

Annual Report

Conwy County Borough Council
2020 - 2021

WE ARE CONWY

Delivering essential local support

Keep Wales safe



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

**We are happy to provide this document in large print, audio,
braille and British Sign Language.**

**Please contact the Corporate Improvement and Development
Team**

1. Introduction

Welcome to the April 2020 – March 2021 Annual Report for Conwy County Borough Council. Every year we produce this report to review the progress we have made, how we have managed our budget, our successes and areas for improvement. We also publish a summary version to give a more general ‘at a glance’ overview.

This has been an extraordinary year for everyone, and certainly unprecedented in the history of Conwy County Borough Council since our formation in 1996. From converting Venue Cymru into a hospital, to setting up a new service to provide deliveries for the vulnerable, our Covid response has been transformational. Meanwhile we have maintained the highest standards across all our services, as recognised through accreditation and Audit Wales.

All of this has been achieved through an excellent working relationship between the Cabinet and the Senior Team and hard work of our staff and Elected Members. This high-trust relationship has enabled clear direction, confident decision-making and swift implementation. We always feel very proud of what we achieve as ‘Team Conwy’, but never more so than this year.

Innovation

We pride ourselves on delivering our Vision to be ‘a progressive County creating opportunities’. This approach has been evidence through the innovations we introduced in Covid response. These include:

- Creating a cross-disciplinary Covid Leadership Team for quick decisions and staff support
- [Adapting our theatre into a hospital](#), then mass vaccination centre
- Creating a North Wales temporary mortuary
- Using our coach park as a mass testing centre
- Establishing a [Community Support Service](#) to deliver food and prescriptions to vulnerable residents
- Establishing a Test Trace & Protect service with North Wales partners
- Adapting policies so staff worked flexibly to balance lockdown home and work commitments
- Issuing £1,876,065 Free School Meal payments for 3,555 Learners
- Developed online portals, processes and issued £84million business pandemic grants and social care bonus grants of £8.2million for Welsh Government
- Identifying digitally excluded learners and repurposing devices to access online learning.
- Developing online learning to support home schooling – (79.4k views)
- Creating new ways of providing ALN and Social Inclusion support
- Finding compassionate and engaging ways to support young people at risk of disaffection
- Providing targeted intervention for primary pupils transferring to secondary to ensure smooth transition.
- Rebranding and adapting Ffit Conwy with online workouts and exercise tips
- Working with care homes to inform our decisions for visits. This helped to avoid mandating blanket restrictions
- Co-ordinating 1,166 resident vaccinations in 58 Homes - 95% of residents
- Co-ordinating and distributing PPE to all care providers: (3.5 million boxes of gloves, 1.6 million boxes of masks and 1.5 million rolls of aprons).
- Initiating an online pantomime and streaming it to schools and families
- Developing a Libraries call and collect service and online story-telling sessions
- Introducing a Recycling Centre appointment system
- [Running a gritter naming competition](#) and fitting each gritter with tracking systems

- Developing hybrid business forum conferences
- Creating a 'We Are Conwy' brand and video-led communication programme to keep people informed.

Within a few weeks of the pandemic our staff choir partnered with Welsh National Opera and NHS colleagues to record '[Bridge Over Troubled Water](#)', showing footage from our theatre-turned-hospital. It went viral (3.5million views), sparking similar online collaborations across the UK. This small example shows how we approach challenges with creativity and collaboration. We learn from others but develop solutions that are distinctive to Conwy's compassionate, people-focussed culture.

What makes Conwy unique is the deeply embedded 'Team Conwy' approach of Members and Officers. We treasure close working relationships between the Leader and CEO; the Cabinet and Senior Team; our Local Members and Officers. These relationships are built on a shared commitment to deliver for the people of Conwy. It is these relationships that have enabled us to rise to the challenges of the past year in such an extraordinary way and which makes Conwy so very special.

Covid has been stressful but it has also been a period of learning and growth. We are drawing on this to re-design the way we work. We have established a Renewal Programme that comprises:

Service Renewal - processes to safely close and re-open front line services according to alert levels.

Workwise 2020 - focussing on new office arrangements based on homeworking experiences. Being a rural area this has the potential to open up opportunities for communities and create a more diverse staff and Councillor demographic. It could also accelerate our ambition to be Carbon Neutral by 2030.

Our Performance

Conwy has had an impressively comprehensive response to Covid, delivering facilities that many other Councils haven't been involved with. Audit Wales audited our Covid response and gave very positive feedback.

Our performance has been informed by a clear Cabinet vision and confident Senior Leadership Team decisions. We quickly established a regular communication channel with staff to enable them to work safely and adapt public services at short notice. We identified those services which were likely to be under most pressure and re-deployed staff to assist.

We used technology to mitigate risk, automating gritting functions within wagons so they could be driven by non-specialist staff. We were the first Authority in North Wales to deliver committee meetings virtually with simultaneous Welsh translation.

Despite the pandemic, we have not only met our corporate objectives but in many cases exceeded them, obtaining the highest standards of accreditation across a variety of services.

Below is a summary of our key achievements:

Modernisation & Support Services

- a) Risk assessed all services, buildings and schools to ensure all covid safety controls were put in place
- b) Reviewed and overhauled the accessibility of our website
- c) Provide HR support for furlough, new policies and staff redeployment
- d) Completed recruitment for three senior positions and supported service restructures.
- e) Launched a new equality and socio economic duty Plan
- f) Trained staff to support remote working and other working adaptations
- g) Maintained our silver standard corporate health standard.
- h) Successfully administered an election with covid restrictions
- i) Rolled out Microsoft 365, Zoom and Teams to staff and Members
- j) Achieved cyber essentials plus certification
- k) Provided hardware and technical support to staff and pupils to work from home during lockdowns
- l) Continued the expansion of integrated online digital services including new leisure website, household recycling, office access requests, schools admissions, – enabling our communities and workforce to access services online.
- m) Delivered 95 ipads to Care homes to enable families to contact loved ones.
- n) Audited conwy's response to covid and lessons to be learned.
- o) Supported the procurement of PPE for the independent sector and set up online tender processes
- p) Introduced webchat functionality for council tax
- q) Achieved Customer excellence for Revenue & Benefits and Environment Roads and Facilities Teams for the 11th consecutive year.

Environment

- a) Established the Climate Challenge programme to reach net carbon zero by 2030 and approved the Decarbonisation Plan.
- b) Achieved our highest ever recycling outturn of 73% and 84% waste recycled from our Household Waste Recycling Centres and best ever performance.
- c) Reduced our carbon emissions by 44%
- d) Approved the Biodiversity and Resilience of Ecosystems duty plan
- e) Launched a new garden waste collection service
- f) Undertaken coastal defence at Old Colwyn and secured £7.5m in coastal defence funding
- g) Achieved Level 5 Green Dragon Environmental Standard for the sixth consecutive year
- h) Achieved Customer Service Excellence Standard for Environmental Services
- i) Gained a Gold CAWF (Community Animal Welfare Footprint Award) from RSPCA Cymru in recognition of work with stray dogs.
- j) Participated in an innovative deposit return pilot project in conjunction with Welsh Government, WRAP and Polytag
- k) Been selected to be one of only two local authority areas selected to produce a local area energy plan as part of a Welsh Government pilot.
- l) Achieved the new ISO 45001:2018 international standard for health and safety management for Environment Roads and Facilities Service. We are the only Authority in Wales to achieve this standard, with the exception of Ceredigion who have certification for highway maintenance only.

- m) Green Flag awards achieved for 12 parks and green spaces and targets met for prompt removal of fly tipping, (despite 68% increase in incidents). Targets met for timeliness of street lamp repairs; and street cleanliness.
- r) Received a positive inspection report on the management of cemeteries and crematorium.

Social Well-being

- a) Received positive feedback from Care Inspectorate for Wales for our Social Care services and from ESTYN regarding school support during the pandemic.
- b) Developed an education improvement service and rebranded the Conwy Employment Hub
- c) Progressed to the next phase of the 21st Century Schools programme with 5 new potential schools
- d) Been a highly commended finalist in Social Care Wales Accolades.
- e) Adapted and continued with our safeguarding responsibilities throughout the pandemic
- f) Developed pioneering approaches for affordable housing and collaborated to provide cabins for rough sleepers
- g) Continued to provide a rapid response for hospital discharges
- h) Developed [online support for older people](#) to boost wellbeing
- i) Became the first Housing First project to be awarded Welsh Government accreditation
- j) Achieved NSI Gold standard accreditation for our Conwy Alarm Receiving Centre.
- k) Successfully delivered 347 disabled facility grants adaptations
- l) 118 affordable housing units have been delivered and 27 empty dwellings have been brought back into use, and 12 dwellings have been created from empty properties.
- m) Provided virtual fitness classes which has made services more accessible to rural areas.
- n) Rolled out the Welsh Community Care Information System (WCCIS)
- o) Reshaped the Mental Health Service
- p) Established a Social care and education vulnerable learners panel
- q) Created alternatives to building based support services when individuals were unable to access day care and respite care during lockdown
- r) Adapted Family Centres to meet local needs via zoom, webinars and small group socially distanced walks and outdoor activities.
- s) Established a MASH (Multiagency Safeguarding Hub) in collaboration with North Wales Police.
- t) Completed the Maelgwn Project which was the construction of 27 properties on the old school site. Tenants have moved in to 6 of the 10 Disability flats.

Culture

- a) Completed a service reorganisation to create the Economy & Culture Service
- b) Developed a Cultural Strategy putting culture at the heart of regeneration and undertook a library standards consultation
- c) Won Welsh Tutor of the Year and 3rd place Employer of the Year - Work Welsh National Awards
- d) Digitally engaged over 265,000 people in creative arts, heritage, museums and libraries activities.
- e) Opened the archive within the Conwy Culture Centre
- f) Consulted on a new library strategy, commenced work to move Llanrwst library into Glasdir and about to consult on a new Creu Conwy Culture Strategy
- g) Displaying portraits in Promenade shelters in collaboration with Oriel Colwyn and Northern Eye Photography Festival

Economic

- a) Created a new Economy & Culture service to make culture the driving force for our economic and wellbeing ambitions. The new Economy and Culture Service, employs 600 staff with expertise across theatres, archives, libraries, museums, arts, events, assets, communications and marketing, economic development and infrastructure.
- b) Commissioned a new enterprise zone offering units for business start-up or expansion in the wake of Covid
- c) Escalated our [Business Support Service](#), answering over 10,000 calls and processing 3045 grant applications.
- d) Re-worked our Economic Growth Strategy to support recovery in the short, medium & long-term
- e) Built a truncated Pier in Colwyn Bay to complete our multi-million pound waterfront redevelopment.
- f) Taken advantage of leisure centre closures to complete £750k of maintenance; develop a 3G pitch; and invested in a commercially driven website and app
- g) Reviewed the Replacement Local Development Plan to ensure that the impacts of the pandemic and recovery are embedded into policies.
- h) Launched a tourism ambassador scheme
- i) Successfully commissioned the Tre Morfa Enterprise Zone on the 4th of December 2020
- j) Holding online business webinars to support local businesses
- k) Introduced a demand-responsive public transport service in the Conwy Valley.

