 2015 and 2026 the household population in the County is going to increase by 2,420, which equates to 220 households per year. Edge Analytics have provided additional detail on these projections to apply to the LTBHM model to most accurately represent the future population in the Isle of Anglesey. The figures provided by Edge Analytics have been modelled forward to 2033 (presuming the same rate of household growth) to enable the situation in 2033 to also be profiled.

4.4   The population projections can be disaggregated into each five year age cohort. Figure 4.1 shows the projected change within each age cohort between 2015 and 2026 and also between 2015 and 2033. The population projection data indicates that there will be reductions in a large number of age groups (including the 20-29 and 45-54 age ranges) but some cohorts are predicted to grow dramatically. The largest growth is projected to be in the number of people aged between 90 or over.

Figure 4.1 Forecast population change by age group in the Isle of Anglesey

Source: Edge Analytics to 2026, Edge Analytics further modelled to 2033

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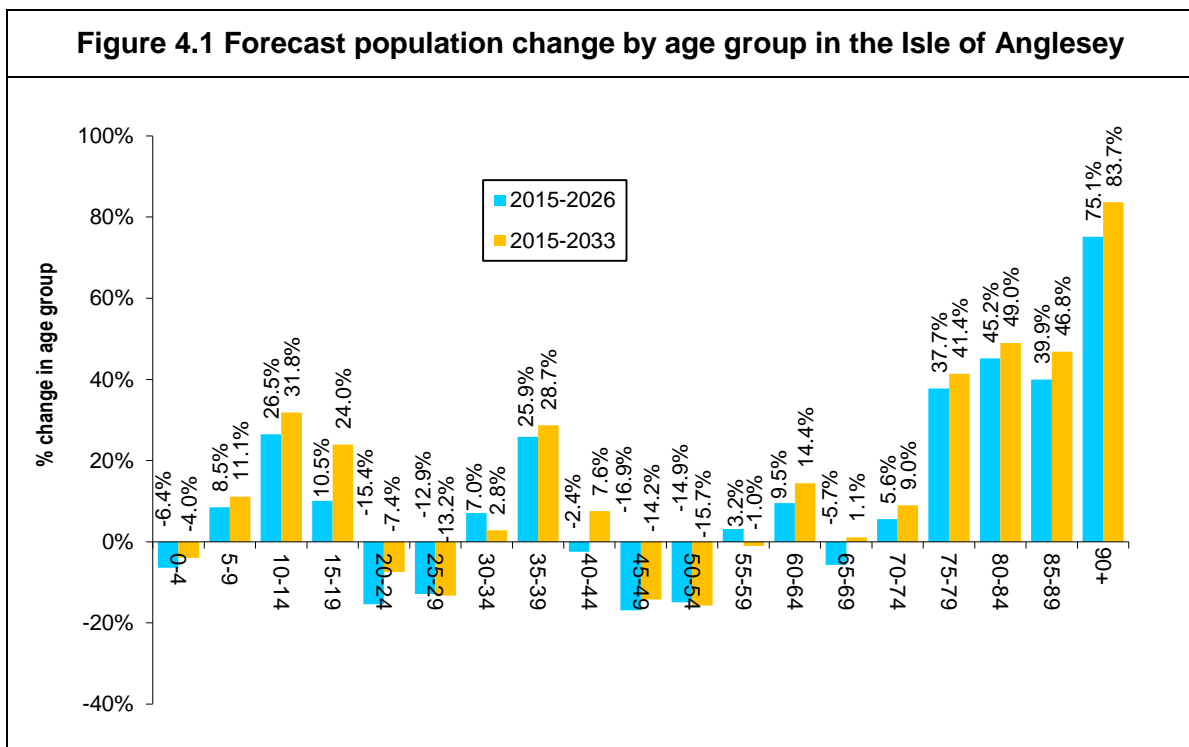
[2] Edge Analytics *Gwynedd & Anglesey Population & Household Forecasts Assumptions, Methodology & Scenario Results* (September 2014)

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4.5 The projections within the Edge Analytics dwelling led (preferred) scenario suggest that the number of households is set to increase at a faster rate to the population, therefore it is anticipated that the average household size will decrease from 2.28 to 2.23 persons over the next 11 years, and to 2.21 by 2033.

Table 4.1 Change in population, households and household size, 2015 – 2026 & 2015 – 2033					
	2015	*2026*	*% change to 2026*	*2033*	*% change to 2033*
Population in households	71,015	74,931	+5.5%	77,457	+9.1%
Households	31,165	33,585	+7.8%	35,125	+12.7%
Average household size	2.28	2.23		2.21	

Source: Edge Analytics, Edge Analytics further modelled to 2033

4.6 These population and household projections have been applied to the household survey dataset to provide an estimated household profile in the Isle of Anglesey in both 2026 and 2033. Before the accommodation requirements of the future population are calculated it is important to describe the approach used to create an accommodation profile adequate for each household group.

Adequacy of the housing stock

4.7 For the purpose of this model, the housing market is considered balanced if the local population is adequately accommodated. It is therefore initially appropriate to assess the adequacy of the current accommodation to house the residents of the Isle of Anglesey. This is determined through response to the household survey.

4.8 A household is considered currently adequately housed unless the household has indicated that they need to move home now because the accommodation is inadequate for the household. This is ascertained from the reason cited for the household moving. Households whose moves are caused by the accommodation size, cost, form and services available within it being currently unsuitable for the resident are considered to be inadequately housed and to require alternative accommodation. The tenure and size of dwelling these households expect to achieve when they move are presumed to represent the nature of the accommodation that they require.

4.9 Some further adjustments are also made to remove over the long-term any undesirable elements of market imbalance that exist currently:

- Households that are overcrowded are assumed to require a property large enough for overcrowding not to take place.

- Households in social rented accommodation that can afford market or intermediate accommodation are assumed to require this to ensure that the stock is being most appropriately and efficiently used. The cost of shared

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ownership/help-to-but housing is based on that set out in Table 3.5. The cost of intermediate rented housing is based at 70% Intermediate Rent as set out in Table 3.4.

- Pensioner households and households with children in the private rented sector on Local Housing Allowance are assumed to move into the form of affordable accommodation that they can afford (intermediate or social rented) as this is the tenure in which they would be more appropriately housed.

- Households resident in the private rented sector without Local Housing Allowance who identified that the cost of their current housing was a severe problem are assigned to a tenure that they can afford according to the LHMA Guide affordability test

4.10   Table 4.2 shows the proportion of each household type currently requiring alternative accommodation in order to be adequately housed. The table shows that some 11.1% of households are classified as inadequately housed currently. Lone parents are the household group least likely to reside in adequate accommodation, whilst households containing two or more pensioners are least likely to be inadequately housed.

Table 4.2 Types of households inadequately housed currently			
Household type	*Number inadequately housed*	*All households*	*Proportion inadequately housed*
Single pensioners	392	6,205	6.3%
2 or more pensioners	174	4,676	3.7%
Single non-pensioners	453	4,186	10.8%
2 or more adults, no children	340	8,413	4.0%
Lone parent	624	1,599	39.0%
2+ adults, 1 child	880	3,044	28.9%
2+ adults, 2+children	606	3,042	19.9%
Total	3,469	31,165	11.1%

Source: Isle of Anglesey Local Housing Market Assessment Update, 2016

4.11   Rather than prescribing the accommodation required to address the current mismatch between the household population and the current stock, the profile of suitable accommodation for each household type is applied to the household population in 2026 and also 2033. The model therefore assumes that the pattern of accommodation required by each household type remains constant.

Model results 2015 to 2026

4.12   Table 4.3 shows the ideal tenure profile in Isle of Anglesey in 2026 (if all households are to be adequately housed). The data shows that in 2026 the housing market should comprise 84.4% of market dwellings, 0.4% discount sale or help-to-buy 1.3% intermediate rent and 14.0% social rented.

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Table 4.3 Ideal tenure profile in 2026		
Tenure	*Number of households*	*Percentage of households*
Market	28,342	84.4%
Discount sale/help-to-buy	128	0.4%
Intermediate rent	427	1.3%
Social rented	4,688	14.0%
Total	33,585	100.0%

Source: Isle of Anglesey Local Housing Market Assessment Update, 2016

4.13   Table 4.4 shows the tenure profile required by households resident in the Isle of Anglesey in 11 years' time in comparison to the tenure profile recorded currently. The difference between these two distributions is the change required to the housing stock over this period. The results show that 70.5% of new housing should be market accommodation, 2.8% discount sale/help-to-buy, 16.9% intermediate rent and 9.8% social rent. The current tenure profile presented in Table 4.4 does not take into account any homes that are currently planned in the Isle of Anglesey – when those with planning permission have been completed, they can be deducted from the total change required for that tenure presented in Table 4.4.

Table 4.4 Tenure of new accommodation required in the Isle of Anglesey over the next 11 years				
Tenure	Current tenure profile	Tenure profile 2026	Change required	% of change required
Market	26,636	28,342	1,706	70.5%
Discount sale/help-to-buy	60	128	68	2.8%
Intermediate rent	18	427	409	16.9%
Social rented	4,451	4,688	237	9.8%
Total	31,165	33,585	2,420	100.0%

Source: Isle of Anglesey Local Housing Market Assessment Update, 2016

4.14   The model is able to also provide detail on the size of new dwellings required within the market tenures, as is set out in the section below.

Size of housing required within each market tenure

4.15   Table 4.5 presents the size of market accommodation required in the Isle of Anglesey in 2026 in comparison to the size profile recorded in the sector currently. The implied change to the housing stock is also presented. The table shows that some 43.1% of new market dwellings should be three bedroom properties, with 31.1% containing two bedrooms, 23.0% having four or more bedrooms and 2.8% having one bedroom.

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Table 4.5 Size of new market accommodation required in the Isle of Anglesey over the next 11 years

Dwelling size	Current size profile	Size profile 2026	Change required	% of change required
One bedroom	904	952	48	2.8%
Two bedrooms	5,925	6,456	531	31.1%
Three bedrooms	13,452	14,187	735	43.1%
Four or more bedrooms	6,355	6,747	392	23.0%
Total	26,636	28,342	1,706	100.0%

Source: Isle of Anglesey Local Housing Market Assessment Update, 2016

4.16 This analysis can be repeated for discount sale/help-to-buy housing and is presented in Table 4.6. The data indicates that of the 68 discount sale/help-to-buy dwellings required within the Isle of Anglesey, 35.4% should be two bedroom properties with a further 35.4% one bedroom accommodation. Some 25.1% should have three bedrooms and 4.1% should be four bedroom accommodation.

Table 4.6 Size of new discount sale/help-to-buy accommodation required in the Isle of Anglesey over the next 11 years

Dwelling size	Current size profile	Size profile 2026	Change required	% of change required
One bedroom	4	28	24	35.4%
Two bedrooms	21	45	24	35.4%
Three bedrooms	26	43	17	25.1%
Four or more bedrooms	9	12	3	4.1%
Total	60	128	68	100.0%

Source: Isle of Anglesey Local Housing Market Assessment Update, 2016

4.17 The results for intermediate rented housing are presented in Table 4.7. The data indicates that of the 409 additional intermediate rented dwellings required within the Isle of Anglesey, some 38.6% should be three bedroom properties with a 33.3% two bedroom accommodation. Some 21.3% should contain four or more bedrooms and 6.8% a single bedroom.

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Table 4.7 Size of new intermediate rented accommodation required in Isle of Anglesey over the next 11 years

Dwelling size	Current size profile	Size profile 2026	Change required	% of change required
One bedroom	0	28	28	6.8%
Two bedrooms	11	147	136	33.3%
Three bedrooms	5	163	158	38.6%
Four or more bedrooms	2	89	87	21.3%
Total	18	427	409	100.0%

Source: Isle of Anglesey Local Housing Market Assessment Update, 2016

4.18   Table 4.8 shows the equivalent results for the social rented sector. The table shows that of the 237 additional social rented units required within Isle of Anglesey over the next 11 years, 43.8% should be four bedroom accommodation, 28.9% one bedroom dwellings, 16.3% two bedroom properties and 11.1% three bedroom units.

Table 4.8 Size of new social rented accommodation required in Isle of Anglesey over the next 11 years

Dwelling size	Current size profile	Size profile 2026	Change required	% of change required
One bedroom	507	575	68	28.9%
Two bedrooms	1,609	1,648	39	16.3%
Three bedrooms	2,215	2,241	26	11.1%
Four or more bedrooms	120	224	104	43.8%
Total	4,451	4,688	237	100.0%

Source: Isle of Anglesey Local Housing Market Assessment Update, 2016

Model results 2015 to 2033

4.19   Table 4.9 shows the ideal tenure profile in Isle of Anglesey in 2033 (if all households are to be adequately housed). The data shows that in 2033 the housing market should comprise 84.0% of market dwellings, 0.5% discount sale or help-to-buy 2.0% intermediate rent and 13.5% social rented.

Table 4.9 Ideal tenure profile in 2033

Tenure	Number of households	Percentage of households
Market	29,515	84.0%
Discount sale/help-to-buy	183	0.5%
Intermediate rent	699	2.0%
Social rented	4,728	13.5%
Total	35,125	100.0%

Source: Isle of Anglesey Local Housing Market Assessment Update, 2016

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4.20 Table 4.10 shows the tenure profile required by households resident in the Isle of Anglesey in 18 years' time in comparison to the tenure profile recorded currently. The difference between these two distributions is the change required to the housing stock over this period. The results show that 72.7% of new housing should be market accommodation, 3.1% discount sale/help-to-buy, 17.2% intermediate rent and 7.0% social rent. The current tenure profile presented in Table 4.10 does not take into account any homes that are currently planned in the Isle of Anglesey – when those with planning permission have been completed, they can be deducted from the total change required for that tenure presented in Table 4.10.

Table 4.10 Tenure of new accommodation required in the Isle of Anglesey over the next 18 years				
Tenure	Current tenure profile	Tenure profile 2033	Change required	% of change required
Market	26,636	29,515	2,879	72.7%
Discount sale/help-to-buy	60	183	123	3.1%
Intermediate rent	18	699	681	17.2%
Social rented	4,451	4,728	277	7.0%
Total	31,165	35,125	3,960	100.0%

Source: Isle of Anglesey Local Housing Market Assessment Update, 2016

Size of housing required within each market tenure

4.21 Table 4.11 presents the size of market accommodation required in the Isle of Anglesey in 2033 in comparison to the size profile recorded in the sector currently. The table shows that some 40.8% of new market dwellings should be three bedroom properties, with 31.0% containing two bedrooms, 21.4% having four or more bedrooms and 6.8% having one bedroom.

Table 4.11 Size of new market accommodation required in the Isle of Anglesey over the next 18 years				
Dwelling size	Current size profile	Size profile 2033	Change required	% of change required
One bedroom	904	1,101	197	6.8%
Two bedrooms	5,925	6,817	892	31.0%
Three bedrooms	13,452	14,627	1,175	40.8%
Four or more bedrooms	6,355	6,970	615	21.4%
Total	26,636	29,515	2,879	100.0%

Source: Isle of Anglesey Local Housing Market Assessment Update, 2016

4.22 This analysis can be repeated for discount sale/help-to-buy housing and is presented in Table 4.12. The data indicates that of the 123 discount sale/help-to-buy dwellings required within the Isle of Anglesey, 35.8% should be two bedroom properties with a

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further 29.3% three bedroom accommodation. Some 26.9% should have one bedrooms and 8.0% should be four bedroom accommodation.

Table 4.12 Size of new discount sale/help-to-buy accommodation required in the Isle of Anglesey over the next 18 years				
Dwelling size	Current size profile	Size profile 2033	Change required	% of change required
One bedroom	4	37	33	26.9%
Two bedrooms	21	65	44	35.8%
Three bedrooms	26	62	36	29.3%
Four or more bedrooms	9	19	10	8.0%
Total	60	183	123	100.0%

Source: Isle of Anglesey Local Housing Market Assessment Update, 2016

4.23   The results for intermediate rented housing are presented in Table 4.13. The data indicates that of the 681 additional intermediate rented dwellings required within the Isle of Anglesey over the next 18 years, some 34.1% should be three bedroom properties with a 29.4% two bedroom accommodation. Some 25.1% should contain four or more bedrooms and 11.5% a single bedroom.

Table 4.13 Size of new intermediate rented accommodation required in Isle of Anglesey over the next 18 years				
Dwelling size	*Current size profile*	*Size profile 2033*	*Change required*	*% of change required*
One bedroom	0	78	78	11.5%
Two bedrooms	11	211	200	29.4%
Three bedrooms	5	237	232	34.1%
Four or more bedrooms	2	173	171	25.1%
Total	18	699	681	100.0%

Source: Isle of Anglesey Local Housing Market Assessment Update, 2016

4.24   Table 4.14 shows the equivalent results for the social rented sector. The table shows that of the social rented units required, 39.3% should be four bedroom accommodation, 27.2% one bedroom dwellings, 17.9% two bedroom properties and 15.6% three bedroom units.

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Table 4.14 Size of new social rented accommodation required in Isle of Anglesey over the next 18 years				
Dwelling size	*Current size profile*	*Size profile 2033*	*Change required*	*% of change required*
One bedroom	507	582	75	27.2%
Two bedrooms	1,609	1,659	50	17.9%
Three bedrooms	2,215	2,258	43	15.6%
Four or more bedrooms	120	229	109	39.3%
Total	4,451	4,728	277	100.0%

Source: Isle of Anglesey Local Housing Market Assessment Update, 2016

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5. Affordable housing need

Summary

i) Following the stages of the housing needs assessment model specified by the LHMA Guide results in a net need estimate of 398 affordable dwellings per year in the Isle of Anglesey. Refining the model to reflect the local housing market, the net need figure becomes 182 affordable dwellings per year.

ii) Help-to-buy, shared ownership and Intermediate Rent set at 80% and 70% of median market rates could all contribute towards meeting housing need.

iii) A range of affordable accommodation sizes are required, but the need for four bedroom homes is most acute.

Introduction

5.1 Chapter 6 of the LTMA Guide details how affordable housing need should be calculated. It defines affordable housing need as *'households lacking their own housing or living in housing which is inadequate or unsuitable, who are unlikely to be able to meet their needs in the housing market without some assistance'.*

5.2 This chapter presents the results of the four broad stages of the model used to calculate affordable housing need. Within each of the four stages there are a number of detailed calculations many of which themselves have a number of components. This chapter presents details of how each of these stages is calculated using locally available data for the Isle of Anglesey. An annual estimate of the affordable housing need in the Isle of Anglesey is calculated and the tenure and size of accommodation most appropriate to meet this need is discussed.

Stage 1: Gross current need (Steps 1-4)

5.3 The first stage of the model assesses current need. This begins with an assessment of housing suitability, before the affordability test is applied to determine the number of these households that require affordable housing, and are therefore in current need.

Unsuitable housing

5.4 A key element of housing need is an assessment of the suitability of a household's current housing. The LHMA Guide sets out a series of nine criteria for unsuitable housing, which have been used in this report. It is estimated that a total of 2,305 households are living in unsuitable housing. This represents 7.4% of all households in the Isle of Anglesey.

5.5 Figure 5.1 shows a summary of the numbers of households living in unsuitable housing (ordered by the number of households in each category). The main cause of unsuitable

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housing is overcrowding, followed by the dwelling being unsuitable for the household due to their support needs or mobility issues.

