

ISLE OF ANGLESEY COUNTY COUNCIL	
Report to:	County Council
Date:	5 March, 2013
Subject::	Single Integrated lan
Lead Officer:	Head of Service – Policy
Lead Officer:	Carol Wyn Owen (ext 2561)
Action:	To adopt the Single Integrated Plan

1. Background

In accordance with the Local Government Measure (2010), the County Council and its key partners is required to produce a Single Integrated Plan by 1 April, 2013 in order to simplify local arrangements to reduce duplication and release resources. The following plans will be merged and will be replaced by the Single Integrated Plan:

- Health, Social Care and Well-being Strategy
- Community Strategy
- Children and Young People's Plan
- Community Safety Plan

On 11 February, 29013 the Executive was provided with an update on the findings of the public consultation exercise conducted on the Single Integrated Plan. The Executive was also requested to consider the comments of the Local Service Board in its meeting on 30 January, 2013 and then refer the final version of the Plan to the County Council for approval on 5 March, 2013.

2. Local Service Board's Observations

The following observations were made by the Local Service Board in its meeting on 30 Jnauary, 2013:

- The length of the Plan needs to be reviewed
- The Action Plans need to be included in a separate document
- An Executive Summary needs to be included

3. Revisions to the Plan

Revisions have been made to the Plan to reflect the outcomes of the consultation process and the changes/additions have been included in bolded italics in the final draft version of the document.

4. Further Considerations

It was reported to the Executive on 11 February, 2013 that a joint Local Service Board has been created with Gwynedd as part of the partnership rationalisation agenda. The Board's work programme will be steered by the merging of the Single Integrated Plans of both Counties and the priority areas identified for joint working. The Joint Local Service Board will prioritise the key action areas and work across agencies to complete the work that will make the most impact. The work programmes will be reviewed annually. The following comments received as a response to the consultation will be considered as part of the process:

- Importance of job creation and significance of major inward investment projects Wylfa B.
- Importance of encouraging entrepreneurship and increasing leisure facilities.
- The importance of responding to the needs of young people and their employment requirements.
- Valuable contribution of social enterprises and volunteering to community prosperity.
- Emphasis on early intervention and the preventative agenda in relation to health.
- The Plan should demonstrate the amount of resources required to support the aims.
- Need to give attention to the changes in the Welfare system (including specific areas such as fuel poverty) as a priority area.
- Plan length and cost questioned as well as insufficient emphasis on implementation (action plans were included with the Plan)
- Plan too aspirational in places e.g, poverty is a national problem and such a large area to tackle locally.
- Recognition that Anglesey, due to economies of scale needs to work collaboratively to succeed in delivering effective and efficient services.
- Recognition that a balance needs to be maintained between some of the outcomes can conflict and e.g. capitalize on energy and sustainable economy can conflict with enhancing the environment and promoting tourism.
- Responses focused on certain specific issues e.g. windturbines.
- Recognition that investment in young people and good educational provision is of paramount importance.
- Expression of interest made in contributing to decision making process and suggestion made to establish a Citizen's Panel.

5 . Recommendation

The County Council is requested to adopt the Single Integrated Plan for Anglesey and note that the work of merging the Plan with Gwynedd's will commence from 1 April, 2013.

Ynys Môn

THE ISLE OF

Anglesey

ISLE OF ANGLESEY SINGLE INTEGRATED PLAN



2013 - 2025



HEDDLU GOGLEDD CYMRU
Ddisgwrthi Cymru a deugwlad
NORTH WALES POLICE
A safer North Wales



CYNGOR SIR
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ISLE OF ANGLESEY
COUNTY COUNCIL



Asiantaeth yr
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* Strategic Outcomes – Action Plans

*Response Questionnaire

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WELCOME TO THE SINGLE INTEGRATED PLAN

OUR ISLAND – OUR FUTURE

As Chair of the Local Service Board (LSB), I am pleased to introduce you to the Single Integrated Plan for Anglesey, **Our Island – Our Future**. This Plan sets out our vision and the work that needs to be done for the future of the Island.

Here on Anglesey key partners are represented on the LSB and are committed to improving the quality of life on the Island. Creating **Our Island – Our Future** has been a joint effort and has involved integrating four key plans (Community Strategy, Health, Social Care and Wellbeing Strategy, Children and Young People's Plan and the Community Safety Plan). This new streamlined way of working will identify outcomes we want to achieve and will make a positive impact upon the lives of people living on Anglesey.

We would now like to know what you think of the Plan **Our Island - Our Future** and perhaps you could consider the following questions:

- Do you understand what the plan is trying to do?
- Do you think it will have a positive impact on the lives of local people?
- Have we got our priorities right?
- Have we identified the actions that will have the biggest impact for local people?
- Will you be able to measure our success?
- Have you got enough opportunities to be involved?
-

You can read a copy of **Our Island - Our Future** online by visiting www.anglesey.gov.uk. Your views can be shared with us by filling in the online questionnaire, emailing community@anglesey.gov.uk or by writing to Freepost RRBH-LCAT-AXJS, **Our Island - Our Future**, Policy Unit, Isle of Anglesey County Council, County Offices, Llangefni, LL77 7TW. The consultation period starts on 26 November, 2012 and ends on 18 January, 2013.

The LSB's share vision for Anglesey is 'working together to create jobs, improve health and deliver a safe and sustainable place to live'. With your input, **Our Island – Our Future** will enable us to bring this vision to life.

A handwritten signature in dark ink, appearing to be 'Stewart', written in a cursive style. The signature is positioned above the title 'Chair of the Local Service Board'.

Chair of the Local Service Board

March 5, 2013

INTRODUCTION

Welcome to the Isle of Anglesey's Single Integrated Plan **Our Island, Our Future** which is the Local Service Board's vision and work plan for the future of the Island.

The aim of this Plan is to improve the quality of life of local people and communities by enhancing our economic, social and environmental wellbeing over the next 12 years. The Plan sets out the vision for the next 12 years and the priorities for action for the next 4 years to address the big challenges. The action plans under each strategic outcome will be measured and reviewed to make sure that we are prioritising the right things that make a difference locally.

This Plan tackles complex issues that can't be tackled by one organisation alone and has been created through a partnership approach, involving input from partners, service users, communities and residents.

In February, 2012 the County Council commissioned a Residents' Survey that provided valuable input into the process on what you felt were the most important factors in making Anglesey a good place to live, they were:

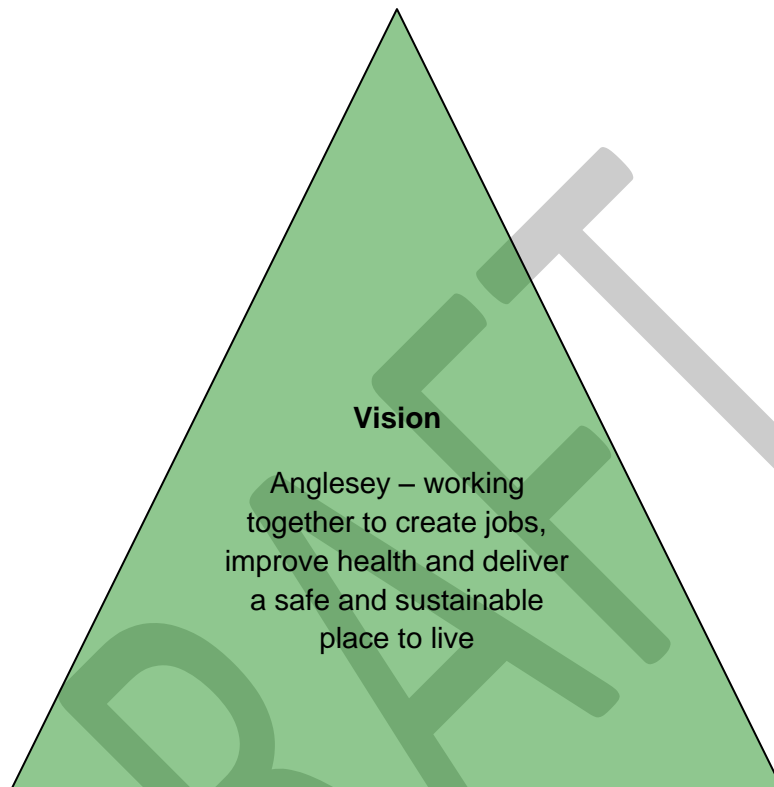
- health services
- low crime levels
- education facilities
- support for older people and
- jobs and job prospects

The survey also asked residents to prioritise the issues considered to be in most need of improvement, they were jobs and job prospects, affordable housing, activities across all age groups, road repairs and support for vulnerable children and young people.

We care about what you've told us and this has helped us focus on three key themes that will help achieve our vision.

OUR VISION

During 2011 the vision for **Our Island, Our Future** was developed with local partners and took on board the feedback from community consultations. This vision underpins the delivery of the key themes and the shared outcomes we wish to achieve.



MAKING A DIFFERENCE

To achieve the vision for Anglesey to create jobs, improve health and deliver a safe and sustainable place to live the focus on action will be on three key themes:

- People
- Place
- Jobs

Some of the actions to address the three key theme areas, People, Place and Jobs are already included in existing work streams of partner organisations. However, the Local Service Board recognises that planned action is necessary around a number of 'Big Issues' under each theme in order to make a real difference. Concentrating our efforts on the big issues affecting our communities based on an assessment of need and opportunity provides the focus to achieving the outcomes required to make a difference.

‘THE BIG ISSUES’

Our planned action during the next few years will focus on tackling many of the complex and long term big issues that exist:

- Improving economic performance and skills to create/and sustain jobs focussing on lifelong learning opportunities
- Enabling communities and individuals to maintain and develop their independence
- Ensuring opportunities exist for young people to remain on the Island to live and work
- Meeting the needs of individuals and communities with less available public money
- Reducing poverty and providing effective services that meet the needs of vulnerable groups
- promoting and sustaining our environment and rich culture

WHY ARE THESE IDENTIFIED AS ‘THE BIG ISSUES’?

Economic Performance & Skills

One of the major issues we need to address is improving Anglesey’s economy and creating more jobs. The recent designation of Anglesey as an Enterprise Zone will help to strengthen the competitiveness of the Island’s economy. The Enterprise Zone provides an opportunity to capitalise on the proposed investment and growth potential of the low carbon energy sector on Anglesey.

The proposed major energy infrastructure developments will also contribute positively towards the economic transformation of the Island. Through mitigating impacts and maximising economic and community benefits, we will focus upon achieving our legacy aspirations.

Tourism remains a major contributor to the Island’s economic well-being ***and the adoption of a Destination Management Plan provides an appropriate framework to co-ordinate the promotion, protection and enhancement on the Island’s tourism.***

Opportunities

- Opportunities to capitalise upon the transformational potential of major developments

- Opportunities to develop the Tourism industry
- Capitalising on the designation of Enterprise Zone status for Anglesey and the proposed major energy infrastructure developments on Anglesey to provide numerous opportunities to contribute positively towards the economic transformation of the Island.

Challenges

- ***One of the lowest GVA's in the UK at 57.2%***
- House price to earnings ratio
- ***Higher levels of economic inactivity***

Individuals and Communities

Future changes to our population structure means that there will be an increase in older people on the Island and greater demands on certain services. This will require more early intervention and targeted services.

Although we have an ageing population, the aim is to develop solutions to care needs that focus on maintaining independence.

Safeguarding children and vulnerable adults is one of the priorities of all the partners. The relationship of the Local Safeguarding Children's Board (LSCB) with other partnerships, needs to be robust with clear boundaries and responsibilities.

The Plan also recognises that safeguarding children, young people and vulnerable adults is everybody's responsibility and is committed to preventing their abuse and will respond promptly when any abuse is suspected. The LSCB will have a critical role in ensuring that we are all playing our part.

The challenge will be for the local authority and other statutory partners to work in collaboration with the third and community sectors to develop early intervention and prevention services to promote physical and mental health and well-being and social inclusion in order to reduce dependency on more long term statutory services and statutory interventions.

At the same time, with less public resources available different service models need to be developed to make best use of budgets. This means that different solutions need to be explored to enable individuals and communities to become independent and sustainable.

Opportunities

- Providing services differently to meet individual/community needs
- Utilisation of early intervention strategies to support people

Challenges

- The population is projected to grow by around 4% by 2031 with growth in life expectancy and ageing population leading to increased pressure on services and housing
- Changing nature of communities impacting on access to services in rural areas
- Higher hospital admissions than national average due to alcohol and drug related issues levels of smoking in adults (24%)
- Likely effect on the educational provision in rural areas
- Likely impact of population trends on Welsh language and culture

Young People

Since our young people are tomorrow's future, it is important that we create the right opportunities for them in terms of, lifelong learning, skills and employment, housing and leisure. We recognise that many young people move away from the area and we need to create the right conditions to keep them here and encourage those that have left to return.

Opportunities

- A potential increase in apprenticeship opportunities
- The development of a Vocational Academy to respond to the training needs of the Energy Island

Challenges

- Availability of work opportunities

Working Differently With Less Money

As partner organisations, we will be facing continued financial pressures over the next few years. This means that we will need to work differently, make best use of our assets and modernise services to meet the differing needs of individuals and communities. This situation provides a window for organisations to think outside the box and grasp the opportunity of new ways of working.

Opportunities

- Closer collaboration between services, partnerships and counties in delivering public services

Challenges

- Reduction in Public Sector Finances
- Providing citizens with adequate access to information and the opportunity to express their views for feeding into the decision making process
- Risk of an escalation in crime & disorder due to the current economic climate and its impacts on public services
- The impact of future large scale projects on communities
- The need to encourage social cohesion and integration

Reducing poverty

We also recognised the importance of targeting action not only across different age groups but also towards the needs of groups in society who are vulnerable and in need of support. This covers a range of issues including measures to address poverty and those at risk of exploitation e.g. rogue traders. ***The current changes in Welfare Reform poses many challenges to the relevant agencies.***

Opportunities

- 67% of Anglesey's population considered themselves to be in good health compared to the Welsh average of 65%
- Decrease of 8.5% in overall crime since April, 2009
- The need to encourage social cohesion and integration

Challenges

- Impact of Welfare Reform (Changes to Benefit System)
- High levels of smoking in adults (24%)
- Higher hospital admission
- Life expectancy which is starting to fall behind the Welsh average
- Risk of an escalation in crime & disorder due to the current economic climate and its impacts on public services
- The impact of future large scale projects on communities

Environment and Culture

Responding to the challenges of Climate Change needs to be addressed by partner organisations and we all have a role to play to safeguard the environment. We also recognise the importance of reducing our Carbon Footprint.

We recognise that the climate change agenda and measures to improve carbon reduction are important to everyone. Energy Performance Certificates for homes and transparent Energy labelling contribute to the mitigation agenda.

Anglesey has a unique and distinct character both in terms of culture and heritage and enhancing the Island's unique cultural identity are central to the process of improving the quality of life of our residents. We recognise that the Welsh language, culture and heritage are an integral element of the social fabric of the Island's communities and are central to many people's sense of identity.