Areas we will continue to focus on

As part of our governance arrangements, we regularly review our performance and ask ourselves what difference are we making and where do we need to focus improvement. As part of this process we review our corporate risks and scan the horizon for potential pressures which we need to plan for. Below are areas we will focus attention in this next financial year.

- a) Supporting people at risk of Homelessness. Housing Solutions have achieved no rough sleepers in Conwy. This is a significant improvement to the health and wellbeing of Conwy residents experiencing this. However owing to the Pandemic, the Conwy Housing Solutions service has seen an almost 300% increase in requests for assistance. Prior to the pandemic at the end of March 20 there were 39 households in emergency accommodation. We now have over 500 people in temporary accommodation. We need to meet the housing need in the County and permanently re-house the number of people in temporary accommodation.
- b) Recruitment to certain professional groups has become challenging and we will continue to support the development of staff to 'grow our own' to meet the recruitment deficit.
- c) Maintaining staff resilience and wellbeing – the impact of Covid has taken its toll on all public services. Resourcing the additional demands/service implications of Covid at the same time as continuing to provide "business as usual" has placed services under significant pressure and we will continue to support staff resilience to deal with the additional workload that has been a consequence of Covid controls.
- d) Supporting people to regain their fitness and access to sport post lockdown – including intensive swimming lessons for school children, rebuilding the Ffit Conwy membership, and training staff on mental health first aid to assist with our post pandemic renewal programme.

- e) During the pandemic it is clear that many learners have not progressed as much as they might in terms of their progress in learning, some having been impacted more seriously than others. Funding has been allocated by Welsh Government to enable investment in schools to allow them to recruit and deploy additional human capacity to support learners in addressing their needs following the initial COVID-19 crisis and period of school closure.
- f) Discussions on coastal defence have progressed but escalation is needed to progress developments with Network Rail and to maximise funding from Welsh Government. Work also needs to continue to address Ash Die Back and work with landowners with ash trees on their land.
- g) Climate change and biodiversity is as big if not bigger challenge than Covid and needs a worldwide commitment to change. Through our Climate Challenge Programme we will work to reduce our own carbon footprint and protect and promote biodiversity within the county.
- h) In line with Welsh Government guidance monitor the Covid Levels and take action accordingly to support our community live safely with the Virus, monitor the potential impact of long Covid and winter flu, and to return to business as usual as far as is possible, whilst retaining the positive changes made in response to lockdown. We want to progress towards new, more productive ways of working that create opportunity and improved outcomes for all and to build upon the beneficial ways of working which became apparent during lockdown. We want to ensure that these continue on a longer-term basis and to try to do things differently in the future to support carbon reduction, staff welfare, and excellent service delivery to the people we support.
- i) Engage, evaluate and re write our 5 year corporate Plan to reflect our long term approach to renewal, including building on the positive side effects of the pandemic such as reduction in travel, greater digital presence, increased active travel, and increased interest in holiday 'stay-cations'.

2. Statement of Responsibility

We report on performance in 2 stages.

Stage 1: Improvement Plan Objectives

In accordance with the Wales Programme for Improvement (superseded on 1st April 2021 by the Local Government & Elections (Wales) Act 2021), and the Well-being of Future Generations (Wales) Act 2015; we must regularly review our improvement objectives and set a clear plan for each financial year. We have a five year strategic plan for improvement, called the Corporate Plan, which details our wellbeing objectives. We review the plan every year to ensure that the wellbeing objectives remain relevant and affordable. The Corporate Plan for 2017 – 2022 was approved in October 2017 and was last reviewed in September 2020 to reflect on the changes in priorities in light of Covid. This review covers the remaining 18 months of the plan (up to 31st March 2022). We are now in the process of developing a new 5 year strategic plan for 2022 – 2027.

Stage 2: Assessing Performance

Every year we self-assess our corporate governance arrangements and performance to check that we're making a difference and meeting the goals we set. We publish this self-evaluation in an Annual Report. This year's Annual Report focuses on the performance of the improvement objectives set for 2020/2021. The annual report was approved by Council on 22nd October 2021 and we published it on our website immediately afterwards.

Governance

It is important that governance arrangements (the way we direct and control our business and relate to communities) support the effective delivery of services and management of risk. Corporate governance concerns the way in which our business affairs are handled by elected members and officers and how we engage with stakeholders and partners.

In accordance with the revised Framework for Delivering Good Governance in Local Government (2016) issued by the Chartered Institute of Public Finance and Accountancy (CIPFA) and Society of Local Authority Chief Executives (SOLACE), every year we write an Annual Governance Statement (AGS) and we publish it on the website to report on our arrangements and areas of improvement. It must be signed by the Chief Executive and the Leader and we present it to the Council's Governance & Audit Committee as part of the Statement of Accounts. This year the AGS was presented to Governance & Audit Committee in November 2021.

3. Financial Summary

As a public accountable body, we must provide value for money in the services we provide to the community. We charged the tenth lowest Council Tax at Band D in Wales for 2020/2021. A large part of the funding for Local Authorities in Wales is from the Welsh Government through a revenue support grant (RSG). For 2020/2021 the Aggregate External Finance (AEF), (which includes the RSG and a proportion of the National Non Domestic Rates collected), increased by 3.4% on a like for like basis with the position for 2019/2020. This was the second worst Settlement in Wales.

In real terms the settlement provided sufficient additional funding for the pressures facing schools but nothing towards the pressures facing social services and other services. Any resource shortfall for

2020/2021 was to be met from significant budget reductions for all services and an increase in the Council Tax. The estimated shortfall was £11.010m and a number of measures were implemented to meet the shortfall. These included:

- All departments were required to make budget reductions. Schools needed to identify 2.18% and Social Services were required to identify 5%. All other services had targets ranging between 6% and 10%. Services were required to provide details of the initiatives proposed in order to meet the savings targets.
- Council Tax was increased by 4.95%.

More detailed information on our budgets can be found on the Conwy website. Budgets are approved by Council at the start of the year in February or March and the outturn position is reported in the Statement of Accounts which is presented to the Governance & Audit Committee in September or October.

Since 2013 we have delivered more than £65m of savings. The proposed savings for services for 2020/2021 alone were £8.303m. We are now at a point where the options left to us are very difficult because they involve a further reduction in staff numbers and cutting service provision. We are trying to avoid such difficult decisions where we can, by working collaboratively, generating income and thinking more laterally about how we commission services. We are also looking longer term, to review where future demands will be, so that we can adapt to meet the needs of future generations. We have planned for and are delivering further savings of £2.2m together with an increase in Council Tax to address a shortfall of £4.2m in 2021/22.

Shortly after the budget was approved, the Coronavirus pandemic lockdowns commenced, affecting the lives and livelihoods of people, the economy, and public services. It was clear from an early point in the financial year that local government finances would be significantly affected for an unknown period of time to such an extent that local government would need additional funding through additional Government grant support.

Early concerns suggested that the major financial effects seemed likely to arise through additional pandemic related expenditure, lost income for services, lower levels of Council Tax ultimately being collectable, non-achievement of previously planned budget reductions, and increased Council Tax reduction entitlement. It is fair to say that Conwy experienced all of these pressures during 2020/2021.

As the seriousness, impact, and timeline of the pandemic became clearer the UK Government announced a succession of grants aimed at supporting the affected sectors including local government. Consequential funding flowed to Welsh Government and this was allocated to Local Government in Wales in a number of tranches various purposes. The major element of grant support was for 'hardship' to reimburse eligible expenditure and lost income in accordance with guidance throughout 2020/2021.

Conwy received grants in the sum of £16.36m to cover additional expenditure incurred due to Covid and income lost due to the requirement to close a number of income generating front line services. Conwy also furloughed a number of staff who were unable to work due to the closure of their service area and a claim of £2.09m was made to the Government's Job Retention Scheme to contribute towards the cost of their salaries and wages during this period.

Conwy acted as an agent on behalf of the Welsh Government and distributed a number of business grants to local businesses to support them through the various lockdowns and business restrictions that were in place during 2020/2021, the actual business grants paid out in year was £78.62m however due to

the on-going claims Conwy accrued £1.8m in 2020/21 to cover the estimated payments that would be paid in 2021/22.