Figure 5.1 Summary of unsuitable housing categories
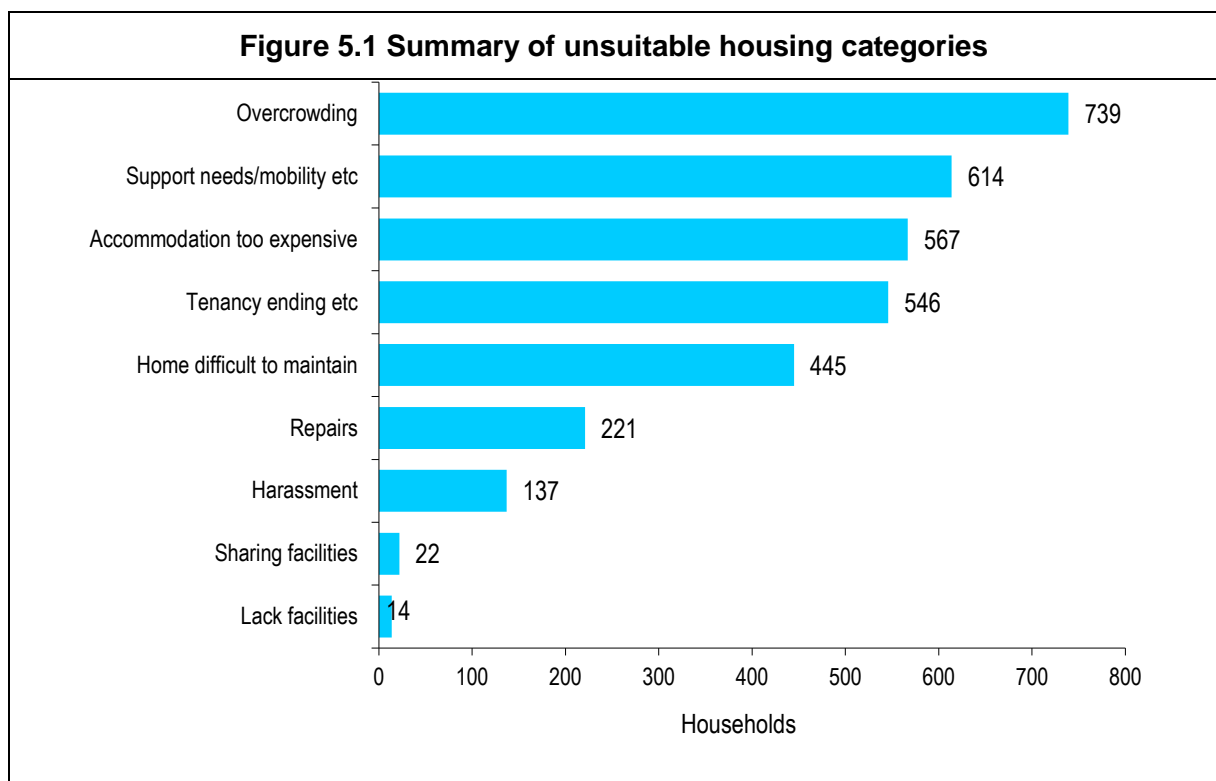
Source: Isle of Anglesey Local Housing Market Assessment Update, 2016 N.B. Households can have more than one reason for unsuitability, hence figures add up to more than 2,305

5.6   Table 5.1 shows unsuitable housing by tenure. The data suggests that households living in private rented accommodation are particularly likely to be in unsuitable housing.

Table 5.1 Unsuitable housing and tenure

Tenure	Unsuitable housing				
	In unsuitable housing	Not in unsuitable housing	Number of h'holds in Isle of Anglesey	% of tenure in unsuitable housing	% of all unsuitable housing
Owner-occupied (no mortgage)	411	12,975	13,386	3.1%	17.8%
Owner-occupied (with mortgage)	619	7,461	8,079	7.7%	26.8%
Social rented	203	4,266	4,469	4.5%	8.8%
Private rented	1072	4,159	5,231	20.5%	46.5%
Total	2,305	28,860	31,165	7.4%	100.0%

Source: Isle of Anglesey Local Housing Market Assessment Update, 2016

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'In-situ' solutions

5.7   The survey has highlighted that 2,305 households are in unsuitable housing. However, it is most probable that some of the unsuitability can be resolved in the households' current accommodation. Households living in housing deemed unsuitable for the following reasons were not considered to have an in-situ solution: end of tenancy, accommodation too expensive, overcrowding, sharing facilities, harassment.

5.8   The updated household dataset therefore estimates that of the 2,305 households in unsuitable housing, 1,678 (or 72.8%) do not have an in-situ solution and therefore require a move to alternative accommodation. These 1,678 households form **Step 1** of the model.

Affordability

5.9   These 1,678 households in unsuitable housing and requiring a move to alternative accommodation are tested for their ability to afford market housing in the area using the criteria set out in the LHMA Guide. Overall 36.8% (618 households) are unable to afford market housing. Therefore some 1,060 of these households could meet their need within the market and are deducted from the gross need estimate at **Step 3**.

5.10   The 618 households that cannot afford market housing and are living in unsuitable housing (and require a move to alternative accommodation) are considered to be in housing need. This represents 2.0% of all existing households in the Isle of Anglesey.

5.11   Table 5.2 shows the tenure of the 618 households currently estimated to be in housing need. The results show that private rented tenants are most likely to be in housing need. Of all households in need 74.0% currently live in private rented accommodation, 12.7% in an owner-occupied home and 13.3% in a social rented dwelling.

Table 5.2 Housing need and tenure					
	Housing need				
Tenure	In need	Not in need	Number of h'holds in Isle of Anglesey	% of tenure in need	% of all housing need
Owner-occupied (no mortgage)	6	13,380	13,386	0.0%	1.0%
Owner-occupied (with mortgage)	73	8,007	8,079	0.9%	11.7%
Social rented	82	4,387	4,469	1.8%	13.3%
Private rented	457	4,774	5,231	8.7%	74.0%
Total	618	30,547	31,165	2.0%	100.0%

Source: Isle of Anglesey Local Housing Market Assessment Update, 2016

5.12   For the purposes of the housing needs assessment (specifically Step 5), households considered to be in housing need have been split into two categories: current occupiers of affordable housing in need (this includes occupiers of social rented and intermediate accommodation), and households from other tenures (those in owner-occupied or private rented accommodation) in need. Some 82 households fall into the former category (which form **Step 5** of the model) and 536 into the latter category.

Homeless households

5.13   The housing needs assessment is a 'snapshot' that assesses housing need at a particular point in time. There will, in addition to the existing households in need, be some homeless households who were in need at the time of the survey and should also be included within any assessment of current need.

5.14   To assess the number of homeless households we have used information contained in the Council's WHO12 returns - Table 7: *'Homeless households accommodated by your authority at the end of the Quarter'*. This is important given the snapshot nature of the survey. Data from the September 2015 WHO12 form indicated that there were 10 homeless households in temporary accommodation in the Isle of Anglesey.

5.15   Not all of these homeless households are added to our assessment of existing households in need. This is because those resident in private or social rented stock will be part of our household survey sample. To include these households when they form part of the weighted household dataset would mean that the households would be double counted. Only homeless households resident in hostels, women refuges or bed and breakfasts are counted in addition. Although the StatsWales data did not disaggregate the total of 10 homeless households into the various constituent categories due to issues around confidentiality of disclosing very small numbers, it can be presumed that the proportion of all homeless households in the applicable categories is the same as that recorded nationally. Therefore, of the 10 homeless households in temporary accommodation, 3 will be counted as additional need for the purpose of the housing needs assessment. This figure of 3 forms **Step 2** of the model.

Total current need

5.16   Table 5.3 summarises the first stage of the overall assessment of housing need as set out by the LHMA Guide. Step one is the number of existing households in unsuitable housing without an in-situ solution identified in paragraph 5.8. Step two is the number of non-households in housing need set out in paragraph 5.15. Step three is the number of existing households that need alternative accommodation that can afford it in the market as is described in paragraph 5.9. Step 4 is the sum of steps one and two, with step three deducted. **Step 4** shows that there are an estimated 621 households in need.

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Table 5.3 Stage 1: Current housing need (gross)			
Step	*Paragraph reference*	*Notes*	*Output*
1. Existing households in need of accommodation	5.8		1,678
2. *Plus* current non-households in need of affordable housing	5.15		3
3. *Minus* cases where they can afford to meet their need in the market	5.9		1,060
4. *Equals* total current housing need (gross)	5.16	1+2-3	621

Source: Isle of Anglesey Local Housing Market Assessment Update, 2016

Stage 2: Available stock to offset need (Steps 5-9)

5.17   Stage 2 considers the stock available to offset the current need. This includes stock from current occupiers of affordable housing in need (Step 5), surplus stock from vacant properties (Step 6) and committed supply of new affordable units (Step 8). Units to be taken out of management are then deducted before an estimate of the total available stock to offset the current need is calculated (Step 9).

Current occupiers of affordable housing in need

5.18   It is important when considering net need levels to discount households already living in affordable housing. This is because the movement of such households within affordable housing will have an overall nil effect in terms of housing need. The number of affordable dwellings occupied by households in need is established in Step 1 (paragraph 5.12). The figure to be used in Step 5 is therefore 82.

Surplus stock

5.19   A certain level of vacant dwellings is normal as this allows for transfers and for work on properties to be carried out. The LHMA Guide suggests that if the vacancy rate in the affordable stock is in excess of 3% then these should be considered as surplus stock which can be included within the supply to offset needs. The most recent data from the Welsh Government's StatsWales service records a vacancy rate in the social rented sector of 1.6%; therefore no adjustment needs to be made to the figures - the figure to be used in **Step 6** is 0.

Committed supply of new affordable units

5.20   The LHMA Guide recommends that this part of the assessment includes *'new social rented and intermediate housing which are already planned to be built over the time period of the assessment'*. Information from the Council's Local Development Plan team indicates that 153 affordable homes are expected to be completed over the next five years. For the purposes of this analysis we have taken this as a guide to new provision across Isle of Anglesey, therefore a figure of 153 has been used in **Step 7**.

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Planned units to be taken out of management

5.21 The LHMA Guide states that this stage '*involves estimating the numbers of social rented or intermediate units that will be taken out of management'*. The main component of this step will be properties which are expected to be demolished (or replacement schemes that lead to net losses of stock). At the time of reporting, the proposed number of affordable dwellings expected to be 'taken out of management' within the Isle of Anglesey in the future was unknown and hence a figure of zero has been used for **Step 8** of the model.

Total available stock to meet current need

5.22 Having been through a number of detailed stages in order to assess the total available stock to offset need in Isle of Anglesey all pieces of data will be brought together to complete Stage 2 of the needs assessment table set out in the LHMA Guide. The data shows that there are an estimated 235 properties available to offset the current need (see **Step 9**).

5.23 The current level of net need is calculated in steps 10 – 12 of the needs assessment table. Step 10 removes the estimate of available stock to offset need (step 9) from the total number of households in current need (step 4); the net need level is 386 dwellings (**Step 10**). However, the LHMA Guide recommends that current need is addressed over a five-year period, hence this figure has been divided by five (**Step 11**). This results in the annual requirement of units to reduce current need (**Step 12**) which is 77.

Table 5.4 Stage 2: Available stock to offset need			
Step	*Paragraph reference*	*Notes*	*Output*
5. Current occupiers of affordable housing in need	5.18		82
6. P*lus* surplus stock	5.19		0
7. *Plus* committed supply of new affordable units	5.20		153
8. M*inus* planned units to be taken out of management	5.21		0
9. *Equals* total stock available to meet current need	5.22	5+6+7-8	235
10. *Equals* total current need (net)	5.23	4-9	386
11. *Times* annual quota for the reduction of current need	5.23		20%
12. *Equals* annual requirement of units to reduce current need	5.23	10×11	77

Source: Isle of Anglesey Local Housing Market Assessment Update, 2016

Stage 3: Newly arising need

5.24 In addition to the current needs discussed so far in this chapter there will be future (or newly arising) need. This is split into two main categories: newly forming households (Step 13), multiplied by the proportion unable to buy or rent in the market (Step 14), and existing households falling into need (Step 15). Potential out-migrants able to afford

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market housing (Step 16) are removed, in order for a total newly-arising need figure (Step 18) to be arrived at. It should be noted that in-migrants unable to afford market housing (Step 17) are included within the figures for Steps 13-15, and thus are not presented separately.

New household formation

5.25   The estimate of the number of newly forming households in need of affordable housing is calculated from the updated household survey dataset and is based on an assessment of households that have formed over the past two years. Such an approach is preferred to studying households stating likely future intentions as it provides more detailed information on the characteristics of these households contributing to this element of newly arising need.

5.26   Table 5.5 shows details of the derivation of new household formation. The table begins by establishing the number of newly forming households over the past two years.

Table 5.5 Derivation of newly arising need from new household formation		
	Number	*Sub-total*
Number of households moving in past two years	5,426	
Minus existing households	-4,304	1,122
TOTAL APPLICABLE MOVES	1,122	
ANNUAL TOTAL APPLICABLE MOVES	561	
Minus households able to afford market housing (71.3%)	-400	161
ANNUAL ESTIMATE OF NEWLY ARISING NEED	161	

Source: Isle of Anglesey Local Housing Market Assessment Update, 2016

5.27   The table above shows that an estimated 1,122 households were newly formed within the Isle of Anglesey over the past two years, which equates to 561 households per annum. The figure of 561 is used in **Step 13** of the model. The affordability test is then applied to these households to assess their ability to afford market housing. Each newly forming household that is potentially in need is tested for its ability to afford market accommodation of an appropriate size using the information for their particular financial circumstances. The survey estimates that 28.7% of these households are unable to afford market housing without some form of subsidy in Isle of Anglesey. The figure of 28.7% is used in **Step 14** of the model. Overall therefore there is a newly arising need from 161 newly forming households per year.

Existing households falling into need

5.28   This is an estimate of the number of existing households who will fall into housing need over the next two years (and then annualised). This is calculated from the updated household survey dataset and is based on assessment of the ability to afford of existing households who have moved home within the last two years. A household will fall into

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need if it has to move home and is unable to afford to do this within the private sector (an example of such a move would be because of the end of a tenancy agreement). A household unable to afford market rent prices but moving to private rented accommodation may have to either claim Local Housing Allowance (formerly Housing Benefit) or spend more than a quarter of their gross income on housing, which is considered unaffordable (or indeed a combination of both).

5.29   Households previously living with parents, relatives or friends are excluded as these will double-count with the newly forming households already considered in the previous table. The data also excludes moves between social rented properties.

5.30   Table 5.6 shows the derivation of existing households falling into need.

Table 5.6 Derivation of newly arising need from existing households		
	Number	*Sub-total*
Number of households moving in past two years	5,426	
Minus households forming in previous move	-1,122	4,304
Minus households transferring within affordable housing	-156	4,148
TOTAL APPLICABLE MOVES	4,148	
Minus households able to afford market housing (75.3%)	-3,122	1,026
ESTIMATE OF NEWLY ARISING NEED	1,026	
ANNUAL ESTIMATE OF NEWLY ARISING NEED	513	

Source: Isle of Anglesey Local Housing Market Assessment Update, 2016

5.31   The table above shows that a total of 4,304 existing households moved in the last two years. Removing households transferring within affordable housing leaves 4,148 households who are potentially in need. The affordability test is applied to each of these 4,148 households. It is estimated that 1,026 of these households are unable to afford market housing (24.7%). Annualised this is 513 households per year and this figure forms **Step 15** of the model.

Potential out-migrants unable to afford market housing

5.32   The Welsh Government Local Housing Market Assessment Guide suggests that households in current need who have not had their needs met through affordable housing and who plan to leave the Isle of Anglesey within the next year should be removed from this stage of the calculation. This applied to 7 households in Isle of Anglesey, who are included as **Step 16**.

In-migrants unable to afford market housing

5.33   In-migrants unable to afford market housing have been included within the figures for Steps 13-15. It is important to note that although there is likely to be a significant influx of households as a consequence of the Energy Island Programme, these households are

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unlikely to be in housing need as they will be employed. These households do not form part of this step of the model.

Total newly arising need

5.34   The data from each of the above sources can now be used to complete Stage 3 as is shown in Table 5.7. Of the 561 newly forming households per annum, 28.7% (161 households) are unable to access market housing. This is added to the annual newly arising need figure for existing households (513). Taking into account out-migrants unable to afford market housing (-7), this results in additional need arising from a total of 667 households per annum (**Step 18**).

Table 5.7 Stage 3: Gross newly arising need (per annum)			
Step	*Paragraph reference*	*Notes*	*Output*
13. New household formation (gross per year)	5.27		561
14. *Times* proportion of new households unable to buy or rent in the market	5.27		28.7%
15. *Plus* existing households falling into need and unable to afford market housing	5.31		513
16. *Minus* potential out-migrants unable to afford market housing	5.32		7
17. *Plus* in-migrants unable to afford market housing	-	(included in steps 13-15)	-
18. *Equals* total newly arising housing need (gross per year)	5.34	(13x14)+15-16	667

Source: Isle of Anglesey Local Housing Market Assessment Update, 2016

Stage 4: Supply of affordable units per year

5.35   The annual supply of affordable housing (Step 21) comprises two parts: the net supply of social re-lets (Step 19) and the supply of intermediate housing (Step 20). The following section deals with this in detail.

Net supply of social re-lets

5.36   Step 19 of the model is an estimate of likely future re-lets from the social rented stock (excluding transfers within the social rented sector). The LHMA Guide suggests that this should be based on past trend data which can be taken as a prediction for the future. The LHMA Guide also suggests the use of a three year average. However in this instance we have looked at trend data for the past two years only. This is done simply to allow consistency with the newly arising need section (Stage 3) where figures were all calculated on an annual basis based on trends over the past two years.

5.37   Table 5.8 shows the number of RSL lettings in Isle of Anglesey over the last two years. The average number of lettings (excluding transfers but including nominations) across

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the social rented sector over the two-year period was 344 per annum. This forms **Step 19** of the model.

Table 5.8 Analysis of past housing supply (social rented sector)			
Source of supply	*2012/2013*	*2013/2014*	*Average*
LA & RSL lettings (excluding transfers and exchanges)	*320*	*367*	*344*

Source: Welsh Government's StatsWales service

Supply of intermediate housing

5.38   In most local authorities the amount of intermediate housing available in the stock is fairly limited (as is the case in the Isle of Anglesey). However, it is still important to consider to what extent the current supply may be able to help those in need of affordable housing. Therefore we include an estimate of the number of intermediate units, either intermediate rent or a part-ownership product such as shared equity or help-to-buy,that become available each year. Based on applying the derived re-let rate for the social rented sector (7.5%) to the estimated intermediate stock in Isle of Anglesey according to the Welsh Government's StatsWales service (23 units), it is estimated that around 2 units of intermediate housing will become available each year to meet housing needs from the existing stock of such housing – this figure will be used for **Step 20** of the model.

Annual future supply of affordable housing

5.39   This step is the sum of the previous two. The total future supply (**Step 21**) is estimated to be 346, comprised of 344 units of social re-lets and 2 units of intermediate housing. This is shown in Table 5.9

Table 5.9 Stage 4: Supply of affordable units (per annum)			
Step	*Paragraph reference*	*Notes*	*Output*
19. Annual supply of social re-lets (net)	5.37		344
20. *Plus* annual supply of intermediate housing available for re-let or resale at sub-market levels	5.38		2
21. *Equals* annual supply of affordable housing	5.39	19+20	346

Source: Isle of Anglesey Local Housing Market Assessment Update, 2016

Estimate of net annual housing need

5.40   The LHMA Guide outlines the 22 steps that must be completed to obtain all of the information required to calculate the annual estimate of housing need. Table 5.10 presents the results for each of the 22 steps. The current need assessment suggests a (net) need for 81 units per year (step 12). The figure for newly arising need (step 18) is 667 and the estimated future supply to meet this need (step 21) is 346 units per year. This therefore leaves an annual requirement of 398 units per year in Isle of Anglesey (**Step 22**) (77+667-346=398). The figure of 398 is the level of housing need calculated

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following the needs assessment model, the deliverability or viability of this figure is not considered within this model and is beyond the scope of this report.