Opportunities

- Sustainably protecting the natural environment - Statutory targets to recycle / compost 70% of all waste by 2025
- Increase education, awareness and behaviours towards energy demand / use
- Anglesey's natural environment is designated an Area of Outstanding Natural Beauty (AONB) with 125 miles of coastal path
- Anglesey is a designated Unesco Global Geopark

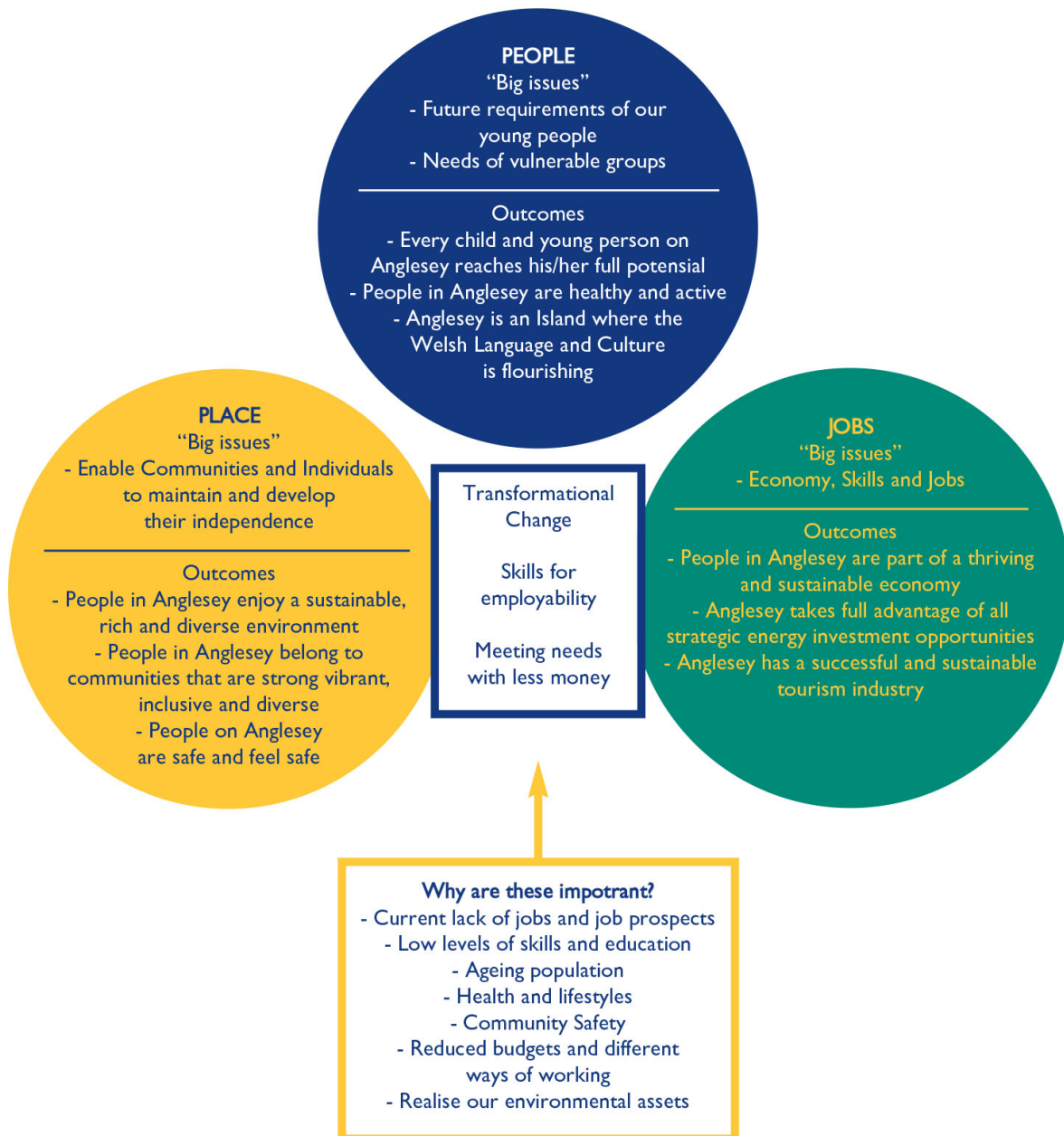
Challenges

- Fuel poverty risks with bills likely to rise by between 14% and 25% by 2020
- Sustainable use of transport
- How can renewable energy be accommodated locally?
- Improving the quality of design of buildings

LINKING EVERYTHING TOGETHER

To tackle the 'Big Issues' that are identified in this Plan, our aim is to achieve a number of important outcomes under the key thematic areas of People, Place and Jobs. Achieving these outcomes will make a positive impact on our economic, social and environmental wellbeing. The priorities under each theme are inter-dependent and support each other.

The Key Themes



Action Plans and Measuring What We Do

Initial Action Plans have been created to support work under the People, Places and Jobs themes. These Action Plans will be refined further over the coming months and will form the basis of the Local Services Board's Work Programme.

Your contribution

Under each outcome and supporting evidence we have outlined ways in which you can help us achieve our goals and make a difference to your communities.

Merging Key Partnerships and Plans

During the coming months existing partnerships will be streamlined and reduced and as part of this reform programme the Anglesey and Gwynedd Local Service Boards are merging. This Plan will merge with Gwynedd's into a joint Single Integrated Plan for both areas from 1 April, 2013.

We have adopted an outcome based approach when preparing this Plan. The aim is to respond to your needs as a local population and ensure that citizens and communities are at the heart of planning and delivery. These needs have been established through collecting a sound evidence base and through consultation with practitioners, service users and residents.

THE KEY THEMES

PEOPLE

During the lifespan of this Plan we recognise that we need to respond to and support the needs of people across all ages.

These will be the areas that we will focus upon to make a difference:

- **Every child and young person on Anglesey reaches his/her potential**
- **People in Anglesey are healthy and active**
- **Anglesey is an Island where the Welsh Language and Culture is flourishing**

Story behind the baseline

Why are these areas important?

- The resident population of Anglesey is projected to increase by 4% from 2006 to 2031, typically 120 per year
- In 2009 19.5% of children were said to be living in poverty on the Isle of Anglesey
- 21.9% of the total population of the Isle of Anglesey was aged 65+ in 2010, compared with 18.6% in Wales as a whole. This is the third highest proportion of people aged 65+ across all local authorities in Wales
- With higher life expectancy and greater numbers of people retiring to the area the population aged 65+ has increased by 17.2% (+2,205) since 2001
- The population aged 85+ has also increased by 20.6% (+318) on the island
- **According to the 2011 Census, 57.2% of the population speak Welsh**
- According to the 2009 Annual Population Survey (Welsh Government) 0.6% of people were from a non-white background

The changing structure of the population means more pressure and greater demands on a range of services e.g. health and social care, housing, welfare and other services used by the population. This requires collective action and early intervention to empower and support people.

One of the key challenges ahead is how best to address poverty and access to a range of support services. There are particular challenges ahead to address poverty across the various age groups and access to appropriate support services.

We fully recognise that the young people are our future on the Island. It is therefore of particular concern that a number of children are said to be living in poverty on the Island since this can impact negatively on educational attainment and wellbeing.

Children and Young People continue to be an important work stream on a partnership level.

What does this tell us?

In summary the baseline information in this key theme tells us that:

- We need to respond to the needs of an ageing population
- Poverty across age-groups and access to support services is an issue. As almost 1/5th of children and young people live in poverty we need to continue to focus on giving them a better start in life
- Promote individual and community independence
- We need to respond to the needs of an area which has one of the highest percentages of Welsh speakers. The Island also has a rich cultural history

Making a difference:

The Local Service Board is committed to making a difference in the following areas:

- Making sure children and young people get a good start, are safe and respected and not disadvantaged by poverty
- Promoting early intervention and independence and improving health and wellbeing for all ages
- Increasing use of the Welsh language, promoting literacy and interest in cultural issues
- Safeguarding children and young people on Anglesey who are vulnerable, in need or at risk
- Ensuring children and young people have access to a wide range of relevant learning and career opportunities
- Provide the best possible learning environment for all children and young people
- Access to safe and high quality play provision for children and young people
- Children and young people have the opportunity to take part in sport, leisure and cultural activities
- Children and young people are active participants in their communities
- Work in partnership with agencies to ensure a co-ordinated service for all children, young people and families
- Establish a community wide language forum
- Work in partnership with local agencies to increase the use of the Welsh language

Every child and young person on Anglesey reaches his/her full potential

Key Facts

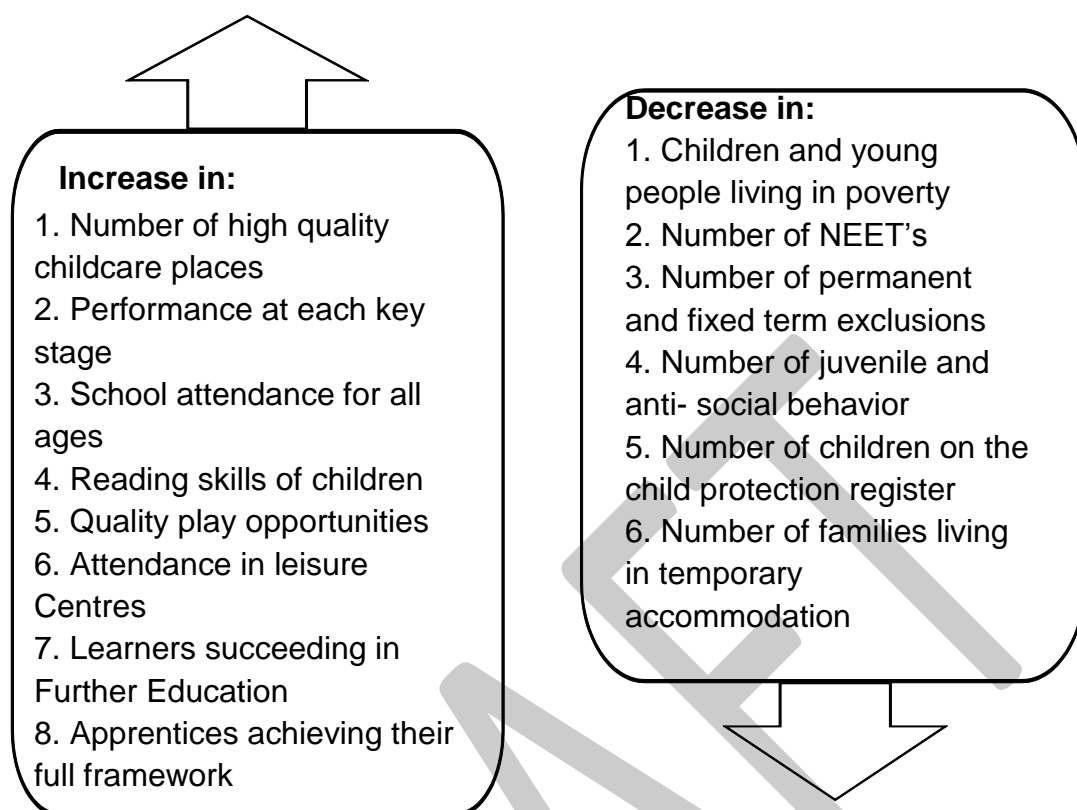
While educational achievement is often used as a measure of success it is also important to recognise that there are a number of different ways that children and young people can fulfil their potential. To take an active part within their community through leisure, sport, culture or volunteering enhances the lives of children and young people and we aim to ensure that all children and young people have access to these opportunities regardless of their background.

Early intervention will also be a focus of our work with families able to access advice and support early before problems and issues affect their lives irrevocably.

Throughout our work we will consult and include children and young people ensuring that their voices are heard and that they participate fully in the decision about their futures. It is important that when difficult decisions are taken about the future of public services on Anglesey that children and young people feel able to be part of those decisions and are confident that their opinions will be considered and respected.

- Attendance in primary schools for the academic year 2011/2012 was 93.5%
- Attendance in secondary schools for the academic years 2011/2012 was 92.2%
- % of 11year olds achieving Core Subject Indicators was 78.6%
- % of 15 year olds achieving level 2 threshold including English or Welsh and Maths was 47.0%
- 16% of young people achieving recognised qualification through the Youth Service
- In 2011 the % of school leavers not in education, employment or training (NEET) was 2.68% (one of the best results in Wales)
- 83% of learners entering Further Education at Coleg Menai are successful (2% above national benchmark)
- 87% of apprentices at Coleg Menai achieve their full framework (6% above national average)

Measuring our success



Your contribution:

- Read with your child from an early age. Talk to your health visitor or your child's teacher to see what kind of books or magazines you could read with your child
- Make sure your child is immunised, check with your health visitor or GP
- Make sure your child goes to school on time with the right books and equipment for their day
- Claim Free School Meals if you are eligible
- Encourage your child to take part in activities in the community
- Find out about the free swimming during the school holidays and take your child along to a session
- Encourage your child to take part in school councils and youth forums to make sure their voice is heard
- Contact one of the support agencies if you are struggling and require help with your family
- Walk or cycle with your child with your child to school to encourage them to do so on their own or with friends
- Explore an apprenticeship as a career path

People in Anglesey are healthy and active

Key Facts

Anglesey now has an ageing population. On the whole, life expectancy for our population is increasing, although average life expectancy for both men and women is slightly below the Welsh average. Variation and inequalities in health outcome also exist between the most and least deprived communities. Demand for health and care services and the cost of these traditional services are increasing greatly.

These emerging themes and pressures mean that current models and approaches of addressing present needs will not be fit for purpose in the future. Citizens and families will be at the heart of controlling and choosing the support needed for adults and older people and their carers to enable them to manage their own health and develop solutions to their social care needs which where possible will enable them to either maintain or regain independence. To achieve this we are going to need to work in partnership both to promote prevention, early intervention and equal opportunity for good health and change the way we provide services to ensure there is a good supply of support which is rich, diverse and fair.

Below are some key facts about our communities:

- There will be an increase of at least 20% in the number of older people by 2020 and this proportion will continue to increase
- About a third of people aged 75+ will have a long term health condition (e.g. Heart failure, Diabetes) by 2020
- Poorer health is more common in deprived communities
- On Anglesey, there are 21 registered Residential Care establishments providing services for up to 612 residents. Fewer people are choosing to use residential care. This is a national trend and has been consistent for a number of years. In Anglesey as a whole, there is an overdependence on residential care beds with the need to develop more services in the community
- The number of looked after children on Anglesey has increased to its highest level. In 2011 there were over 2,800 referrals to the service leading to the highest numbers for Looked after Children (at 92, which is a 29.5% increase since 2009/10) and numbers on the Child Protection Register (at 77, which is a 156% increase since 2009/10). One particular area of concern is the number of referrals where domestic violence is cited as the main contributory factor, and in 2011 1377 of the total referrals, or 47.5%, were from the Police

The main findings of the 'Anglesey Life' needs assessments include the following:

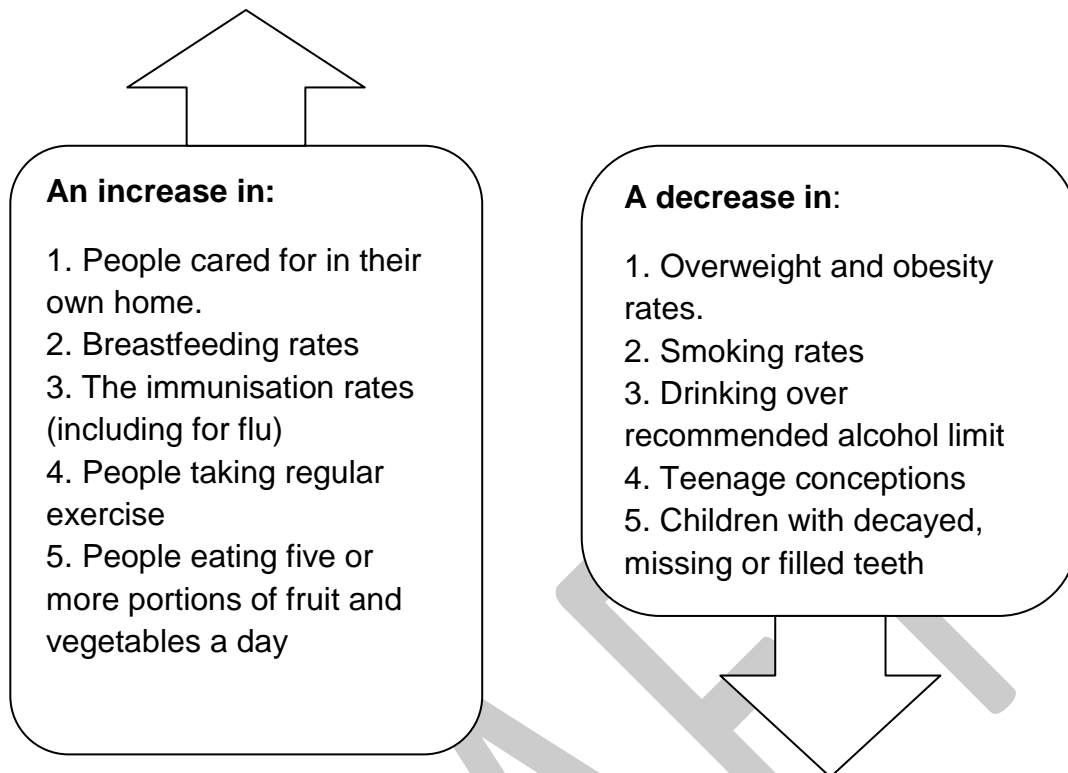
Promoting Healthy Lifestyles

- There is an increase in males and females who drink alcohol above recommended guidelines and who binge drink
- Anglesey registers a significantly higher number of male admissions to hospital for alcohol and drug related conditions than the Welsh average
- Two thirds of Anglesey's adult population are not physically active enough, and for children and young people physical activity levels for girls are much lower than for boys
- A quarter of Anglesey adults smoke and a third of pregnant women smoke

Care at Home

- Enhancing resilience by supporting all children and their families to have access to healthy lifestyles and play
- Supporting older people and their carers to independence by providing timely services
- Increasing the availability of healthy ageing provision in the Community

Measuring Our Success



Your contribution

- Drink within recommended limits 21 units per week for men, 14 for women, two alcohol free days a week and don't binge drink
- Don't smoke, and don't make children breathe your smoke, especially in cars. Get help to stop from your GP, Pharmacist or Stop Smoking Wales
- Take responsibility for your own and your family's health. Commit to regular exercise and healthy eating. Ask for free Change of Life information packs
- Join in with activities in your local community e.g. Contact Leisure Services and find out what can be accessed locally or find out about play opportunities in your area
- Breastfeed your babies and encourage others to breastfeed
- Make sure your children get their immunisations

- Register with a Dentist and take your children regularly. Teach them to clean and floss their teeth. Avoid or limit sugary drinks
- Talk to your children about growing up, healthy relationships and safer sex
- Make sure you go to any screening invites – it could save your life. For more information contact your GP
- Go for a flu vaccine if you are at risk or a carer
- Keep an eye on your elderly neighbours, offer to do some shopping, gardening or even just pop in for a chat. Help them to keep their home safe
- Volunteer through Medrwn Môn