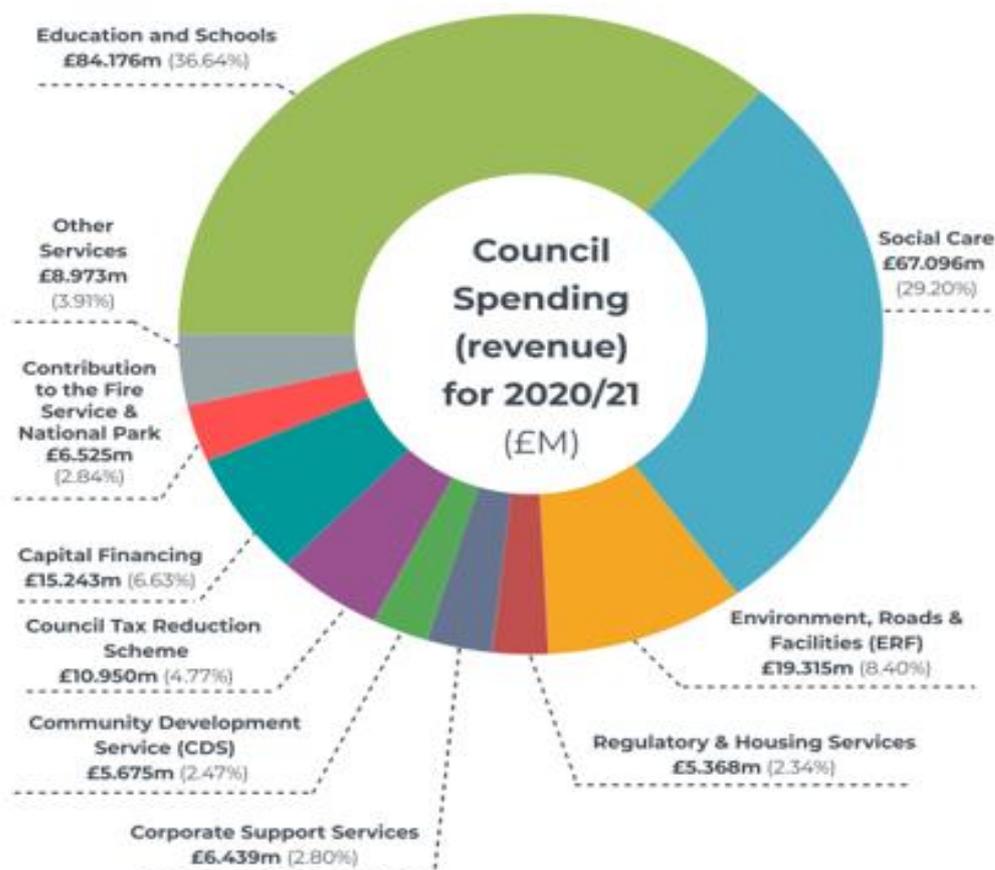
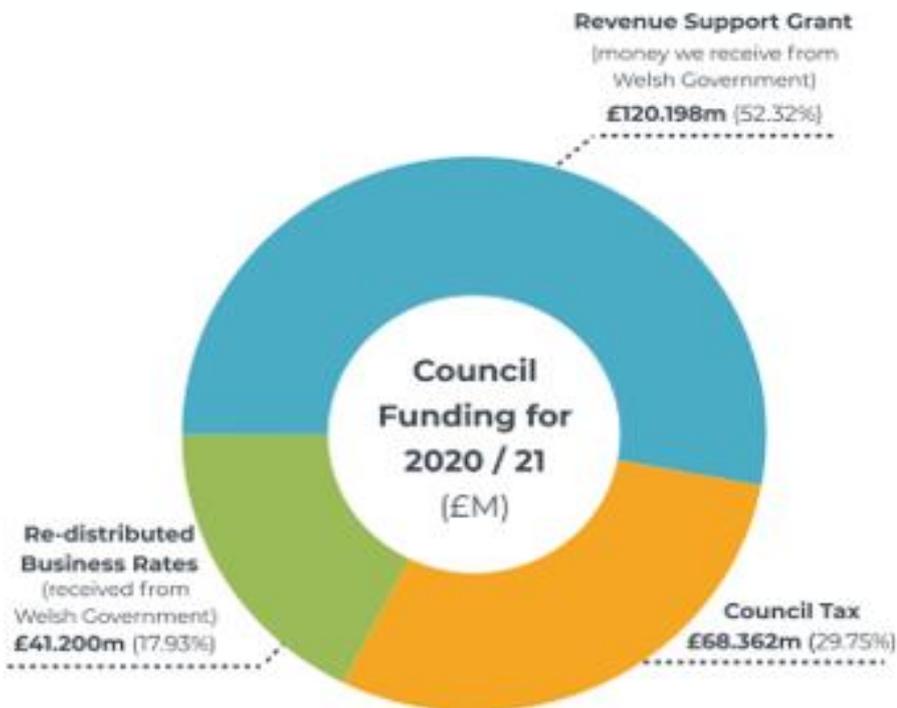
In addition to the Business grants the Welsh Government supported local businesses by providing £20m in business rates relief so businesses that were affected by the pandemic had a reduction in their business rates.

Conwy also assisted the Welsh Government with a number of other schemes to support the community. These included £630k in freelancer payments, £136k in self-isolation payments, carers' sick pay - £54k, care home testing - £171k, support for child care settings - £174k, free school meals payments - £2.1m.

Conwy also paid on behalf of Welsh Government the £500 bonus payment to carers within Conwy in 2020/21 which totalled £1.83m. Conwy have also been given the task of paying the additional £750 bonus to carers for which the first payments were made in April 2021, to cover the cost of these payments Conwy accrued £5.4m in the 20/21 accounts.

In terms of the budget for 2020/2021, this was monitored and controlled during the year and reports and presentations were presented to democracy to alert Members to an overall high level assessment of our likely financial position. The level of uncertainty was reflected in the financial position reported on a regular basis. The projected budgetary deficit changed significantly as the level of uncertainty reduced, culminating with a year-end position which produced an overall balanced budget and our balances and reserves increasing.

The diagrams below shows where the money (income) came from and how we spent our budget in 2020/21



What your money is spent on each year

2020/21 This example is based on a **Band D** property council tax of **£1,343.86** per year.

Education & Schools



£462.07

Social Care



£392.44

Interest Costs & Asset Repayment



£89.16

Council Tax Reduction Scheme & Business Rate Relief



£64.05

Corporate Support Services



£37.66

Fire Service & National Park payments



£38.16

Recycling & Waste Collection



£33.26

Roads & Infrastructure



£30.21

School Transport



£30.27

Public Protection, Licensing & Environmental Health



£18.19

Modernisation & Corporate Fees



£24.52

Tourism, Theatres, Conferences & Events



£14.23

Managing Council Buildings



£12.77

Democracy



£10.70

Waste to Energy Site / Disposal



£11.55

Libraries



£12.87

Street Cleaning



£11.13

Swimming Pools & Leisure Centres



£11.09

Homelessness Prevention



£10.25

Supporting Businesses & the Community



£7.78

Parks & Gardens



£6.86

Revenue and Benefits & Financial Assessment Team



£6.50

Youth Services



£5.26

Countryside Management



£2.88

4. Evaluation of our Performance by Citizen Outcome

The information below details the review of progress made to deliver the Corporate Plan priorities (our wellbeing objectives) during the financial year 2020/2021. We are not able to compare our performance with the other 21 local authorities in Wales for 2020-21 because not all datasets have been collected nationally and those that have will not be shared for comparison purposes as local authorities have operated very differently over the past 18 months.

For measures where no data for 2020/21 is available, this is indicated with **N/A**.

The following keys define the red/ amber/ green (RAG) status of each action and measure.

RAG Actions Key:

Action not progressing / areas of concern have been raised	Red
Action progressing and no concerns raised	Amber
Action complete	Green

RAG Performance Measure Key:

Compared to target set:

Measure not meeting target and below tolerance	Red
Measure within tolerance to progress work to meet target	Amber
Target for the measure has been	Green
Not applicable/ no target set	N/A

Overview of the Corporate Plan Actions and Measure Performance

Outcome 1 - People in Conwy are educated and skilled			
A1.1	Amber	M1.1g	N/A
A1.2	Green	M1.1h	N/A
A1.3	Green	M1.3a	N/A
A1.4	Green	M1.3b	N/A
A1.5	Green	M1.3c	N/A
		M1.4a	N/A
		M1.4b	Red
		M1.4c	N/A
		M1.4d	N/A
		M1.4e	N/A
		M1.4f	N/A
		M1.4g	N/A

Outcome 2 - People in Conwy are safe and feel safe			
A2.1	Green	M2.1	Green
A2.2	Green	M2.2	Green
A2.5	Amber	M2.4a	Red
A2.7	Green	M2.4b	Red
		M2.4c	Amber
		M2.4d	Amber
		M2.4e	Red
		M2.5	Green
		M2.6	N/A

Outcome 3 - People in Conwy have access to affordable, appropriate, good quality accommodation that enhances the quality of their lives			
A3.1	Green	M3.1a (i)	N/A
A3.2	Green	M3.1a	N/A
A3.3	Amber	(ii)	
A3.4	Green	M3.1b	Green
		M3.1c	N/A
		M3.1d	N/A
		M3.2a	N/A
		M3.2b	N/A
		M3.2c	N/A
		M3.2d	N/A
		M3.3a	N/A
		M3.3b	N/A
		M3.3c	N/A
		M3.4a	N/A
		M3.4b	N/A
		M3.4d	N/A

Outcome 4 - People in Conwy are healthy and active				
A4.1	Green	M4.1a	Amber	
A4.2	Green	M4.1b	Amber	
A4.3	Green	M4.1c	N/A	
A4.4	Green	M4.2	N/A	
A4.5	Green	M4.3	N/A	

Outcome 5 - People in Conwy live in a county which has a prosperous economy			
A5.1	Green	M5.1	N/A
A5.1a	Amber	M5.1ai	N/A
A5.2	Green	M5.1aii	N/A
A5.3	Green	M5.2a	N/A
A5.4	Amber	M5.2b	N/A
A5.5	Amber	M5.3	N/A
A5.6	Amber	M5.3a	N/A
A5.7	Green	M5.3b	N/A
		M5.3c	N/A
		M5.4a	N/A
		M5.4b	N/A
		M5.5a	N/A
		M5.5c	N/A

Outcome 6 - People in Conwy value and look after the environment			
A6.1	Red	M6.1a	Red
A6.2	Green	M6.1b	Red
A6.3	Green	M6.3a	Green
A6.4	Green	M6.3b	Red
A6.5	Green	M6.3c	Amber
A6.5a	Green	M6.4	N/A
A6.6	Amber	M6.4ai	N/A
A6.7	Amber	M6.4aii	N/A
A6.8	Green	M6.4aiii	N/A
		M6.4aiv	N/A
		M6.5	N/A

	M5.5d	N/A
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Outcome 7 - People in Conwy live in a county where heritage, culture and the Welsh language thrive			
A7.1	Green	M7.1a	N/A
A7.2	Green	M7.1d	N/A
A7.3	Green	M7.1e	N/A
A7.5	Green	M7.3a	N/A
		M7.3b	N/A
		M7.3c	N/A
		M7.3d	N/A
		M7.3e	N/A
		M7.3f	N/A
		M7.4a	N/A
		M7.4b	N/A
		M7.4c	N/A
		M7.5b	N/A

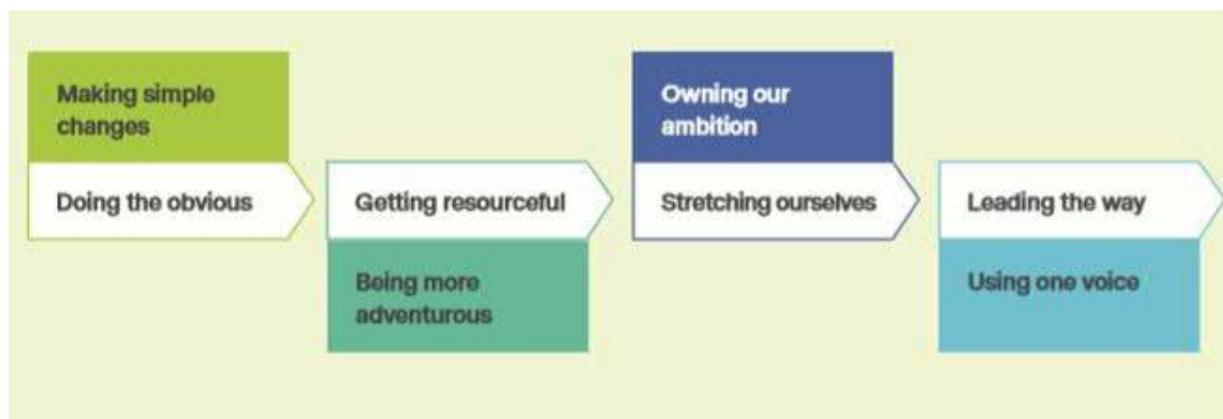
Outcome 8 - People in Conwy contribute to their community. They are informed, included and listened to			
A8.2	Green	M8.2	N/A
A8.3	Green	M8.2a	N/A
A8.4	Green	M8.2c	N/A
A8.5	Green	M8.2d	N/A
A8.6	Amber	M8.5	N/A
A8.7	Amber	M8.6	N/A