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Table 5.10 Detailed affordable housing requirement table for the Isle of Anglesey			
Stage and step in calculation	*Parah reference*	Notes	Output
STAGE 1: CURRENT NEED (Gross)			
1. Existing households in need of accommodation	5.8		1,678
2. *Plus* current non-households in need of affordable housing	5.15		3
3. *Minus* cases where they can afford to meet their need in the market	5.9		1,060
4. *Equals* total current housing need (gross)	5.16	1+2-3	621
STAGE 2: AVAILABLE STOCK TO OFFSET NEED			
5. Current occupiers of affordable housing in need	5.18		82
6. *Plus* surplus stock	5.19		0
7. *Plus* committed supply of new affordable units	5.20		153
8. *Minus* planned units to be taken out of management	5.21		0
9. *Equals* total stock available to meet current need	5.22	5+6+7-8	235
10. *Equals* total Current need	5.23	4-9	386
11. *Times* annual quota for the reduction of current need	5.23		20%
12. *Equals* annual requirement of units to reduce current need	5.23	10×11	77
STAGE 3: NEWLY ARISING NEED			
13. New household formation (gross per year)	5.27		561
14. *Times* proportion of new households unable to buy or rent in the market	5.27		28.7%
15. *Plus* existing households falling into need and unable to afford market housing	5.31		513
16. *Minus* potential out-migrants unable to afford market housing	5.32		7
17. *Plus* in-migrants unable to afford market housing	-	(included in steps 13-15)	-
18. *Equals* total newly arising housing need (gross per year)	5.34	(13x14)+15-16	667
STAGE 4: SUPPLY OF AFFORDABLE UNITS per year			
19. Annual supply of social re-lets (net)	5.37		344
20. *Plus* annual supply of intermediate housing available for re-let or resale at sub-market levels	5.38		2
21. *Equals* annual supply of affordable housing	5.39	19+20	346
NET SHORTFALL OF AFFORDABLE UNITS			
22. Overall shortfall (per annum)	5.41	12+18–21	398

Source: Isle of Anglesey Local Housing Market Assessment Update, 2016

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5.41   This information is summarised in Table 5.11 below.

Table 5.11 Summary of needs assessment model (annual figures)		
Element		*Number*
Current need	(Step 4)/5	124
Current supply	(Step 9)/5	47
Net current need		77
Future ('newly-arising') need	(Step 18)	667
Future supply	(Step 21)	346
Net future need		321
Total net annual need		**398**
Total gross annual need		791
Total gross annual supply		393
Total net annual need		**398**

Source: Isle of Anglesey Local Housing Market Assessment Update, 2016

Types of households in need

5.42   Table 5.12 gives a breakdown of gross annual households in need, by household type. The table shows that some 8.9% of lone parent households are in housing need compared to 0.7% of households with two or more pensioners. Overall, single non-pensioner households comprise 29.6% of all households in need and households with children a further 42.7% of households in housing need.

5.43   It should be noted that 103 single non-pensioner households are aged 35 and under. The Local Housing Allowance regulations, which indicates that single people 35 or under are only entitled to the shared accommodation rate rather than the rate for a one bedroom home, imply that these individuals are deemed suitable to meet their housing needs within the market in this way. If it is not possible to allocate them an affordable property, they would be offered Local Housing Allowance (discussed in paragraph 3.29) to assist with their rent in the private rented sector, but only at the shared room rate (£252 per month in the Isle of Anglesey currently), rather than the rate for a one bedroom property. These households are therefore not required to share, but are likely to have to.

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Table 5.12 Annual need requirement by household type					
	Need requirement				
Household type	*No. of h'holds in need (gross)*	*Not in need*	*Total Number of h'holds*	*% of h'hold type in need*	*As a % of those in need*
Single pensioners	85	6,120	6,205	1.4%	10.7%
2 or more pensioners	31	4,645	4,676	0.7%	3.9%
Single non-pensioners	234	3,952	4,186	5.6%	29.6%
2 or more adults, no children	103	8,310	8,413	1.2%	13.0%
Lone parent	142	1,457	1,599	8.9%	17.9%
2+ adults 1 child	121	2,923	3,044	4.0%	15.3%
2+ adults 2+ children	75	2,967	3,042	2.5%	9.5%
Total	791	30,374	31,165	2.5%	100.0%

Source: Isle of Anglesey Local Housing Market Assessment Update, 2016

5.44   Table 5.13 shows the ethnicity of households in need. The table shows that some 3.8% of *'non White Welsh/British'* households are in housing need compared to 2.5% of *'White Welsh/British'* households. Despite the lower prevalence of *'White Welsh/British'* households in housing need, this group still constitutes some 97.7% of all households in housing need.

Table 5.13 Annual need requirement by ethnicity of household head					
	Need requirement				
Broad ethnic group	*No. of h'holds in need (gross)*	*Not in need*	*Total Number of h'holds*	*% of h'hold type in need*	*As a % of those in need*
White Welsh/British	773	29,918	30,691	2.5%	97.7%
Any other ethnic group	18	456	474	3.8%	2.3%
Total	791	30,374	31,165	2.5%	100.0%

Source: Isle of Anglesey Local Housing Market Assessment Update, 2016

5.45   Table 5.14 shows the number of households containing someone with a support need in housing need. It should be noted that the existence of the support need is self-defined rather than externally assessed. The table shows that households containing a support needs person are notably more likely to be in housing need than households where no support needs person is present.

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Table 5.14 Annual need requirement by support needs					
	Need requirement				
Support needs household	*No. of h'holds in need (gross)*	*Not in need*	*Total Number of h'holds*	*% of h'hold type in need*	*As a % of those in need*
Contains someone with support need	297	6,587	6,884	4.3%	37.5%
Nobody with support need present	494	23,787	24,281	2.0%	62.5%
Total	791	30,374	31,165	2.5%	100.0%

Source: Isle of Anglesey Local Housing Market Assessment Update, 2016

Size of accommodation required

5.46   Table 5.15 shows the size of accommodation required by households in housing need in the Isle of Anglesey. The supply distribution is derived from data from the Council on the size of affordable accommodation let over the last two years. The last column presents the supply as a percentage of need. This is calculated by dividing the estimated supply of the property size by the derived need for that dwelling size. The lower the figure produced, the more acute the need for affordable accommodation in the area, as the current supply is unlikely to meet the identified need.

Table 5.15 Size of additional units required to meet housing need					
	Need requirement				
Size of home	*Gross annual need*	*Gross annual supply*	*Net annual need*	*As a % of total net annual need*	*Supply as a % of gross need*
One bedroom	381	112	268	67.4%	29.5%
Two bedrooms	189	141	48	12.1%	74.4%
Three bedrooms	156	136	20	5.0%	87.1%
Four or more bedrooms	65	4	61	15.4%	5.7%
Total	791	393	398	100.0%	49.7%

Source: Isle of Anglesey Local Housing Market Assessment Update, 2016

5.47   The table suggests that there is a net need for all sizes of affordable housing. The largest net need is one bedroom accommodation, followed by four and two bedroom homes. The final column shows that the need relative to supply is the greatest for four bedroom homes, followed by one bedroom dwellings. Households in need requiring three bedroom accommodation are most likely to have their need met from the current supply.

5.48   The requirement for one bedroom homes comes partly from single person households. As described in paragraph 5.43 above, 103 of the single person households in housing need each year are deemed suitable for shared housing. Given the extreme pressure for affordable housing in Isle of Anglesey, it is very likely that these households will be

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required to move into shared accommodation. It is useful therefore to profile the size of affordable accommodation required, excluding these households. This is presented in Table 5.16. The table suggests around 56% of the net need is for one bedroom homes, 21% for four bedroom properties 16% for two bedroom homes and 7% for three bedroom dwellings.

Table 5.16 Size of additional units required to meet housing need – excluding households suitable for shared housing					
	Need requirement				
Size of home	Gross annual need	Gross annual supply	Net annual need	As a % of total net annual need	Supply as a % of gross need
One bedroom	278	112	165	56.1%	40.5%
Two bedrooms	189	141	48	16.4%	74.4%
Three bedrooms	156	136	20	6.8%	87.1%
Four or more bedrooms	65	4	61	20.8%	5.7%
Total	688	393	295	100.0%	57.1%

Source: Isle of Anglesey Local Housing Market Assessment Update, 2016

Type of affordable home required

5.49   As discussed in Chapter 3, Intermediate Rent and help-to-buy have been introduced to provide a further option within the affordable sector and help fill the gaps that currently exist in the housing market. Table 5.17 illustrates how many households in affordable housing need in the Isle of Anglesey are able to afford the different affordable products. The figures presented are exclusive, so for example the 51 households requiring a one bedroom home that are able to afford Intermediate Rent at 80% do not include the 14 households able to afford discount sale (even though they would also be able to afford Intermediate Rent at 80%). Households have therefore been assigned the most expensive product they are able to afford.

5.50   The table shows that of the 791 households in gross need each year, 4.9%, some 39 households, could afford help-to-buy and 4.4% (35 households) could afford discount sale. A further 97 households in need could be housed in Intermediate Rent at 80% and an additional 223 households could reside in Intermediate Rented accommodation were the level lowered to 70% of median private rent values. An additional 110 households would be able to afford the cost of social rented housing. Finally, the largest group of households in need are those unable to afford any accommodation without support from LHA (287 households).

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Table 5.17 Size and type of affordable home required by those in need (per annum)							
Size of home	Help-to-buy	Discount sale	Intermediate Rent at 80%	Intermediate Rent at 70%	Social rent	Requires assistance	Total
One bedroom	13	14	51	116	17	170	381
Two bedrooms	15	12	20	49	31	62	189
Three bedrooms	8	7	16	37	47	41	156
Four or more bedrooms	3	2	10	21	15	14	65
Total	39	35	97	223	110	287	791

Source: Isle of Anglesey Local Housing Market Assessment Update, 2016

Sensitivity analysis

5.51 The housing needs assessment model requirement of 398 additional affordable homes per year does not equate logically with the planned 220 new dwellings per year for the Isle of Anglesey. This is because the LHMA Guide needs assessment model is a technical exercise that presents an assessment of the requirement for affordable housing, however it does not account for the functioning of the local housing market currently. This brief section considers the impact of changing one of the assumptions used in the model that does not reflect how the market operates.

Affordability threshold

5.52 The housing needs assessment model assesses the number of households in need based on the affordability assumptions required by the LHMA Guide. It is possible, however, to examine how the model would be affected if the affordability assumptions were altered. Table 5.18 presents the model results where households were considered able to afford market rented housing in cases where the rent payable would constitute no more than 30%, 35% and 40% of gross household income, rather than 25% used in the standard model. The affordability assumptions for home ownership remain unchanged.

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Table 5.18 Impact of different affordability assumptions on affordable housing requirement in Isle of Anglesey			
	Rent payable constitutes no more than:		
	30% of gross household income	*35% of gross household income*	*40% of gross household income*
Current need	90	65	43
Current supply	47	35	29
Net current need	43	30	14
Future ('newly-arising') need	588	530	483
Future supply	346	346	346
Net future need	242	184	137
Total net annual need	**285**	**214**	**151**
Total gross annual need	678	595	526
Total gross annual supply	393	381	375
Total net annual need	**285**	**214**	**151**

Source: Isle of Anglesey Local Housing Market Assessment Update, 2016

5.53 The table indicates that the number of households in need would decrease from 398 to 285 if 30% of gross household income could be spent on rent. This would decrease further to 214 if 35% of income could be spent on rent, and to 151 if the affordability assumption was changed to 40%.

5.54 If the affordability threshold used was adjusted to 30% of gross income on rent, which better reflects the prevailing market conditions in Isle of Anglesey, then there would be 113 fewer households in gross need each year. If single persons under 35 are also excluded, as discussed in paragraph 5.43, the need would be further reduced by 103 households. The impact of changing both of these assumptions is that the need for new affordable units reduces to 182 per year.

5.55 The figure of 398 remains the overall need figure, because it is calculated in accordance with the approach set out in the LHMA Guide and is therefore comparable with historical estimates and figures derived elsewhere.

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6. Requirements of specific groups

Introduction

6.1   The LHMA Guide indicates that a LHMA should ensure that the housing requirements of all subgroups of the population are considered. Whilst the LTBHM considers all household groups within the model, the results can be broken down to show the accommodation requirements of certain household groups of interest. This chapter considers the specific profiles of the following groups of the population, which all have an appreciable impact on the housing market within the Isle of Anglesey:

- Older persons

- People with disabilities

- Family households

6.2   This chapter will also profile the private rented sector in more detail.

Housing Needs of Older People

Current situation

6.3   The Census indicates that 26.7% of households in the Isle of Anglesey were older person only households (households where all members are 65 or over), compared to 22.9% nationally. Of these older person only households in the Isle of Anglesey in 2011, 58.8% contained only one person, a smaller distribution to that recorded in Wales (59.8%).

6.4   Figure 6.1 shows the tenure profile of older person only households in the Isle of Anglesey in 2011 compared to the remainder of the household population. The figure also sets out the occupancy level of these groups. The results show that whilst single older person households in the Isle of Anglesey were more likely than average to reside in social rented accommodation, both of the older person groups show a high level of owner-occupation. Older person households were also more likely than average to have multiple spare bedrooms in their home.

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Figure 6.1 Profile of accommodation for older person households in the Isle of Anglesey
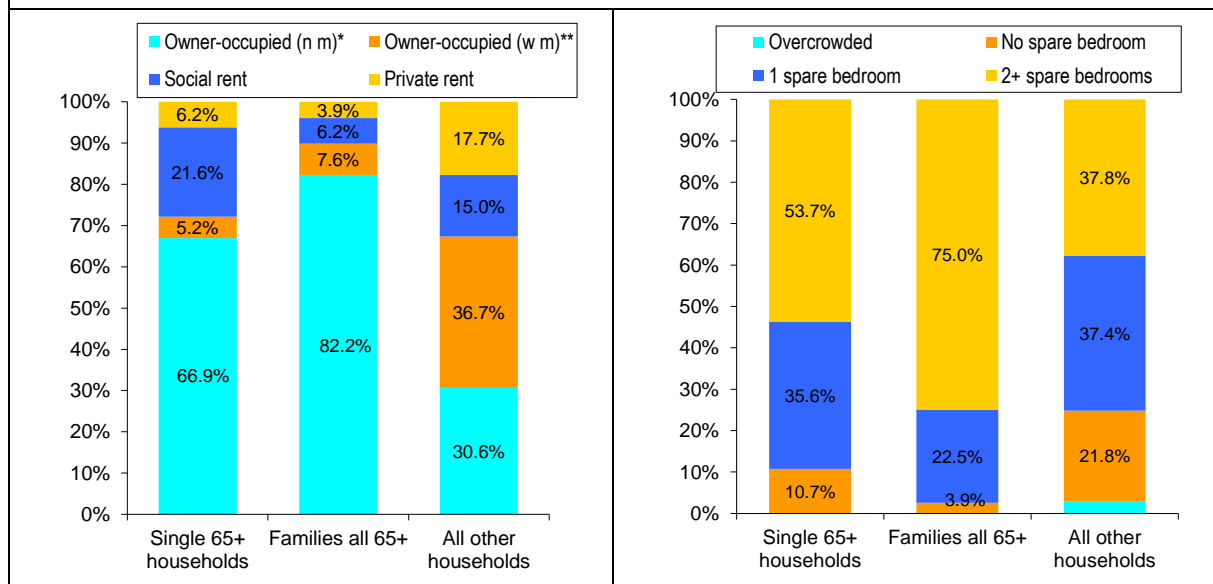
Source: 2011 Census *Owner–occupied no mortgage ** Owner-occupied with mortgage, includes shared ownership.

Future requirement

6.5   The population projections within the preferred scenario as calculated by Edge Analytics indicate that the population aged 65 or over in the Isle of Anglesey is going to increase notably from 17,512 in 2015 to 20,947 in 2026, a rise of 19.6%. The results of the LTBHM model can be disaggregated into different household groups within the whole population. Table 6.1 shows the ideal accommodation profile for older person households in the Isle of Anglesey in 2031 arising from that model.

Table 6.1 Type of accommodation required for pensioner households in 2026 in the Isle of Anglesey

Dwelling size	Market	Discount sale/ help-to-buy	Intermediate Rent	Social rent	Total
One bedroom	10.8%	0.1%	1.8%	6.4%	19.1%
Two bedrooms	35.7%	0.1%	0.7%	4.0%	40.5%
Three bedrooms	34.3%	0.0%	0.0%	0.3%	34.6%
Four or more bedrooms	5.8%	0.0%	0.0%	0.0%	5.8%
Total	86.6%	0.2%	2.5%	10.7%	100.0%

Source: Isle of Anglesey Local Housing Market Assessment Update, 2016

Specialist accommodation

6.6   Given the dramatic growth in the older population and the higher levels of disability and health problems amongst older people there is likely to be an increased requirement for specialist housing options moving forward. The Council is planning to undertake a

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Population Needs Assessment as required under the Social Services and Well-being Act (Wales) to inform their ongoing work to arrive at a total future need for sheltered housing, residential and nursing homes. There are 555 affordable sheltered units, 54 affordable extracare units (with an additional Extracare scheme of 60 units having been granted planning permission), and 616 affordable bedspaces in nursing and residential care homes in the Isle of Anglesey currently. It has been identified that this stock is insufficient to meet future need and the Council are undertaking further work to establish the level of additional provision required.

Households with specific needs

Current situation

6.7   Some 23.1% of the resident population in the Isle of Anglesey have a long-term health problem or disability, compared to 22.7% of residents across Wales. This reflects the relatively large proportion of the population aged 65 or over. Some 49.5% of all residents with a long-term health problem or disability in the Isle of Anglesey had a condition that limited day-to-day activities a lot, with 50.5% having a condition that limited activities a little.

6.8   Figure 6.2 below shows the tenure profile of people with a long-term health problem or disability in the Isle of Anglesey in 2011 compared to the remainder of the population. The figure also sets out the prevalence of a long-term health problem or disability in the different age groups of the population. The results show that whilst people with a long-term health problem or disability are more likely than average to be owner-occupiers with no mortgage, they are also more likely than average to reside in the social rented sector. The analysis also reveals a strong correlation between age and long-term health problem or disability.
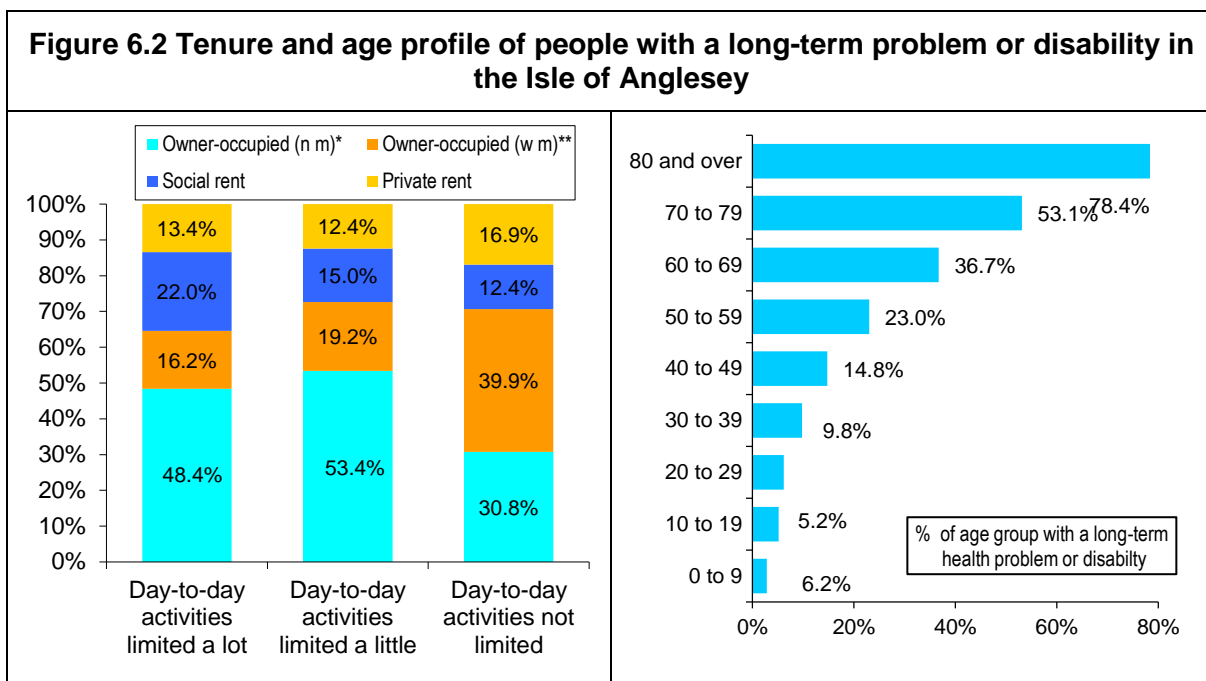
Figure 6.2 Tenure and age profile of people with a long-term problem or disability in the Isle of Anglesey

Future requirement

6.9   The updated household survey dataset, which is used to derive the outputs of the LTBHM model, did not collect information on whether residents had a long-term health problem or disability, but instead collected data on the existence of residents with one of a number of 'support needs'. The support needs included those who were frail elderly, had a medical condition, had a physical disability, had a learning difficulty, had a mental health problem, those that had a severe sensory disability or those with another condition. Although this used a different definition to the Census, it is a useful proxy for those with specific needs. The results of the LTBHM model can be disaggregated to show the specific accommodation requirements of households containing someone with a support need. Table 6.2 shows the ideal accommodation profile for support needs households in the Isle of Anglesey in 2026 arising from that model.