Anglesey is an Island where the Welsh Language and Culture is flourishing

Key Facts

Welsh Language

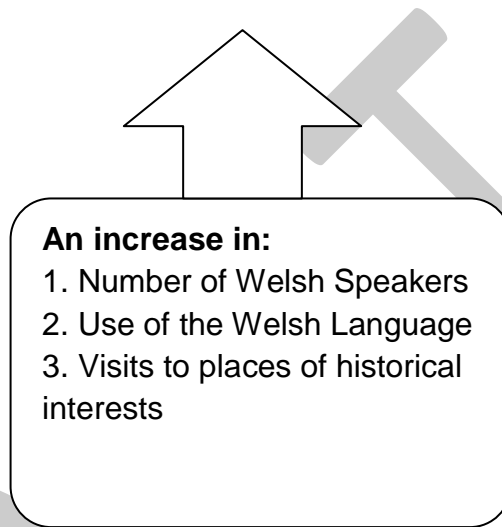
- The highest percentage of Welsh speakers is amongst 3-24 year olds which highlights the influence of the bilingual education provision and conversely the lowest percentage is amongst the over 50 year olds due to the inward migration of people within this age group
- Over the last 30 years the composition of the population has changed considerably and consequently we see that 32% of the population were born outside Wales
- There is a difference in the number of people who speak Welsh in the various communities on Anglesey. The highest percentage i.e. over 70% are located in the centrally located communities whilst the coastal communities have only 40% Welsh speakers
- The Energy Island Programme could have an effect on the Welsh Language within communities. A Language Impact Assessment would be able to consider these effects and suggest appropriate mitigation
- The Isle of Anglesey County Council has Supplementary Planning Guidance (SPG) on 'Planning and Welsh Language' which offers guidance on how it will make decisions regarding proposed developments at a planning application stage on the Welsh Language
- Anglesey has the second highest number of pupils at Key Stage 2 and 3 receiving their teacher's assessment through the medium of Welsh

Culture

- There are a range of communities and groups who promote the use of the Welsh language e.g., Young Farmers Clubs, Merched y Wawr and the Urdd
- The Library Service had 271,995 visitors to its libraries in 2012-13
- The County's public libraries lend over 300,000 items every year
- A wealth of formal designations identify and protect the most important features in Anglesey's historical and architectural heritage
- Oriel Ynys Môn is a nationally recognised arts and heritage centre which houses collections of national importance. It provides a high quality programme of events and exhibitions attracting over 100,000 visitors annually
- ***There are opportunities to promote the culture and language through partnership working to enhance historical sites, monuments and landscapes***

- Anglesey Archives collects and preserves historical documents relating to the island of Anglesey and makes them available to anyone who wishes to use them

Measuring Our Success



Your contribution

- The Learning Welsh website can give you information about joining Welsh classes in your area – telephone (01248 383928)
- The Visit Anglesey website will help you support cultural events in your local area
- The local press will provide details of cultural events and evening classes in your area

PLACE

During the lifespan of this plan we recognise that we need to make a positive impact on protecting and enhancing the environment and enabling communities to thrive.

These will be the areas that we will focus upon to make a difference:

- **People in Anglesey enjoy a sustainable, rich and diverse environment**
- **People in Anglesey belong to communities that are strong, vibrant, inclusive and diverse**
- **People in Anglesey are safe and feel safe**

Story behind the baseline

- The Isle of Anglesey is a geographical area of approximately 71,100 hectares
- In 2010, the approximate population was 68,592, the third smallest population of all local authority areas in Wales after Merthyr Tydfil and Blaenau Gwent. This is a decrease of 262 individuals since 2009
- Anglesey is designated an Area of Outstanding Natural Beauty (AONB)
- Average house prices are just under £139,000, median household income is £24,351 with house price to income ratio 6:1
- The 55% of all municipal waste on Anglesey re-used, recycled and/or composted in 2011/12 was the fourth highest performance of local authorities in Wales. The long term statutory target is to recycle/compost 70% of municipal waste by 2024/25
- Anglesey is one of the safest places to live and work in North Wales, and since 2007 overall crime has continued to fall

The landscape is mostly rural and the 200km coastline includes a wide variety of sandy beaches and rocky coves that attract a significant number of tourists in the summer months. The A55 forms one of two crossings that connects the island to the mainland and enables passengers and freight to travel to and from the port of Holyhead. The Island has rail links and an airport with direct links to Cardiff and the Isle of Man over the summer months. There are five main towns on the Island, the largest of which by far is Holyhead with a population of about 13,500. Regenerating the Island's economy and focussing on investment in low carbon energy opportunities has been identified as a major priority for the area. The Island has been designated as an Enterprise Zone to maximise regeneration opportunities.

Anglesey is mainly a lowland island with much of the earlier woodland and wetlands now being used as farmland. The island's 200km coastline has many conservation and landscape designations, some of the finest areas of sand dunes in Wales and spectacular cliff and heathland. Much of the coast is designated an Area of Outstanding Natural Beauty (AONB). Air and water quality on the Island are good.

Present estimates for Wales suggests that over the next 25 years summers could become drier and winters wetter due to climate change, with more rain in total. Temperatures are also likely to increase. Changes in rainfall patterns and amounts could affect the availability and demand of water for people and the environment.

Anglesey as a predominantly rural area, which is more sparsely populated than most local authorities in Wales, faces challenges in terms of providing access to services, especially at a time when public finances are limited.

What does this tell us?

In summary the baseline information in this section tells us that:

- There is a lack of suitable affordable housing in the area and there is demand for social housing
- We need to maintain a balance between developing the economy and protecting the environment
- Crime has reduced in the area
- Tackling financial inclusion is important

Making a Difference:

The Local Service Board is committed to making a difference in the following areas:

- Taking care of the Island's natural environment and use our resources sustainably
- Making sure we have strong communities, access to services and that everybody's voice is heard
- Helping individuals and communities to develop and maintain their independence
- Making sure that Anglesey is a safe place
- Ensuring all children and young people are healthy and live in a safe environment
- Tackling Community Safety issues such as harm caused by alcohol
- Promoting financial inclusion to facilitate access to affordable financial products and services
- Providing opportunities for active travel

People in Anglesey enjoy a sustainable, rich and diverse environment

Key facts

The red squirrel, crested newt and some specialist orchids are more common on Anglesey than much of the mainland. 78% of the coast of Anglesey is designated an Area of Outstanding Natural Beauty (AONB). The coastal path links 36 coastal villages providing a long coastal path across the island. ***Some of the main features of the Anglesey AONB are:***

- ***low cliffs alternating with coves and pebble beaches***
- ***sheer limestone cliffs interspersed with fine sandy beaches***
- ***stretches of sand dunes with beaches***

The AONB is also home to approximately 7000 people who live in creative and dynamic communities. These communities are also popular holiday destinations for those who wish to relax on the island or participate in the wide range of outdoor activities such as walking the 201km (125 miles) coastal path.

Anglesey also has got geo park status, 'GeoMôn', which recognised the Island's geological wealth.

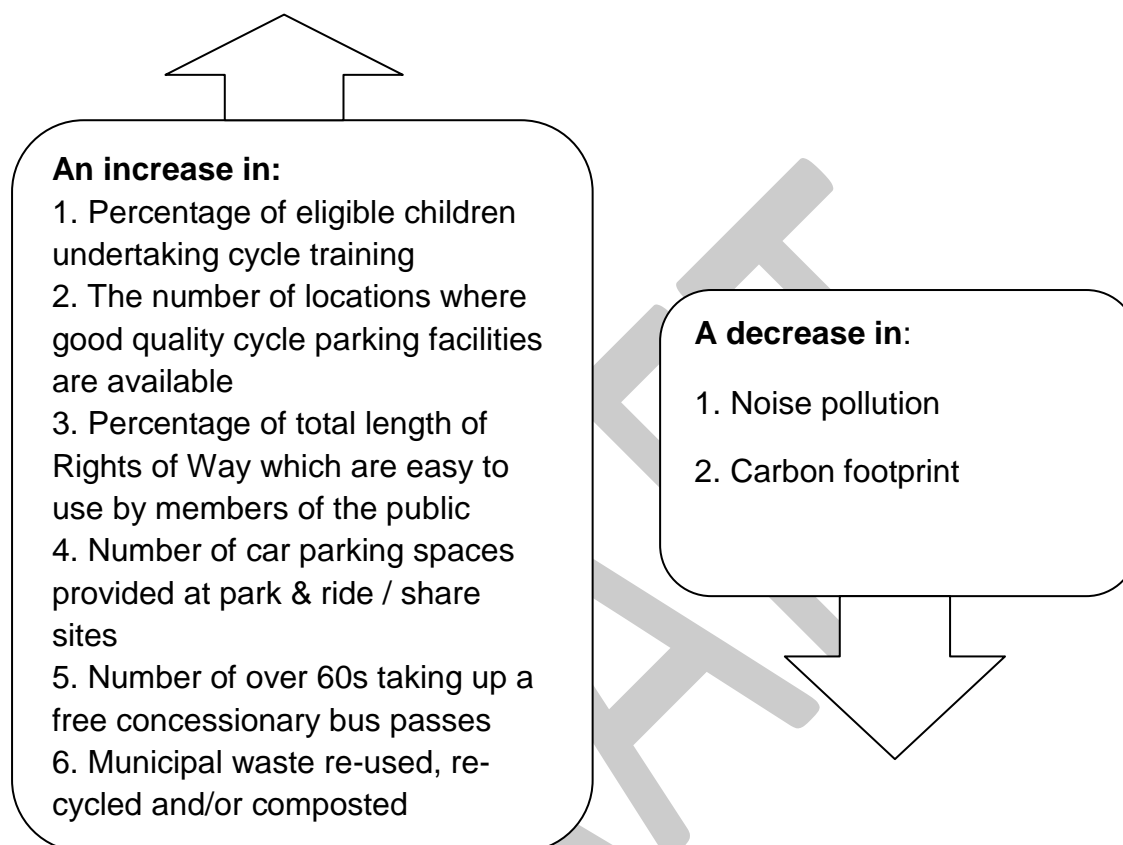
Beaumaris Castle is also designated as a World Heritage Site.

Recycling not only helps our environment here on Anglesey and beyond - it also saves money, energy and creates local employment.

At a national level greenhouse gas emissions, of which Carbon Dioxide is the main contributor, have steadily increased since 2002, and emissions continues to be a problem and a significant contributor to climate change. Industry, housing and road transport are major contributors to greenhouse gas emissions in Anglesey. The largest contributor of CO2 emissions in Anglesey is industry and commercial activity (54%). Housing (fuel emissions) is the largest component of the ecological footprint of Wales accounting for 22-27%.

Through the North Wales Regional Transport Plan, Anglesey plans to provide, promote and improve sustainable forms of transport to minimise the negative impacts of transport on the local and global environment. This includes improving the quality and provision of passenger transport and providing infrastructure such as park & ride / share schemes.

Measuring Our Success



Your contribution

- If you are interested in volunteering with the Area Outstanding Natural Beauty (AONB) team please call : (01248) 751877
- For more information about recycling call: (01248) 752860
- Recycle on your doorstep - take advantage of the kerbside recycling service provided. Make sure you encourage everyone in your house to think whether items can be reused or recycled before they're thrown away
- Routine recycling - make a visit to one of the Household Waste Recycling Centres as part of your routine. The Centres at Penhesgyn and Gwalchmai offer a range of facilities to recycle household waste
- Avoid food waste - planning your meals, buying what you need and cooking correct portions can all save you money and reduce the amount of food waste
- Smart shopping - try to buy only what you need. You can easily reduce the amount of plastic carrier bags that are used when shopping by reusing them or by using a 'bag for life'
- Research into green energy efficiency options for your home

- Walk or cycle to school / work / facilities
- Make use of public transport / car share

People in Anglesey belong to communities that are strong, vibrant, inclusive and diverse

Key facts

Welsh Index of Multiple Deprivation 2011 identified two areas on Anglesey as being amongst the most deprived in Wales.

- In 2008, 34.9% of all private households were deemed to be in fuel poverty
- There are 2000 households on the waiting list for social housing. (including transfer applicants)
- There are over 700 empty properties on the island which have been empty for more than 6 months.

The Cymunedau yn Gyntaf Môn Communities First Partnership will consist of seven Lower super output areas [LSOA's] of Morawelon, Porthyfelin 1, Holyhead Town, Maeshyfyd, London Road and Kingsland in Holyhead as well as Tudur in Llangefni. Four of these LSOA's rank in the 10% most deprived wards in one or more of the Communities First priority Welsh Index of Multiple deprivation [WIMD] domains and 10% or 20% on all the domains.

Due to the current and future forecast of constraint in public finances, effective engagement with our service users and communities is key to ensuring that resources are targeted effectively and integrated, avoiding waste and duplication. The individual can also contribute to strengthening their community by taking part in engagement activities to influence decision making, participating in voluntary activities and establishing community and **social enterprises. Such enterprises can contribute to the sustainability of communities and services.**

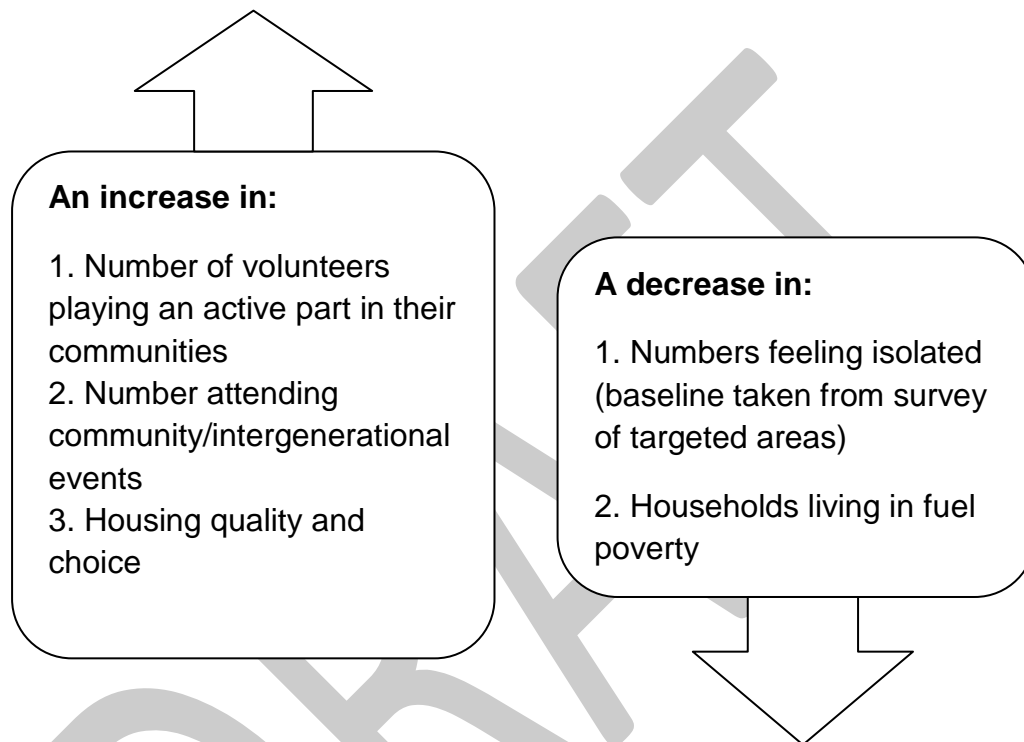
It is proven that people's living conditions in terms of the quality, suitability and affordability of their housing links to their perception of the locality and their interactions within that locality significantly impact on their capacity to develop a strong community. A strong community also requires effective transport links in order to optimise accessibility to employment, education, health and services. In addition, access to play, leisure and supporting activities contribute to wellbeing and improved health.

Community cohesion is vital to ensure good relations between people from different backgrounds where diversity is valued and individuals share a sense of belonging and work together to make their area a better place. This can be promoted through intergenerational practice which improves relations between different age groups who may have little contact. Through sharing skills, experiences and ideas the two

generations can gain a better understanding of each other and share skills, experiences and ideas.

The impending changes to the benefit system will have an impact on both households and individuals within our communities.

Measuring Our Success



Your contribution

Maximising opportunities to take part in engagement events.

Maximising opportunities to take part in volunteering schemes - contact Medrwn Môn (01248 724944)

People in Anglesey are safe and feel safe

Key facts

Community Safety encompasses more than crime and disorder; it involves quality of life issues and the need to address the fear of crime.

Anglesey is one of the safest places to live and work in North Wales, and **since 2007 overall crime has continued to fall** - Anglesey is the only county in North Wales to have succeeded in a continued year on year reduction in crime in the last five years (there was a 4% decrease from 2010 to 2011).

Due to the tough economic climate we need to be more resilient than ever to ensure that Community Safety remains a priority.

The results of the first 2012/13 North Wales Strategic Assessment highlighted Six Key Priority Areas (KPA's).