Outcome 9 - CCBC is resilient (Efficient)

A9.1	Green	M9.4a	N/A
A9.2	Green	M9.4b	N/A
A9.3	Green	M9.4c	N/A
A9.4	Green	M9.4d	N/A
A9.5	Green	M9.4e	N/A
		M9.6	N/A
		M9.6b	N/A
		M9.6c	N/A

Self-Assessment

The Wellbeing of Future Generations Commissioner has developed a self-assessment tool for public bodies to evidence the extent to which their wellbeing objectives have been met during the financial year. The tool is to assist with setting a benchmark and capturing lessons for improving future reports and enable organisations to further consider how they can maximise their contribution to the well-being goals and sustainable development principle. For each Corporate Priority we have provide a self-assessment status against this criteria:



‘Making simple changes’ should be quick and easy to implement. They’re often actions that are ‘low hanging fruit’ that have been tested by others and have a low risk of failure. They mobilise and involve people, aligning the agendas of different departments. The Commissioner launched examples of the ‘simple changes’ some public bodies are already making to meet their well-being objectives and maximise contribution to the national well-being goals:

'Being more adventurous' involves stepping out of a 'business as usual' mind set and acting to change how things are currently done. Signalling early progress to wider change, this might involve a change in strategy or team approach to doing something and could involve more departments and organisations than a 'simple change'.

'Owning our ambition' can be a similar stage to 'being more adventurous' with initiatives developing and more people becoming involved. The organisation will be taking more well-managed risks, reaching out to other sectors to make progress and collaborating on funding or staffing. The organisation defines its approach as ambitious and staff feel empowered to work across sectors and influence change.

Those that are **'Leading the way'** may be the first people or organisation to be taking these actions and are a guide for others to follow. This is a systemic, transformational change to how things have always been done and will require reallocating resources, time to put the changes in place and collaboration with other bodies. Actions are innovative, inspirational and collaborative, putting the Act into practice across larger portfolios to achieve the Wales we want. This way of working becomes embedded in the organisation and good practice is shared with others.

Outcome 1 - People in Conwy are educated and skilled



1.1. Our Priority Actions

Action Code	Action Name	Perf. RAG
A1.1	Work with schools to improve results at each key stage of education. We will focus support on groups of learners such as Looked After Children, those on free school meals as well as challenging our high achievers	 Amber
<p>Examination Results: During the summer of 2020 schools reported erratic results due to the national standardisation model used. The Education Minister announced in Wales that A level, AS, GCSE, Skills Challenge Certificate and Welsh Baccalaureate grades in Wales were to be awarded on the basis of Centre Assessment Grades. This was in the best interest of our young people who were anxious and unsure of their future.</p> <p>All secondary schools provided essential school and pupil level information to inform our communications with Welsh Government, Qualifications Wales and WJEC (Welsh Joint Education Committee Examination Board).</p> <p>Schools received the revised AS and A Level grades based on centre assessed grades or calculated grades whichever was the higher. There were implications for learners and their university places and schools worked hard to support them. Learners received their GCSE results which were also based on centre assessed grades or calculated grades whichever was the higher.</p> <p>BTEC announced that schools should hold the results already received as they needed to be revised in line with the process used for GCSE and A Level.</p> <p>Exams and Generals Qualifications in 2021 in Wales: The Minister for Education confirmed that for most subjects, work will be assessed in three ways.</p> <ul style="list-style-type: none"> • non-examination assessments such as coursework or oral assessment • internal assessments which will be marked by teachers and lecturers; and • external assessments, marked by WJEC. <p>These are the only assessments that will count towards grades in 2021. The internal assessments took place between 22nd February and 23rd April. This allowed for disruption and periods of self-isolation.</p> <p>The external assessments took place between 17th May and 29th June. Whilst there were nationally set assessments that all learners across Wales completed, they were not held under normal exam conditions.</p> <p>The grade outcomes overall aligned with 2020 outcomes, to recognise the loss of learning time and overall disruption. It is expected that the combination of internally managed assessment and non-examination assessment (where relevant) should, where possible, contribute a greater proportion to the individual's ultimate grade than the external assessment</p> <p>Looked After Children: Clear identification is in place for Personal Education Plans for Looked After Children (LAC) and the system identifies Personal Educational Plan (PEP) ensuring they are in place and timescales agreed for review. This is ensuring a robust system in place so learners are effectively tracked.</p> <p>14-15 year old learners (Key Stage 4): Progress towards obtaining Level 2 threshold for Looked After Children remains a focus for our learners in Key Stage 4. This is monitored through The PEP (Personal Education Plan) process and will be embedded within practice of LAC Inclusion Teaching ensuring that we continue to focus on opportunities for Looked After Children and has a positive impact on learner outcomes.</p> <p>Monitoring school performance and pupil progression through all key stages, to identify strengths and weaknesses (primary and secondary targets): There have been comprehensive monitoring processes in place for all schools. School strengths and development needs are discussed in detail at the Standards Quality Board. The current pandemic period has brought with it considerable challenges, however there is much evidence to show that schools continue on their improvement journeys and that learners continue to</p>		

make progress. The Regional Consortia have continued to support schools with both Accelerated and Blended Learning approaches as well as allowing schools to concentrate on the critical job of re-opening safely in September 2020.

STEM Gogledd:

5 out of 7 high schools are participating in STEM Gogledd. During lockdown, delivery had to be adapted to on-line activities. Since September, STEM Mentors are going into schools and working with identified groups of learners. The project is on track both in terms of targets and finance.

SEREN project (more able and talented Pupils):

All face-to-face SEREN activity was suspended during the start of the Covid-19 pandemic. This was replaced by a wealth of digital resources hosted on [Hwb](#) (online education portal) and also directly from universities. Feedback from students has been excellent and they have been given a wide range of subject specific support, advice for writing personal statements and applying for universities.

Review impact of the LA's specialist Additional Learning Provision:

Whilst a range of measures are currently in place we are continuing to work with GwE (school improvement consortium for North Wales Authorities) on the most appropriate way of measuring provision in the future.

Monitoring GwE Level 2 Plans:

During the last academic year 2019/20 the progress of the plans were discussed and monitored through the Quality Assurance Board meetings held between GwE and the Local Authority. As a result of changes in Core Leads and new Education Improvement Service Team this process is being re-established during 2020/21.

A1.2	Develop systems to effectively challenge and support schools performance throughout the Local Authority.	 Green
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GwE (school improvement consortium for North Wales Authorities)

Support during the Covid Pandemic:

During the pandemic it is clear that many learners have not progressed as much as they might in terms of their progress in learning, some having been impacted more seriously than others. Evidence from a wide range of sources suggests that most or all learners have been affected in some way, and that the most vulnerable have been affected the most.

GwE has provided a 'support package' to give schools access to resources and learning materials to support the Accelerated Learning Programme, with a focus on improving the consistency and quality of teaching and the development of literacy and numeracy skills across the curriculum and the age range. It is a cross-phase support and both GwE primary and secondary advisors have been working on developing the resources and supporting schools.

Additional funding is available to meet the demands of the 'Recruit, Recover, Raise Standards: Accelerating Learning Programme' as announced by the Minister for Education in July 2020. This funding enables investment in schools to allow them to recruit and deploy additional human capacity to support learners in addressing their needs following the initial COVID-19 crisis and period of school closure.

School Effectiveness and Standards Group (SESG):

This group monitors GwE's effectiveness in delivering improvement strategies in schools: Officers can challenge support and guidance been given to schools whilst also looking at the level 2 business plans for quality delivery.

Meetings were suspended during 2020 and discussions are to take place surrounding the future and format of SESG to take place going forward.

School Standards:

Due to the Covid 19 pandemic Welsh Government cancelled all data collections for the academic year 2019/20.

We are working in partnership with GwE to develop our challenge and support processes in order to identify, target, support and challenge schools according to need:

School Governors:

Mandatory training was paused due to Covid 19 and as a result of the departure of the Lead officer. This training is being reviewed to continue with training during this Academic Year.

A Parent Governor recruitment document is now available to schools via the Clerks Forum. Conwy Council website now includes more information regarding the role and responsibilities of a Governor and Governor recruitment. We are currently supporting 4 schools with clerks. Recruitment of a welsh clerk is ongoing

One Conwy Clerk Forum has taken place with good feedback from clerks. No further sessions took place due to Covid 19. This is to be reviewed in the new academic year with a view to resuming at an appropriate and achievable time.

School Business Manager Model:

A new Education Improvement Development Officer is now in post and will be maintaining and moving forward with School Business Manager support and co-ordination.

A1.3	Work with schools to implement the Digital Competencies Framework.	 Green
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Digital competencies implementation within schools:

This priority is being accelerated by the roll out of the Welsh Government 360 Digi Tool which will enable us to work collaboratively with GwE and other partners. Technology devices have started arriving in schools now as part of the Hwb Programme and digital infrastructure work will also be completed by Summer 2021. This was delayed slightly due to the pandemic.

The wave 4 grant programme has been ordered. This will allow schools to improve their hardware-pupil ratios in accordance with Welsh Government guidance. A sustainability programme is being developed.

GwE have developed a draft Digital Learning Strategy for the schools across the six North Wales Local Authorities. GwE offers guidance on appropriate blended learning styles, appropriate for the Covid circumstances which allowed for lockdown education to continue. A regional IT cluster model was being developed by GwE-and this now needs revisiting. The Conwy ICT Steering Group also promotes collaborative working and sharing of ICT ideas. Measures for digital equity were funded during lockdown. Further action is needed in identifying and implementing school training needs.

Promoting and Developing Hwb Learning Platform in School:

We have continued to roll out Hwb to Early Years and Catering staff in schools and also central services to allow them to deliver statutory services to schools during the pandemic. The pandemic has enabled us to accelerate the use of Hwb overall in schools and we have progressed much further in areas such as Online learning than others that we were initially concentrating on.

A1.4	Work to get the balance right—as well as being IT literate, young people need to be able to play and be physically literate. We will look at ways to help reduce childhood obesity and improve emotional health	 Green
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Actif Conwy has completed its new strategic implementation plan, ‘Our Active and Healthy Future’ which is Actif Conwy’s approach to advancing physical activity. Physical Literacy means that a person has a catalogue of technical skills along with the confidence and motivation to take part in lots of different sports and physical activities at every stage in their life.