Table 6.2 Type of accommodation required for support needs households in 2026 in the Isle of Anglesey					
Dwelling size	Market	Discount sale/ help-to-buy	Intermediate Rent	Social rent	Total
One bedroom	9.2%	0.3%	1.9%	13.4%	24.8%
Two bedrooms	21.4%	0.4%	1.3%	7.8%	30.9%
Three bedrooms	28.9%	0.1%	0.5%	2.8%	32.3%
Four or more bedrooms	10.7%	0.0%	0.1%	1.2%	12.0%
Total	70.2%	0.8%	3.8%	25.2%	100.0%

Source: Isle of Anglesey Local Housing Market Assessment Update, 2016

Adaptations and support

6.10   In addition to specialist accommodation, the Council assists people to remain in their current home by providing support and assistance. Figure 6.3 shows the number of Disabled Facilities Grants that have been completed in the Isle of Anglesey between 2009/10 and 2013/14 by tenure. The figure shows that the requirement for these services has remained broadly consistent over this period, although the number of completions has increased in both rented tenures over the last year.

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Figure 6.3 Disabled Facilities Grant completions in the Isle of Anglesey
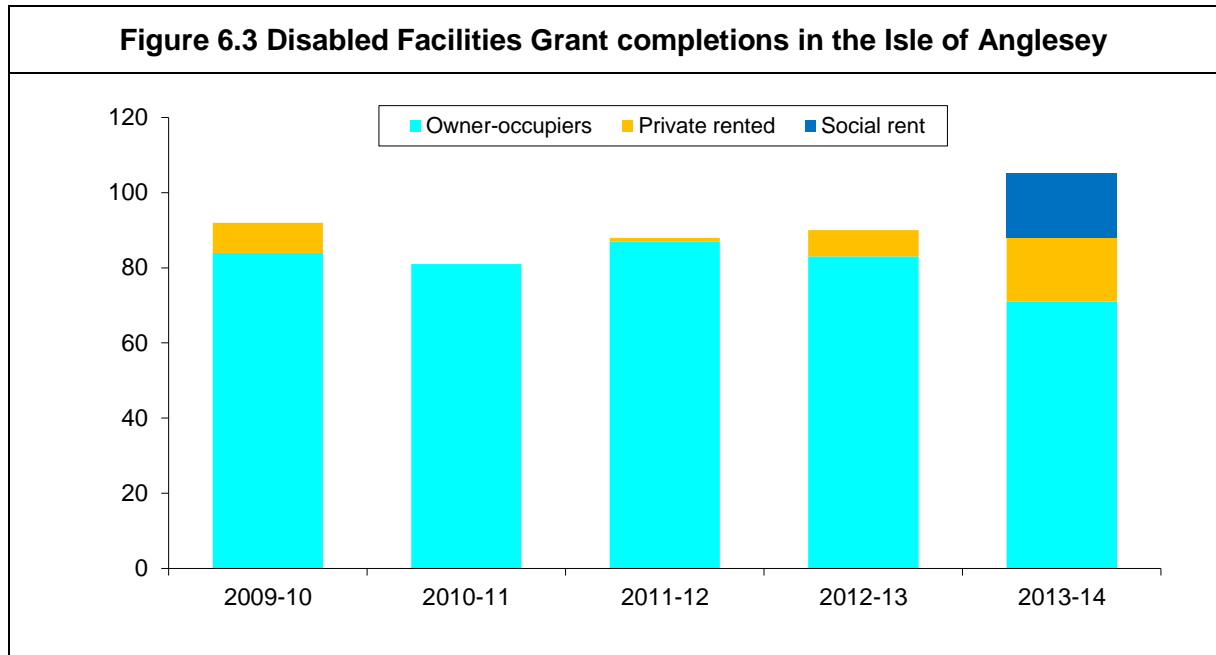
Source: Welsh Government's StatsWales service

Families with children

Current situation

6.11   Figure 2.3 showed the household composition at the time of the Census. This indicated that 33.8% of the household population were families with children, a figure lower than the national average (36.6%).

6.12   Figure 6.4 below shows the tenure profile of the two main types of 'family with children' households in the Isle of Anglesey in 2011 compared to the remainder of the household population. The figure also sets out the occupancy level of these groups. The data shows that whilst there are notably fewer owner-occupiers with no-mortgage amongst couple households with children than amongst non-family with children households in the Isle of Anglesey, the proportion of this group in the social and private rented sector is not dissimilar. Lone parents however are notably more likely than non-family with children households to be in both social rented and private rented accommodation. Family households with children are also more likely to be overcrowded and less likely to be under-occupied than other households in the Isle of Anglesey.

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Figure 6.4 Profile of accommodation for family households in the Isle of Anglesey
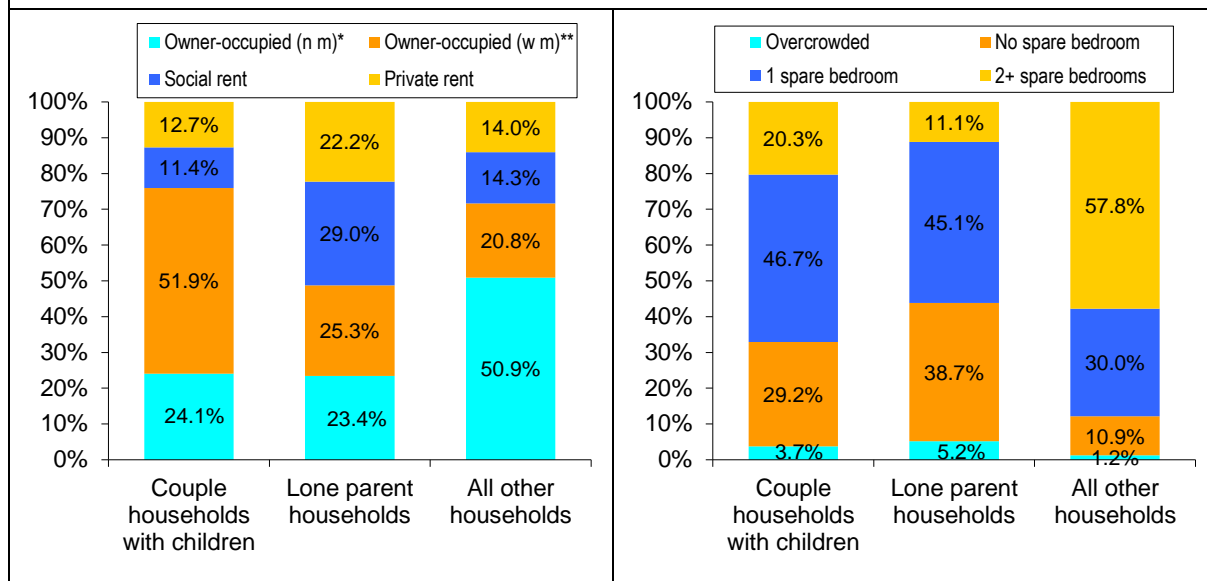
*Owner–occupied no mortgage ** Owner-occupied with mortgage, includes shared ownership. Source: 2011 Census

Future requirement

6.13   Table 6.3 shows the ideal accommodation profile for family households in the Isle of Anglesey in 2031 derived from the LTBHM model, presuming that households do not have to reside in overcrowded accommodation.

Table 6.3 Type of accommodation required for households with dependent children in 2026 in the Isle of Anglesey

Dwelling size	Market	Discount sale/ help-to-buy	Intermediate Rent	Social rent	Total
One bedroom	0.0%	0.0%	0.0%	0.0%	0.0%
Two bedrooms	8.4%	2.1%	0.7%	2.2%	13.4%
Three bedrooms	39.6%	1.5%	2.7%	6.5%	50.3%
Four or more bedrooms	26.2%	0.7%	3.3%	6.1%	36.3%
Total	74.2%	4.3%	6.7%	14.8%	100.0%

Source: Isle of Anglesey Local Housing Market Assessment Update, 2016

The private rented sector

Growth

6.14   The private rented sector is becoming increasingly important in the Isle of Anglesey; the Census indicates that it increased by 60.5% in the Isle of Anglesey between 2001 and 2011 compared to an increase of 5.9% across all other tenures combined. Figure 6.5 compares the household composition of the private rented sector in the Isle of Anglesey in 2001 to the profile of households resident in this tenure in the Isle of Anglesey in 2011.

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The data clearly shows that not only has the private rented sector expanded, but the households in it have diversified.

Figure 6.5 Change in the household composition of the private rented sector in the Isle of Anglesey

Legend	
■ Single person ■ Couples with no children ■ Couple with children ■ Lone parent ■ Other	

Year	Single person	Couples with no children	Couple with children	Lone parent	Other
2001	41.3%	17.4%	18.8%	16.6%	5.9%
2011	38.5%	18.8%	20.0%	14.4%	8.2%

Source: 2001 and 2011 Census
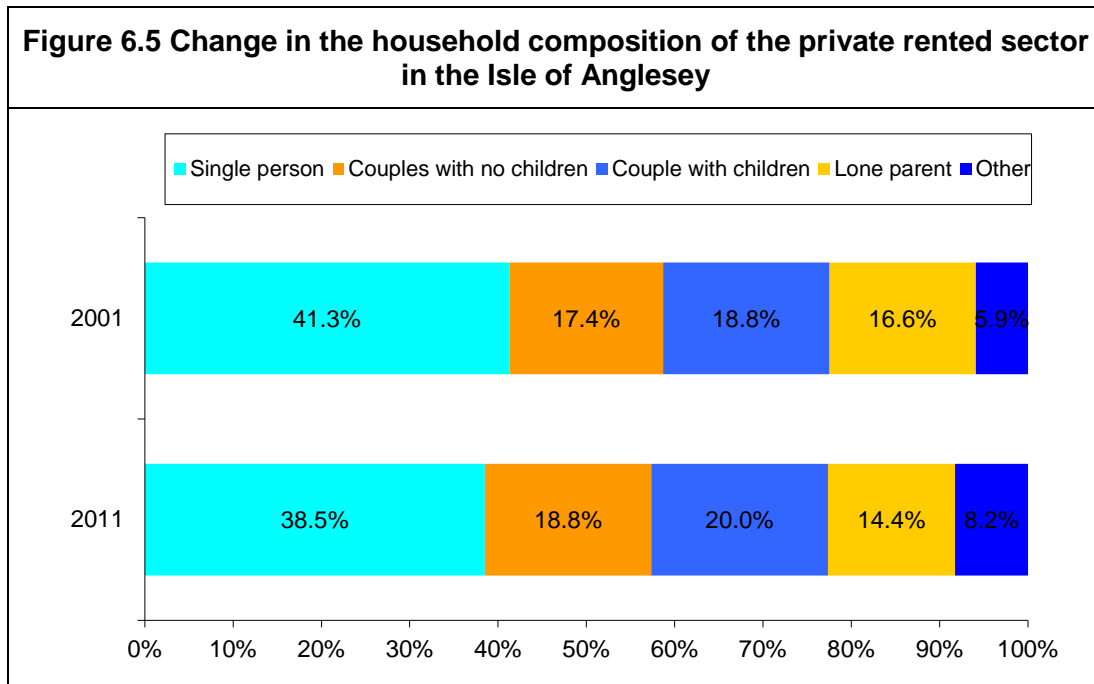
Current trends

6.15 It is estimated that there are 5,231 private rented households in the Isle of Anglesey currently, which constitutes 16.8% of the household population. To assess the stability of the sector currently it is useful to consider how the private rent levels charged vary over time. Figure 6.6 shows the change in median private rents over the last five years by bedroom size. The figure indicates that median private rents for one two and three bedroom homes have changed minimally since 2010, whilst four bedroom median prices rose, before falling over the last year. Overall private rents for one and two bedroom homes have fallen between 2010 and 2014, whilst four bedroom rents have increased by only 4.2% and three bedroom rents are at the same levels as were recorded in 2010. This suggests that the private rented sector is stable in Isle of Anglesey.

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Figure 6.6 Change in median private rents charged in the Isle of Anglesey between 2010 and 2014

Source: Welsh Government's StatsWales service

The benefit-supported private rented sector

6.16   It is estimated that nationally around a quarter of private tenants are in receipt of Local Housing Allowance. In the Isle of Anglesey the figure is 35.0% and the number of households in the private rented sector in receipt of Local Housing Allowance has remained very consistent over the last four years.

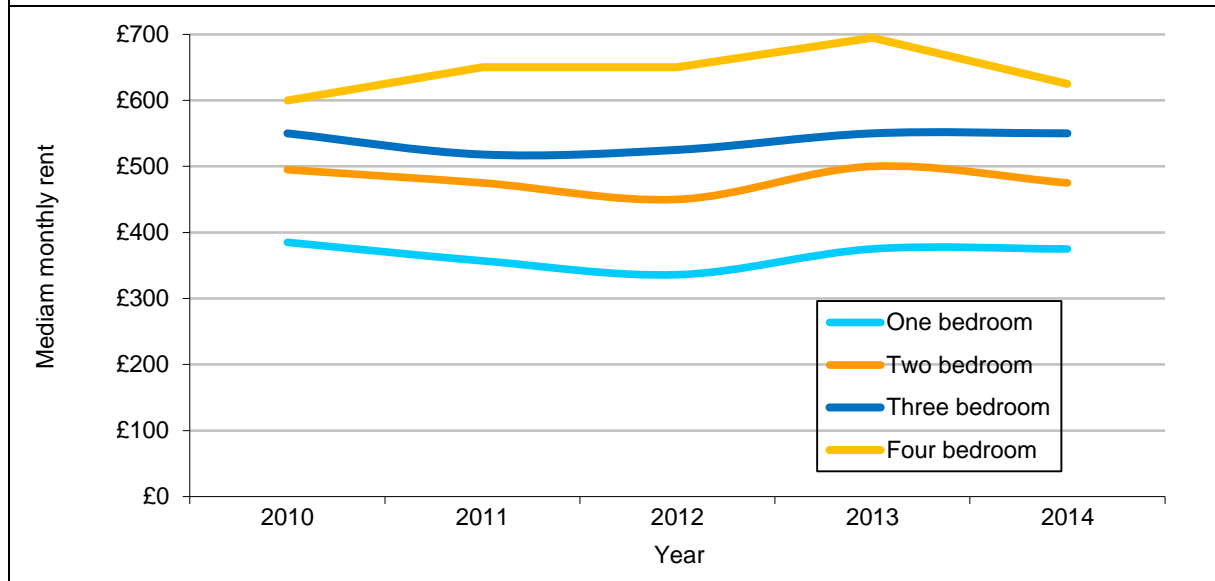6.17   Table 6.4 compares benefit-support households in the private rented sector in the Isle of Anglesey with households resident in the tenure in the Isle of Anglesey without this benefit, using data from the updated household dataset. The table shows that the benefit-supported sector is much more likely to contain pensioner households and lone parent households than the non-benefit-supported sector. The average age of households in the benefit-supported sector is consequently older at 42.

6.18   There is a dramatic difference in the employment profile of these households, with 43.1% of those in the benefit-supported sector containing an employed person in the household, compared to 91.8% of households in the non-benefit-supported sector. This affects the household income recorded, with the median income for households in the benefit-supported private rented sector around a third of the figure for households in the non-benefit-supported sector.

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Table 6.4 Comparison of households within the private rented sector			
	Benefit-supported	*Not benefit supported*	*All private rented households*
Household type			
Single pensioners	12.9%	3.9%	6.2%
2 or more pensioners	4.2%	2.4%	3.0%
Single non-pensioners	26.8%	30.5%	29.7%
2 or more adults, no children	11.8%	45.4%	35.5%
Lone parent	27.8%	1.0%	9.1%
2+ adults 1 child	9.4%	8.9%	9.2%
2+ adults 2+ children	7.1%	7.9%	7.3%
Total	100.0%	100.0%	100.0%
Median age of household head	42	38	39
Whether employed person in household			
Yes	43.1%	91.8%	77.8%
No	56.9%	8.2%	22.2%
Total	100.0%	100.0%	100.0%
Median household income	£7,282	£22,322	£16,078

Source: Isle of Anglesey Local Housing Market Assessment Update, 2016

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Appendix A1. Updating the dataset

Introduction

A new analysis of the housing market has been facilitated by the creation of an updated household dataset. A household survey was completed across the Isle of Anglesey in June and July 2012 using postal questionnaires. The survey was drawn, at random, from the Council Tax Register covering all areas and tenure groups in the Isle of Anglesey. A total sample of 2,058 was achieved.

The primary data has been updated using two measures – re-weighting the data to take account of the latest information on the structure of households in the Isle of Anglesey and updating the financial profile of households to reflect the changes recorded since the 2012 report. This appendix will describe the approach used for these two processes.

Re-weighting the dataset

The original LHMA estimated that there were a total of 31,770 households in 2012 in the Isle of Anglesey. This figure was derived from the Welsh Government 2008-based household projections (published in 2010). The publication of the 2011 Census results have shown that household growth since the previous Census has been much lower than was indicated by all of the household estimates published between 2001 and 2011.

Edge Analytics have produced population and household growth forecasts for both the Isle of Anglesey and Gwynedd[3]. These contain an accurate estimate of the household population in the Isle of Anglesey in 2015 reflecting the latest demographic trends recorded in the area (and giving due consideration to all of the demographic projections published by the Welsh Government). This source indicates that the household population in the Isle of Anglesey in winter 2015, the base date of this update report, is 31,165. Although this figure is lower than the one used in 2012 (and the trend suggests that the household population has increased slightly since 2012), it is the most accurate information source on the current household population. The dataset has therefore been reweighted to this total.

The data also has to be weighted by a number of variables so that the profile is representative of the characteristics of the household population. The variables used to weight the data are listed below.

- Tenure

- Household type

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[3] Edge Analytics *Gwynedd & Anglesey Population & Household Forecasts Assumptions, Methodology & Scenario Results* (September 2014)

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- Age of resident population

- Employment profile of resident population

- Parish

- Council Tax Band

- Car ownership

- Accommodation type.

Table A1.1 shows an updated estimate of the current tenure split in the Isle of Anglesey along with the tenure distribution recorded in the 2012 report. The data shows that 68.9% of households are owner-occupiers with 14.3% in the social rented sector and 16.8% resident in private rented accommodation.

Table A1.1 Number of households in each tenure group 2015 and 2012				
	2015		2012	
Tenure	Total number of households	% of households	Total number of households	% of households
Owner-occupied (no mortgage)	13,386	43.0%	13,506	42.5%
Owner-occupied (with mortgage)	8,079	25.9%	8,218	25.9%
Social rented	4,469	14.3%	4,391	13.8%
Private rented	5,231	16.8%	5,654	17.8%
Total	31,165	100.0%	31,770	100.0%

Source: Isle of Anglesey Local Housing Market Assessment Update, 2016

Updating the financial profile

As the original survey data has to be updated from its summer 2012 base, it has been necessary to make an estimate of the likely change in income levels since this time (and indeed changes in savings and equity). The principle of updating the financial profile is not to update the situation of the particular household that responded to the initial questionnaire, but to present an accurate representation for an equivalent household that exists currently. Households' financial information was updated via an indexing approach, as there are time-series secondary data available at a local level that record changes in the relevant variables. A separate method was used for the three variables that were updated – income, savings and equity.