- **SERIOUS ACQUISITIVE CRIME (SAC)**
Serious Acquisitive Crimes are described as offences of Robbery (both of personal property and against business property). Anglesey listed an increase in serious acquisitive crimes in 2011 which showed as a percentage increase of 8.4% compared with 2010
- **VIOLENCE AGAINST THE PERSON**
Violence against the person carries a higher level of probability and due to the nature of the crime a potentially high level of harm. Although the violence against the person crime category has reduced, this crime type accounts for highest percentage of crime type on Ynys Môn at 29% and has a big impact on the fear of crime.
- **ALCOHOL RELATED VIOLENCE**
In terms of harm, alcohol related violence has a wide reaching impact on the Community. Incidents in public places contribute to the fear of crime, while alcohol is also linked to many sexual offences and over one third of violent domestic offences. Although this category could be described as 'stable' in terms of the number of incidents, this category needs to remain as a key priority area
- **DOMESTIC VIOLENCE (Crime and Non-Crime type)**
There is always as high level of potential harm to individuals and families from domestic violence. Domestic Violence is underreported and the profile of victims and offenders is based on reported incidents. Domestic Violence does impact on schools, health services, and a variety of other agencies beyond those that immediately respond to incidents
- **ANTISOCIAL BEHAVIOUR (ASB)**

Antisocial Behaviour impacts on the fear of crime and Community Cohesion. Generally, the potential harm posed by ASB is low but in extreme cases the potential harm to individuals is high

- **REDUCING REOFFENDING AND PREVENT OFFENDING**

Offenders that reoffend are often the most prolific causing the greatest harm to the community and require the greatest resources to manage them.

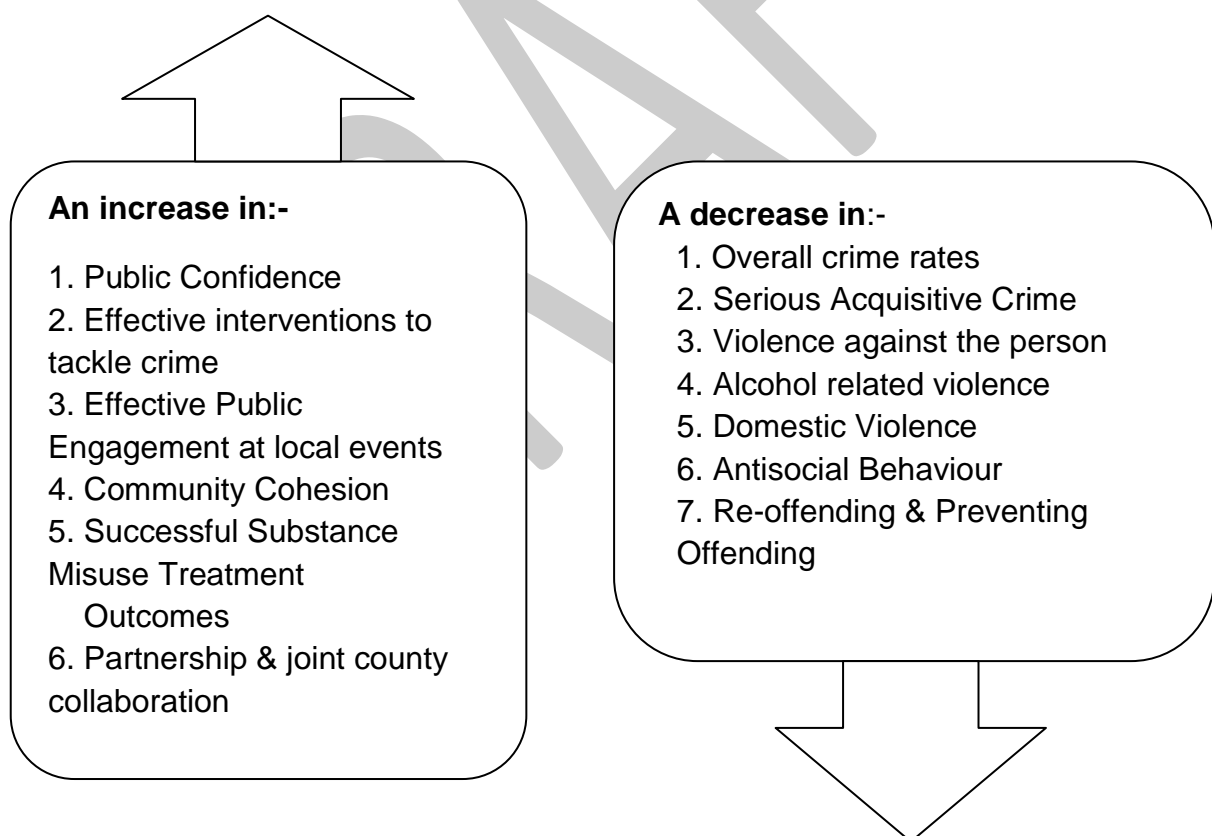
Reductions in offending will have a broad impact in all areas of crime and disorder. There is a high risk for potential harm to all areas of the community when considering re-offending

Other areas that will be continually monitored during the forthcoming period will include sexual offences, hate crime, arson, substance misuse and reducing the fear of crime.

It is Important to Note:-

- The Cross-Cutting nature of the issues identified as Key Priority Areas
- The significant influence that substance misuse has e.g. acquisitive crime
- Alcohol problems featured regularly throughout identified problems

Measuring Our Success



Your contribution

- Taking part in watch schemes e.g. Neighbourhood watch, shopwatch, boatwatch schemes etc via the North Wales Police OWL Alert Scheme – see North Wales Police website <http://www.owl.co.uk/northwales/>
- Keeping your home safe and secure (see CSP website) <http://www.anglesey.gov.uk/community/community-safety/>
- Influencing the policing in your area by contacting your local neighbourhood policing team (contact via local PCSO) http://www.north-wales.police.uk/your_neighbourhood.aspx
- Have your say on police priorities by visiting the Balance your Bobbies website- North Wales Police website <https://balanceyourbobbies.com/>
- Book a free home fire safety check - call 0800 169 1234 or visit North Wales Fire and Rescue website <http://www.nwales-fireservice.org.uk/>
- Drive carefully
- Look out for your neighbours, particularly those that may be vulnerable with low public confidence
- Become a volunteer on the Crime and Prevention Panel and the Area Crime and Disorder Committees (Contact via Community Safety Partnership – 01248 752814)

JOBS

During the lifespan of this plan we recognise that we need to make a positive impact on the economy to ensure the sustainability of the Island.

These will be the areas that we will focus upon to make a difference:

- **People in Anglesey are part of a thriving and sustainable economy**
- **Anglesey takes full advantage of all strategic energy investment opportunities**
- **Anglesey has a successful and sustainable tourism industry**

Story behind the baseline:

- The Energy Island Programme has the potential to contribute nearly £2.5 billion to the Anglesey and North Wales economy over the next 15 years, bringing economic, social and environmental benefits to Anglesey
- In March 2012, 71.6% of working age people were employed
- In August 2012, there were 1,834 people claiming jobs seekers allowance. This is 4.4% of the working age population
- In 2010 74.8% of jobs were based in the service sector and 25.4% in distribution, hotels and restaurants which shows the reliance on the public sector and tourism
- In March 2011, there were 2,825 registered businesses on Anglesey. Of these 74.4% were small businesses with less than 5 employees
- Net outward migration of 16-24 year old and inward migration of 45-64 year olds will have a significant impact on economic activity
- Tourism, on a seasonal basis, already injects much needed revenue into the local economy (£250m in 2011) and supports over 4,000 jobs on the Island
- Anglesey attracts around 1m staying visitors and just over **0.5 million** day visits each year
- 42% of all staying holiday visitors are on short breaks, 31% are on longer holidays and 26% are on a secondary holiday

In summary the baseline information in this section tells us that:

- Increased employment opportunities are vital to the regeneration of the island
- We need to move away from over reliance on the Public Sector for jobs
- The importance of tourism as an income generator for the Island
- Significance of EIP

Making a difference:

The Local Service Board is committed to making a difference in the following areas:

- Generate job opportunities
- Ensuring that people have the right skills
- Maximising the Island's Tourism potential
- Provide support to the Energy Island programme to provide a broader and sustainable base for the Island's economy in the 21st Century
- Ensuring co-ordination between the Energy Island Programme, Destination Management Plan and Regeneration initiatives to **provide job opportunities for local people**
- Support and encourage diverse businesses and employment growth opportunities
- Capitalise upon all strategic energy investment proposals on Anglesey, to realise our collective aspirations
- Promote Anglesey's image and distinctive strengths

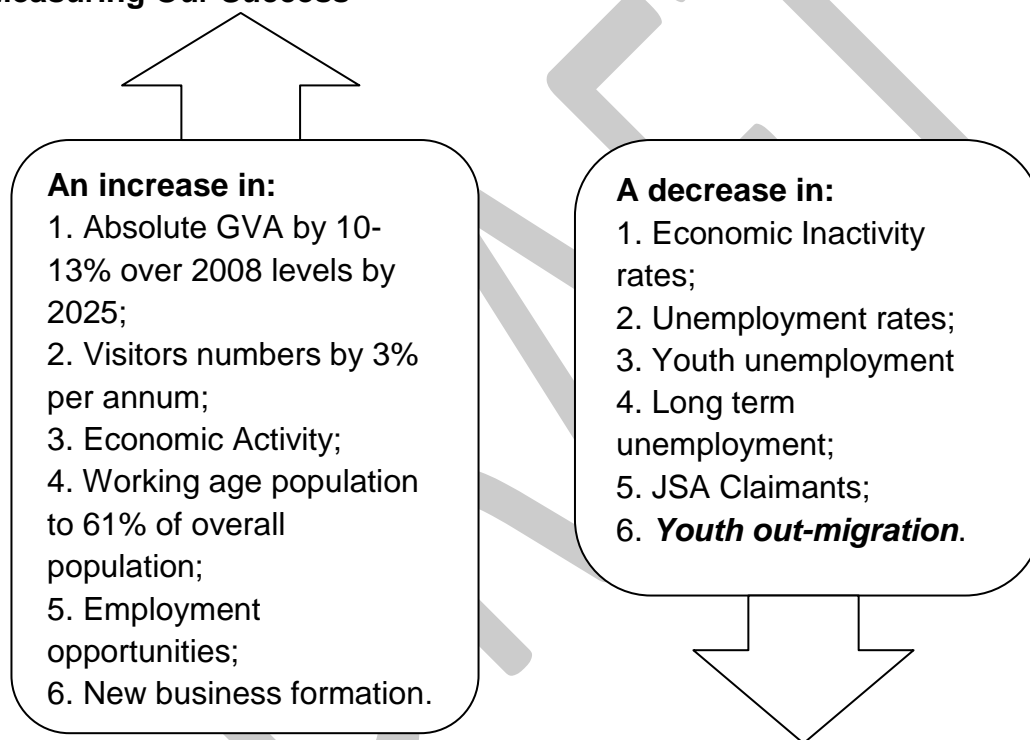
People in Anglesey are part of a thriving and sustainable economy

Key facts

Anglesey's fragile economic status has been well documented, with the Island currently experiencing a number of significant socio-economic challenges. The recession has only served to exacerbate and further compound these difficulties.

An area's economic prosperity has a direct link with wellbeing, health, education attainment, community cohesion and the overall quality of life, which clearly illustrates the paramount importance of supporting sustained economic regeneration. However, there are key social, economic and demographic trends, including managing an aging population, economic inactivity and youth out-migration, which need to be addressed if we are to see a positive impact on the Island's economy.

Measuring Our Success



Your contribution

- Commit to personal development and career progression
- Contact the Isle of Anglesey County Council Economic Development Unit if you are thinking of setting up your own business for advice and support
- Social Enterprises and Co-operatives should contact the Wales Co-operative for free help and business advice
- Support local small businesses, town centres and local events
- Support all activities to sustain a thriving Welsh culture and environment
- Become an Ambassador for the Island to represent it in a positive light

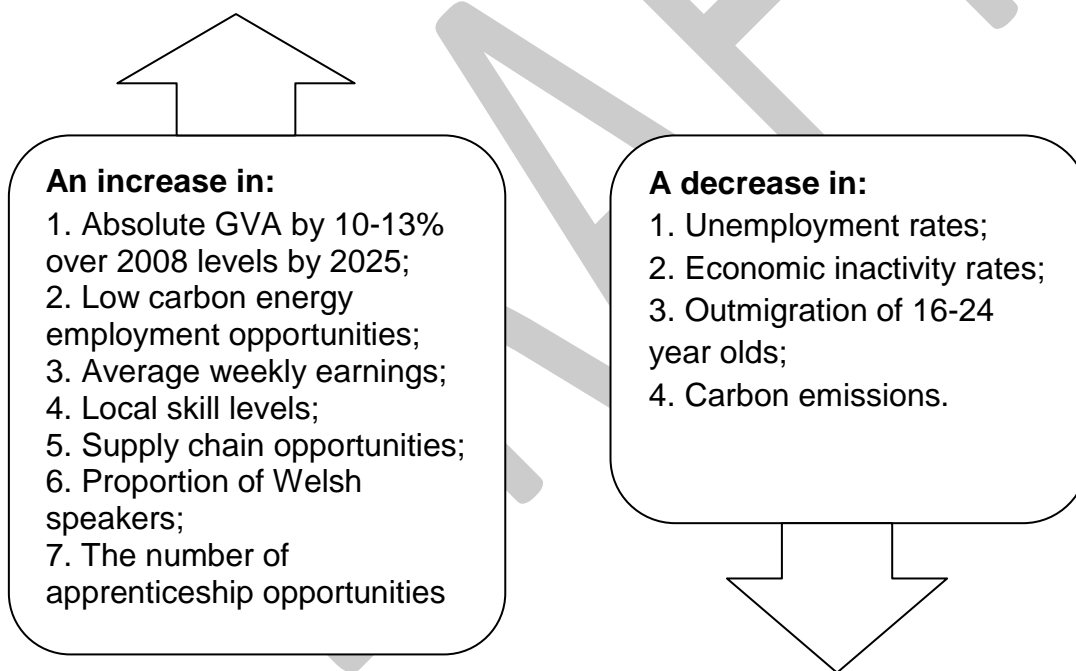
Anglesey takes full advantage of all strategic energy investment opportunities

The magnitude, diverseness and importance of the Energy Island Programme to the socio-economic future of Anglesey cannot be underestimated. The energy market has long been of significant importance to the island's economy, and it is imperative that Anglesey continues to be integral to UK low carbon energy generation.

The Energy Island Programme is a once in a generation opportunity to capitalise on the planned investment and growth potential of the low carbon energy sector on Anglesey. The scale of the planned investment is considerable offering significant employment; supply chain and community benefit opportunities.

The Energy Island programme will also provide a catalyst for cultural and behavioural change, ensuring sustainable economic development, community cohesion and an improvement in the quality of life of the island's residents.

Measuring Our Success



Your contribution

- Contribute towards the consultation/ engagement activities regarding all major energy investment proposals;
- As an employer consider taking on apprentices

Anglesey has a successful and sustainable tourism industry

Key facts

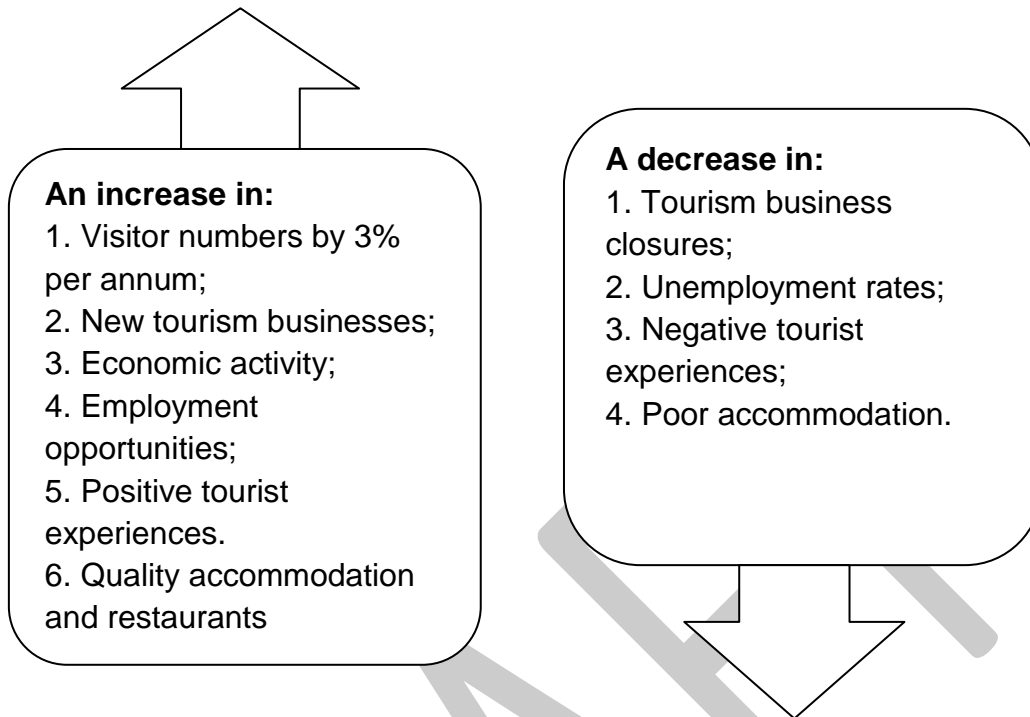
Tourism is an important activity on Anglesey that contributes significantly towards local prosperity and the quality of life on the Island. Tourism currently generates revenue of £250m per year into the local economy and provides employment for over 4000 people. It is the quality of the island's natural environment and coastline which are integral to the appeal of Anglesey as a tourist destination.

The County Council is committed to destination management and is leading a joint public and private sector partnership to co-ordinate a strategic approach to tourism on the island. Destination Management is a process of coordinating all the aspects of a destination that contribute to a visitor's positive experience, taking account of the needs of visitors, local residents, businesses and the environment.