Within the plan, Actif Conwy has 4 priority areas. The ability to deliver this programme has been affected by Covid restrictions and Actif Conwy have been planning and are in a state of readiness for when activities can resume. We have been working in partnership with Nant BH and Family Centres to deliver a new Our Big Adventure family project with Conwy’s most deprived communities when we are able to do so.

1. Start Actif - Early Years development programme for 0-4 year olds to improve and increase the opportunity of physical development and physical activity

Active family wellbeing:

Online ‘Active Family Wellbeing’ classes were delivered twice weekly via Facebook Live. Classes were aimed at parents and their children to come together to move, stretch and relax together in their homes during Covid-19 lockdown. One online session currently continues on a Tuesday afternoon for families that may not feel confident to attend in person classes. The second session is now delivered in person (following all government Covid-19 guidance) in Eirias Park. All classes are free for participants to attend.

Playful Parents:

In Partnership with Conwy’s Play Development team we have been delivering Playful Parent sessions in the park. These sessions encourage parents with children 0 – 5yrs to spend some time outdoors, exploring, moving and playing. The sessions aim to bridge the gap for preparing children to return or to start school since there are limited parent and toddler groups available as a result of Covid-19. These sessions are free to attend.

Aqua Natal and Actif Conwy Mentor Programme:

Two programs on pause currently are the Aqua natal classes and the Actif Conwy mentor program for preschools.

Aqua natal classes will resume when our instructor (Flying start midwife) is able to safely deliver these sessions.

Actif Conwy mentor program is being reviewed and how this will work moving forwards with both the schools releasing a mentor and the preschool settings allowing visitors.

2. Be Actif - 4-11 year olds programme focusing on daily physical activity for all young people aged 4-11 in Conwy

Since the restarting of schools in September 2020, the Actif Conwy team have developed a new support programme for primary schools in Conwy, called Back to School / Active Together. The purpose of this new programme is to assist schools with providing physical activity / sport sessions for all their pupils.

Every primary school in Conwy have been offered a day per week for half a term with an outdoor instructor / sports coach. Below is the summary of support received thus far (Sept-Dec):

- 17 primary schools have been supported by the programme with a further 8 schools in line for support during the spring term in 2021
- 725 pupils have taken part in the Leisure Development Multi Sport Sessions.
- 516 pupils have taken part in the Outdoor Learning Sessions.
- 1241 pupils have benefited from the support
- Total of 7,450 pupil sessions have taken place.
- Our investment to this project has been £22,080.00 with an additional £11,280.00 allocated for support during the first term of 2021. This investment equates to £2.96 per pupil session.
- All schools have rated the support as Good or Excellent.
- All schools have noted that they would like more support like this in the near future.

3. Stay Actif - 11-16 year olds - pupils continue to participate in daily physical activity through ensuring a broad and balanced range of activities available for them that is pupil driven

The Actif Conwy team provided funding for secondary schools for Easter Term 2020 in order for the schools to provide activity programmes for their learners.

Due to Covid-19 restrictions, the team have concentrated their efforts on primary schools since the reopening of schools. Actif Conwy are currently working with secondary schools to evaluate programmes that could be implemented during the Spring and Summer Term.

4. School Swimming - ensuring that every child is able to swim by the time they leave primary school

Due to Covid-19 restrictions no school swimming lessons have been held since March 2020.

Data received from two swimming pools in 2019-20 showed the percentage of pupils in Year 6 able to swim was 82%, a 4% increase on the previous year, and a 42% increase in the past four years.

We are working with IT, Leisure and Swim Wales on the AquaPassport System. This is an online system, hosted by Swim Wales, to track Swimmers progress. It also has a portal which allows parents to log in at home, to see how their child is progressing in their swimming lessons and what elements they need to practice to get their badge. There have been some issues with the data export into the AquaPassport System, but these are now being worked on and progress is being made. Dates are now being agreed to re-launch the system with the Leisure Centres and with the parents of the Swimmers. All services are encouraged to support this priority to help young people to remain active and engaged. Work in other areas includes:

- Young Fliers dance sessions held outside at Happy Valley during September 2020
- Family Dance sessions held online throughout 2020/21
- Family arts trail curated in Abergele to link with the filming of I'm A Celebrity. The trail was designed to encourage families to get out and walk together during the lockdown
- Take pART 2021 was held both online and with a number of arts installations and art trails around Llandudno, encouraging young people and families to move around the town. Online activities included dance workshops and videos.

A1.5	We will continue to support schools with on-going Covid controls and policies	 Green
<p>During the pandemic lockdowns our schools did not close. They remained open to vulnerable children and keyworkers' children. Conwy put in place numerous measure to support schools and people during the pandemic:</p> <p>Emergency child care provision had been provided for parents and carers in the early part of the pandemic. This provision ended on 17th of July 2020.</p> <p>Payment allowance for free school meals – Arrangements were made to pay allowances into parents/carer bank accounts through to the last week in August 2020. From 1st September 2020 the Free School Meal Allowance returned to be a food benefit offered to those children as a free school meal in school.</p> <p>Check in Catch up Provision – All school children were provided with the opportunity to return to school prior to the end of the summer term 2020. The majority of local authorities agreed that the Check in Catch up provision would come to an end on Friday 17th July 2020, but Conwy's end term date for the Check in Catch up Provision was offered for the additional 4th week and continued until the 24th of July 2020, as we felt providing this additional week would be more beneficial to the children in Conwy.</p> <p>Risk assessment - schools were supported to update their risk assessments for re-opening plans. Risk assessment meetings included representatives from all schools, senior officers, health and safety advisers and trade unions.</p> <p>PPE - all schools were supported to ensure appropriate and effective personal protective equipment (PPE) arrangements including hand sanitising stations and delivery of the PPE masks etc.</p> <p>Direct Payments and Food Parcels for learners eligible for Free School Meals – this included direct payments to families during school holidays, and when self-isolating, help ensure that parents/carers were still given an allowance to purchase nutritional food for their children, even at these difficult times.</p> <p>Learning approach - schools developed an approach to learning which is flexible enough to adapt to different scenarios and differing amounts of in-school learning and learning at home or elsewhere.</p> <p>Pupil Support summer Activities – Welsh Government funding was allocated for Summer Activities for Children and Young People from Areas of Economic Deprivation. This enabled us to provide engagement and enrichment activities to help children and young people participating from deprived areas to re-engage with education. Activities included sport, music, art and crafts.</p> <p>Additional Learning Needs (ALN) and Vulnerable learners - The team continued to provide support remotely wherever possible in order to reduce the pressure on schools in terms of site visits and numbers of external staff on site; however, we are also ensured that we carried out 'face to face' visits, assessments, interventions etc wherever possible and in accordance with Welsh Government guidance. We are aware that schools will differ in their capacity to allow specialist support to be provided on site, and we want to ensure, and reassure families, that the standard of provision will not be compromised by the method of delivery.</p> <p>Transport – In order to minimise transmission, we requested that where possible parents transported their children to school but a school transport provision was maintained with controls such as face masks put in place.</p> <p>Digitally Excluded Learners - We supported schools by ensuring a range of devices (from laptops to chrome books) were available for learners so that they could access home learning resources on HwB. Mifi Dongles were also provided to learners to ensure they have appropriate connectivity.</p> <p>Communication – We have regularly communicated to key stakeholders throughout the pandemic. Work stream meetings have been consistent 4 times a week with lead Senior Education officers. Weekly virtual remote Headteacher meetings have occurred via Teams. Weekly briefing paper and documents are shared with schools with guidance and documents to support them. As schools re-opened to full capacity in the September, FAQ's were devised for parents and guardians to access on the Conwy website.</p>		

TRAC:

TRAC is a project across the six counties of North Wales. It aims to prevent vulnerable children and young people from disengaging in education and by doing so reduce the likelihood they are inactive and unemployed in the future. TRAC is a European funded project and has been in operation since September 2015 and will end on 31 July 2022.

- It is proven that family tensions are high within poor households. TRAC work closely with families to build better relations and assist family members to explore their own boundaries and rules thus bringing family members closer together.
- TRAC provided close support either face to face or remotely to support young people and to ensure that they have a point of access should they need help or a person to talk to
- The pandemic was a very challenging time. TRAC worked hard to keep close contact with families, maintaining contact in with food banks and ensuring that families were accessing free school meals.
- TRAC had close links with schools to ensure that the poorer learners had access to Chromebooks etc. to access online schoolwork.
- TRAC had close contact with agencies, Social Services, Family centres, Schools to ensure that all families facing poverty were safe. These close relations enabled quick responses to situations and TRAC has been key in providing information due to their relationships with young people and their families.

Estyn Thematic Review - ESTYN undertook a thematic review of our central school support services in Conwy during the pandemic. The review included learner feedback, interviews with Head teachers, stakeholder questionnaires (parents), interviews with governors, Elected Members and officer interviews.

Our Link Inspectors, provided positive feedback and made particular reference to;

- Conwy's Post 16 provision
- The vulnerable learner offer for learners with ALN
- The social inclusion of some of our most vulnerable learners both within a school setting or otherwise
- Our Welsh language provision and support to schools
- Provision within our non-maintained settings
- Supporting the wellbeing of our school workforce
- Collaborative working with the regional consortia
- Repurposing existing services in response to the pandemic
- Supporting schools on their return (Risk Assessments/H&S/Catering)
- Ensuring digital accessibility to learners

1.2. How will we know we are making a difference?

Measures Code	Measures Title	Actual 19/20	Target 20/21	Actual 20/21	Target 21/22	Perf. RAG
M1.1g	The percentage of Year 11 leavers not in education, training or employment (NEET)	1.40	No Target	1.60	No Target	N/A
Sixteen young people did not have a known destination therefore they were recorded as NEET. However education, employment and training opportunities during 2020 may have been impacted by the pandemic.						
M1.1h	Average Capped 9 score for pupils in year 11	349.40	No Target	0.00	No Target	N/A
Academic Year 19/20 data is not available due to the cancelation of exams due to Covid 19.						
M1.3a	% of governors who have undertaken the mandatory new Governor training within 12 months of commencing in post	No data	100.00	No data	100.00	N/A
Information has been shared regularly with school governing bodies over the last 12 months to support the continued operations and re-opening of schools during Covid-19. Collation of training data has not been completed during this period due to additional priorities and guidance being shared with schools from Welsh Government.						