The Annual Survey of Hours and Earnings (ASHE) was used to update the earned income of households with an employed member. The change recorded by ASHE over the last three years was applied to the dataset to generate a profile for winter 2015. As ASHE provides values at a range of points on the earnings distribution, it is possible to update income depending on the change recorded for the particular quartile the original household income of 2012 was in.

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The incomes of retired households were assumed to increase with inflation (Consumer Price Index, CPI), while the income of benefit dependent households was assumed to follow the trend in overall spending on non-housing related benefits (excluding those benefits not linked to unemployment) per claimant in the Isle of Anglesey.

In the absence of any secondary data on the average level of savings in the UK, savings were updated according to inflation (CPI). For affordability purposes it is also important to consider changes in household equity. The Land Registry provides the best source of information on the value of property at a local level, with data on the price of all home sales for every quarter of the year. As the Land Registry presents data for a range of points on the price distribution, it is possible to update the value of owner-occupied homes by the change in prices recorded for the appropriate price level. These figures have been applied to survey data about property values – this in turn has enabled an estimate of likely equity levels to be made.

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HDH Planning and Development Ltd is a specialist planning consultancy providing evidence to support planning authorities, land owners and developers.

The firm is led by Simon Drummond-Hay who is a Chartered Surveyor, Associate of Chartered Institute of Housing and senior development professional with a wide experience of both development and professional practice. The firm is regulated by the RICS.

The main areas of expertise are:

- Community Infrastructure Levy (CIL)

- District wide and site specific Viability Analysis

- Local and Strategic Housing Market Assessments and Housing Needs Assessments

- Future Housing Numbers Analysis (post RSS target setting)

HDH Planning and Development have clients throughout England and Wales.

Planning &
Development

ISLE OF ANGLESEY COUNTY COUNCIL	
Report to:	**Executive Committee**
Date:	**18th July 2016**
Subject:	**Destination Management Plan (DMP) 2016-2020**
Portfolio Holder(s):	**Councillor Richard Dew**
Head of Service:	**Dylan J. Williams – Head of Service: Regulatory and Economic Development**
Report Author: Tel: E-mail:	**Michael P. Thomas** **01248 752492** **michaelpthomas@anglesey.gov.uk**
Local Members:	**Relevant to all Members as the Destination Management Plan provides the strategic context to further develop the whole island as a tourism Destination**

A –Recommendation/s and reason/s
The approval of the Executive is sought for a new Destination Management Plan (DMP) for the Island. The Destination Management approach enables the public sector, the islands tourism and non-tourism businesses, non-profit organisations, and the community to collaborate to achieve common objectives. The Authority's role in managing this process has been, and is an important part of controlling economic, environmental, and resident and visitor opportunities, challenges and the major impacts to the destination that may occur in the near future. It is therefore proposed that the Isle of Anglesey County Council continues to lead on a collaborative approach to Destination Management with its key partners. The continued ability of the County Council to lead, contribute, and influence this important aspect of economic development will be driven by resource availability (securing external funding and meeting the overall efficiency requirements).

B – What other options did you consider and why did you reject them and/or opt for this option?
The current Destination Management Plan was adopted in 2012 to support a coordinated approach to tourism development on the island. In developing a new set of objectives and actions, we have reviewed the progress to date (2012-2016), including successes and weaknesses and looked at the rationale for a new revised Destination Management Plan. The Private Sector (Destination Anglesey Partnership) has throughout this period provided a strategic steer, and taken ownership of the plan ensuring tourism is

managed and developed in a sustainable way. Without this engagement and commitment, the current plan would not have been as effective.

Through its dynamic leadership this private sector representation has been instrumental in developing the new management plan as a collaborative and achievable approach going forward.

The Welsh Government/Visit Wales continues to adopt the principle of destination management planning and the establishment of destination partnerships to deliver. This has been supported by financial resources as the sector is of critical importance to economic development in Wales.

As a result of the effective local collaborative approach, considerable private sector engagement and effort, and the Welsh Government policy, not reviewing and adopting a new Destination Management Plan is not an option.

C – Why is this a decision for the Executive?

The new Destination Management Plan continues to be a corporate priority. The County Council's ability to support and enable the visitor economy to grow is dependent on a number of Service areas.

The Executives support demonstrates continued commitment in a period of financial uncertainty.

D – Is this decision consistent with policy approved by the full Council?

The purpose and objectives of the Destination Management Plan (as well as the identified priority projects), are consistent with the aims of the County Council's Corporate Plan and the Regulation and Economic Development 2016-2017 Service Delivery Plans.

DD – Is this decision within the budget approved by the Council?

Resources currently exist to coordinate the plans activities and deliver the IACCs responsibilities.

Some elements will be fully dependent on securing external funding.

E – Who did you consult?		What did they say?
1	**Chief Executive / Strategic Leadership Team (SLT)** (mandatory)	
2	**Finance / Section 151**	

	(mandatory)	
3	**Legal / Monitoring Officer** (mandatory)	
5	**Human Resources (HR)**	
6	**Property**	
7	**Information Communication Technology (ICT)**	
8	**Scrutiny**	
9	**Local Members**	Engagement with both the leader and Portfolio holder to secure their support and potential actions within the new objectives
10	**Any external bodies / other/s**	Engagement has been undertaken with our Destination Anglesey Partnership (representing all tourism activities on the island), the Anglesey Tourism Association and Visit Wales regional engagement team to secure their support; as well as to identify opportunities and areas for external support

F – Risks and any mitigation (if relevant)		
1	**Economic**	A comprehensive Destination Management Plan will provide an opportunity to influence relevant developments to ensure positive economic benefits and a long term legacy for Anglesey. Tourism features within the New nuclear Build supplementary planning guidance.
2	**Anti-poverty**	Further development of the destination will contribute towards improved social interaction, mobility and attainment, as well as enhanced well-being and a quality of life.
3	**Crime and Disorder**	Further development of major events has been identified and greater collaboration and management of the Anglesey Safety Advisory group (SAG) to ensure all risks are identified and minimized
4	**Environmental**	The Countryside and environment is the backbone to Anglesey's tourism offer, as part of this, the Council's duties under the Countryside and Rights of Way (CROW) Act, 2000 and the Natural Environment and Rural Communities (NERC) Act, 2006 have been considered in the preparation of this DMP

5	**Equalities**	The Function is committed to providing opportunities and quality to all,
6	**Outcome Agreements**	Indirectly supports a number of the agreements, in particular theme 9 (Our language, culture and Heritage thrives) ensuring we increase the number of visitor visiting Anglesey because of our heritage attractions and arts events
7	**Other (Welsh language)**	The new Welsh Language standards have been identified within the DMP, and the need to ensure not only IACC, but also our private sector partners embrace the language and culture

FF - Appendices:

Appendix 1 – review document; Destination Management Plan 2012-2016
Appendix 2 – DMP 2016-2020
Appendix 3 – New strategic Objectives 2016-2020

G - Background papers (please contact the author of the Report for any further information):

Destination Management Plan 2012-2016

Economic & Community Regeneration

Review Document:

Destination Anglesey Management Plan 2012-2016

Official

(May 2016)

Author: Michael P. Thomas
Senior Development Officer, Tourism

Destination Anglesey Management Plan Review 2012-2016

Contents

Purpose

This report reviews the Destination Management Plan (DMP) from 2012-2016, and sets out the rationale for undertaking and adopting a new strategic plan for Destination Management going forward to 2020, taking into account the changes that have taken place on Anglesey, or likely to take place in the near future, including the significant energy projects i.e. Wylfa Newydd.

This report is set in the context of changes within priorities nationally, regionally and locally along with a reduction in resources and capacity within the service and the public sector as a whole.

Executive Summary

The current Destination Management Plan was adopted in 2012 in consultation with all our stakeholders as a new model to drive tourism forward on Anglesey.

During this period Anglesey has seen a number of key developments, and significant investments, including:

- Further developing and promoting our image and profile Locally, regionally, Nationally and internationally,
- We have seen a number of key developments within the food and local produce with new products, restaurants and profile raise
- A number of new investments across the island ranging from new attractions through to upgrading of the accommodation stock
- Anglesey has also maximized its potential as a World class venue for attracting Major events from the Olympic torch through to attracting the Grand Depart of the Tour of Britain
- Anglesey now attracts over 30 cruise ships annually, with an annual economic impact in excess of £1M to north Wales
- Economic impact of tourism has risen from £237Million to in excess of £261 Million
- Named number 4 best island to visit in the UK according to TripAdvisor

All of this has taken place in a time of sheer austerity and reductions within the public sector

In order to facilitate this process a new partnership was established, the Destination Anglesey Partnership (DAP) as a public/private/third sector partnership to replace the existing Anglesey Tourism Partnership which was in place since 2000 to provide a more coherent and strategic approach to driving the visitor agenda forward and in line with Visit Wales and Welsh Governments priorities.

The DAP is an informally constituted body; a coming together of the key agencies to enhance communication within the sector and address key opportunities and issues in a coordinated fashion. The DAP does not take over the role of its individual

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partners. Essentially, the inherent roles of the public sector agencies as destination managers remain as do the roles of the private sector associations in representing their members who service the visitors.

The delivery of the DMP to date has mainly been funded by the isle of Anglesey Council with contributions from partners including, Visit Wales, Welsh Government, and Horizon through the PMO office. During the period Anglesey has been fortunate in drawing down external European funds, which have enabled us to undertake several additional activities contributing to the overall outputs of the DMP.

These outputs, although significantly delivered upon have been challenging since the development of the DMP as a number of significant changes have happened globally both in terms of the economic/security situation, but also possibly more relevant is the ability for people to receive information in significantly different ways, and something that needs to be taken on board with any new plan and the mechanisms for reviewing and reporting.

All this needs to be taken in the context of significant infrastructure projects coming to Anglesey in the shape of a new nuclear power station, National grid connection from Wylfa to Pentir, Offshore energy developments, and scope for both the development of a new leisure park and workers accommodation to service the needs of construction workers for the above. Pre-development works and consultations have taken place on these during the current destination Plan period. But will have a significant impact on any new plan going forward.

But don't just take our word for it:

Top 10 Islands — United Kingdom (Anglesey named 4th) ahead of locations such as Guernsey and the Isle of Man

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Purpose of reviewing the Destination Management Plan (DMP):

With a Number of activities having taken place or likely to take place in the near future, including reduced capacity within the public sector and the very real potential of Wylfa Newydd just around the corner, it is vital we take this opportunity to take stock through evaluating and reviewing our position in relation to Anglesey as a destination. This is further compounded when considering Visit Wales Partnership for growth strategy; which identifies Tourism as a rapidly changing global industry, with ever more Countries presenting themselves as viable and attractive tourism destinations all competing for our business.

Introduction and Context for the review

Anglesey's tourism industry currently attracts over 1.5 million visitors annually with a total economic impact in excess of £260 million a rise of over 9% since 2012. The sector also supports over 4,000 jobs on the island and is now one of Anglesey's largest industries.

On top of this Anglesey is also home to the second busiest port in the UK just behind Dover, catering for in the region of 2Million transient visitors annually travelling between the UK and the republic of Ireland, along with hosting a growing number of international cruise ships.

Tourism contributes to the local prosperity and quality of life in Anglesey, and as an Island we need to manage and develop tourism because this is where our natural comparative advantage exists. In addition, tourism:

- Supports cross-cutting services and infrastructure which benefit local people e.g. transport links, the range of shops and services and cultural facilities; and
- Helps promote a positive image of the Island to the outside world which, in turn, can attract investment and make people feel better about the place in which they live.

Tourism on Anglesey has long been a major driver of quality of life and opportunity for visitors, but its positive impact could be increased significantly. A detailed list of recommendations is the centrepiece of the Destination Anglesey Management Plan

Economic & Community Regeneration (E&CR) Service

The current DMP is managed and serviced on behalf of both internal and external partners by the E&CR Service.

The Service aims to:
- Improve the local economy and create jobs and prosperity for local residents;
- Ensure local people, communities and businesses capitalise upon all future transformational opportunities;
- Improve quality of life and reduce socio-economic inequalities;
- Provide formal opportunities for people on Anglesey to live their lives in a health way;
- Create vibrant and healthy communities;

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Develop and promote the Island's tourism offer (and effectively manage the County Council's coastal assets).

As part of this remit and to deliver on the DMP, the service currently hosts the Tourism and Marketing officers, and has responsibility for the Visitanglesey brand and its associated on-line and off-line platforms.

Overview of the Destination Management Plan (DMP) and Destination Anglesey Partnership (DAP)

Destination Management Planning is an innovative, integrated approach to sustainable tourism development within Anglesey. The approach enables the public sector, tourism and non-tourism related business, non-profit organisations and the community to collaborate to achieve common objectives, such as increasing the value of tourism

The Destination Management Plan approach was adopted in 2012 and aligned itself to the National Tourism Strategy for Wales, to ensure brand positioning and marketing synergy on a local, regional, national and international level. Since its adoption the Anglesey Destination Management Plan (DMP) has become the shared statement of intent to manage the destination in the interests of the visitor economy, articulating the agreed roles of the different stakeholders and identifying clear actions that they will take

The Destination Anglesey Partnership (DAP) was established in early 2012 as part of the DMP to formalise and improve communication between the private and public sectors. The DAP also provides a strategic steer to ensure Tourism is managed in a sustainable way, thus maximising the benefits for long-term prosperity and reducing any negative impacts where practicable.

The Review process

The DMP has been reviewed both internally and externally with stakeholders consulted about their priorities within the current plan and those for consideration within a new plan up to 2020. On December 2nd 2015 an Annual forum was undertaken with the election of new sector representatives for the DAP, and an overview of the DMP to date.

Key Outputs and Outcomes from the current DMP

Since the Anglesey Destination Management Plan was adopted it has delivered a programme of activities against each of its strategic objectives (shown below). guided by its 12 sector representatives who currently meet quarterly. The outcomes and outputs from the DMP are far reaching and demonstrate the value of partnership working. But also the risks associated with public sector reductions.

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During the Plan period Anglesey has been successful in attracting a number of significant private sector investments on the island which have also secured Tourism Investment Support Scheme Funds (TISS) from Welsh Government, including TreYsgawen hall, Woodlands guest house, Rib Ride, Caffi'r parc, Plas Marian, Penrhyn Farm, Sea Shanty, Blackthorn farm, and Plas Cadnant. This shows a large commitment locally, but also a significant commitment from Welsh Government and the robustness of Anglesey as a destination.

On top of these we have also seen considerable investment by other businesses including Dylans in Menai Bridge, Tavarn on the Bay and St Davids spa, Plas goch holiday homes, and proposals in for the Land and Lakes development in Holyhead.

Anglesey has also been fortunate in obtaining external funding from both the lottery and EU to develop a number of key infrastructure projects including developing our coastal infrastructure through the EU Coastal environment project, including the re-building of Beaumaris pier, rights of way through the RDP Ymweld a Mon programme and new signage along Lon las Cefni. Major improvements to our heritage attractions, including the development of the new copper Kingdom visitor centre in Amlwch through the EU HTP programme and associated lottery funding to improve Mynydd Parys.

Performance Review – DMP Strategic Objective 1

To promote Anglesey's Image and distinctive strengths

Progress on Identified Priorities	Priorities for New DMP
• New bilingual visitanglesey website developed and being managed by IACC. • Baseline research gathered and being further developed • New social media channels developed • Review of print undertaken and production of new guides published to replace a plethora of leaflets and brochures • PR secured over the 4 years through external funding creating £xx worth of coverage	• Ensure that the Anglesey brand is embedded and utilised in all Anglesey related information • Ensure priority is given to maintaining an updating the visitianglesey digital platforms as a single source of information
Other Key Achievements & Opportunities	**Not achieved to date and Likely threats**

• External funding secured from Visit Wales
• New Anglesey TV advert commissioned and shown in North West and Wales
• Capitalized on Visit Britain's campaigns focusing on:
   ○ Great names campaign, featuring unique place names across all channels in China (featured Llanfair PG)
   ○ Llanddwyn featuring across VB poster campaigns at Heathrow, following work to get Rupert Grint here for their original Britain is great campaign
	• visitanglesey website will need constant capacity and resource to ensure its longevity and updating
	• Lack of funding for marketing activity going forward
	• Changes in regional and national structures have impacted on the local and regional marketing of activities. The demise of TPNW in 2014 had a major impact on regional marketing activity 9golf, walking and outdoors)
	• No universally recognized island wide interpretation strategy in place, and hard to implement with other bodies and projects all wanting their own kudos

Performance Review – DMP Strategic Objective 2

To invest in product excellence

Progress on Identified Priorities	Priorities for New DMP
• Secured funding from NDA to undertake the ride Anglesey activity and the Tour of Britain Grand depart • Working with PMO and stakeholders to support the land and lakes development • Developed and Supported Gorau Món in maximizing the exposure of local produce and supported their food events and food slams across the island • The Plan has supported and provided necessary input into various planning applications for new businesses and the further development of existing	• Further support and develop the Local produce offer both in terms of local but also in terms of supply chain • Support events that are in line with the Welsh Governments major events strategy and support the councils own events strategy • Constantly review and ensure our bedstock data is robust and kept updated
Other Key Achievements & Opportunities	**Not achieved to date and Likely threats**
• Supported and maximized the Anglesey exposure in relation to the Olympic torch (partnership with RAF, RNLI, LACOG and local emergency services) • Tour of Britain grand depart • Local produce and events strategy produced allowing us to secure additional funding/events to the island • Supported the commonwealth torch visit to Anglesey	• Uncertainty over council run attractions and certain leisure facilities long term

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Performance Review – DMP Strategic Objective 3

To promote an outstanding experience

Progress on Identified Priorities	Priorities for New DMP
• Evaluation on our remaining TIC undertaken and subsequent closure. We have now developed a series of 12 TIP's within key settlements which have been received positively • Access to the coast has been improved with major projects undertaken as part of the coastal environment scheme, including the Pier in Beaumaris, Cemaes Bay, Porth Dafarch and St Georges Pier. • Walking trails have been further developed and signed through Ymweld a Mon	• Further develop Holyhead into an International visitor gateway • Build on the cruise welcome and offer on Anglesey • Secure funding from External sources to maximize potential of Anglesey
Other Key Achievements & Opportunities	**Not achieved to date and Likely threats**
• NWEAB identified Holyhead as a key priority for EU attractor funding to develop the area into an international visitor gateway	• Public toilets are non-statutory and community toilet scheme is discretionary which will have an impact on the visitor amenities

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Performance Review – DMP Strategic Objective 4

To work together in Partnership

Progress on Identified Priorities	Priorities for New DMP
- Include DAP in new all project development processes : more communication through the DAP reps 1 DAP board meeting hosted 1 DMP board meeting hosted - Menter Mon co-opted to the Destination Anglesey Partnership - Work with partners and stakeholders to identify opportunities for devel- oping new projects and funding.: ongoing	- Facilitate scheduled DAP and DMP Board meetings - Develop options for restructuring the DAP
Other Key Achievements & Opportunities	**Not achieved to date and Likely threats**

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External environment going forward

Since the adoption of the DMP and DAP as a working model for delivering the destination a number of external influences have impacted on the delivery of the plan, including the global economic downturn which in turn has affected the resources available to deliver the plan in its entirety. These changes include:

- TPNW as a regional delivery partnership ceasing to exist
- Reduction in funding regionally through Visit Wales
- Reduction in capacity and resource within Anglesey Council
- Digital technology becoming more prominent
- External projects coming to an end

The most important strategic issues for the DMP in the future:

1. The impact of Major Energy projects on the island, and how the tourism industry can maintain its market share and flourish
2. The continuing need for political, industry and stakeholder commitment, especially in terms of their understanding the value of the visitor economy
3. The need to further develop partnerships with developers
4. The increasing needs for high quality research and data collection, which will help influence our actions and produce the best return on investment.
5. Demonstrate value for money in a time of austerity and reducing resources
6. The ability to secure new sources of external funding, and income generation
7. Adopt 'smarter' ways of working and reporting on the DMP outputs and outcomes

Next Steps

The review has been undertake internally by the economic and Community regeneration Service.