A Destination Management Plan has recently been adopted by the County Council which is a shared statement of intent with external stakeholders, explaining the roles of the different partners and identifying clear actions that they will take and the apportionment of resources delivered through an agreed Delivery Plan.

Tourism is a complicated industry involving the public, private and third sectors – and the local community. Working alone, local businesses cannot manage and sustain tourism across a destination. Similarly, there are many public agencies that contribute in different ways to tourism development and management.

Measuring Our Success



Your contribution

- Tourism businesses on Anglesey can become involved in the Destination Anglesey Partnership (11 trade sector representatives have recently been elected);
- Help improve Anglesey's image as a modern and increasingly competitive destination of choice;
- Contact the Destination Management Team for further details (01248 752450 or dmp@anglesey.gov.uk).

Engagement with you

The plan is about working together to make a difference and achieve a vibrant and sustainable future for Anglesey and its residents.

To ensure we meet the needs and understand where to prioritise we need to hear from you and for you to get involved.

You are also key in making it happen and can help achieve positive change by looking out for your neighbours, use a bag for life and take part in engagement events.

Talk to us

We want to know what you think of the plan and what's important to you.

How to Respond

This process will provide us with the opportunity to listen to the views of people who live or visit the Island to ensure that we are concentrating on the right priorities to deliver the right outcomes for all of us. You will be regularly updated on our progress against the set priorities.

If you do not want your name or address published, please tell us this in writing when you send your response. We will then blank them out.

Need more information or require a copy of this plan in an alternative format?

**Please contact the Policy Unit on e-mail:
community@anglesey.gov.uk or phone 01248 752561**

Appendix 1

PRINCIPLES OF THE SINGLE INTEGRATED PLAN

Below are the key principles that will underpin the Single Integrated Plan:

SUSTAINABLE DEVELOPMENT

This is about enhancing the economic, social and environmental wellbeing of people and communities, achieving a better quality of life for our own and future generations. This is done:

- In ways which promote social justice and equality of opportunity
- In ways which enhance the natural and cultural environment and respect its limit – using only our fair share of the earth’s resources and sustaining out cultural legacy
- In ways that alleviate and adapt to the effects of climate change
- In ways which achieve positive outcomes for local communities and the environment from all major developments through minimising impacts and securing economic and community benefits

EQUALITY AND HUMAN RIGHTS

This about ensuring a fair deal for everyone and focuses on ending discrimination, advancing equality of opportunity and fostering good relations between different individuals and communities.

UN CONVENTION ON THE RIGHTS OF THE CHILD

This is about ensuring that the needs of children and young people are recognised, appropriate services provided and that their voice is heard and their rights respected.

THE WELSH LANGUAGE AND CULTURE

This is about ensuring that the Welsh and English languages are treated equally. The Welsh Language and culture should be given due consideration as part of the strategic needs assessment for the Plan and any identified outcomes should be included in the Plan.

CITIZEN ENGAGEMENT

This is about listening to the voice of citizens and communities as a force for understanding where system failings are occurring and where lack of co-ordination between services providers is wasting resources so that outcomes can be improved.

TOWN AND COMMUNITY COUNCILS

This is ensuring that Town and Community Councils are key partners involved in the prioritisation of outcomes for the Island.

EFFECTIVE COLLABORATION

This is about ensuring that key partners work together to make the most of the resources available and tackle the big issues facing the Island.

DRAFT

Appendix 2

Frequently Asked Questions?

What Is The Local Service Board?

The Local Service Board consists of the Isle of Anglesey County Council, representatives from the Police, Health, Voluntary Sector, Fire and Rescue Service, Further and Higher Education sectors and 'One Voice Wales' which represents local Town and Community Councils. Its purpose is to act as the strategic and innovative local leadership team who collaborate to improve outcomes and service provision for the people of Anglesey.

Why Produce A Single Integrated Plan?

The Welsh Government places a requirement upon us to produce a Single Integrated Plan by 1 April, 2013 in order to simplify the current arrangements to reduce duplication and free up resources. We currently produce the following 4 statutory plans:

- Health, Social Care and Wellbeing Strategy
- Community Strategy
- Children and Young People's Plan
- Community Safety Plan

These 4 plans will merge and be replaced by one streamlined long term plan



What is the link between the Single Integrated Plan and the Anglesey and Gwynedd Joint Local Development Plan (Joint LDP)?

The Joint LDP and the Single Integrated Plan will be the two main strategic plans for the area. The Single Integrated Plan will set out the overarching strategic vision for the Island and how different organisations and partnerships will work together to deliver the identified strategic outcomes.

Based on a sound evidence base and engagement with local communities and a variety of other interested parties, the Joint LDP will set out Anglesey's land use planning policies and proposals, which will guide future development and use of land and buildings on the Island between 2012 and 2026. The Joint LDP will set out a spatial strategy that will carry statutory weight, which can direct how the Single Integrated Plan's strategic outcomes should be delivered spatially.

Both Plans are therefore dependent on each other.

How will we be accountable for delivering the Plan?

The Local Service Board partners will be accountable for the effective delivery of the Plan. This will be done through the identification of the outcomes, indicators and performance measures by which progress can be evaluated. A summary report will be produced annually and will contain a balanced report of delivery and its effectiveness over the previous year. Progress will also be evaluated through local scrutiny arrangements and the Wales Audit Office.

What is Regional Joint Working?

In order to meet the Welsh Government's expectation on Local Authorities to work collaboratively together, work has been undertaken on a regional and sub-regional basis to reduce the number of partnerships. During the coming months existing partnerships will be streamlined and reduced and as part of this reform programme the Anglesey and Gwynedd Local Service Boards are merging. This will also mean that a joint Single Integrated Plan will be produced for Anglesey and Gwynedd during 2013/14.

Appendix 3

Partnership Work In Action – Case Studies

We have put together a set of case studies in order to provide you with live examples of how we already make a difference on a partnership level. Together, as partners we will continue to work together to improve the quality of life of our citizens and communities.

HOW WE MAKE A DIFFERENCE

‘Energy Island’

The Energy Island Programme (EIP) is a collective effort between several stakeholders within the public and private sector working in partnership to put Anglesey at the forefront of energy research and development, production and servicing, potentially bringing with it huge economic rewards.

It is anticipated that the EIP could contribute c£2.5 billion to the Anglesey and North Wales economy over the next 15 years. Through harnessing a rich mix of energy streams, including nuclear, offshore wind, tidal, biomass and solar (together with the associated servicing) it provides a significant opportunity to impact positive change in the local in local economic, social and environmental gains.

The Energy Island Programme is much more than the Energy Industry alone and runs through all aspects of life for Anglesey and North Wales communities, providing the opportunity to improve transport infrastructure, housing, tourism and leisure facilities.



Copper Kingdom Visitor Centre

The Copper Kingdom Visitor Centre is a collaborative approach between various stakeholders from within the public, Private and third sectors all working in partnership to place Amlwch firmly on the map as a must visit destination.

Officially launched on the 5th of July 2012 by Huw Lewis AM, this new visitor centre tells the story of how the island was once the world's leading producer of copper.

Parys Mountain, near Amlwch, has been mined for around four thousand years, dating back to the Bronze Age. During the 18th and 19th century it was the largest copper mine in the world and at its peak 2,000 people worked there.

The underground workings were last mined in the early part of the 20th century and the new centre is part of a major project to preserve and promote its heritage. An estimated 15,000 people are expected to visit The Copper Kingdom in its first year.

The centre has been built on the site of the old Copper Bins, where copper was stored on the quayside before being loaded onto ships at Port Amlwch for export all over the world. An interpretative exhibition gives an insight into copper mining in Amlwch and how the wealth created by the industry shaped the area.

The project is one of 24 to benefit from Cadw's Heritage Tourism Project, which is backed with European funding through the Welsh Government, and backed by the County Council and the Mon a Menai fund, amounting to an investment of £554,000

The Heritage Lottery Fund also supported the project with a grant of £497,000.



Healthy Living

The National Exercise Referral Schemes aim to promote independence by encouraging adults to manage illness and chronic health conditions. These schemes are delivered successfully on a partnership basis. The Generic Exercise Referral and Cardiac Rehabilitation Programmes receive referrals in respect of issues/conditions such as weight loss, diabetes, hypertension and heart attacks.

The professional National Exercise Referral Team organises fitness room sessions and other group activity sessions such as Pilates, swim rehabilitation and circuit training. Not only is the aim to rehabilitate – but it is also to encourage clients to understand their health condition – and hopefully independently choose to follow exercise and a healthy lifestyle.



Arts in the Community

The aim of 'Cyffro Celf', which was launched on the 11 September, 2012, is to enable people to learn Welsh whilst learning about Art.

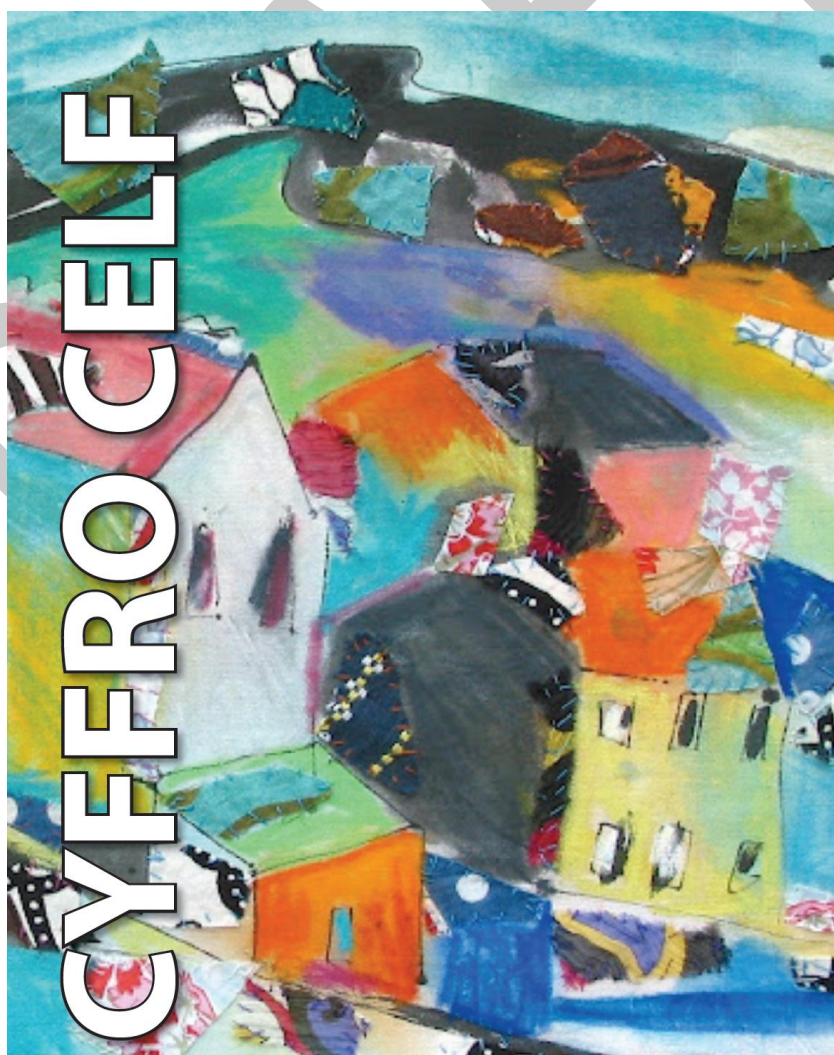
'Cyffro Celf' provides resources for full classes or individuals who are learning Welsh or Welsh speakers who wish to develop their proficiency. These resources may be used in the class and at Oriol Ynys Môn.

Most of the paintings within the 'Cyffro Celf' resource, some of which are world renowned, are in the Oriol Ynys Môn collection but permission has also been obtained to use examples from other collections.

Art is a key part of the culture of Wales and for many years now leading Welsh artists such as some of those included in 'Cyffro Celf' have been campaigning to raise the profile of Art in Wales. This project contributes to that goal.

By gaining some understanding about art it is possible to appreciate and enjoy paintings and sculpture in their own right whilst learning also about our language and culture.

(With the permission of Catrin Williams)



‘Benllech and District Good Turn Scheme’

The Benllech and District Good Turn Scheme is one of 5 voluntary group transport schemes on Anglesey and is the largest of its kind in North Wales. It is affiliated and supported by the Community Transport Association.

The scheme is a fantastic example of partnership and community activity working for the benefit of all. The Anglesey County Council has provided on-going support to the scheme including recent funding for IT equipment. Having set up in the year 2000 with support from Medrwn Mon, the County Voluntary Council, the group has recently celebrated its twelfth anniversary. In the twelve years it has been operating the drivers have covered the equivalent to go around the earth over 9 times!

In a typical month the Good turn Scheme will receive over 190 requests for support, leading to 50 people volunteering around 200 hours and covering 2,000 miles.

The overall aim of the Good Turn Scheme is to improve the “Welfare and Quality of Life” within the community by providing services, which are not currently covered by other agencies. The objectives are to promote the welfare of the neighbourhood in general, and in particular that of the elderly, infirm or house bound, and to relieve old age, sickness and infirmity.

The Good Turn Scheme has a team of volunteer drivers that provide transport for people in order to access essential services. Volunteers are recruited from the local area and the scheme offers Service Users transport to Hospitals, Doctors Surgeries, Dentists and Opticians etc. Other services the scheme delivers in the community include dog walking, visiting, helping with paper work, shopping and collecting.



Looking After Our Environment

On the Isle of Anglesey the Silver Slashers, volunteer members of the Ynys Môn Ramblers Group, have been working for five years to improve the local walking environment and show how good links between local Ramblers Volunteers and the Local Authority can reap real rewards for all walkers as well as helping the Ramblers Group to achieve its aims.

The photograph shows a volunteer work party installing a new section of board-walk along a waterlogged section of Public Footpath at Nant y Sebon, Moelfre. In this instance, the boards being used were previously part of the extensive raised walkway within the Dingle Local Nature Reserve in Llangefni. Following a refurbishment of the raised walkway, some of the boards were deemed re-useable and put to good use at this location.

This is an excellent example of commitment and co-operation between the Ynys Môn Ramblers Association and the Public Rights of Way / Countryside Services sections within the Isle of Anglesey County Council.



Safer Communities

The British Red Cross Mobile Youth Outreach Bus is a community tailored service which uses needs assessments to fit each individual community's circumstances.

The overall aim of the service is to work with young people between the ages of 11 and 18 in remote areas across the island, to promote a safe and positive culture in communities. A team of dedicated local organisations and volunteers offer help, support, information and guidance on a range of topics. The project works with targeted groups of young people and then moves on to another community.

Since 2010, over a 100 young people have gained accreditations or certificates for work delivered by the service. Up to the end of March 2012 the project has reached 8,194 young people in Ynys Môn since 2004/2005 and has had a significant impact on reducing juvenile antisocial behaviour.

The bus can accommodate up to twelve people, offering modern entertainment and computer system including a high-tech speaker system, Internet access, flat screen television and a small kitchen to offer refreshments



GLOSSARY

Anglesey Life	Anglesey Life is a needs assessment overview of the main factors influencing quality of life of individuals and communities on Anglesey.
Action Plans	Action Plans are a timetable of what you want to achieve over a given period of time.
Annual Population Survey	The Annual Population Survey is a combined statistical survey of households.
AONB	An Area of Outstanding Natural Beauty (AONB) is a precious landscape whose distinctive character and natural beauty are so outstanding that it is in the nation's interest to safeguard them.
Baseline	A baseline is a clearly defined starting point used as a measurement, calculation, or a location used as a basis for comparison.
BCUHB	Betsi Cadwaladr University Health Board.
CAB	Citizens Advice Bureau.
Carbon Footprint	The amount of carbon dioxide emitted due to the consumption of fossil fuels.
Climate Change	A change in global or regional climate patterns, attributed largely to the increased levels of atmospheric carbon dioxide produced by the use of fossil fuels.
Core Subject Indicators	The core subject indicator represents the percentage of pupils achieving level 2 or above in English or Welsh (first language), mathematics and science in combination.
Collaboration	Collaboration is the act of working with another or others on a joint project.
Community Cohesion	Community cohesion refers to 'togetherness' and bonding exhibited by members of a community, the "glue" that holds a community together. This could include having a shared sense of culture.
CO2	Carbon Dioxide

CSSIW	Care and Social Services Inspectorate Wales
CyMAL	CyMAL helps to promote and protect the culture and heritage of Wales by supporting museums, archives and libraries.
Destination Management Plan	A formal tourism partnership consisting of Anglesey Council and partners such as Tourism Partnership North Wales and Welsh Government's Visit Wales to create a formal partnership for better communication and collaboration.
DWP	Department for Work and Pensions
Enterprise Zone	Enterprise Zones offer specific incentives to attract new business to prime locations.
Funky Dragon	Funky Dragon is the children and young people's assembly for Wales to enable children and young people in Wales to get their voices heard by Government and others who make decisions about policies and services that affect their lives.
GP	General Practitioner
Global Geopark	Geoparks are recognised and promoted by UNESCO (United Nations Educational, Scientific & Cultural Organisation), and the European Geoparks Network (EGN). Ynys Môn is an internationally recognised Geopark which covers some 720 square kilometres and has 201 kilometres of coastline.
GVA	According to National Statistics - Gross Value Added (GVA) measures the contribution to the economy of each individual producer, industry or sector in the UK
JPPU	Joint Planning Policy Unit for Gwynedd and Anglesey.
14-19 Learning Network	The regional 14-19 Network ensures that all the educational, training, employment and support needs of young people are met and are suitably prepared for local employment requirements.
LSCB	Local Safeguarding Children Boards (LSCBs) gives a statutory responsibility to each locality to have this mechanism in place. LSCBs are now the key system in every locality of the country for organisations to come together to agree on how they will cooperate with one another to safeguard and promote the

welfare of children. The purpose of this partnership working is to hold each other to account and to ensure safeguarding children remains high on the agenda across their region.