M1.3b	% of governors who have completed mandatory Safeguarding training within 12 months of commencing in post	No data	100.00	No data	100.00	N/A
Information has been shared regularly with school governing bodies over the last 12 months to support the continued operations and re-opening of schools during Covid-19. Collation of training data has not been completed during this period due to additional priorities and guidance being shared with schools from Welsh Government.						
M1.3c	% of governors who have completed the mandatory Handling Data training within 12 months of commencing in post	No data	100.00	No data	100.00	N/A
Information has been shared regularly with school governing bodies over the last 12 months to support the continued operations and re-opening of schools during Covid-19. Collation of training data has not been completed during this period due to additional priorities and guidance being shared with schools from Welsh Government.						
M1.4a	% of pupils leaving primary school that are able to swim	78.00	80.00	No data	95.00	N/A
Due to the Covid-19 pandemic and the closure of leisure centres and remote learning, no data is available at year end March 2021.						
M1.4b	Percentage of pupils that have completed the bikeability training before leaving primary school	99.00	80.00	0.00	70.00	 Red
No training was delivered during 2020/21 due to the school remoted learning in response to the Covid pandemic.						
M1.4c	% of 7-11 year olds participating in 20 or more physical activity sessions (extra-curricular)	No data	60.00	No data	60.00	N/A
Due to the Covid-19 pandemic, closures of leisure centres and school remote learning, no data is available at year end March 2021.						
M1.4d	% of 11-16 year olds participating in 20 or more physical activity sessions (extra-curricular)	No data	65.00	No data	65.00	N/A
Due to the Covid-19 pandemic, closures of leisure centres and school remote learning, no data is available at year end March 2021						
M1.4e	% of children who are overweight or obese (National Survey for Wales)	N/A	No Target	N/A	No Target	N/A
There has been no recent Welsh Government survey						
M1.4f	No of hours volunteered by young ambassadors in Conwy	No data	7,500.00	No data	7,500.00	N/A
Due to the Covid-19 pandemic, and school remote learning, no data is available at year end March 2021.						
M1.4g	No. of young people (11-16 years) who have a Ffit Conwy Junior Membership	N/A	No Target	96.00	No Target	N/A
We had 96 junior members on the 31st March, although all memberships were frozen on this date.						

25 signed up between the 1st April 2020 & 30th Sept 2020 44 signed up between the 1st Oct 2020 & 31st March 2021.
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Self-evaluation of performance

Well-being of Future Generations Journey Checker self-assessment – Leading the Way

The implications of the world wide pandemic have driven an unprecedented change in education provision and under extremely tight timescales and significant pressure. It has been a very challenging time for all concerned but the pandemic has enabled us to really pull together and work collaboratively. The outputs have included alterations to how we communicate, support, teach and monitor young peoples' progression. We have accelerated our digital education strategy and the use of Hwb in schools and we have effectively devolved online learning opportunities. Like all councils across Wales, we have been leading the way because this has been a systemic, transformational change to how things have always been done in collaboration with other bodies. During this time we received a series of thematic reviews undertaken by Estyn, these have provided extremely positive feedback on our approaches and our future priorities. Our self-reflection of our performance is that our actions to address supporting young people during the lockdowns were innovative, collaborative and we had a 'can do' attitude to resolving challenges. Our method of communication with key stakeholders has been progressive and has enabled schools to continue with the delivery of education to all learners throughout the pandemic.

How does this contribute to the well-being goals?

Our long-term aim is by focusing on the whole school system, our children are ambitious and capable learners. They are healthy and confident individuals who play an active role in communities and who are skilled and ready for the job opportunities available. This supports the well-being goals for an equal Wales, a prosperous Wales, culture and Welsh Language, a healthier Wales and cohesive communities.

Areas for improvement / development

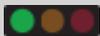
The announcement by the Education Minister in Wales that A level, AS, GCSE, Skills Challenge Certificate and Welsh Baccalaureate grades in Wales would be awarded on the basis of Centre Assessment Grades was welcomed across North Wales. We are extremely proud of the results which our young learners have achieved despite the challenging circumstances they faced during lockdowns. These learners have had an extraordinarily difficult time, and their results have taken a different form since they have been assessed across a range of evidence rather than a set-piece exam. Therefore comparisons are unhelpful and we have encouraged our learners to have confidence in their achievements. Evidence from a wide range of sources suggests that most or all learners have been affected in some way, and that the most vulnerable have been affected the most. As a local authority we will continue to deliver a range of evidenced based targeted and universal support services and interventions to vulnerable learners and their families to support their wellbeing and ensure their engagement in learning.

The Children's Commissioner for Wales asked Wales' children and young people for their thoughts and feelings during the coronavirus pandemic and a 'Coronavirus and Me' report has been published for Conwy. In collaboration with key partners, we will further develop our bespoke strategies to monitor and address the long-term impact of the pandemic on the physical and mental health of pupils.

Outcome 2 - People in Conwy are safe and feel safe



2.1. Our Priority Actions

Action Code	Action Name	Perf. RAG
A2.1	We will ensure that within the council, there is a consistent corporate approach to safeguarding and that all services are following the framework that supports the Corporate Safeguarding policy	 Green
<p>Safeguarding during the pandemic has remained a priority for the Council. We have continued to meet as Corporate Safeguarding Board (CSB) and Designated Safeguarding Managers (DSM). During the early months of the pandemic the number of safeguarding reports received by social care were reduced, possibly associated with lack of 'eyes and ears in the community'. Therefore the Board created a video to promote 'safeguarding being everybody business'. As a result we did see a slight increase in safeguarding reports being made.</p> <p>The Corporate Safeguarding Policy was updated to reflect the Wales Safeguarding Procedures and was accepted at the CSB on 22nd June 2020. The policy remains available on both the intranet and internet.</p> <p>During Safeguarding week in November 2020 we held the conference on Exploitation with Nazir Afzal OBE being the keynote speaker. (Nazir Afzal is former Chief Crown Prosecutor with a special focus on domestic violence, child sexual abuse, and honour-based violence). As this conference was held virtually we were able to open this event to partners. We had over 130 delegates at the event which was chaired by Iwan Davies (Chair of CSB & Conwy CEO) and Closing remarks from Cllr Sam Rowlands (CSB member and at that time, Lead of Conwy County Borough Council).</p> <p>Training was provided to all schools via a webinar on the New Wales Safeguarding procedures. For those that were not able to attend, they were provided with the 'what's changed' guidance. Further training for this academic year is being planned.</p> <p>The Community Safety Partnership Manager is the Single Point for Modern Slavery and because of the Modern Slavery Pathway internally people are reporting suspicions to the Community Safety Partnership Manager which shows that people are paying attention to the online training.</p> <p>The Team assisted with the re-tendering the Regional Independent Domestic Abuse Advisor service to ensure an equitable service across North Wales for victims of domestic abuse safeguarding victims and their families.</p> <p>Our Safeguarding Action Plan is fully embedded in CAMMS – our performance management software - with tasks assigned to relevant individuals. The tasks in the action plan remain the focus of the work undertaken by the DSM and progress has been made in the last year in spite of the on-going pandemic.</p>		
A2.2	We will monitor our approach and aim to continually improve safe recruitment and employment	 Green
<p>Despite the pandemic we have continued to recruit staff and amended our recruitment processes accordingly. 100% of staff commenced post with 2 references and DBS checks in place (where needed). During the pandemic we successfully restructured and created an Economy and Culture service and recruited 3 senior management posts.</p> <p>A Volunteers and Agency Staff project has been established under the Corporate Health and Safety Programme. This project will ensure that we have all the essential information about volunteers and agency staff filling such roles across the authority, along with requisite skills, training and competencies needed.</p> <p>The names of volunteers have been inputted into iTrent and into the All Wales Learning Platform so that volunteers can access training. Some volunteers have already accessed the e-learning modules for Safeguarding, VAWDASV (violence against women and domestic abuse), GDPR (General Data Protection Regulations) and Modern Slavery. Work is ongoing to support accurate reporting of the training completed. Further liaison with Services and support is required to gather the more detailed information about volunteers.</p>		

A2.5	Seek assurance from schools that Governors are completing safeguarding training	 Amber
<p>Currently Welsh Government guidance advises Governors, should and not must complete safeguarding training. As it is corporate policy in Conwy, all Governors are aware of the safeguarding policy and are now complying as necessary.</p> <p>Enhanced safeguarding training was offered to all Governors responsible for safeguarding – operation encompass information was provided via power-point presentation due to Covid, which outlined early identification of children who have been present during a domestic incident to alert schools to this and how to respond.</p>		
A2.7	We will support Welsh Government and our local communities to maintain social distancing and other control measures during Covid	 Green
<p>Throughout the pandemic we have followed and supported Government legislation and guidance through the way we have used our buildings, our core communications to the public, and the way we used technology to support people, schools and offer as much business continuity as possible. We have also supported our large and varied workforce. Examples include:</p> <ul style="list-style-type: none"> • We worked with schools to ensure appropriate safe systems were in place for students, teaching and support staff as well as visitors to sites. • We worked with care homes to inform our decisions for visits. This helped to avoid mandating blanket restrictions. We supported businesses to introduce appropriate systems and responses. • We provided staff with appropriate PPE equipment and support arrangements to ensure they could continue to support clients and visit premises. We adapted policies so staff could work flexibly to balance lockdown home and work commitments, including home schooling etc. • We introducing a recycling centre appointment system to support people and keep people safe and we developed a Libraries call and collect service. • We developed hybrid business forum conferences and • We created a 'We Are Conwy' brand and video-led communication programme to keep people informed about the latest guidance. <p>Audit Wales under took an interim assurance review of our Covid response and concluded that they were assured that the council's continued response to the impact of the pandemic has benefitted from the Council's careful planning, decision making and communications.</p>		

2.2. How will we know we are making a difference?

Measures Code	Measures Title	Actual 19/20	Target 20/21	Actual 20/21	Target 21/22	Perf. RAG
M2.1	% of staff commencing in post with 2 references	99.80	100.00	100.00	100.00	 Green
294/294 People commenced in post with 2 references						
M2.2	% of new staff employed who have a DBS check (where required).	99.70	100.00	100.00	100.00	 Green
246/246 of new staff employed had a DBS check where required						
M2.4a	% of staff receiving safeguarding training within a 12 months of commencing in post	55.00	100.00	24.80	100.00	 Red
<p>77 out of 311 staff have received safeguarding training within the required timeframe.(not including schools' training data) Due to the Covid-19 pandemic we have been unable to hold in person training which has limited the access of safeguarding training to frontline employees</p>						