It will identify, propose and establish improvements in the co-ordination, operation and performance of the Function's existing business systems and processes.

The focus of the review will focus on the issues outlined above.

Following formal adoption by the executive, the proposal is to publish the review and make available to both our internal and external partners.

Destination Management will also need to be integrated into the wider Isle of Anglesey County Council's Corporate Plan, and Service Delivery Plans, where tourism is identified as a key cross cutting priority

Business Change priorities

In Line with the Welsh Government (Visit Wales) and specifically to Anglesey we have identified a number of key Strategic Objectives, which both build on the current ones and add to this with additional major impacts likely to take place in the plans

duration to 2020. These 7 new strategic objectives will be incorporated into a deliverable action plan, refocused vision and amended terms of reference for both the Internal DAP and External stakeholder group.

These suggested changes are designed to stimulate and provide a robust focus to the DMP itself, its partners and our wider visitor economy, showing that the plan has moved forward in its understanding of the issues and external environments which will affect Anglesey in the future.

Conclusion / Successes

During this period Anglesey has seen a number of key developments, and significant investments. The destination Management Plan has provided a sound grounding for these, along with a sense of stability and credibility to the destination. This has worked alongside Visit Wales and other stakeholders, providing a strategic context for their decision making locally, and enabling the following key achievements:

- Further developing and promoting our image and profile Locally, regionally, Nationally and internationally,
- We have seen a number of key developments within the food and local produce with new products, restaurants and profile raise
- A number of new investments across the island ranging from new attractions through to upgrading of the accommodation stock
- Anglesey has also maximized its potential as a World class venue for attracting Major events from the Olympic torch through to attracting the Grand Depart of the Tour of Britain
- Improved and developed our coastal assets including rebuilding Beaumaris pier, and various new slipways/access to the sea
- Anglesey now attracts over 30 cruise ships annually, with an annual economic impact in excess of £1M to north Wales
- Economic impact of tourism has risen from £237Million to in excess of £261 Million
- Named number 4 best island to visit in the UK according to TripAdvisor

All of this has taken place in a time of sheer austerity and reductions within the public sector

Going forward it is vital that a coordinated Destination Management Plan is in place an adopted enabling us to all work smarter and maximise the available resources ensuring that the value and importance of Anglesey as a destination is recognised and maximised. As a destination we also need to capitalise on the associated developments taking place, but not at the expense of the visitor infrastructure and perceptions of Anglesey as a much visit destination.

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But don't just take our word for it:

Top 10 Islands — United Kingdom

(Anglesey named 4th) ahead of locations such as Guernsey and the Isle of Man

6 Blue Flag beaches, 6 seaside resorts and 19 Seaside rural awards

Café / Bistro of the year - The Marram Grass Cafe (Newborough)

Hotel restaurant of the year - Lastra Farm Hotel & Restaurant (Almwch)

Best maxican - Escelantes Mexican (Holyhead)

Seafood supplier of the year - The Lobster Pot (Anglesey)

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APPENDIX 1: Destination Anglesey Partnership structures

The terms of reference and structures of the partnership have been in existence since the formation of the DAP, and have been amended slightly to show the changes in organisational structures across Wales (i.e. demise of TPNW and changes within Visit Wales)

Effective, quality destination management requires the involvement of all stakeholders through clear communication and transparent decision-making. In particular, this requires pro-active engagement between the three key partners: the local authority as destination managers, the private sector as the service providers *and Visit Wales through its regional engagement team.* It also requires the involvement of a range of other parties with an interest in tourism, subject to local circumstances.

Anglesey has, unlike many other destinations in Wales, had private sector representation for some time through the Anglesey Tourism Association (ATA) and the Anglesey Attractions Association (AAA). One option would be to use these agencies as the private sector representatives in the Destination Anglesey Partnership. However, consultation with representatives of these groups and others has indicated that there is a preference for a broader, more inclusive structure to the Partnership with representatives from a number of discrete thematic sub-groups. These representatives would be drawn from a wider annual forum of all tourism businesses on the island. Unlike some other destinations, there is no compelling need for geographical representation.

The thematic groups to be represented will include:
1. Serviced accommodation
2. Self-catering accommodation
3. Caravan sites (BH&HPA rep where applicable)
4. Outdoor activities
5. Attractions/heritage
6. Events
7. Local producers (arts, crafts, food, drink)
8. Retailers
9. Transport operators
10. Restaurants

The number and range of sectoral groups can be rationalised or expanded as experience dictates.

The elected representatives would represent their sectoral members on the Destination Anglesey Partnership, rather than as individual enterprises and would be

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required to take a strategic view on the range of issues and initiatives involved in the DMP. (These thematic groups will be able to communicate with their respective constituencies, and with other groups.)

NB: All tourism businesses on the DMP database will be invited to put forward a candidate for their specified thematic group. Where there is competition for a post, elections will be held.
Other tourism stakeholders:
Visit Wales regional engagement officers will sit on the Destination Anglesey Partnership as advisers, providing national and regional context and guidance.

It is recognised that there is a variety of other stakeholders with an interest in tourism on the Island. These will include, but are no limited to:
UK and Welsh Government, along with other agencies such as the Forestry Commission, Countryside Council for Wales, CADW, and the National Trust.
Local and regional agencies such as Coleg Menai, Menter Mon, North Wales Wildlife Trust, North Wales Tourist Guiding Association, Anglesey Attractions Association and the Anglesey Tourist Association (ATA).
Ad hoc players such as RAF Valley, a major economic driver, and employer

When appropriate, any of these groups or individuals might be co-opted or invited to join the Partnership to help address a particular issue or move a particular initiative forward.

Structure:
A partnership between the IACC Internal DMP Board, represented by the Chair of the Board or his appointee, and the private sector represented by a number of thematic sub-group representatives (see above). This Partnership can be supplemented by co-opted stakeholders as required.

The Tourism Portfolio Holder should be invited to attend. The on-going involvement of the Community should be harnessed through local councillors and direct communication with the community councils although it would be appropriate to involve a local representative for any geographically specific initiative.

The Partnership will be co-ordinated and serviced by the DMP officer team. We would also recommend that the Countryside Officer be invited as a permanent observer[1]. See Fig 1.

The Chair will be elected from the private sector group and will be invited to attend the IACC Internal DMP Board meetings.

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[1] The AONB and coast are central to the DMP. Close collaboration would also assist the specific objective in the IACC Corporate Plan for closer partnership working with JAC.

Fig 1: Destination Anglesey Partnerships structure
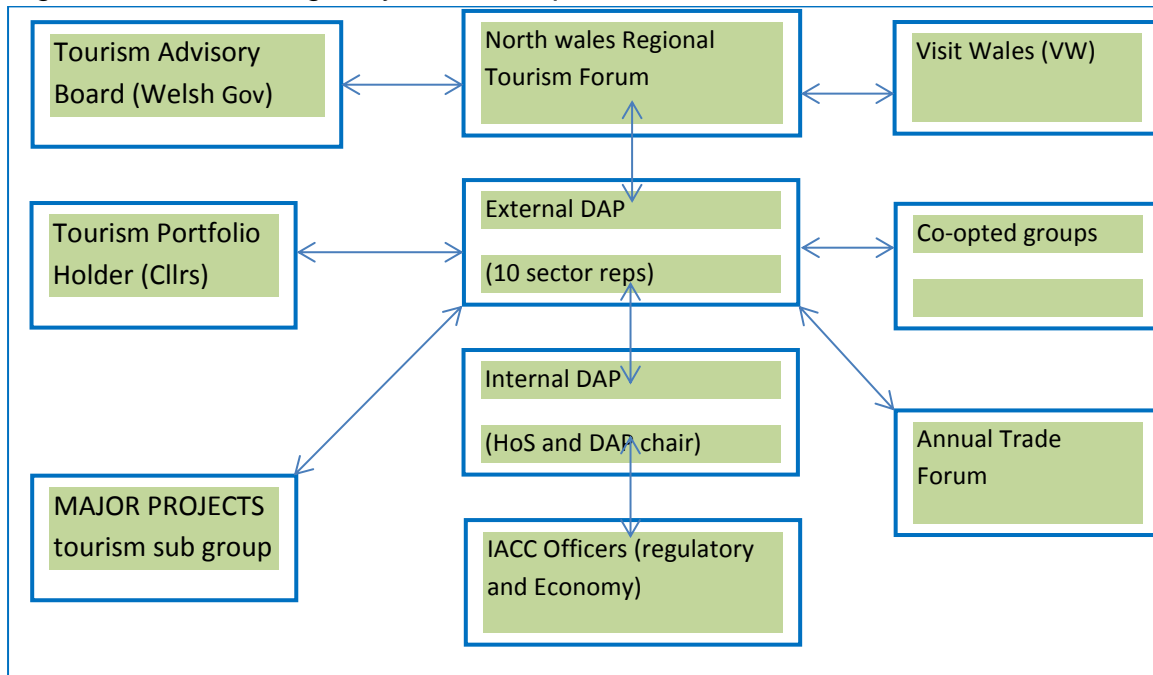
Destination Anglesey Partnership is an informally constituted body; a coming together of the key agencies to enhance communication within the sector and address key opportunities and issues in a coordinated fashion. The DAP does not take over the role of its individual partners. Essentially, the inherent roles of the public sector agencies as destination managers remain as do the roles of the private sector associations in representing their members who service the visitors. The DAP should – put simply – just be the vehicle for co-ordination between its members, identifying what needs to be done but responsibility for action will still lie with the individual partners - or sub-groups involving different parties set up for specific project implementation. (See DMP Delivery Plan)

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APPENDIX 2: Destination Anglesey Partnership: Constitution and Terms of Reference

Destination Anglesey Partnership: Constitution and Terms of Reference

1. Destination Anglesey Partnership Name

1.1 The name of the Partnership will be Destination Anglesey Partnership (DAP).

1.2 DAP will comprise of:

    1.2.1 An annual Forum.

    1.2.2 An Executive Board which will assist in the draft, delivery and monitoring of the Destination Management Plan (DMP) for Anglesey, meeting at least four times per annum.

2. The Aim of the Destination Anglesey Partnership

2.1 The Aim is to:

Develop a successful and sustainable tourism industry on Anglesey which generates wealth for the Island, draws on and sustains its special environment and culture, brings enjoyment to visitors and at the same time contributes to residents' quality of life.

(DMP Aim)

3. The Objectives

3.1 All the activities and decisions taken by the Executive Board shall contribute (directly or indirectly) towards achieving the goals and objectives of the Anglesey Destination Management Plan.

3.2 All activities will be undertaken in a manner which promotes equality of access and opportunity for the counties residents whilst showing regard for the further enhancement of the Welsh language, local culture and the natural environment and thus ensure the delivery of sense of place.

3.3 If the Aim is to be achieved and the actions delivered, all partners must turn their general support into specific commitments. Roles and responsibilities should be allocated together with key partner organisations to ensure specific initiatives and actions are delivered.

4. Functions of Destination Anglesey Partnership

4.1 The Executive Board will carry out the following functions:

4.2 Support the Destination Management Plan and its Delivery Plan, to drive destination management forward in Anglesey.

4.3 Hold an annual Forum to report on achievements. The Tourism Forum to be an inclusive gathering and will be thematically representative of Anglesey.

5 Structure and Relationship to Other Local Partnerships

5.1 The Executive Board will be an informally constituted body.

5.2 Elections and re-election of members to The Executive Board. This to be part of the annual Forum.

5.3 Members to be elected for a three year term unless agreed otherwise.

5.4 The election process to be a transparent and fair process, robust enough to stand up to external scrutiny.

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5.5 In order to achieve its objectives, the Executive Board must work closely with other local partnerships and groups where applicable.

5.6 Other stakeholders may be co-opted to the Executive Board to assist on a temporary basis.

5.7 Members of the Executive Board may form sub-groups (with co-opted stakeholders) to address specific issues.

6. Composition

Tourism is a key sector of the local economy and as such it has a wide impact across many different communities. The Executive Board must therefore be inclusive of these communities which include:

6.1.1 Tourism sector businesses.

6.1.2 Other businesses which are indirectly dependent on or affected by the tourism sector.

6.1.3 Local champions or those whose actions and attitudes generally exert direct or indirect influence on the tourism offer.

6.1.4 Business support and other public organisations assisting the tourism sector.

6.1.5 Localities whose economic, social and environmental wellbeing are affected by the tourism sector.

The Executive Board shall be composed of public, private and third sectors.

7. Finance

The business of the Executive Board may be financed through:

Direct partner funding for individual projects.

Bids made by Destination Anglesey Partnership for core and/or project funding from Visit Wales and other sources.

8. Conduct of business

The Partnership and all its subordinate groups will operate on the basis of consensus. In the event of a disagreement the Chair, using all appropriate channels shall seek to resolve any differences arising within the Partnership.

9. Meetings

9.1. The Executive Board will determine its pattern of meetings so as to ensure proper and timely conduct of the Partnership's business. It will be expected to meet at least quarterly or when requested by the Chair. For the convenience of members, the Executive Board will agree a forward schedule showing date, timing and location of meetings, normally 6 months in advance.

9.2. Meetings will normally be convened by the Chair in conjunction with the Secretariat.

9.3 The Chair of the Executive Board and Secretariat will draw up an agenda which will be circulated ten working days before the meeting. Minutes of the previous meeting will be attached.

9.4. All additional papers will be made available with the agenda and minutes.

9.5. All activities will be undertaken in an atmosphere of openness and transparency, communication and consultation, including the publicising of its work and disseminating information to a wider community.

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Economic & Community Regeneration

Destination Anglesey Management Plan 2016 - 2020

Official

April 2016

Author: Tesni Owen Hughes
Tourism & Marketing

Destination Anglesey Management Plan

> **Vision: "Coordinating all the activities and services which impact on the visitor and their enjoyment of a destination"**

Content

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3. Why is tourism important to Anglesey?
4. What is a Destination Anglesey Management Plan?
5. Strategic Context
6. Policy Context
7. What do we want to achieve?
8. Our recommendations / Priorities

Introducing the destination

Anglesey is many things to many people. It is a place that inspires, a place that appeals to all the senses – a place to see, hear, taste, smell and feel. It is a place to get away from it all. But most of all, Anglesey is a place to get out and do.

From the minute you cross one of those 2 bridges you'll see stunning landscapes, unspoilt coastlines and picturesque towns and villages that are just waiting to be explored. Miles of scenic walks on the on the Isle of Anglesey Coastal Path and cycle paths await you, as do some of the best water based activities.

There is so much to be discovered, from the islands rich culture and heritage and wonderful gardens to the unusual 'moonscape' landscapes that are home to an extraordinary amount of plants and wildlife.

Much of our coastline has been designated an Area of Outstanding Natural Beauty (AONB), and come rain or shine our fabulous beaches offer something for everyone – vast stretches of sand, safe swimming for the kids and windswept bays where a bracing walk and rock pooling are the call of the day.

We want to….

- Be a destination, internationally known for its beautiful coast, heritage and distinctive culture
- easy to get to but rewardingly different
- A family holiday destination and a market leader for outdoor activity tourism of all sorts
- Plenty going on at all times of the year, whatever the weather, with a lively, living culture
- A place that features in the media for the quality of its food, hospitality and interesting places to stay
- An island that cares for its natural assets and welcomes visitors

Why is tourism important to Anglesey?

Anglesey's tourism industry currently attracts over 1.5 million visitors annually with a total economic impact in excess of £260 million. The sector also supports over 4,000 jobs on the island and is now one of Anglesey's largest industries.

On top of this Anglesey is also home to the second busiest port in the UK just behind Dover, catering for in the region of 2 million transient visitors annually travelling between the UK and the republic of Ireland, and a growing number of international cruise ships.

Tourism contributes to local prosperity and quality of life in Anglesey. The Island needs to manage and develop tourism because this is where it has a natural comparative advantage. In addition, tourism:

- Supports cross-cutting services and infrastructure which benefit local people e.g. transport links, the range of shops and services and cultural facilities; and
- Helps promote a positive image of the Island to the outside world which, in turn, can attract investment and make people feel better about the place in which they live.

Tourism on Anglesey has long been a major driver of quality of life and opportunity for visitors, but its positive impact could be increased significantly. A detailed list of recommendations is the centrepiece of the Destination Anglesey Management Plan.

What is a Destination Anglesey Management Plan?

Destination management is a process of coordinating all the aspects of a destination that contribute to a visitor's experience, taking account of the needs of visitors, local residents, businesses and the environment.

A destination management plan is a shared statement of intent to manage a destination over a stated period of time, articulating the roles of the different stakeholders and identifying clear action that they will take.

Partnership approach

In 2012 the Isle of Anglesey County Council published a destination management plan for Anglesey. Along with this, a Destination Anglesey Partnership was established, bringing together private sector representatives from the tourism trade with other local stakeholders.

Working together is the best way to develop a successful and sustainable tourism industry on Anglesey, which generates wealth for the island, draws on and sustains its special environment and culture, brings enjoyment to visitors and at the same time contributes to the quality of life of local people.

Destination Anglesey Partnership members, elected at the annual tourism forum in 2015 will develop, monitor and drive forward the Destination Anglesey Management plan along with the programme board consisting of cabinet members and heads of service within the Isle of Anglesey County Council.

The structure in place worked well to deliver the previous management plan and we will adopt the same approach to deliver the revised DMP from 2016 to 2020.

Isle of Anglesey County Council approach

The Destination Management Plan approach in North Wales is given by Partnership for Growth: The Welsh Government Strategy for Tourism 2013-2020 with the ambition to achieve growth in tourism earning in Wales by 10% or more by 2020.

The Isle of Anglesey County Council will strategically align itself with Welsh Government's Strategy for Tourism to ensure brand positioning and marketing synergy on a local, regional, national and international level.

With a joint approach to destination management from the Isle of Anglesey County Council and Welsh Government, the goal is for;

'Tourism to grow in a sustainable way and to make an increasing contribution to the economic, social and environmental well-being of Wales.'

Focusing on five key areas with an ambition for growth;

Promoting the Brand

- Developing a distinctive and unique national identity that can drive measurable economic, social and cultural benefits. Focusing on promoting the brand and differentiating destinations by promoting distinct characteristic and personality.

Product Development

- Working with the private sector to develop, market and manage areas of competitive advantage wisely and effectively to attract more business from new markets and achieve 10% growth target. Focused investment will be required to improve the overall tourism experience to grow the sector with confidence.

People Development

- Developing the tourism workforce that can help make every visitor experience an exceptional one, to grow the visitor economy. Better understand the attitudes to tourism in the wider community that have an impact on the visitor experience, and support develop and equip the workforce with the skills to deliver the best possible experience for visitors.

Profitable Performance

- Achieve real and measurable sustainable benefits through tourism by improving the viability and competitiveness of tourism enterprises, maximising the proportion of income retained locally through supply chains and improving the quality of tourism jobs. Generate long-term and lasting local benefit which is welcomed by and support local communities.

Place Building

- Provide a high quality environment for the visitor, facilities of which will also be used by the communities in which they are located, helping generate local income and jobs. This will play a role in contributing to spatially focused regeneration programmes throughout Wales.

The Destination Management Plan will also encompass two significant infrastructure projects ensuring that the Isle of Anglesey County Council capitalise on both developments during the pre-planning stages and mitigate any risk towards the tourism industry on the island prior to submission of the development consent order.