LSOA's	Local Super Output Areas LSOAs were designed by the Office for National Statistics to have consistent population sizes and stable geographies, so that statistical comparisons of small areas over time can be carried out. However, population size between LSOAs varies considerably.
Menter Môn (Incorporating Menter Iaith Môn)	Menter Môn was established in 1995 to deliver EU rural development programmes. It is a third sector company with a board of directors made up of the private, voluntary and community sector.
NEETS	A generic term for 16 and 18 year olds who are not in education, employment or training (NEET).
Outcomes	Outcomes are end results
Poverty	According to the Child Poverty Strategy for Wales, poverty is a long-term state of not having sufficient resources to afford food, reasonable living conditions or amenities or to participate in activities that are taken for granted by others in their society. The Children and Families (Wales) Measure 2010 defines poverty as where household income is less than 60% of median income in the United Kingdom
RSLs	Registered Social Landlords
Supplementary Planning Guidance (SPG)	From time to time the Council prepares supplementary planning guidance (SPG) to provide more detailed policy advice and guidance on individual topics than the Development Plan itself can accommodate. SPG can also be used to make the main document easier to use.
Sustrans	Sustrans Cymru is working with communities, schools, workplaces and policy makers to promote walking, cycling and public transport as realistic alternatives to the car for everyday journeys.
Third Sector	The voluntary sector or community sector (also non-profit sector).
TNA	The National Archives

TPNW	Tourism Partnership North Wales
TWF	TWF offers free advice to parents on raising children in 2 languages from day 1.
Unesco	GeoMôn was set up as a major project to establish Anglesey as
Welsh Index of Multiple Deprivation 2011	The Welsh Index of Multiple Deprivation (WIMD) is the official measure of deprivation in small areas in Wales. It is a relative measure of concentrations of deprivation at the small area level.
YJS	Youth Justice Service
WLGA	Welsh Local Government Association

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Strategic Outcome – Every child and young person on Anglesey reaches his/her full potential

We want to:		How we will measure progress: <i>(Headline Indicator & baseline)</i>		Actions to ensure implementation	Lead partner(s)	2013 - 2014	2014 - 2015	2015 - 2016	2016 - 2017	
		Increase + (including baseline)	Decrease - (including baseline)							
1	To provide every child with a flying start in life so that they may reach their full potential	Number of high quality childcare spaces.	Number of dental caries in the under 5 year olds.	<ul style="list-style-type: none"> Develop and implement an Early Years Support Strategy for children, including those with disabilities Develop high quality childcare provision which meets the needs of both children and parents and to development of a Childcare Strategy. Every Flying Start childcare setting will be of a high quality Every child in a Flying start childcare setting will be part of the Designed to Smile Strategy Every child in a Flying Start childcare setting will be part of the Healthy and Sustainable pre-school scheme Implement a Family Support Strategy which provides for family support in local communities for the well-being of children, young people and their families. Take preventative steps to improve children and families outcomes Improve access to the Family Information Service 	Flying Start	X	X	X	X	
		Educational attainment at 7 years old.			BCUHB	X				
		Number of supporting environments under the Welcome Breastfeeding scheme.			CSSIW	X	X	X	X	
		Number of enquiries to FIS.			Third Sector	X	X	X	X	

We want to:	How we will measure progress: <i>(Headline Indicator & baseline)</i>		Actions to ensure implementation	Lead partner(s)	2013 - 2014	2014 - 2015	2015 - 2016	2016 - 2017
	Increase + (including baseline)	Decrease - (including baseline)						
2 Ensure that every child and young person, including those most vulnerable, have the skills and confidence to prepare them for adulthood and employment.	<p>Improved performance at each key stage.</p> <p>% NEET</p> <p>School attendance</p> <p>Number of young people in the YJS accessing 25 hours education, training of work opportunities</p> <p>Number of 16 year olds gaining key skills qualifications.</p> <p>% achieving L2+ at KS4.</p>	<p>Number of unauthorised absences from schools</p> <p>The number of permanent and fixed term exclusions</p>	<ul style="list-style-type: none"> • Ensure curriculum provision meets the needs of young people and provides all young people with the opportunity to gain accreditation in the key skills. • Promote multi-agency and multi service working to ensure that learners overcome barriers to education. • Ensure continuity in pupil's bilingual development throughout each key stage. • Provide intensive support for individuals identified as being likely NEETs 	<p>Coleg Menai</p> <p>Bangor University</p> <p>YJS</p> <p>BCHUB</p> <p>14-19 Learning Network</p> <p>Potensial</p> <p>North Wales Police Careers Wales</p>	X	X	X	X

We want to:	How we will measure progress: <i>(Headline Indicator & baseline)</i>		Actions to ensure implementation	Lead partner(s)	2013 - 2014	2014 - 2015	2015 - 2016	2016 - 2017
	Increase + (including baseline)	Decrease - (including baseline)						
3 Ensure that every child and young person on the Isle of Anglesey is healthy and feels safe	<p>Number of young people with mental health problems.</p> <p>The number of children who are fully immunised</p> <p>The number of children and young people receiving alcohol and substance misuse awareness support.</p> <p>Number of young people identified as having weight problems.</p>	<p>Number of bullying referrals within schools</p> <p>Number of looked-after children who are cared for in out of county care /placements</p>	<ul style="list-style-type: none"> Continue to develop the mental and emotional well-being programme in schools Implement well-being strategy that addresses smoking, substance misuse and childhood obesity, sexual health. Ensure that all children and young people in difficulty are aware of where to access help and support. Reduce number of children and young people who are at risk of significant harm Improve access to services for children and young people with disabilities. Develop provision to ensure that every young person is able to access and enjoy play, leisure, sport and cultural activities of their choice to improve their physical and emotional wellbeing. 	<p>Parents/ Carers</p> <p>Public Health Wales</p> <p>Communities First</p> <p>North Wales Police</p> <p>BCHUB</p> <p>Third Sector</p>	X	X	X	X

We want to:	How we will measure progress: <i>(Headline Indicator & baseline)</i>		Actions to ensure implementation	Lead partner(s)	2013 - 2014	2014 - 2015	2015 - 2016	2016 - 2017
	Increase + (including baseline)	Decrease - (including baseline)						
4 All children and young people have the opportunity to participate and are respected.	Number of staff attending Participation Training Participation within vulnerable group		<ul style="list-style-type: none"> • Ensure that participation and advocacy is an integral part of workforce development • All partners to review their governance procedures to ensure participation of children and young people. • Ensure that Children and Young People's Rights is an integral consideration in the work of the Council and its partners. • Improve the range and quality of information that is children and young people friendly 	Third Sector	Funding is uncertain			
				Funky Dragon	Funding is uncertain			
				Children's Commissioner for Wales	X	X	X	x
				Community Councils	x	X	X	X

We want to:	How we will measure progress: <i>(Headline Indicator & baseline)</i>		Actions to ensure implementation	Lead partner(s)	2013 - 2014	2014 - 2015	2015 - 2016	2016 - 2017
	Increase + (including baseline)	Decrease - (including baseline)						
5 Every child and young person supported and live in a safe home and community		Number of juvenile Anti-Social Behaviour incidents in the community.	<ul style="list-style-type: none"> Continue to improve multi-agency support & preventative support for vulnerable groups Develop further the mental health and substance misuse support services Continue to support Drug and Alcohol programme in Schools Promote road safety and personal safety initiatives. 	North Wales Police	X	X	X	X
		Number of road traffic accidents involving young people.		North Wales Fire and Rescue Service	X	X	X	X
		Number of families and vulnerable young people living in temporary accommodation.		BCUHB	X	X	X	X
		Number of first time entrance to Juvenile Justice system		YJS LSCB Parents / Carers	X	X	X	X

We want to:	How we will measure progress: <i>(Headline Indicator & baseline)</i>		Actions to ensure implementation	Lead partner(s)	2013 - 2014	2014 - 2015	2015 - 2016	2016 - 2017
	Increase + (including baseline)	Decrease - (including baseline)						
6 Ensure that children and young people are not disadvantaged by poverty	<p>Numbers accessing e-forms</p> <p>Numbers taking up their entitlement to free school meals (FSM)</p> <p>Increase in number of FSM pupils gaining L1 and L2+ at the end of KS4</p>	<p>Number of young people who are NEET.</p> <p>Number of pupils leaving full time education with no approved qualification.</p> <p>Number of families living in temporary accommodation</p>	<ul style="list-style-type: none"> Promote and encourage full take up of free school meals Identify programmes supporting poorer households to gain qualifications Develop and implement an anti-poverty strategy for children and young people. Develop a Young People's Accommodation Strategy Improve access to and information about services across the Isle of Anglesey 	<p>Careers Wales</p> <p>LSB</p> <p>Parents / Carers</p> <p>Communities First YJS</p> <p>Third Sector</p> <p>BCHUB</p> <p>Housing Associations</p>	X	X	X	X

We want to:	How we will measure progress: <i>(Headline Indicator & baseline)</i>		Actions to ensure implementation	Lead partner(s)	2013 - 2014	2014 - 2015	2015 - 2016	2016 - 2017
	Increase + (including baseline)	Decrease - (including baseline)						
7 Children and young people receive high quality learning experiences in the right type of educational ac	Improved performance at the end of KS2.	Decrease in the cost per head across the service.	Develop a school modernisation programme that provides all pupils and staff with the best possible learning environment		X	X	X	X
8 Develop a relevant vocation curriculum	N ^o of learners engaged in an energy related curriculum		Develop a vocational academy to respond to the training needs of the Energy Island	Coleg Menai Horizon	X			
9 Increase the number of apprenticeships	% of learners going into apprenticeships		Raise the profile of apprenticeships as a route to professional employment	Coleg Menai IOACC Careers Wales	X	X	X	X

Strategic Outcome - People in Anglesey are healthy and active - part one: health improvement (to me modified by the Model Môn Group)

* tbc (Action Plan dates to be confirmed)

We want to:	How we will measure progress: <i>(Headline Indicator & baseline)</i>		Actions to ensure implementation	Lead partner(s)	2013 - 2014	2014 - 2015	2015 - 2016	2016 - 2017
	Increase + (including baseline)	Decrease - (including baseline)						
1 Improve health and well-being: People of all ages living on Anglesey are healthier		Low Birth Weight Rate Infant Mortality Rate	<ul style="list-style-type: none"> • Support the reduction of poverty in families <ul style="list-style-type: none"> ○ Debt management / financial literacy ○ Increased benefits uptake ○ Promote access to education, training and employment • Provide accessible affordable childcare • Focus services and engagement with the more deprived communities in North Wales, i.e. proportional to need • Deliver systematic brief intervention for smoking cessation (women and their partners / families) • Support the reduction in exposure to second hand smoke through smoke free homes, cars, playgrounds and other public areas • Introduce systematic approaches to reducing unplanned pregnancy, including teenage pregnancy • Targeted services for vulnerable young people (e.g. looked after children; parental drug / alcohol abuse) 		*tbc	*tbc	*tbc	*tbc

We want to:	How we will measure progress: <i>(Headline Indicator & baseline)</i>		Actions to ensure implementation	Lead partner(s)	2013 - 2014	2014 - 2015	2015 - 2016	2016 - 2017
	Increase + (including baseline)	Decrease - (including baseline)						
			<ul style="list-style-type: none"> • Develop and implement a systematic approach to preconceptual care, including: <ul style="list-style-type: none"> ○ Nutrition (including folic acid) ○ Healthy and safe weight management ○ Smoking cessation advice & support ○ Alcohol Brief Intervention ○ Drug (illegal & prescription) advice ○ Immunisation (rubella, seasonal flu) ○ Prevent harm to children by young people accessing age-restricted goods ○ Working with businesses and the public to ensure high hygiene standard and safety of private drinking water supplies to prevent and control notifiable and communicable diseases • Provide high quality antenatal care to all women <ul style="list-style-type: none"> ○ Nutrition throughout pregnancy ○ Smoking cessation (brief intervention and referral) ○ Alcohol Brief Intervention ○ Healthy and safe weight management ○ Anxiety / depression / stress management 					*tbc

We want to:	How we will measure progress: <i>(Headline Indicator & baseline)</i>		Actions to ensure implementation	Lead partner(s)	2013 - 2014	2014 - 2015	2015 - 2016	2016 - 2017
	Increase + (including baseline)	Decrease - (including baseline)						
	% mothers breastfeeding at birth Immunisation rates	Childhood mortality under 5 years	<ul style="list-style-type: none"> • Provide health visiting services which deliver interventions to support: <ul style="list-style-type: none"> ○ Breast feeding ○ Infant feeding ○ Whole family nutrition ○ Immunisation ○ Reduction in parental and whole family smoking ○ Injury prevention ○ Reduction in parental drug and alcohol abuse ○ Early recognition and treatment of post natal depression • Support parents / grandparents / extended families to provide positive influences in relation to smoking, nutrition and alcohol misuse • Implement immunisation programmes to meet national targets • Systematic and co-ordinated partnership approach to increasing breastfeeding rates and achieving UKBFI accreditation for acute and community services • Provide breastfeeding peer support groups Recruit premises such as cafes to the Breastfeeding Welcome scheme and publicise the scheme 	BCUHB IOACC Voluntary Sector	*tbc	*tbc	*tbc	*tbc

We want to:	How we will measure progress: <i>(Headline Indicator & baseline)</i>		Actions to ensure implementation	Lead partner(s)	2013 - 2014	2014 - 2015	2015 - 2016	2016 - 2017
	Increase + (including baseline)	Decrease - (including baseline)						
		Average no. of decayed missing or filled teeth in 5 year olds	<ul style="list-style-type: none"> • Deliver oral health programmes for all preschool children • Ensure availability of accessible dental services 		*tbc	*tbc	*tbc	*tbc
	<p>% adults who meet physical activity guidelines (5x30)</p> <p>% adults eating more fruit and vegetables (5 a day)</p>	Overweight / obesity rates in adults and children	<ul style="list-style-type: none"> • Implement whole school approaches which support physical well-being, including <ul style="list-style-type: none"> ◦ Healthy eating & cooking skills, and ◦ physical activity • Provide opportunities for all children to experience developmental play • Provide multi-component community and family based overweight and obesity management programmes • Provide access to services for increasing physical activity levels • Support implementation of the North Wales Obesity Plan • Provide access to services for weight management • Provide access to services for increasing physical activity levels • Encourage more people to be physically active through the implementation of <i>Creating An Active Wales</i> • Implement programmes to support good nutrition in older people and prevent malnutrition 		*tbc	*tbc	*tbc	*tbc

We want to:	How we will measure progress: <i>(Headline Indicator & baseline)</i>		Actions to ensure implementation	Lead partner(s)	2013 - 2014	2014 - 2015	2015 - 2016	2016 - 2017
	Increase + (including baseline)	Decrease - (including baseline)						
	Increase in the SF-36 Mental component summary score (a higher score indicates better mental health)		<ul style="list-style-type: none"> • Implement whole school approaches which support mental well-being, including <ul style="list-style-type: none"> ○ Self-esteem and emotional resilience ○ Anti-bullying programmes • Develop family centred services to enable early identification and intervention • Support health literacy among children, young people and adults 		*tbc	*tbc	*tbc	*tbc

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We want to:	How we will measure progress: <i>(Headline Indicator & baseline)</i>		Actions to ensure implementation	Lead partner(s)	2013 - 2014	2014 - 2015	2015 - 2016	2016 - 2017
	Increase + (including baseline)	Decrease - (including baseline)						
		Hospital admission rates due to injury <18 years	<ul style="list-style-type: none"> • Identify high risk areas and ensure creation of 20 mph traffic zones • Provide effective child protection services and continue to embed child protection in all services • Implement co-ordinated multi-agency enhanced services for vulnerable groups of children and young people, including: <ul style="list-style-type: none"> ○ Children excluded from school ○ Looked after children / leaving care ○ Young people not in education, employment or training ○ Young offenders ○ Young carers ○ Children and young people who have a disability • Provide services focussed on reducing the harm from risk taking behaviours: <ul style="list-style-type: none"> ○ Alcohol misuse and binge drinking ○ Substance misuse • Offer Alcohol Brief Interventions to parents / grandparents / extended family members to support role modelling behaviour 		*tbc	*tbc	*tbc	*tbc
		Teenage Conceptions < 18 years	<ul style="list-style-type: none"> • Deliver sex and relationships education in all schools • Ensure equitable access to contraceptive and sexual health services including C-card schemes and school based services 		*tbc	*tbc	*tbc	*tbc