M2.4b	% of casual staff receiving safeguarding awareness training within 6 months of commencing in post.	N/A	100.00	1.50	100.00	 Red
<p>2 out of 130 staff have received awareness training within the required period.</p> <p>Due to the Covid-19 pandemic we have been unable to hold in person training which has limited the access of safeguarding training to frontline employees.</p> <p>It is a Welsh Government requirement to train all employees, however, casual employees can be a difficult group to train. A casual employee is counted as being someone within our employment who can be called upon for work but there is no requirement for us to offer work or for the individual to accept any work offered. We have some casual staff who only work for particular events, for example, the Welsh National Opera performing in Venue Cymru and others who don't actually undertake work for us. Services therefore don't always have the opportunity to train casual employees and it is not financially viable to train every casual employee just in case they do undertake work for CCBC.</p>						
M2.4c	% of school staff receiving safeguarding awareness training within 6 months of commencing in post.	N/A	100.00	0.00	100.00	 Amber
<p>All schools complete safeguarding modules on Hwb on an annual basis. Schools are responsible for ensuring all staff complete these as necessary and use a mark-book within Hwb to monitor compliance. Head Teachers report this feedback within the safeguarding schools management review tool which is evaluated by the Education Safeguarding Lead who will challenge any school with low compliance rates. Head Teachers are also responsible for ensuring any new staff complete safeguarding training at induction and report this with their safeguarding audit.</p> <p>All Designated Safeguarding Person's attend enhanced safeguarding training on an annual basis with 98% of the designated safeguarding person's attending in June 21 for the mandatory Act and Act training. The 2% that did not attend will be expected to attend the next Ask and Act training offer.</p> <p>Regular safeguarding updates are shared with schools and this has continued throughout the Covid 19 pandemic, however collation of training data has not been completed during this period due to additional priorities and guidance being shared with schools from Welsh government.</p>						
M2.4d	% of school supply staff receiving safeguarding awareness training within 6 months of commencing in post.	N/A	100.00	0.00	100.00	 Amber
<p>Please refer to explanation under M2.4c</p>						
M2.4e	% of total staff (all groups) receiving safeguarding awareness training within 6 months of commencing in post.	N/A	100.00	22.80	100.00	 Red
<p>24% of employees have completed the required training within the first six months. This figure is 42% when we exclude school based staff. Completion of this training is part of a new employees probationary period and a note to services will be issued as a reminder that probationary periods should be not be signed off until all mandatory learning has been completed</p>						

M2.5	% of newly elected Councillors attending compulsory safeguarding training as identified by the Democratic Services Committee	100.00	100.00	100.00	100.00	 Green
All Councillors have undertaken the training identified						
M2.6	No. of reports from staff who have raised a concern about vulnerable people	1,324.00	No Target	916.00	No Target	N/A
<p>During this reporting year Social Care transferred their client information system from PARIS to WCCIS. Therefore there are two data sets presented in this report.</p> <p>Between the periods of 1st April 2020 to 23rd November 2020 we received a total of 916 reports from PARIS. This consists of 43 adults' and 873 children's reports.</p> <p>From 24th November 2020 to 31st March 2021 we received a total of 269 safeguarding reports in WCCIS. This consists of 9 adults' and 260 children's reports.</p> <p>As part of this data gathering we have identified that further work is required to accurately report on adult safeguarding. The report source is not being recorded in all cases. It is highly probable that we have under-reported due to this issue. Social Care are continuing to improve their reporting system to ensure that we are accurately and confidently reporting</p>						

Self-evaluation of performance

Well-being of Future Generations Journey Checker self-assessment – Owning our ambition because we reach out to other sectors to make progress and collaborate and staff are empowered to see safeguarding as everyone’s business to influence change.

Safety and safeguarding has remained a priority for the Council during the pandemic. The Corporate Safeguarding Board (CSB) and Designated Safeguarding Managers (DSM) have remained alert to the potential risks of lockdowns and the negative impact this may have had on vulnerable people. This has been a risk as we have not had the same levels of 'eyes and ears' in the community and actions to mitigate this were put in place. Our message that safeguarding is everyone’s responsibility assisted with improvements in safeguarding reporting and it was an honour to hear from the wealth of experience and learning Nazir Afzal had to offer at our conference on Exploitation in safeguarding week.

Our focus on safety has been paramount throughout the pandemic. Both keeping staff safe so that we had no break in continuous service delivery and providing advice and support to the public to keep to Welsh Government guidelines. We successfully established a variety of new services to assist with this such as the community resilience service, online grants provision and Test Trace Protect service and it is pleasing to note that Audit Wales conclude that they were assured by our approach.

How does this contribute to the well- being goals?

Our long term aim is that as communities we are looking out for each other and everyone is aware of their safeguarding responsibilities. It is important that future generations don’t look back and think we should have done more to safeguard people. This outcome supports the Well-being goals of an equal wales, a healthier Wales and cohesive communities.

Areas for improvement / development

Safeguarding remains a key priority for us and we will work to address the reduction in attendance at training which has been impacted by the pandemic. We will also review the safety controls we put in place for Covid and consider which aspects should be kept as business and usual for the future and where we can reflect and learn from our actions.

Outcome 3 - People in Conwy have access to affordable, appropriate, good quality accommodation that enhances the quality of their lives



3.1. Our Priority Actions

Action Code	Action Name	Perf. RAG
A3.1	Increase the supply of affordable housing which meets identified need and assists in mitigating the impact of the UK Government’s welfare reforms	 Green
<p>Working in partnership with the registered social landlords in Conwy, £2,897,964 of the 2020/21 social housing grant programme was allocated (£467,036 underspend due to one development not being onsite in time, before the end of the financial year). The programme has fully funded 24 new units (including 6 units at the Council owned site Penmaenhead) and part funded 11 units.</p> <p>£719,115 grant funding has been secured during 2020/21 to bring 27 empty properties back into use as affordable housing:</p> <ul style="list-style-type: none"> • £100,000 National Park commuted sum funding. • £392,700 Welsh Government Phase 2 Homeless funding part 1 • £176,415 Welsh Government Phase 2 Homeless funding part 2 • £50,000 Empty properties funding. <p>The National Park funding was used to support 4 first time buyers; each applicant received £25,000 grant to help with renovation costs when they purchased an empty property in the Park. 2/4 units were delivered in 2020/21 and 2/4 units will be delivered in 2021/22.</p> <p>The Welsh Government Phase 2 Homeless funding part 1 has supported 4 landlords to bring 20 empty properties back into use and in return they will be letting the properties to applicants on the social housing register at local housing allowance rate and joining Conwy’s private leasing scheme. All units will be delivered in 2021/22.</p> <p>The Welsh Government Phase 2 Homeless funding part 2 has funded the conversion of an empty bed and breakfast into 3 self-contained 1 bed units in Llandudno. All units will be delivered in 2021/22.</p> <p>In partnership with Grwp Cynefin the empty properties funding has supported 2 first time buyers; each applicant received £25,000 grant to help with renovation costs when they purchased an empty property. The units were delivered in 2020/21.</p> <p>In addition to the above, £85,252 Conwy commuted sum funding was secured to fund a young person’s supported housing project in Colwyn Bay, providing a total of 6 units. The units were delivered in 2020/21.</p>		
A3.2	Work with partners to further strengthen our homelessness prevention services	 Green
<p>The focus of this year has been on the emergency response to Covid and therefore any planned development work has been de-prioritised.</p> <p>Our response to the pandemic has required a strong partnership approach to ensure that those who have been brought into accommodation have been appropriately supported, which has required a multi-agency response.</p> <p>In the early response innovative use of self-contained cabins were made to bring a number of individuals off the streets which was done successfully in partnership with a range of support organisations.</p> <p>In June we developed our Phase Homelessness Plan and bid for additional revenue and capital resources. The Service was successful in securing £358,466 for revenue projects and £802, 695 for capital projects. The majority of the additional revenue was to commission additional support staff to ensure that we are able to support households in emergency accommodation but also in their move to settled housing.</p> <p>The Housing First Pilot Project has been progressing well and has recently become the first Housing First Project to receive Accreditation from the Welsh Government. Currently there are 7 Conwy clients being supported by the Housing First Team</p>		

Funding for 2021/2022 is expected from Welsh Government to continue the project.

The Service has worked closely with social and private landlords and support providers to move as many households on from temporary accommodation into sustainable accommodation.

During the coming months the Service will need to develop its plan for meeting the Welsh Government's aim of transforming the whole approach to homelessness provision so that those who present as homeless each and every day experience a system which is focused on real prevention; and where that fails, as it occasionally will, homelessness is rare, brief and non-repeated. Crucial to this will be a shift towards a rapid re-housing model which will minimise the time that households are homeless and spend time in temporary accommodation which will require an investment in resources and build on the partnership approach we currently have in place.

A3.3	Increase the supply of appropriate market housing which meets identified need.	 Amber
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Welsh Government have confirmed that Joint Housing Land Availability Studies (JHLAS) only need to be completed to support the Deposit Rural Land Development Plan (RLDP), which has been delayed until end of 2021. Work will restart after this current COVID position with an anticipated report being available in Autumn 2021.

A3.4	Work with partners to increase the supply and quality of appropriate accommodation in the independent care sector (e.g. residential & nursing care homes)	 Green
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We have maintained regular contact with all providers throughout the Covid pandemic and collated regular information on the number of vacant beds within the sector. Covid has had a significant impact and we are seeing large numbers of vacancies arise within both residential and nursing homes in Conwy. The situation is being monitored closely and we have had joint meetings with Betis Cadwaladr University Health Board and with the hardest hit providers to investigate the reasons and consider solutions and support.

Whilst we are no longer considering an increase in supply because of the impact of COVID, improving quality remains a priority. Under new guidance we are required to produce a Market Stability Assessment in 2021-22 that will assess the current situation and inform our strategy and action going forward.