Destination Management is also integrated into the wider Isle of Anglesey County Council's Corporate Strategy 2013 – 2017, where tourism is identified as a key

priority; '*Support the visitor economy by working with partners to promote Anglesey's image and distinctive strengths by utilising our Destination Management Plan.'*

The Destination Management will also integrate into the Economic and Community Regeneration Service's 2016-2017 priorities:

Tourism & Maritime – Being one of the visited tourism destinations in Wales by:
- Working in partnership to promote Anglesey's distinct image and attributes.
- Developing, implementing and supporting activities to strengthen the island's visitor economy.
- Providing a modern, effective and commercially aware Maritime Function that meets the needs of the island's coastal communities, maritime users and visitors.

What do we want to achieve?

We want to develop a successful and sustainable tourism industry in Anglesey which generates wealth for the island, draws on and sustains its special environment and culture, brings enjoyment to visitors and at the same time contributes to residents' quality of life.

More specifically, we want to;

- Create and support worthwhile jobs and business opportunities
- Benefit the wider economy of the island through strengthening the image of Anglesey and developing linkages with other sectors of the economy
- Draw on, and help to sustain Anglesey's special natural assets and culture
- Contribute to the vitality of the island and quality of life for people living and working in the area, and engendering local pride
- Provide an exceptional experience for all visitors

Above all we want to establish a thriving, innovative and profitable tourism sector which will continue to deliver these benefits for generations to come.

Our Recommendations / Priorities

The five strategic objectives identified are entirely appropriate to Anglesey. These objectives are strategically aligned with Partnership for Growth: The Welsh Government Strategy for Tourism 2013-2020essential and have been integrated into the wider Isle of Anglesey County Council's Corporate Strategy 2013 – 2017. The strategic objectives are as follows.

Strategic Objective 1: Promote the Anglesey brand - Promotion

Anglesey needs more visitors, particularly in off-peak periods. There is a need to improve the image of the destination, put out more inspiring messages and encourage new visitors and those who are already familiar with it to return more often. The proposed actions under this objective all contribute to the preparation of a new marketing plan addressing a range of identified priorities.

The starting point is to lay some new foundations for marketing Anglesey, marshal the necessary data, define target markets and continue to implement the brand. There is also a need to review the plethora of printed materials and look at how both the public and private sector can access the Anglesey brand guidelines.

Strategic Objective 2: Invest in product excellence - Product

Anglesey needs to enhance the quality of its offer at all levels through continued investment. It is the better quality destinations and enterprises, often irrespective of price, that perform the best. Quality facilities mean better occupancies and a longer season. We must stimulate new development, investment and innovation to meet market demands (without compromising on existing businesses) in order to compete with other destinations. Key priorities are providing more, good quality accommodation, distinctive attractions and a range of exciting events and activities.

Strategic Objective 3: Provide an outstanding experience - People

Delivery of a total quality experience from the visitor's arrival to his/her departure with access to accurate destination information both prior and during visit, a warm welcome and excellent service. In addition, attractive and well maintained public places, with the necessary hard and soft infrastructure e.g. digital, structural, plenty to explore and a sense of being somewhere different. Key priorities are creating well-managed places, enriching experiences, reliable transport hubs and skilled people.

Strategic Objective 4: Work in partnership – Profitable Performance

Create a strategy that will have a sustainable approach to tourism growth. We want to see an economically prosperous tourism industry on Anglesey that generates long-term and lasting local benefit, welcomed by and supports local communities.

There is an emerging framework for supporting and directing the tourism industry on the Island, a mechanism for tourism stakeholders to relate effectively to each other, but there is a need for clear rules of governance for, and excellent communication between, all stakeholders. Quality management of the annual delivery plan along with careful monitoring will achieve real and measurable sustainable benefits.

Strategic Objective 5: Build on Anglesey and develop region – Place Building

Visitors are seeking authentic experiences in their choice of things to see and do. A planned approach to destination management in Anglesey allows local tourism communities to decide what is most important to put in place to maximise visitor satisfaction and stimulate local support for tourism. We will seek to provide a high quality environment for the visitor, facilities of which will also be used by the communities in which they are located, helping generate local income and jobs.

Strategic Objective 6: Energy Projects and Strategic Infrastructure

Ensure that the proposed large-scale investment such as Wylfa Newydd have close cooperation between everyone involved, ensuring this development can go ahead with minimal disruption to local communities and the tourism economy, mitigating the risks. It's as vitally important that we invest resources to ensure that Anglesey can fully capitalise on the potential inward investment, contributing positively to the economic prosperity of Anglesey.

Strategic Objective 7: International Visitor Gateway

Capitalize on Holyhead as a major gateway for tourists, travellers and passengers which pass through on an annual basis. Two million ferry passengers travelled through Holyhead port in 2014, boosted by the increase of international traffic coming through from cruise ships, now targeting Wales as a key tourist destination. We will consult with key partners and stakeholders to maximise the benefits of the project.

A four year action plan has been prepared and will be reviewed by the Destination Anglesey Partnership and the Isle of Anglesey County Council's Transformational Board. Annex A demonstrates clearly how each strategic objective shall be met against the key performance indicators.

Four year action plan (2016 - 2020)

Strategic aims and priorities		Ref	Action	Lead Partner	Partners	Timescale	Source of funding	Current capacity for Isle of Anglesey County Council to deliver (RAG)
1. Promotion	Branding	1	Produce and deliver annual island wide marketing plan	IACC	DAP	Annual	Core staff and budget	🟩
			Maximise number of PR opportunities	IACC	All	Year 1 - 4	Core (staff time)	🟩
			Ensure Visit Anglesey brand is used in all private sector activity	All	DAP	Year 1 -4	Core (staff time)	
	Digital	2	Increase uptake of visitors using the Visit Anglesey digital platforms	IACC	DAP, Visit Wales	Year 1 - 4	Core staff and budget	🟩
			Development of digital tools to enhance products on the ground and websites	Welsh Government	All	Year 2 - 4		
	Research	3	Carry out an annual research review analysing current trends as well as identifying product deficiencies	IACC		Year 2	Core staff and budget	🟧
			Undertake regular visitor surveys to measure visitor satisfaction, product strengths and weaknesses and value for money	Visit Wales	IACC	Year 1 - 4	Visit Wales / Horizon / National Grid	
	Trade (Joint)	4	Provide potential developers with research and intelligence	IACC	All	Year 1 - 4	Subject to research undertaken and capacity	🟧
	Culture (language)	5	Ensure digital and promotional material is produced bilingual, and encourage trade partners to embed the Welsh Culture and language in all activities	Private Sector		Year 1 - 4	Core (Welsh language standards)	

Strategic aims and priorities		Ref	Action	Lead Partner	Partners	Timescale	Source of funding	Current capacity for Isle of Anglesey County Council to deliver (RAG)
2. Product	Accommodation	1	Private sector to identify methods to assist the visitor in identifying and booking their preferred experience	Private Sector	NWT, ATA, AAA, Letting agencies	Year 1		
	Food	2	Support and deliver the food tourism strategy and action plan	Gorau Môn	Menter Môn, Welsh Government	Year 1 - 4	Menter Môn and Welsh Government	
	Events	3	Support and develop the Anglesey Safety Advisory Group (SAG) to ensure high quality / robust, safe events taking place	IACC	Welsh Government, Private Sector	Year 1 - 4	Core staff and budget	🟧
	Environment	4	To improve and enhance Anglesey's quality coast and countryside environment (through implementation of the AONB management plan)	IACC	AONB JAC, NRW, Geo Môn, Red Squirrel Conservation Trust, North Wales Wildlife Trust	Year 1 - 4	AONB, funding from NRW	🟧
	Attractions	5	Improve the quality of visitor and recreational provision, supporting all-weather facilities including any council owned attractions	IACC	Visit Wales / Sports Council/ Major Developers / Private Developers	Year 1 - 4	Visit Wales / Sports Council / both major and private developers / sport development and education / mitigation	🟥

Strategic aims and priorities		Ref	Action	Lead Partner	Partners	Timescale	Source of funding	Current capacity for Isle of Anglesey County Council to deliver (RAG)
3. People	Skills	1	Encourage careers in the tourism industry	Private Sector	Coleg Llandrillo	Year 1 - 4	ATA/Coleg Llandrillo	
			Potential for creating a 'Local Ambassadors Scheme' to assist and enhance visitor welcome	Private Sector	Coleg Llandrillo	Year 2	Welsh Government (linked to cruise welcome)	
			Support a network of hotel schools/centres of excellence, comprising of organisations that offer excellent training opportunities	Private Sector		Year 1 - 4	Private Sector	
			Introduce industry mentoring service, using 'best in class' exemplars	Private Sector		Year 2		
	Supply Chain	2	Increase trading locally and encourage businesses to source and use local (increase cross-buying)	Gorau Môn	IACC	Year 1 -4	Menter Môn funded (Leader)	
			Explore opportunities of an online industry information/toolkit to promote the benefits of using locally sourced goods and services, providing tailored advice	Menter Môn	Gorau Môn	Year 3	Menter Môn funded (Leader)	

Strategic aims and priorities		Ref	Action	Lead Partner	Partners	Timescale	Source of funding	Current capacity for Isle of Anglesey County Council to deliver (RAG)
4. Profitable performance	Technology	1	Monitor and report on Visit Anglesey digital uptake	IACC		Year 1 - 4	Core (staff time)	🟧
	Funding	2	Support and improve tourism through external funding	IACC	DAP	Year 1 - 4	Core staff and budget	🟧
	Entrepreneurial	3	Look at the possibility of delivering a series of workshops supporting business start-ups in the tourism industry	Welsh Government		Year 2 - 3	Welsh Government	
			Promote a business clusters approach, to encourage joint working and business benefits	Private Sector	Welsh Government	Year 1 - 4	Private sector	

Strategic aims and priorities		Ref	Action	Lead Partner	Partners	Timescale	Source of funding	Current capacity for Isle of Anglesey County Council to deliver (RAG)
5. Place Building	Countryside and green space	1	Enhance viability of settlements to ensure attractive and interesting environments to relax in or be stimulated by	IACC	DAP, VVP, Menter Môn, Cadw, Horizon, National Grid, Orthios	Year 1 - 4	Core (staff time) EU, HLF, private sector and mitigation	🟧
			Further develop and promote the cycling network	IACC	Menter Môn	Year 1 - 4	Core staff and budget	🟧
	Built and Historic Environment	2	Ensure Isle of Anglesey County Council has an integrated and consistent response which enables investment on Anglesey to take place	IACC		Year 1 - 4	Core (staff time), mitigation	🟧
			Protect and enhance the island's built and historic environment	IACC		Year 1 - 4	Core (staff time)	🟧
	Coast	3	Maintain and enhance access to the coast (coastal path and slipways)	IACC	NRW, COAST PATH, MCA, RNLI	Year 1 - 4	Core (staff time)	🟩
			Effectively manage, promote and ensure the safety of our coast assets (seaside award beaches)	IACC	RNLI, MCA	Year 1 - 4	Core staff and budget	🟩
	Transport	4	Support the development of Anglesey airport	Welsh Government		Year 3 - 4	Welsh Government	
			Enhance availability of public transport and transport information	IACC	Private Sector	Year 3 - 4	Welsh Government	🟧
			Work with UK / IACC highways to encourage and ensure appropriate tourism signage	IACC - Highways department		Year 1 - 4	Core (staff time)	🟧

Strategic aims and priorities		Ref	Action	Lead Partner	Partners	Timescale	Source of funding	Current capacity for Isle of Anglesey County Council to deliver (RAG)
6. Energy Projects and Strategic Infrastructure	Partnership	1	Ensure Anglesey capitalises on the potential inward investment, contributing positively to the economic prosperity of Anglesey	IACC	Major private sector developers	Year 1 - 4	Core staff and budget	🟩
	Control	2	Ensure minimal disruption to local communities and the tourism economy	IACC	Major private sector developers	Year 1 - 4	Core staff and budget	🟧
			Protect the Anglesey brand and visitor perception during the pre construction and construction of new nuclear power station	IACC	Major private sector developers	Year 1 - 4	Core staff and budget	🟧
	Communication	3	Ensure clear and transparent dialogue between the tourism economy and the developer	IACC	Major private sector developers, DAP	Year 1 - 4	Core staff	🟩
	Mitigation	4	Work with partners and developers to identify and mitigate against potential impacts of major developments	IACC	Major private sector developers	Year 2 - 4	Subject to mitigation	🟥

Strategic aims and priorities		Ref	Action	Lead Partner	Partners	Timescale	Source of funding	Current capacity for Isle of Anglesey County Council to deliver (RAG)
7. International Visitor Gateway	Develop	1	Transform the facilities within Holyhead Port to provide a first class visitor welcome to Cruise, train and Ferry passengers	IACC	Welsh Government / Stena	Year 1 - 4	EU Attractor, VVP, HIF	🟩
	Capitalise	2	Capitalize on Holyhead position as a major gateway for North Wales as a region, improving the welcome and infrastructure within the region	IACC	Welsh Government / Stena	Year 1 - 4	EU Attractor, VVP, HIF	🟩
	Experience	3	Transform the wider Holy island into a unique visitor experience (working with partners in the town centre, breakwater country park and wider island including South Stack and Trearddur Bay	IACC	Welsh Government / Stena	Year 1 - 4	EU Attractor, VVP, HIF	🟩

Note: Actions outside of IACC's control has no RAG status

Appendix D Monitoring and Evaluation

Monitoring and evaluation of IACC lead activity will be managed internally through the Economic & Community Regeneration Service Delivery Plan (SDP), which now forms part of the Regulation & Economic Development Service, and quarterly monitoring where the action can be allocated to the resources. However as a number of actions are beyond our control we will also utilise the following monitoring and evaluation techniques / models to ensure value for money and robustness, those actions who are outside IACC's control are shaded out in gray below.

The purpose of this plan is to outline Monitoring and Evaluation activities which will contribute towards the successful management and implementation of the destination Management Plan.
The Plan's objectives are:
- To briefly outline the programme's monitoring arrangements and systems;
- To confirm which monitoring indicators have been selected for the Programmes in question;
- To describe what evaluation activity will be undertaken during and following the completion of the Plan.

The Programme Manager in conjunction with the Executive Lead will be directly responsible for the monitoring and evaluation of the implementation of the programme, in particular the outputs, outcomes and impacts of the capital investments. On-going monitoring and evaluation will be built into the programme to ensure any unforeseen impacts can be mitigated against.

The following M&E criteria shows additional research / information used to demonstrate a robust and transparent methodology for quantifying outputs. These will be collected according to each task. The quality of the monitoring data will be dependent upon the methods of data collection; however the Programme Team will undertake regular checks to ensure the robustness and usefulness of all information.

Collection method / research undertaken	**R&ED 2016/17 Service Delivery Plan (SDP) Outputs**
1. STEAM (Scarborough Tourism Economic Activity Monitor)	1. 2% increase in tourism visits
2. Visitor Perceptions Surveys	2. Effective management of the DMP
3. Visit to Attractions	3. Endorsement and implementation DMP
4. Bed stock (increase in accommodation stock)	4. Secure regional Engagement Funding from Visit Wales
5. Google Analytics and Site analyse	5. Secure funding from Visit Wales -
6. Footfall Counters	6. Maintain and promote 16 TIP's
7. Engagement Events (DAP internal and external)	7. Distribute 15,000 copies of Anglesey guide
8. Number of events going before SAG	8. Manage, review and update content on Visit Anglesey
9. Traffic usage across UK trunk roads (A55 including Britannia Bridge)	9. 10% increase in social media usage
	10. Welcome 30 cruise ships to Holyhead
	11. Undertake visitor and perception surveys
	12. Support and assist 6 local events
	13. Two tourism advertising campaigns
	14. Promote the legacy of the Tour of Britain

1. Promotion				
	Ref	**Action**	**Collection Criteria**	**R&ED Service Delivery Plan (SDP) Outputs**
Branding	**1**	Produce and deliver annual island wide marketing plan	1,2,3,5,7,8	1,6,7,8,9,11,12,13
		Maximise number of PR opportunities	2,5,8	1,8,9,11,12
		Ensure Visit Anglesey brand is used in all private sector activity		2,7,8
Digital	**2**	Increase uptake of visitors using the Visit Anglesey digital platforms	5	8,9
		Development of digital tools to enhance products on the ground and websites	5	8,9
Research	**3**	Carry out an annual research review analysing current trends as well as identifying product deficiencies	1,2,3	11
		Undertake regular visitor surveys to measure visitor satisfaction, product strengths and weaknesses and value for money	2,3	11
Trade (Joint)	**4**	Provide potential developers with research and intelligence		
Culture (language)	**5**	Ensure digital and promotional material is produced bilingual, and encourage trade partners to embed the Welsh Culture and language in all activities		

2. Product				
	Ref	**Action**	**Collection Criteria**	**R&ED Service Delivery Plan (SDP) Outputs**
Accommodation	1	Private sector to identify methods to assist the visitor in identifying and booking their preferred experience	1,4	
Food	2	Support and deliver the food tourism strategy and action plan	2,5,7	
Events	3	Support and develop the Anglesey Safety Advisory Group (SAG) to ensure high quality / robust, safe events taking place	8	12
Environment	4	To improve and enhance Anglesey's quality coast and countryside environment (through implementation of the AONB management plan)	6	1,11
Attractions	5	Improve the quality of visitor and recreational provision, supporting all-weather facilities including any council owned attractions	6,2	5

Appendix D   Monitoring and Evaluation

3. People					
	Ref	**Action**		**Collection Criteria**	**R&ED Service Delivery Plan (SDP) Outputs**
Skills	1	Encourage careers in the tourism industry		7	Actions outside of the control of IACC
		Potential for creating a 'Local Ambassadors Scheme' to assist and enhance visitor welcome			
		Support a network of hotel schools/centres of excellence, comprising of organisations that offer excellent training opportunities			
		Introduce industry mentoring service, using 'best in class' exemplars			
Supply Chain	2	Increase trading locally and encourage businesses to source and use local (increase cross-buying)		7	
		Explore opportunities of an online industry information/toolkit to promote the benefits of using locally sourced goods and services, providing tailored advice		7	

4. Profitable performance					
	Ref	**Action**		**Collection Criteria**	**R&ED Service Delivery Plan (SDP) Outputs**
Technology	1	Monitor and report on Visit Anglesey digital uptake		5	8,9,13
Funding	2	Support and improve tourism through external funding			4,5
Entrepreneurial	3	Look at the possibility of delivering a series of workshops supporting business start-ups in the tourism industry			
		Promote a business clusters approach, to encourage joint working and business benefits			

5. Place Building				
	Ref	**Action**	**Collection Criteria**	**R&ED Service Delivery Plan (SDP) Outputs**
Countryside and green space	1	Enhance viability of settlements to ensure attractive and interesting environments to relax in or be stimulated by	2,3	5, 6, 13
		Further develop and promote the cycling network	6	5
Built and Historic Environment	2	Ensure Isle of Anglesey County Council has an integrated and consistent response which enables investment on Anglesey to take place		2
		Protect and enhance the island's built and historic environment	3	2
Coast	3	Maintain and enhance access to the coast (coastal path and slipways)	6	1
		Effectively manage, promote and ensure the safety of our coast assets (seaside award beaches)		1,8,9,13
Transport	4	Support the development of Anglesey airport		
		Enhance availability of public transport and transport information	9	2
		Work with UK / IACC highways to encourage and ensure appropriate tourism signage	9	2

6. Energy Programmes and Strategic Infrastructure				
	Ref	**Action**	**Collection Criteria**	**R&ED Service Delivery Plan (SDP) Outputs**
Partnership	1	Ensure Anglesey capitalises on the potential inward investment, contributing positively to the economic prosperity of Anglesey	7	2, 3, 11
Control	2	Ensure minimal disruption to local communities and the tourism economy		2
		Protect the Anglesey brand and visitor perception during the pre-construction and construction of new nuclear power station	7	2
Communication	3	Ensure clear and transparent dialogue between the tourism economy and the developer	7	2
Mitigation	4	Work with partners and developers to identify and mitigate against potential impacts of major developments	7	2

7. International Visitor Gateway				
	Ref	**Action**	**Collection Criteria**	**R&ED Service Delivery Plan (SDP) Outputs**
Develop	1	Transform the facilities within Holyhead Port to provide a first class visitor welcome to Cruise, train and Ferry passengers	5	5,10, 11
Capitalise	2	Capitalize on Holyhead position as a major gateway for North Wales as a region, improving the welcome and infrastructure within the region	2,5,9	5,10, 11
Experience	3	Transform the wider Holy island into a unique visitor experience (working with partners in the town centre, breakwater country park and the wider island)	1,2,6	2

ISLE OF ANGLESEY COUNTY COUNCIL	
Report to:	**Executive Committee**
Date:	**18th July 2016**
Subject:	**EU Funded Capital Projects (2014-2020)**
Portfolio Holder(s):	**Cllr. Richard Dew**
Head of Service:	**Dylan J. Williams**
Report Author: Tel: E-mail:	**Aled Davies (Economic Development Manager)** **2479** **AledDavies@ynysmon.gov.uk**
Local Members:	**Island wide issue**

A –Recommendation/s and reason/s

The EU referendum outcome has created an environment of enhanced uncertainty, with limited clarity on the nature, timing, and outcome of negotiations to exit the EU. The political and funding landscape is now completely different and it is almost impossible to accurately predict what the implications of the EU Referendum will be because of the uncertainty. EU funding is vital to future prosperity and the Welsh Government have sought a guarantee from the UK Government that Wales will not lose out financially following withdrawal from the EU. Clarity is required on how significant EU funds will be replaced, particularly for those parts of Wales which are most deprived (including Anglesey). Key messages from Welsh Government in relation to EU structure funds are that they remain open for business; maintaining focus on implementing current programmes; are continuing to approve projects; and encouraging potential project sponsors to continue with their project development. As a result, the pre-referendum recommendations which follow remain valid.