We want to:	How we will measure progress: <i>(Headline Indicator & baseline)</i>		Actions to ensure implementation	Lead partner(s)	2013 - 2014	2014 - 2015	2015 - 2016	2016 - 2017
	Increase + (including baseline)	Decrease - (including baseline)						
		Morbidity rate (Chronic Conditions prevalence) Smoking Attributable mortality Adult smoking rate Alcohol Attributable mortality	<ul style="list-style-type: none"> • Implement the Tobacco Action Plan for Wales • Provide services focussed on reducing the harm from risk taking behaviours in children and young people: <ul style="list-style-type: none"> ○ Smoking ○ Alcohol misuse and binge drinking ○ Substance misuse • Provide alcohol brief advice in primary and secondary healthcare • Provide Tobacco Brief Intervention training for front line NHS and Local Authority staff including staff working with older people • Provide access to services for smoking cessation • Offer Smoking Cessation support for everyone referred to hospital and listed for elective surgery • Implement evidence based vascular risk assessment programmes in primary care • Implement programmes to support Smoking Cessation including in older people 		*tbc	*tbc	*tbc	*tbc
		Mortality rates (Excess seasonal deaths)	<ul style="list-style-type: none"> • Deliver Flu Immunisation programmes to maximise uptake in seasonal and pneumococcal vaccination 		*tbc	*tbc	*tbc	*tbc

We want to:	How we will measure progress: <i>(Headline Indicator & baseline)</i>		Actions to ensure implementation	Lead partner(s)	2013 - 2014	2014 - 2015	2015 - 2016	2016 - 2017
	Increase + (including baseline)	Decrease - (including baseline)						
		Hospital admissions – Hip fracture	<ul style="list-style-type: none"> Identify older people at risk of falling Provide tailored services through National Exercise Referral Scheme and other programmes to promote physical activity in older people focussed on strengthening bone and muscle health and postural stability Provide housing tailored to meet the specific needs of older people, ensuring independence is maintained 		*tbc	*tbc	*tbc	*tbc

We want to:	How we will measure progress: <i>(Headline Indicator & baseline)</i>		Actions to ensure implementation	Lead partner(s)	2013 - 2014	2014 - 2015	2015 - 2016	2016 - 2017
	Increase + (including baseline)	Decrease - (including baseline)						
2 Manage chronic conditions effectively		Mortality Rates (Under 75)	<ul style="list-style-type: none"> • Implement systems for detection of, and early intervention in Chronic Conditions • Deliver national screening programmes and secure maximum uptake (Breast, Cervical, Bowel and AAA) • Implement programmes to support good nutrition in older people and prevent malnutrition • Provide and implement clinical management pathways for obesity, hypertension, diabetes and raised cholesterol • Develop targeted programmes to address the health impacts of worklessness • Support return-to-work schemes for people with chronic health conditions • Mainstream understanding of mental wellbeing by supporting communities to improve mental wellbeing, and promoting organisational approaches to workplace mental wellbeing • Mainstream understanding of mental wellbeing by supporting the development of social and community networks which secure financial stability and community safety, and promote lifelong learning 		*tbc	*tbc	*tbc	*tbc

We want to:	How will we measure Progress: (Headline Indicator & baseline)		Actions to ensure implementation	Lead Partner(s)	2013 - 2014	2014 - 2015	2015 - 2016	2016 - 2017
	Increase + (including baseline)	Decrease - (including baseline)						
			<ul style="list-style-type: none"> Support the development of social and community networks which support financial stability and community safety, and promote lifelong learning Provide appropriate support to carers 					

Strategic Outcome – Anglesey is an Island where the Welsh Language and culture is flourishing

We want to:	How we will measure progress: <i>(Headline Indicator & baseline)</i>		Actions to ensure implementation	Lead partner(s)	2013 - 2014	2014 - 2015	2015 - 2016	2016 - 2017
	Increase + <i>(including baseline)</i>	Decrease - <i>(including baseline)</i>						
1 Increase number of Welsh speakers by providing opportunities to use the Welsh Language	Improved strategic direction to Language issues Obtain a current baseline of the number of Welsh speakers on the Island	Expected decrease in the number of Welsh speakers	<ul style="list-style-type: none"> Establish a County wide Language Forum Interpret implications of 2011 Office for National Statistics results for the Island Conduct a Language impact Assessment proposal project which form part of the Energy Island Programme Develop land use planning policies in the Anglesey and Gwynedd Joint Local Development Plan that support new appropriate development which maintains or enhances the integrity of the Welsh Language Undertake a Language Impact Assessment at key stages during the JLDP preparation process to identify possible impacts on the Welsh Language that may result from development 	County Council/ Menter Iaith Môn County Council/ Menter Iaith Môn Language Forum County Council Joint Planning Policy/Language Forum	x	x	x	x

We want to:	How we will measure progress: <i>(Headline Indicator & baseline)</i>		Actions to ensure implementation	Lead partner(s)	2013 - 2014	2014 - 2015	2015 - 2016	2016 - 2017
	Increase + (including baseline)	Decrease - (including baseline)						
	Increase in the number of children raised in a bilingual environment		<ul style="list-style-type: none"> Deliver the TWF programme to encourage parents young children to raise them in a bilingual environment Ensure that every pupil is assessed through the medium of Welsh as first language at the end of KS1 and KS2. Encourage School Councils to promote the use of the Welsh Language. Encourage School Governors to identify a member to be responsible for promoting the use of the Welsh Language in school. Ensure continuation of primary school age centres and a monitoring system to measure progression in the primary schools Ensure continuation of current provision for secondary age pupils and attempt to increase the provision, if finance is available , to include latecomers in the early years of secondary school 	TWF	X	X	X	X
	Increase in the number of 7 year olds who receive their education through the medium of Welsh				X	X	X	X
	Increase the bilingual skills of pupils who are newcomers to the County				X	X	X	X
				Isle of Anglesey County Council	X	X	X	X
					x	x	x	x

We want to:	How we will measure progress: <i>(Headline Indicator & baseline)</i>		Actions to ensure implementation	Lead partner(s)	2013 - 2014	2014 - 2015	2015 - 2016	2016 - 2017
	Increase + (including baseline)	Decrease - (including baseline)						
	Increase the number of Year 9 pupils who are assessed through the medium of Welsh (first language)		<ul style="list-style-type: none"> Each pupil who has reached level 3+ at the end of KS2 to continue with Welsh as a first language in Year 7 and to receive their Welsh first language assessment at the end of KS3 	Isle of Anglesey County Council	x	x	x	x
	<p>Increase in the number of pupils studying for qualifications through the medium of Welsh</p> <p>Increase in the number of people learning Welsh</p>		<ul style="list-style-type: none"> Increase in the number of 14-16 year old students studying for qualifications through the medium of Welsh Increase in the number of pupils 16-19 year old studying subjects through the medium of Welsh Deliver the Welsh for Adults provision on the Island in collaboration with the independent providers Provide opportunities for children and young people to use the Welsh Language in a social and sporting context . Promote Welsh Language Awareness amongst staff in youth work and leisure centres 	<p>Isle of Anglesey County Council/ further education providers</p> <p>North Wales for Adults Centre</p> <p>Isle of Anglesey County Council/ Menter Iaith Môn</p> <p>Various community groups</p>	X	X	X	X
					X	X	X	X

We want to:		How we will measure progress: <i>(Headline Indicator & baseline)</i>		Actions to ensure implementation	Lead partner(s)	2013 - 2014	2014 - 2015	2015 - 2016	2016 - 2017
		Increase + (including baseline)	Decrease - (including baseline)						
		<p>Increase in number of children and young people taking part in activities</p> <p>Increase in Welsh Language activities</p> <p>Number of reading group sessions Organised</p> <p>Number of participants</p>		<ul style="list-style-type: none"> • Provide opportunities for learners of school age to practice their Welsh outside the classroom environment • Working in partnership with local agencies to promote the Welsh Language through facilitating activities e.g. reading groups for Welsh Learners • 'Cyffro Celf' project promoting opportunities to learn the Welsh Language through the medium of art appreciation based on Oriel Ynys Môn's historical art collections 	Welsh Government and Bangor University	X	X	X	X
2	Preserve, present and promote Anglesey's unique cultural and physical heritage	<p>Number of physical and virtual visits</p> <p>Increase in satisfaction levels</p>		<ul style="list-style-type: none"> • Promoting Oriel Ynys Môn and Heritage sites as key attraction • Conduct consultation on the level of user satisfaction provided by the Museums/Heritage sites 	Isle of Anglesey County Council	X	X	X	X

We want to:	How we will measure progress: <i>(Headline Indicator & baseline)</i>		Actions to ensure implementation	Lead partner(s)	2013 - 2014	2014 - 2015	2015 - 2016	2016 - 2017
	Increase + (including baseline)	Decrease - (including baseline)						
3 Provide an open door to information, reading, literacy, learning and culture	Number of participants/sessions organised		<ul style="list-style-type: none"> Delivering 'StwnchO' project, Arts club for children 	Arts Council for Wales	X	X	X	X
	Number of participants/sessions organised		<ul style="list-style-type: none"> Delivering 'Criw Celf' project for artistically talented (North Wales Partnership) 	Arts Council for Wales	X	X	X	X
	Number of participants/sessions organised		<ul style="list-style-type: none"> Further develop the range of reading and literacy activities for children and young people through library and author visits 	CyMal	X	X	X	X
	Usage data : issues / visitors/ various activities / computer usage, etc.		<ul style="list-style-type: none"> Providing an effective Library Service to the people of Anglesey – 	CyMAL/ TalNet	X	X	X	X
			<ul style="list-style-type: none"> Anglesey Library Service will extend its provision of a library service to those who are unable to utilise the service due to being housebound 	Isle of Anglesey County Council	X	X	X	X
		<ul style="list-style-type: none"> 'Reach the Heights Project', in partnership with Engage Cymru. Project aimed at young people not in employment, education or training. 	Engage Cymru	X	X	X	X	

We want to:	How we will measure progress: <i>(Headline Indicator & baseline)</i>		Actions to ensure implementation	Lead partner(s)	2013 - 2014	2014 - 2015	2015 - 2016	2016 - 2017
	Increase + (including baseline)	Decrease - (including baseline)						
	Increase in usage Number of participants/ sessions organised		<ul style="list-style-type: none"> Individuals selected and matched with appropriate 'artist' for intense individually tailored package 		x	x	x	x
	Number of participants/ sessions organised		<ul style="list-style-type: none"> Continue to work in partnership with the Bookstart Trust and local Health Visitors in the delivery of the bookstart initiative 	Bookstart Trust	X	X	X	X
	Number of participants/ sessions organised		<ul style="list-style-type: none"> The running of 'Arts B' – Arts In Health Initiative [arts on prescription – GP referrals] Collaborative / partnership working To engage positively with North Wales library authorities in identifying opportunities for more efficient and cost-effective service delivery models 	Health Authority Arts Council for Wales	X	X	X	X
				CyMAL All 6 North Wales Library Authorities	X	X	X	X

We want to:		How we will measure progress: <i>(Headline Indicator & baseline)</i>		Actions to ensure implementation	Lead partner(s)	2013 - 2014	2014 - 2015	2015 - 2016	2016 - 2017
		Increase + (including baseline)	Decrease - (including baseline)						
4	Collect and preserve records of historical significance	Number of participants/sessions organised		<ul style="list-style-type: none"> Running of a 'Volunteering Programme' at Anglesey Archives and Museums Service Undertaking consultation on the level of user satisfaction with services provided by the Record Office. [Undertake the annual TNA PSQG survey.] Survey results to inform future service improvements. 	Isle of Anglesey County Council	X	X	X	X
					TNA	x	x	x	x
5	Provide accessible lifelong learning opportunities	Number of participants/sessions organised		<ul style="list-style-type: none"> Organisation and delivery of range of relevant community based adult education opportunities, within the context of the Isle of Anglesey Community Education Partnership 	Isle of Anglesey Community Education Partnership	x	x	x	x

Strategic Outcome - People in Anglesey enjoy a sustainable, rich and diverse environment

* tbc (Action Plan dates to be confirmed)

We want to:	How we will measure progress: <i>(Headline Indicator & baseline)</i>		What we will do:	Project Owner(s)	2013 - 2014	2014 - 2015	2015 - 2016	2016 - 2017
	Increase + (including baseline)	Decrease - (including baseline)						
1 Tackle the causes and mitigate the effects of climate change	Increase use of renewable energy/energy efficiency measures	Reduce energy in Council Buildings	<ul style="list-style-type: none"> • Ensure legal compliance with Climate Change Act 2008. • Reduce Carbon Emissions and enforce legislation for building energy performance • Raise awareness of flood risk – awareness and duties required of the Flood and Water Management Act 2010 • Ensure products have energy labelling and monitor the environmental credentials of products and services • Utilise the JLDP land use planning policies to ensure that new development mitigates and reduces the impacts of climate change, e.g. by maximising renewable and low carbon development, as well as adapts to the predicted impacts of climate change, e.g. by avoiding inappropriate developments in areas at risk from flooding 	Isle of Anglesey County Council	*tbc	*tbc	*tbc	*tbc

We want to:	How we will measure progress: <i>(Headline Indicator & baseline)</i>		What we will do:	Project Owner(s)	2013 - 2014	2014 - 2015	2015 - 2016	2016 - 2017
	Increase + (including baseline)	Decrease - (including baseline)						
2 Conserve and enhance wildlife and ecosystems	<i>Best information made available e.g. from relevant organisations (CCW etc) and any monitoring resources allow</i>	<i>Best information made available e.g. from relevant organisations (CCW etc) and any monitoring resources allow</i>	<ul style="list-style-type: none"> Lead Wildlife Forum in the new BARS (Biodiversity Action Reporting System)-based LBAP (Local Biodiversity Action Plan) process Relevant Wildlife Forum members to consider and outline 2-3 (at least) potential local wildlife partnership projects, based on the Habitat Priority Maps produced by the all-Wales Ecosystem Groups (under Wales Biodiversity Partnership). Projects to be realistic, provisionally signed up to, and held in readiness for future funding opportunities (such as WG's Ecosystem Resilience Fund, next likely in Spring 2013). Note: Council's role is chairing project formulation/facilitating application as LBAP Lead, meaning some input of staff time (and potentially more if Council land is in the project areas) Utilise the JLDP land use planning policies to protect, maintain, enhance and conserve the range and vitality of habitats and species to create a viable ecological network on the island. 	Isle of Anglesey County Council	*tbc	*tbc	*tbc	*tbc

We want to:	How we will measure progress: <i>(Headline Indicator & baseline)</i>		What we will do:	Project Owner(s)	2013 - 2014	2014 - 2015	2015 - 2016	2016 - 2017
	Increase + (including baseline)	Decrease - (including baseline)						
3 Promote, protect and improve the Island's high quality natural and built environment	Improve % of Public Rights of Way that are easy to use by the public		<ul style="list-style-type: none"> • Where appropriate improve access to our environment • Protect rural heritage by improving the physical environment, conserving the ecology and providing support for traditional processes • Ensure high quality cleanliness of the Island's streets and that customers are satisfied with the street cleansing service • Monitoring and enforcing standards for discharges to air, soil and water • Utilise JLDP's land use planning policies to preserve and enhance the diversity and distinctiveness of the Island's towns, villages and landscapes including the conservation and management of buildings, sites and areas of architectural, historic or archaeological importance and their setting 	Isle of Anglesey County Council	*tbc	*tbc	*tbc	*tbc

We want to:	How we will measure progress: <i>(Headline Indicator & baseline)</i>		What we will do:	Project Owner(s)	2013 - 2014	2014 - 2015	2015 - 2016	2016 - 2017
	Increase + (including baseline)	Decrease - (including baseline)						
4 Use resources sustainably			<ul style="list-style-type: none"> • Work at Community level to reduce waste production and increase recycling • Implement the North Wales Residual Waste treatment Project • Increase commercial waste recycling rate. • Utilise the JLDP's land use planning policies to ensure the efficient use of land and buildings, and incorporate the principles of sustainable construction to contribute to energy efficiency, use of renewable or low carbon technologies, waste reduction/recycling, reduce water consumption and wastage and the use of sustainably sourced materials. 	Isle of Anglesey County Council	*tbc	*tbc	*tbc	*tbc

Strategic Outcome – People in Anglesey belong to communities that are strong, vibrant, inclusive and diverse

We want to:		How we will measure progress: <i>(Headline Indicator & baseline)</i>		What we will do:	Project Owner(s)	2013 - 2014	2014 - 2015	2015 - 2016	2016 - 2017				
		Increase + (including baseline)	Decrease - (including baseline)										
1	Promote Community Engagement	Better targeted use of resources		<ul style="list-style-type: none"> Develop a multi-agency Engagement Framework to effectively utilise resources and avoid duplication Via the Charter, continue to develop and strengthen working relationships with Town and Community Councils Continue to implement the Armed Forces Community Covenant with partner organisations Communities First Community Engagement Plan Promote volunteering in the community 	Local Service Board Partner organisations	X	X	X	X				
		Increased community involvement in service planning				Isle of Anglesey County Council/Town and Community Councils	X	X	X	X			
		Improved communication and dialogue					Isle of Anglesey County Council and partner organisations	X	X	X	x		
		Improved communication and dialogue						Communities First	X	X	X		
		Increased community involvement							Medrwn Môn	x	x	x	

