

CORPORATE STRATEGY

SUMMARY 2022-27



Boosting the Economy, Supporting Businesses and Enabling Employment



Creating Caring and Healthy Communities

The Corporate Strategy sets out the Council's Corporate Well-being Objectives which are designed to improve and enhance the social, economic, environmental and cultural well-being of the citizens of Ceredigion.

It is into these areas that we will direct our resources to re-invigorate the local economy and provide a prosperous, healthy, safe and affordable environment in which the citizens and communities of Ceredigion can thrive.

Our Vision:

Ceredigion County Council delivers value for money, sustainable bilingual public services, that support a strong economy and healthy environment, while promoting well-being in our people and our communities

Our Corporate Well-being Objectives are:

	Boosting the Economy, Supporting Businesses and Enabling Employment
	Creating Caring and Healthy Communities
	Providing the Best Start in Life and Enabling Learning at All Ages
	Creating Sustainable, Green and Well-Connected Communities

2022-27

We will:

- Progress the £110m Mid Wales Growth Deal
- Support local businesses in the recovery from COVID-19
- Support new and growing businesses in the County
- Create new job opportunities for skilled young people
- Promote equal opportunities in employment
- Achieve sustainable economic growth
- Pursue the Local Development Plan
- Prioritise locally sourced produce and supply chains
- Improve 4G Broadband
- Equitable funding within the Arfor programme
- Improve digital, transport and energy connectivity
- Tackle poverty in Ceredigion
- Support working parents in Ceredigion
- Enhance the provision of skills and learning opportunities for people aged 16+
- Further develop apprenticeships in the County

We will:

- Provide for the care needs of our population
- Deliver the Through Age Well-being Programme
- Promote the Welsh Language in Ceredigion
- Launch Well-being Centres across the County
- Pursue initiatives to train and recruit childcare and social care staff
- Progress Cylch Caron extra care facility at Tregaron
- Welcome and support the resettlement of refugees
- Develop carers' breaks/ respite and support the aspiration of creation of a National Care Service for Wales
- Support community mental health facilities
- Encourage and enable people to get physically active so they can benefit from positive health and wellbeing
- Develop an improvement plan for the strategic provision of facilities to increase physical activity levels in the county
- Enhance the role of Community Connectors to support the development of resilient communities*
- Further develop participation events to ensure communities have a voice
- Develop and increase the number of focussed and universal extra-curricular and holiday activity programmes
- Develop and increase the number of support groups and programmes

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Providing the Best Start in Life and Enabling Learning at All Ages



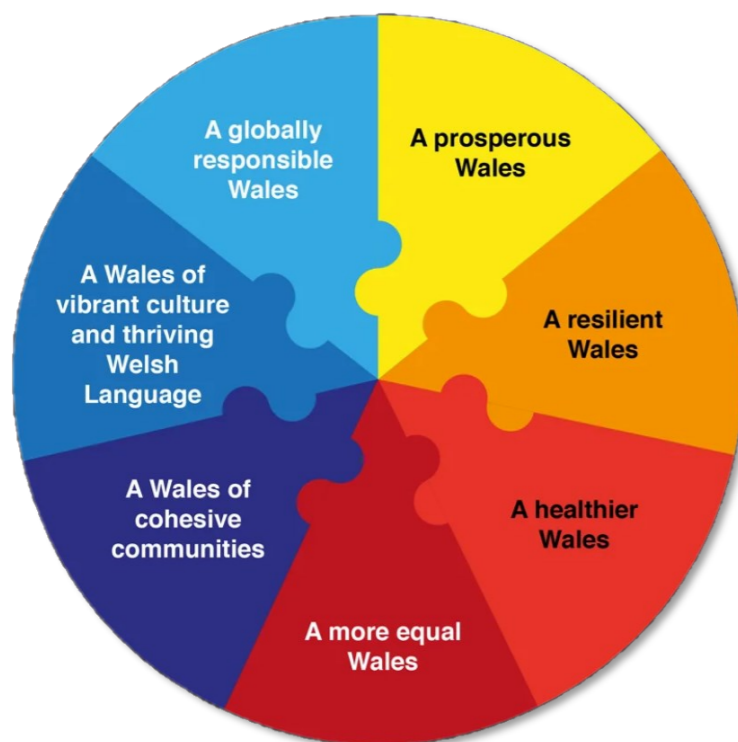
Creating Sustainable, Green and Well-connected Communities

The Corporate Well-being Objectives have been identified through extensive analysis of evidence and engagement with residents, including the ambitions of the current administration, the Ceredigion Assessment of Local Well-being and the public consultation on the Corporate Strategy in September to October 2022.

The steps we plan to take to achieve our Corporate Well-being Objectives will help us improve outcomes for local people and also maximise our contribution to the national well-being goals. Ceredigion County Council works collaboratively with its local and regional partners to help to create a Wales that we all want to live in, now and in the future.

THE 7 NATIONAL WELL-BEING GOALS

From the Well-being of Future Generations (Wales) Act 2015



We will:

- Deliver schools investment across the County, including the net carbon zero 3-storey extension at Cardigan Secondary School
- Deliver the Welsh in Education Strategic Plan (WESP) 2022 to 2032
- Ensure that pupils are confident communicators in both Welsh and English by the end of Key Stage 2 (year 6)
- Support the Ceredigion Youth Council as a forum for children and young people
- Developing Children and Young People's skills, knowledge and confidence to be physically active
- Develop Leadership skills within our Children and Young People at the earliest opportunity
- Support the provision of Free School Meals for primary school pupils
- Support provision of funded childcare for all two year-olds
- Work with partners to deliver the Maternity and Early Years Strategy for West Wales
- Support the development of Theatr Felinfach's facilities
- Ensure that all learners' identified Additional Learning Needs are supported appropriately to become independent and fulfilled individuals
- Provide support for schools to successfully implement the new curriculum for Wales
- Develop a Culture Strategy and Equity Strategy to support school and community wellbeing
- Enhance the range of care and support options for looked after children and young people

We will:

- Prioritising the reduction of carbon emissions and pursue our goal of becoming a Net Carbon Zero Council by 2030
- Build on Ceredigion's excellent performance in waste management and recycling
- Transition towards an Ultra Low Emission Vehicle corporate fleet
- Work with local Housing Associations to increase our stock of social housing
- We will continue to address the issues of second homes, holiday homes ownership or the conversion of residential properties to holiday let by seeking the support of the Welsh Government to bring forward legislation under the Planning Act and Taxation Service
- Enable more young people to build their lifetime home
- Encourage the retention of Welsh-language place names
- We have recognised the seriousness of the issue associated with phosphate levels along the Teifi Valley within the Corporate Risk Register. Every effort will be made through the Nutrient Management Board to find early solutions to the problem
- Find solutions to flooding in the Teifi Valley
- Pursue funding for coastal defences at Aberaeron and Aberystwyth and develop proposals for the next phase of the Borth coastal defence scheme and for the frontage at Llangrannog
- Halt and reverse the decline in biodiversity including in our marine environment
- Support increased provision for walking and cycling
- Advocate strongly for a rail link between Aberystwyth and Carmarthen