1. **The Executive supports the development and delivery of the portfolio of capital projects targeting European Funding.**

2. **That the authority to accept offers of grant funding from Welsh Government and other sources for the projects outlined in Table 1 of Annex A, is delegated to the Head of Service (Regulation and Economic Development) in consultation with the Section 151 officer.**

3. **The Executive support the inclusion of the EU Tourism Attractor Destination and the Building for the Future sub-projects in the Council's 2016-2020 capital programme, and approves a contribution of £80k towards the match funding the Holy Island Visitor Gateway project.**

4. **The Head of Service (Economic & Community Regeneration) in consultation with the Section 151 officer establishes project delivery governance arrangements in preparation for funding approval.**

5. **The Executive supports the role of the County Council to act as an intermediary for Menter Mon and the Menai Bridge Heritage Trust to secure external funding to**

enhance Prince's Pier and for the RSPB in relation to the visitor centre at South Stack.

6. **Request that the Corporate Assets Group review all options for the redevelopment of the Llangefni Shirehall building.**

The above recommendations are made to the Executive to ensure that Anglesey residents and businesses are given the best possible opportunity to benefit from the capital investments afforded to the Island from the current EU Structural Funding Programmes (2014-2020). The Isle of Anglesey County Council has a long and successful track record of utilising EU Funding to implement projects which promote economic development and job creation.

B – What other options did you consider and why did you reject them and/or opt for this option?

With the need to make financial efficiencies continuing, greater emphasis is placed on external funding to progress Corporate Objectives, in particular *'Anglesey has a thriving and prosperous rural economy'*. The Regulation and Economic Development Service (REDS) has identified project development as a key priority, developing project proposals and robust business plans to secure external funding support.

Anglesey is well placed to secure EU funding support given the inward investment, new job creation, and growth opportunities associated with the Energy Island Programme (EIP). The key challenge is to ensure that:
- infrastructure investment is targeted to provide the conditions for growth.
- local businesses take advantage of the supply chain opportunities.
- local people have skills to take up the job opportunities created.

The priority projects developed by the IACC Regulation and Economic Development Service (REDS) are the culmination of a lengthy project development process that has been undertaken over the past 18 months. The Service has adopted a needs driven approach to identify priority interventions, and followed the Five Case Model methodology in the development process ensuring options appraisals are undertaken prior to the identification of the preferred schemes.

The **North Wales Economic Ambition Board (NWEAB)** has responsibility for prioritising and endorsing projects submitted for approval. There is a competitive process in place to access capital funding from the Welsh Government led pan-Wales strategic projects, and Council officers have engaged regionally to ensure that Anglesey priorities feature in the regional portfolio of priority interventions. The development of the Holy Island International Visitor Gateway [roposal is a key example of this process at work.

To date, business plans have been developed and submitted for the Welsh Government led **Tourism Attractor Destination Programme**, and the **Building for the Future** physical

regeneration scheme. A full breakdown of the sub-projects included in these strategic programmes are included in *Section 4* of **Annex A.**

Business planning has been undertaken on **Sites and Premises** schemes with the former Môn Training site at Bryn Cefni and the Heliport site at Penrhos being the priority projects for IACC. Detailed designs, full costings and planning consents have been secured for these schemes. However the funding route is not as clear and discussions are ongoing.

C – Why is this a decision for the Executive?

The authority to accept grant offer letters is the responsibility of the Executive but can be delegated to the relevant Head of Service in consultation with the Section 151 officer.

Bids were submitted to the IACC Capital Programme (2016-2020) in the latter stages of 2015 for capital match funding. The Holyhead **Market Hall**, **Llangefni and Holyhead Strategic Infrastructure projects** were supported. Although the bid for Holy Island Visitor Gateway (Weighted Rank 35) was unsuccessful, it was noted that the bid for £80,000 over 2 years from the County Council could lever in additional external funding totalling £4 million, and should therefore be considered.

Further projects (town centre buildings) were requested for inclusion in the WG led Wales Building for the Future Programme, and additional projects have since been progressed for consideration. An options appraisal was undertaken by IACC officers which resulted in the **Llangefni Shire Hall** (currently in IACC ownership), the **Princes Pier** (Menter Mon), and the former **Woolworth Building** in Holyhead (Private sector) being identified/ included.

If successful in attracting EU funding, the finance, delivery expectations and risks would lie with the IACC (see a risk assessment included in Section 5 of Annex B). Adequate conditions would have to be imposed on the third party delivery organisations. Similar approaches have been undertaken over recent years. Options for appropriate governance arrangements and grant conditions are currently being scoped in addition to a comprehensive risk management plan.

The approval of the Executive is sought to deliver a portfolio of EU funded projects (and their inclusion in the 2016-2020 capital programme).

D – Is this decision consistent with policy approved by the full Council?

The recommendations made are consistent with the IACC standing orders which regulate the procedures for grant funding. Clause 4.8.4.5 on Payment of Grants and Transfer Payments states:

"In the case of grants and other payments where the Council has discretion as to whether to make payment or the amount of the payment, the payee and amount of each payment must be authorised by the Executive or any other Committee to which the relevant budget is delegated. The Executive or Committee may further delegate the authorisation of such payments, with written procedures approved by the Head of Function (Resources) / S151

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Officer".

DD – Is this decision within the budget approved by the Council?
The decision will become part of the IACC Capital Programme (2016-2020) and future activity reating to project implementation will be monitored in line with the capital programme governance.

	E – Who did you consult?	What did they say?
1	**Chief Executive / Strategic Leadership Team (SLT)** (mandatory)	Assurances were sought on the relationship between the IACC and Third Party deliverers.
2	**Finance / Section 151** (mandatory)	Emphasised the need to consider revenue implications going forward and the need for a robust risk management strategy.
3	**Legal / Monitoring Officer** (mandatory)	
5	**Human Resources (HR)**	
6	**Property**	
7	**Information Communication Technology (ICT)**	
8	**Scrutiny**	
9	**Local Members**	
10	**Any external bodies / other/s**	

	F – Risks and any mitigation (if relevant)	
1	**Economic**	All proposed schemes are predominantly economic development schemes and will therefore not need mitigation.
2	**Anti-poverty**	By virtue of being economic development projects, the schemes will indirectly contribute to the anti-poverty agenda.
3	**Crime and Disorder**	
4	**Environmental**	
5	**Equalities**	
6	**Outcome Agreements**	
7	**Other**	

FF - Appendices:
Annex A – EU Funding Update Report

G - Background papers (please contact the author of the Report for any further information):

ANNEX A

EU FUNDED CAPITAL PROJECTS (2014-2020)

UPDATE REPORT

Prepared: June 2016

Author:
Aled Davies
Regulation and Economic Development Service

1. Purpose

1.1 Update on progress made to secure external EU funding support to implement projects that will contribute towards the IACC'S corporate priorities.

2. Context

2.1 The Isle of Anglesey County Council has a long and successful track record of utilising EU Funding to implement projects which promote economic development and job creation. Since 1996, the Council has built up a reputation for being a competent and effective delivery organisation.

2.2 EU Funding programmes target job creation and economic growth, with the County Council utilising funding opportunities to add value to its discretionary/ non-statutory activities in different Service areas (i.e. Economic & Community Regeneration, Lifelong Learning, Planning, Social Services, Highways etc.).

2.3 Wales will benefit from around £1.8bn European Structural Funds investment between from 2014 to 2020. ERDF funds help support research and innovation, the competitiveness of small and medium-sized enterprises, renewable energy and energy efficiency, and connectivity and urban development. ESF funds will help tackle poverty by helping people into work, increasing skills and supporting young people.

3. Project Development update

3.1 With the need to make financial efficiencies continuing, greater emphasis is placed on external funding to progress Corporate Objectives, in particular *'Anglesey has a thriving and prosperous rural economy'*. The E&CR Service has identified project development as a key priority, developing project proposals and robust business plans to secure external funding support.

3.2 Anglesey is well placed to secure EU funding support given the inward investment, new job creation, and growth opportunities associated with the Energy Island Programme (EIP). The key challenge is to ensure that:
- infrastructure investment is targeted to provide the conditions for growth.
- local businesses take advantage of the supply chain opportunities,
- local people have skills to take up the job opportunities created

3.3 The Welsh Government have given regional structures increased responsibility to prioritise and endorse projects submitted for approval. The **North Wales Economic Ambition Board (NWEAB)** undertakes this responsibility (with representation from the Public, Private, and Voluntary sector). The IACC has embraced and supported this new way of working.

3.4 A portfolio of regional projects have been developed in the region. A significant focus has been on developing education and training programmes and a number of ESF projects have been developed: TRAC NEETs project (11-

2

19yrs); AD-TRAC (16-24yrs), OPUS Employment Scheme (Over 25yrs); Leadership and Management scheme, and the Skills for Employers (SEE).

3.5 In relation to ERDF capital infrastructure projects, the majority of EU funding has been allocated to WG strategic projects. Local Authorities respond to 'calls' from the WG to identify, prioritise, and develop schemes which could access/ utilise funding support. This work is co-ordinated through the Economic Ambition Board.

3.6 To date, business plans have been submitted to the Visit Wales led **Attractor Destination Programme**, and the WG Homes & Places **Building for the Future** physical regeneration scheme.

3.7 Business planning has been undertaken on **Sites and Premises** schemes with the former Môn Training site at Bryn Cefni and the Heliport site at Penrhos being the priority projects for IACC. Detailed designs, full costings and planning consents have been secured for these schemes. However the funding route is not as clear.

4 WEFO Project Approvals

4.1 Approval for two WG led schemes (**EU Attractor Destination** and **Building for the Future**) was secured in March 2016. Competing local projects now need to submit further information (as part of the business planning process) to secure approval. Individual project approvals will not be made until mid-summer at the earliest.

4.2 Local projects being developed are (**Table 1**):

Project	Cost	Sub-scheme	Owner	Revenue Implications
Holy Island Visitor Gateway (Attractor Destination)	£4M	Terminal Promotion	IACC	In negotiation Stena to assume
		Town Centre Properties	Private	Property Owners assume
		Church Environs	Church	Current commitment
		South Stack Visitor Amenity	RSPB	RSPB assume
		Breakwater Country Park	IoACC	Current commitment
		Holyhead Head Mountain	IoACC	Current commitment
Building for the Future	£8.8m	Holyhead Market Hall	IoACC	Campus site approved by Exec
		Llangefni Shirehall	IoACC	Current commitment but Asset. Mangement will need to consider
		Princess Pier, Menai	Menter	Ownership in Menter

3

		Bridge	Mon/MB Heritage Centre	Mon and it will assume all revenue consequences
		Others to be identified through Reserve scheme process		
TOTAL	**£12.8m**			

5.0 Risk Management

5.1 With regard to Revenue Implications, both schemes are in the main dealing with assets and commitments that already exist, or alternatively are not the responsibility of the Council. Additional implications will only arise in the following areas:

- Grant Clawback due to non-compliance - increased scrutiny by WG and WEFO before they proceed to resolve eligibility or state aid issues.
- Grant Clawback due to inadequate implementation - it mitigated by establishing experienced and knowledgeable project teams with sound governance arrangements.
- Contract overspend – as above, utilise knowledge, processes and governance to delivery within contract values will be the responsibility of the delivery boards.
- Third party schemes - those anticipated are Princes' Pier to Menter Mon and the Menai Bridge Heritage Centre, the Visitor Centre Development at South Stack to RSPB and the Holyhead Town Centre properties to the property owners. The transfers and use will be regulated by grant Agreements that will indemnify the County Council from any actions by the owners that would make the expenditure ineligible.
- Maintenance - of display boards at the Holyhead Terminal, negotiations are ongoing with Stena.
- The development of the Shirehall into unit/units for commercial letting could have a longer term revenue implication if not able to rent out or to eventually sell off. The Asset Management Group will need to fully explore all the options available.
- Delivery Staff Costs – The project funding allows for the employment of project delivery staff.

4

6   Executive Approval

6.1   Bids were submitted to the IACC Capital Programme (2016-2020) in the latter stages of 2015 for capital match funding. The Holyhead **Market Hall**, **Llangefni and Holyhead Strategic Infrastructure projects** were supported. Although the bid for Holy Island Visitor Gateway (Weighted Rank 35) was unsuccessful, it was noted that the bid for £80,000 over 2 years from the County Council could lever in additional external funding totalling £4 million, and should therefore be considered.

6.2   Additional projects have since been progressed in response to the WG Building for the Future Programme. Further projects (town centre buildings) were requested for inclusion in the all Wales proposal. An options appraisal was undertaken by IACC officers which resulted in the **Llangefni Shire Hall** (currently in IACC ownership), the **Princes Pier** (Menter Mon), and the former **Woolworth Building** in Holyhead (Private sector) being identified/ included.

6.3   If successful in attracting EU funding, the finance, delivery expectations and risks would lie with the IACC. Adequate conditions would have to be imposed on the third party delivery organisations. Similar approaches have been undertaken over recent years. Options for appropriate governance arrangements and grant conditions are currently being scoped in addition to a comprehensive risk management plan.

7   Conclusion

7.1   Three potential EU capital infrastructure schemes have been endorsed by the Executive Committee as part of the IACC Capital Plan Programme i.e. Llangefni Sites and Premises; Holyhead Sites and Premises; Holyhead Market Hall. The Holy Island Visitor Gateway project was also recommended for approval as a reserve scheme if funding became available through the programme.

7.2   Since the Capital Programme was discussed by the Executive, a further 3 projects have been developed and submitted by the E&CR Service to the recent WG 'call for proposals' and require Section 151 and Executive approval - Llangefni Shire Hall Building, Princes Pier Menai Bridge, and the Woolworths Building Holyhead.

Aled P. Davies
Economic Development Manager

ISLE OF ANGLESEY COUNTY COUNCIL	
Report to:	**Executive Committee**
Date:	**18th July 2016**
Subject:	**Transfer of Holyhead Park to Holyhead Town Council**
Portfolio Holder(s):	**Cllr. Richard Dew**
Head of Service:	**Dylan J. Williams**
Report Author: Tel: E-mail:	**Gerallt Roberts (Commercial Leisure Manager)** **1964** **GerralltRoberts@anglesey.gov.uk**
Local Members:	**Cllr. Robert Ll. Jones, Cllr Raymond Jones, Cllr J Arwel Roberts**

A – Recommendation/s and reason/s

To transfer Holyhead Park to Holyhead Town Council for nil consideration due to the following reasons:

In 1917, the freehold of the park was gifted to Holyhead Urban District Council (as succeeded by Isle of Anglesey Council). Under the terms of the Recreation Ground Act 1859, the land is held in Trust as a "public ground for the purpose of the Recreation Ground Act" for the benefit of the people of Holyhead.

Section 7 of the Council's Asset Management Policy & Procedures (May 2016) outlines the Council's policy on asset transfers. Some consideration was also given to the recently published best practice guide in relation to community asset transfers by the National Assets Working Group. Initial consideration of the expressions of interest submitted highlighted some factors where Holyhead Town Council (HTC) outscored the other organisation. For clarity these are summarised as:

Holyhead Town Council is a public authority and as such is exempt from much of the recent legislation for transfers of playing fields.
Holyhead Town Council already possesses similar assets in its own portfolio; it has the staff and equipment to manage the grounds and facilities..
As a Trustee, Holyhead Town Council can guarantee their medium to long term future to ensure a smooth transition for the trust beneficiaries with the minimal impact for their continued use.

The property has been independently valued by the District Valuer, but as a trust, any income derived from the sale/ transfer of this property must be retained for the purposes of the trust object and therefore would be transferred with the asset.

B – What other options did you consider and why did you reject them?

Below outlines the process taken:

- Holyhead Park Survey Results Paper authorised by Head of Service Economic &

Community Regeneration Service.

- As part of the Playing Fields (Community Involvement in Disposal Decision) (Wales) Regulations 2015 we did the following: put a notice up on site , delivered to adjacent houses, sent to groups and organisations that may have an interest in the Park. Also we passed on to Play Wales, Sports Wales and various other organisations as part of the Regulation, this was done 6 weeks prior to moving forward.

- As part of the Local Government Act 1972 under section 123 (2a) for the disposal of public open space there was a requirement for notices to be published for a two week period inviting representations which must be given consideration before proceeding with the decision. This is a statutory requirement and therefore took place concurrently with the Playing Fields (Community Involvement in Disposal Decision) (Wales) Regulations 2015 mentioned above.

- Notices were published in the local press for a two week period as required and expressions of interest were invited for consideration.

- An internal Steering Group was established, made up of Officers from Leisure, Economic & Community Regeneration Service and Property Services considered each of the declarations of interest submitted along with an independent impact assessment and reported to the Corporate Land & Buildings Assets Group.

C – Why is this decision for the Executive?

The approval of the Executive is sought to comply with the Asset Management Policy and Procedures (May 2016)

D – Is this decision consistent with policy approved by the full Council?

This decision is consistent and complies with the Asset Management Policy & Procedures.

DD – Is this decision within the budget approved by the Council?

Decision made by Commissioners in 2012 to cease the funding for the park.

	E – Who did you consult?	What did they say?
1	**Chief Executive / Strategic Leadership Team (SLT)** (mandatory)	Have considered the draft report, suggested amendmends have been incorporated.
2	**Finance / Section 151** (mandatory)	
3	**Legal / Monitoring Officer**	

	(mandatory)	
4	**Human Resources (HR)**	
5	**Property**	Have been involved as a member of the Steering Group and contributed to this report.
6	**Information Communication Technology (ICT)**	
7	**Scrutiny**	
8	**Local Members**	Cllr Robert Ll. Jones emphasised the importance of safeguarding the site for leisure and recreation purposes and that redevelopment for other uses (e.g. housing) does not take place.
9	**Any external bodies / other/s**	N/A

F – Risks and any mitigation (if relevant)		
1	**Economic**	Transfer will safeguard and provides opportunity to secure new investment to improve quality and increase usage.
2	**Anti-poverty**	
3	**Crime and Disorder**	
4	**Environmental**	
5	**Equalities**	
6	**Outcome Agreements**	
7	**Other**	

FF - Appendices:

G - Background papers (please contact the author of the Report for any further information):

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