We want to:	How we will measure progress: <i>(Headline Indicator & baseline)</i>		What we will do:	Project Owner(s)	2013 - 2014	2014 - 2015	2015 - 2016	2016 - 2017
	Increase + (including baseline)	Decrease - (including baseline)						
2 Service Re-design/Community Enterprise	Better targeted use of resources/ Increased community involvement in service planning		<ul style="list-style-type: none"> Develop a range of options on a multi-agency basis to support service transformation 	Local Service Board Partner organisations	x	x	x	x
3 Identify and maximise the opportunities to tackle the effect of Welfare Benefit Reform	Improved financial viability of households and individuals Income maximisation for both Tenants and Landlords	Income inequalities	<ul style="list-style-type: none"> Promote Financial Inclusion to facilitate access to affordable financial products and services. Tackle poverty 	Communities First Isle of Anglesey County Council CAB Housing Associations DWP	X	X	X	X

We want to:	How we will measure progress: <i>(Headline Indicator & baseline)</i>		What we will do:	Project Owner(s)	2013 - 2014	2014 - 2015	2015 - 2016	2016 - 2017	
	Increase + (including baseline)	Decrease - (including baseline)							
4 Provide access to play, leisure and sporting activities	<p>Number of participants in outdoor pursuits (baseline = 2,000)</p> <p>Number of participants attending Camu Allan Scheme (baseline = 2,300)</p> <p>Number of walking groups in community (baseline= 35)</p>		<ul style="list-style-type: none"> In collaboration with private sector and Educational/Adventure learning sites – provide activity programmes for young people and adults in a variety of pursuits Promote walking in the natural environment for adults and promote walks for vulnerable/disadvantaged groups (e.g. NEETS, adults with learning difficulties, single parents, GP referrals) Provide opportunities for active travel: Safe Routes in Communities Schemes/Sustainable Travel Centre Schemes/Traffic Engineering Road Safety Schemes/Maintenance of Infrastructure Conduct an annual play feasibility assessment and action plan 	<p>Conwy Centre Rhosneigr Alternative Centre</p> <p>North Wales Outdoor Partnership / Indefatigable Centre/ Canolfan Byron/Town and Community Councils/Age Well Centres/Betsi Cadwaladr Health Trust</p> <p>Isle of Anglesey County Council/Welsh</p>	X				X

We want to:	How we will measure progress: <i>(Headline Indicator & baseline)</i>		What we will do:	Project Owner(s)	2013 - 2014	2014 - 2015	2015 - 2016	2016 - 2017
	Increase + (including baseline)	Decrease - (including baseline)						
	Number of walks for disadvantaged groups (baseline=7) Leisure Centres with good quality cycle parking facilities Percentage of eligible children undertaking cycle training		<ul style="list-style-type: none"> Road Safety – Cycle Training / Sustrans Bike It Project 	Government/ Sustrans	x			

We want to:	How we will measure progress: <i>(Headline Indicator & baseline)</i>		What we will do:	Project Owner(s)	2013 - 2014	2014 - 2015	2015 - 2016	2016 - 2017
	Increase + (including baseline)	Decrease - (including baseline)						
5 Promoting access by meeting transport needs	Number of over 60's taking up a free concessionary bus pass		<ul style="list-style-type: none"> Provide an accessible and safe Public Transport network within available budgets Community Transport to be supported as a means of providing transport to persons unable to use conventional bus services and/or where no public transport provision exists 	Isle of Anglesey County Council/Welsh Government/bus operators Isle of Anglesey County Council/Medrwn Môn/Red Cross/Age UK/Social Car Schemes (various)/Welsh Government	X	X	X	X
6 People in Anglesey to live in safe and appropriate housing	Maintain WHQS standards Increase supply and quality of affordable housing Increase private sector landlords accreditation	Reduce number of households living in fuel poverty Reduce number of empty properties Reduce time to administer DFGs	<ul style="list-style-type: none"> Increase the range of housing options available to households in terms of tenure, affordability and suitability Tackle homelessness with a strong focus on preventative initiatives Bring empty properties back into use including a number of affordable units in line with Empty Homes Strategy using tools such as advice, information and enforcement where required. 	Isle of Anglesey County Council Welsh Government Homelessness Forum Rural Housing Forum	X	X	X	X

We want to:	How we will measure progress: <i>(Headline Indicator & baseline)</i>		What we will do:	Project Owner(s)	2013 - 2014	2014 - 2015	2015 - 2016	2016 - 2017
	Increase + (including baseline)	Decrease - (including baseline)						
	Increase prevention of Homelessness		<ul style="list-style-type: none"> Continue to improve housing quality standards across all tenures Reduce the impact of fuel poverty on households, targeting low-income households and hard-to-treat homes(off gas) 	Affordable Housing Forum RSLs Estate Agents Private Sector Organisations	X	x	X	X
7	Promote Equality of Opportunity	Improved awareness	<ul style="list-style-type: none"> Local Service Board to adopt an Equality and Diversity Policy 	Local Service Board Partner Organisations	x			
8	Prevent people being victims of commercial crimes		<ul style="list-style-type: none"> Trading Standards will work with a range of partners and will take part in multi-agency raids alongside, for instance, the Police, HM Revenue and Customs, Department of Transport. 	Isle of Anglesey County Council	x	x	x	x

Strategic Outcome: People in Anglesey are safe and feel safe

We want to:	How we will measure progress: <i>(Headline Indicator & baseline)</i>		What we will do: <i>The detailed interventions for all Community Safety Key Priority Areas will be included in the statutory partnership plan – part B – Action Plans & the SMAT action plan.</i>	Project Owner(s)	2013 - 2014	2014 - 2015	2015 - 2016	2016 - 2017
	Increase + (including baseline)	Decrease - (including baseline)						
1 Reduce all crime		Reduction from 2011-2012 levels	See below					

We want to:	How we will measure progress: (Headline Indicator & baseline)		What we will do: <i>The detailed interventions for all Community Safety Key Priority Areas will be included in the statutory partnership plan – part B – Action Plans & the SMAT action plan.</i>	Project Owner(s)	2013 - 2014	2014 - 2015	2015 - 2016	2016 - 2017
	Increase + (including baseline)	Decrease - (including baseline)						
2 Reduce victim based crime		Reduction from 2011 – 2012 levels	<ul style="list-style-type: none"> Tackle Robbery (both of personal property & against business property), Domestic Burglary dwellings, including aggravated burglary, Vehicle Crime, theft of and from motor vehicles. Reduce Violence against the person Reduce the number of most serious violence which includes wounding or carrying out an act endangering life, and less serious violence which includes assault without injury or racial crime. Reduce Alcohol related violence (with the assistance of key partners e.g. Trading Standards, Pubwatch etc). to tackle all alcohol related violence in order of priority i.e. incidents involving actual bodily harm, incidence causing Public fear, alarm or distress, wounding or carrying an act to endanger life. Reduce Domestic violence (Prepare an active and dynamic business plan and interventions delivery action plan for the Anglesey Domestic Abuse Forum to tackle themed areas of Domestic Abuse in accordance with Welsh Government Minimum Standards for Domestic Abuse.) 	North Wales Police. North Wales Police. North Wales Police. North Wales Police IoACC. IoACC. North Wales Police	X			
3 Reduce Antisocial Behaviour		Reduction from 2011 - 2012 levels	<ul style="list-style-type: none"> To maintain support for private and council tenants suffering from the effects of Antisocial Behaviour so that effective action and interventions can be implemented to improve the quality of life and effects of environmental, nuisance and personal forms of unsociable behaviour. 	North Wales Police IoACC.	x			
4 Reduce Offending & Preventing Re-offending		Reduction from 2011 - 2012 levels	<ul style="list-style-type: none"> The Focus will be on (1) PPO scheme, (2) Developing offender skills & employment opportunities, (3) Youth Justice interventions (4) Researching Integrated Offender Management (IOM) - if resources allow. 	North Wales Police, Wales Probation.	x			

We want to:	How we will measure progress: <i>(Headline Indicator & baseline)</i>		What we will do: <i>The detailed interventions for all Community Safety Key Priority Areas will be included in the statutory partnership plan – part B – Action Plans & the SMAT action plan.</i>	Project Owner(s)	2013 - 2014	2014 - 2015	2015 - 2016	2016 - 2017
	Increase + (including baseline)	Decrease - (including baseline)						
5 Reduce Substance Misuse		Reduction from 2011 - 2012 levels	<ul style="list-style-type: none"> The focus will be on (1) Supply of Class A Drugs and (2) SM preventative & treatment measures – see SMAT action plan for further detail. 	IoACC. North Wales Police	x			

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Strategic Outcome : People in Anglesey are part of a thriving and sustainable economy

We want to:	How we will measure progress: <i>(Headline Indicator & baseline)</i>		What we will do:	Project Owner(s) including Project Lead Officer(s)	2013 - 2014	2014 - 2015	2015 - 2016	2016 - 2017
	Increase + (including baseline)	Decrease - (including baseline)						
1 Fully utilise funding opportunities to regenerate the Island	Need to identify projects to increase: Economic activity; Employment growth; Skills/ Work force development;	Need to identify projects to decrease: Economic inactivity; Youth unemployment; Long term unemployment; JSA claimants;	<ul style="list-style-type: none"> • Capitalise on strategic interventions associated with the Enterprise Zone status; • Capitalise on regeneration potential and investment opportunities; • Maximise the impact of EU and domestic funding opportunities in the Island. • Collaborate to influence post 2013 funding programmes; • Collaborate to influence future domestic policy and funding developments. 	NW Local Authorities; WLGA; Welsh Government;	X X X x	X X X x	X X X x	X X X x
2 Develop skills capacity to meet the needs of the labour market	TBC Need to identify projects to increase: Economic activity; Work force development	TBC Need to identify projects to decrease: Economic inactivity; Youth unemployment; Long term	<ul style="list-style-type: none"> • Contribute to initiatives which develop skills, employment and combat economic inactivity. 	NW Local Authorities; Welsh Government; Job Centre Plus	x	x	x	x

We want to:	How we will measure progress: <i>(Headline Indicator & baseline)</i>		What we will do:	Project Owner(s) including Project Lead Officer(s)	2013 - 2014	2014 - 2015	2015 - 2016	2016 - 2017
	Increase + (including baseline)	Decrease - (including baseline)						
		unemployment; JSA claimants;						
3 Continue to develop and promote tourism opportunities	TBC Need to identify projects to increase: 3% increase in visits per annum; Value of tourism; Visitor satisfaction; New and Return visitors; Employment opportunities	TBC Need to identify projects to decrease: Economic inactivity; Youth unemployment; Long term unemployment; JSA claimants;	<ul style="list-style-type: none"> Facilitate and progress the implementation of an effective Destination Management Plan; Promote the Island's distinctive strengths and increase overall exposure; Improve the quality of the Island's Tourism product. 	North Wales Local Authorities; Welsh Government; Tourism Partnership North Wales; DMP Partnership; Local Tourism providers;	x	x	x	x

We want to:	How we will measure progress: <i>(Headline Indicator & baseline)</i>		What we will do:	Project Owner(s) including Project Lead Officer(s)	2013 - 2014	2014 - 2015	2015 - 2016	2016 - 2017
	Increase + (including baseline)	Decrease - (including baseline)						
4 Support and encourage diverse business and employment growth opportunities.	TBC Need to identify projects to increase: New business start-ups; Employment opportunities; Jobs safeguarded;	TBC Need to identify projects to decrease: Economic inactivity; Youth unemployment; Long term unemployment; JSA claimants;	<ul style="list-style-type: none"> • Deliver, monitor and administer business support packages; • Collaborate to ensure a co-ordinated approach to business support services; • Encourage business networking and enhance local supply chain opportunities; • Promote and support entrepreneurship and social enterprise. 	North Wales Local Authorities; Welsh Government; Menter Môn	X	X	X	X

Strategic Outcome : Anglesey takes full advantage of all strategic energy investment opportunities

We want to:	How we will measure progress: <i>(Headline Indicator & baseline)</i>		What we will do:	Project Owner(s) including Project Lead Officer(s)	2013 - 2014	2014 - 2015	2015 - 2016	2016 - 2017
	Increase + (including baseline)	Decrease - (including baseline)						
1 <i>Develop, support and implement the Energy Island concept</i>	10-13% in absolute GVA over 2008 levels by 2025. 33% employment growth in the period up to 2025. Young people (16-24 year olds) - growth from 10% to 12% of the working age population. 16-64 year olds increase to 61-62% of the population by 2015.	Economic inactivity; Youth unemployment; Long term unemployment; JSA claimants;	<ul style="list-style-type: none"> • Capitalise upon major energy infrastructure projects to create sustainable jobs; • Enhance the educational and skills development opportunities for young people; • Enhance the Island's infrastructure; • Mitigate impacts, maximise benefits and secure appropriate positive economic and community outcomes. 	New Major Energy Developers; National Grid; NW Local Authorities; JPPU; Welsh Government	X	X	X	X
2 <i>Increase the number of employees offering apprenticeships</i>	% increase in number of employers offering apprenticeships		<ul style="list-style-type: none"> • To market apprenticeships to a wider range of employers on Anglesey • Increase the number of apprenticeships through 'Cwmni Prentis Menai' model 	Coleg Menai IOACC Horizon	x	x	x	x

Strategic Outcome : Anglesey has a successful and sustainable tourism industry

We want to:	How we will measure progress: <i>(Headline Indicator & baseline)</i>		What we will do:	Project Owner(s) including Project Lead Officer(s)	2013 - 2014	2014 - 2015	2015 - 2016	2016 - 2017
	Increase + (including baseline)	Decrease - (including baseline)						
1 Promote Anglesey's image and distinctive strengths.	<ul style="list-style-type: none"> • 3% increase in visits per annum; • Value of tourism; • Visitor satisfaction; • New and Return visitors; • Employment opportunities; 	<ul style="list-style-type: none"> • Economic inactivity; • Youth unemployment; • Long term unemployment; • JSA claimants; 	<ul style="list-style-type: none"> • Develop a portfolio of market research (linked to monitoring); • Define target markets; • Clarify the branding of Anglesey; • Develop a tourism media relations strategy; • Develop an on-line tourism marketing strategy; • Review the range of printed materials; • Develop joint initiatives to promote Anglesey as a destination; 	IACC Destination Anglesey Partnership TPNW Private Sector Welsh Government National Rail Careers Wales Coleg Menai	x	x	x	x

We want to:	How we will measure progress: <i>(Headline Indicator & baseline)</i>		What we will do:	Project Owner(s) including Project Lead Officer(s)	2013 - 2014	2014 - 2015	2015 - 2016	2016 - 2017
	Increase + (including baseline)	Decrease - (including baseline)						
2 Invest in product excellence	<ul style="list-style-type: none"> • 3% increase in visits per annum; • Value of tourism; • Visitor satisfaction; • New and Return visitors; • Employment opportunities; 	<ul style="list-style-type: none"> • Economic inactivity; • Youth unemployment; • Long term unemployment; • JSA claimants; 	<ul style="list-style-type: none"> • Support the upgrading, extension and development of the local accommodation stock; • Support the upgrading and extension of existing visitor attractions/ activities and develop new enterprises; • Develop and implement a local produce strategy; • Develop and implement an event strategy 	IACC Destination Anglesey Partnership TPNW Private Sector Welsh Government National Rail Careers Wales Coleg Menai	X	X	X	X

We want to:	How we will measure progress: <i>(Headline Indicator & baseline)</i>		What we will do:	Project Owner(s) including Project Lead Officer(s)	2013 - 2014	2014 - 2015	2015 - 2016	2016 - 2017
	Increase + (including baseline)	Decrease - (including baseline)						
3 Provide an outstanding experience	<ul style="list-style-type: none"> • 3% increase in visits per annum; • Value of tourism; • Visitor satisfaction; • New and Return visitors; • Employment opportunities; 	<ul style="list-style-type: none"> • Economic inactivity; • Youth unemployment; • Long term unemployment; • JSA claimants; 	<ul style="list-style-type: none"> • Enhance and manage coastal resources; • Enhance the quality of the local environment in local settlements; • Enhance access to the Countryside; • Support the development of transport infrastructure (in conjunction with Energy Island infrastructure development); • Support the development of local tourism infrastructure; • Improve tourism human resource opportunities e.g. training(in conjunction with Energy Island training development); 	IACC Destination Anglesey Partnership TPNW Private Sector Welsh Government National Rail Careers Wales Coleg Menai	x	x	x	x

We want to:	How we will measure progress: <i>(Headline Indicator & baseline)</i>		What we will do:	Project Owner(s) including Project Lead Officer(s)	2013 - 2014	2014 - 2015	2015 - 2016	2016 - 2017
	Increase + (including baseline)	Decrease - (including baseline)						
4 Work together in partnership	<ul style="list-style-type: none"> • 3% increase in visits per annum; • Value of tourism; • Visitor satisfaction; • New and Return visitors; • Employment opportunities; 	<ul style="list-style-type: none"> • Economic inactivity; • Youth unemployment; • Long term unemployment; • JSA claimants; 	<ul style="list-style-type: none"> • Establish an appropriate structure for destination management; • Establish a set of performance indicators; 	IACC Destination Anglesey Partnership TPNW Private Sector Welsh Government National Rail Careers Wales Coleg Menai	x	x		