3.2. How will we know we are making a difference?

Measures Code	Measures Title	Actual 19/20	Target 20/21	Actual 20/21	Target 21/22	Perf. RAG
M3.1a (i)	Number of new affordable housing units (funded through Conwy's Affordable Housing Development Programme) provided by size and tenure - Social (including supported housing for vulnerable people)	30.00	123.00	No data	123.00	N/A
No year-end data available owing to Covid impact						
M3.1a (ii)	Number of new affordable housing units (funded through Conwy's Affordable Housing Development Programme) provided by size and tenure - Intermediate (low cost home ownership / rent)	20.00	No Target	No data	No target	N/A
No year-end data available owing to Covid impact						

M3.1b	No. of new affordable housing units which were previously empty homes	6.00	No target	5.00	No Target	 Green
This measure does not include the number of affordable housing units created as a result of the conversion of non-residential property into residential units. We will look to expand the definition of this measure to include for future reporting.						
M3.1c	No of new affordable housing units provided during the year as a % of all new housing units during the year	No data	30.00	No data	30.00	N/A
See action A3.3. The figure cannot be provided due to the Joint Housing Land Availability Studies delay and COVID-19. The JHLAS includes sites visits to all housing sites to determine the figure, which cannot be provided until later in the year.						
M3.1d	Total number of additional housing units provided during the year	No data	No Target	No data	No target	N/A
See action A3.3. The figure cannot be provided due to the Joint Housing Land Availability Studies delay and COVID-19. The JHLAS includes sites visits to all housing sites to determine the figure, which cannot be provided until later in the year.						
M3.2a	Number of applicants for social housing on the common housing register	1,083.00	No Target	1,204.00	No Target	N/A
At year end 20/21 there were 1,204 applications on the Common Housing Register. This has increased from 1,083 at the same time in 2019-20.						
M3.2b	% of cases where homelessness has been prevented	83.04	No Target	No data	No Target	N/A
It is not possible to record this figure accurately during 2020-21 as during the height of the crisis it was essential that all homelessness was effectively prevented to ensure nobody remained without accommodation and vulnerable to Covid.						
M3.2c	Number of open homelessness cases	N/A	No Target	598.00	No Target	N/A
This is a new measure reported for the first time this year to monitor the volume of homelessness cases, we reported 618 at half year and 659 at Quarter 3 so the amount has decreased slightly but still remains high.						
M3.2d	Number of households in temporary accommodation at the end of the period	N/A	No Target	246.00	No Target	N/A
The breakdown of the 246 is 130 in B&B, 2 in Supported accommodation, 16 directly with Private Sector Landlords and 98 in Private Sector Landlord Leased						
M3.3a	% of new market homes that are 1 or 2 bedrooms	No data	No Target	No data	No Target	N/A
No year-end data available owing to Covid impact						
M3.3b	% of new market homes that are 3 bedrooms	No data	No Target	No data	No Target	N/A
No year-end data available owing to Covid impact						
M3.3c	% of new market homes that are 4+ bedrooms	No data	No Target	No data	No Target	N/A

No year-end data available owing to Covid impact						
M3.4a	Number of independent care sector (e.g. residential and care home) beds in the County	1,448.00	No Target	1,454.00	No Target	N/A
This figure is not comparable with previous years as not all care homes were previously included.						
M3.4b	% change of independent care sector (e.g. independent and nursing home) beds in the County	No data	3.70	No data	3.70	N/A
No year-end data available owing to Covid impact						
M3.4d	Number of people on the waiting list for Conwy existing extra care schemes	No data	80.00	No data	80.00	N/A
Due to COVID restrictions the process for the management of the waiting list was changed to reflect that assessments and new placements were not possible throughout most of 20/21.						

Self-evaluation of performance

Well-being of Future Generations Journey Checker Self-assessment – Leading the Way

We are leading the way as an organisation on some of our actions and acting as a guide for others to follow. This is reflected in our Housing First Pilot Project which is progressing well and has recently become the first Housing First Project to receive Accreditation from the Welsh Government.

Affordable housing remains a key challenge- particularly in the last year with increasing house prices. Whilst we are very much dependent on the market, we have made excellent progress in utilising grants to delivery affordable housing units this year. Our response to the pandemic has required a strong partnership approach which we will build upon. We have worked hard to support care providers throughout the challenges of the Covid pandemic ensuring that they had the help they needed. However, the number of vacant beds within both residential and nursing homes in Conwy is of concern and the situation is being monitored closely.

How does this contribute to the well-being goals?

By focusing on a strategic approach, we are aiming to have the right mix of accommodation in the right areas so that people will live in communities they are proud to call home. This outcome supports the Well-being goals for cohesive communities, an equal Wales, healthy Wales and a prosperous Wales.

Areas for improvement / development

It is difficult to complete an overall analysis with some data missing this year. However the increasing demand for housing and homelessness services is a significant pressure and this is monitored as a corporate risk. The demand for social housing continues to increase, however this is not unique to Conwy and has been exacerbated by the pandemic. We will work to implement the recommendations from the Audit Wales report – “Rough Sleeping in Wales – Everyone’s Problem; No One’s Responsibility” and to prepare for the Welsh Government's aim of transforming the whole approach to homelessness provision so that those who present as homeless experience a prevent focussed system.

Outcome 4 - People in Conwy are healthy and active



4.1. Our Priority Actions

Action Code	Action Name	Perf. RAG
A4.1	Develop new models to promote health & well-being so that people of all ages are less reliant on health and social care. We will do this by working collaboratively and looking at future trends.	 Green
<p>Tir Afon, a project in partnership with The National Trust and Natural Resources Wales, will enhance the National Exercise Referral Scheme in Conwy Valley, proving outdoor physical activity opportunities that will be delivered by the Rural Sports Development Team. We are still waiting for a funding decision. The National Trust have been told to proceed at risk, but we cannot begin recruitment or delivery until we have confirmation of funding in writing.</p> <p>Ffit Conwy membership for 11-15 year olds In November 2019 we launched a new membership for 11-15 year olds. This is a demographic who have previously had very limited access to our facilities. The aims of the membership are to encourage more 11-15 year olds to be physically active. We also hope that we can encourage more families to exercise together as there is a requirement for an adult to supervise the 11-15 year old in certain exercise classes and the fitness suite. Prior to March 2020, the junior member numbers were growing steadily. We will have a better sense of progress in 2021-22 after leisure centres have been open for a longer period.</p> <p>The Community Wellbeing Team support older people in Conwy County to help them take up opportunities to boost their physical and mental wellbeing. You can read more about their programme of work here. They have adapted their service to provide online provision and provide help getting online. Their support includes befriending, being active, call and collect library service, gardening, singing, baking and mindfulness.</p>		
A4.2	We will focus on Adverse Childhood Experiences and provide support to parents through multi agency approaches.	 Green
<p>This activity is now embedded in the service as Business As Usual and we continue to make the best use of available grant funding to provide a range of services to children families and vulnerable adults.</p> <p>The Edge of Care multi-agency panel are now fully embedded into practice and take place on a weekly basis. There is regular commitment from CAMHS, family centres, youth services, the Family Intervention Team and the Strengthening Families Team. Where it has been necessary to do so we have included youth justice, education, Kite, Housing & Police. We work together to deliver a cohesive service. Not all discussions in the Edge of care Panels lead to referrals to the Strengthening Families team as other agencies take on responsibilities to deliver interventions. Through this panel we routinely consider the strengths of families whilst also considering whether they have experienced any Adverse Childhood experiences. Practitioners report that Edge of Care is a positive experience which gives them increased confidence in their practices. Practitioners also report that the Edge of Care process facilitates more effective multidisciplinary working.</p> <p>Early Intervention Panel</p> <p>There has been an increased demand from the family centres to try to access managed care services. In order to respond to this the edge of care coordinator and the Team Manger provide early intervention multiagency consultation panels once per month. The same cohort of people attend with the addition of the Duty of officer from managed care. The purpose of these meetings is to focus on how to support families on the brink of entering managed care services. It also is an opportunity to consider whether some families would benefit from the managed care process. Through the panel mentoring has upskilled family centre workers and enabled them to continue to manage the case without the need for a care and support plan. As a result some cases have been prevented from going through to managed care services.</p> <p>The Strengthening Families Team and the Family Intervention Team work with parents and children affected by Adverse childhood experiences on daily basis delivering therapeutic interventions which address their individual circumstances. The five Family Support Teams all offer a weekly timetable of activities on four different levels:</p>		

- Open access groups – often delivered in partnership with other agencies such as health, and third sector
- Information, advice and assistance – including referrals to other organisations and joint working with them
- Targeted group work (parenting programmes) – sometimes delivered in partnership with other agencies, such as CDC, Health, third sector
- One to one support from a Family Workers, involving multi-agency meetings where needed.

The Family Support model continues to focus on early intervention and prevention through multi-agency approaches. The five Family Support Teams all offer a weekly timetable of activities. Each area team provides:

- Domestic Abuse services (provided through commissioned service)
- Family breakdown: Family relationships support, and Family Counselling (provided through commissioned service)
- Access to mental health support
- Access to bereavement support
- Abuse: Clear pathways to ensure support for families affected by abuse; positive parenting courses and one to one support
- Building resilience: Family Wellbeing Profile is a collaborative tool with an emphasis on empowering families and increasing resilience; open access and peers support groups – to build resilient communities; promotion of the 5 Ways to Wellbeing

We work with the North Wales Police Early Action Together programme, offering an alternative pathway for seeking support for families who do not require a safeguarding referral. The focus of the training as been on understanding of vulnerability and the impact of Adverse Childhood Experiences.

A4.3	We will work with partners to ensure Conwy citizens have timely access to mental health assessment and support	 Green
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Covid 19 forced the physical hub and location in Conwy Mind to close. However the service has been offered remotely with many people remaining engaged and receiving support. A business and development plan has been agreed for the next 5 years which will support our statutory services within Mental Health and Vulnerable People. Some of the services offered remotely have been welcomed and this will form part of the model post Covid.

A4.4	We will develop approaches to encourage people to take part in physical activity	 Green
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During lockdowns the one aspect which was not restricted by Covid rules was daily exercise. As an Authority we did our best to encourage people to remain active by curating art walking trails in Abergele (associated with I’m A Celebrity) and in Llandudno (take pART) in order to encourage walking during the lockdown periods. We ran live Family Dance Sessions online and promoted movement through commissioning a series of videos including dance and movement tutorials / sessions.

We have provided online fitness content, continued service provision where possible and reopened our facilities in line with guidance. Specific examples include:

- We provided online fitness content via YouTube with 226 subscribers and circa 350-400 views per month
- We provided vulnerable children/children of keyworkers aged 12 year plus with a mix of multi-sport and cycling activities 3 days per week, also play provision for vulnerable families and children
- We provided a rural leisure summer programme, beach lifesaving sessions and bikeability sessions during the pandemic
- We ran an online Play Day resulting in an online reach of over 6,000
- We procured more equipment to enable us to satisfy Covid-19 safety requirements whilst delivering First Aid training
- We created a Covid-19 First Aid Awareness Course

During the lockdowns we made physical improvements to facilities including the repair of Colwyn Leisure Centre roof, spinning bikes for all leisure centres and the refurbishment of Llanrwst Swimming Pool changing rooms Digital transformation work including a new commercial leisure website, new apps and improved social media presence. We also created and implemented a new Ffit Conwy brand and updated branding in all indoor leisure sites. We secured almost half a million pounds in Capital funding for facilities improvements and three quarters of a million pounds for repairs and maintenance for 2021/22.

For those who prefer exercise outdoors, ERF have consulted on an Active Travel Plan and the results are being analysed.

The council also renewed the silver corporate Health Standard and Ffit Conwy membership offers are available for staff.

The gym membership for 11-15 years olds was launched pre lock down and is now being promoted again. IT in conjunction with Leisure are in the process of implementing join@home. This piece of software will allow members to complete membership forms and sign up for gym memberships from the comfort of their own homes.

IT are working with Leisure and Swim Wales on the AquaPassport System. This is an online system, hosted by Swim Wales, to track Swimmers progress. It also has a portal which allows parents to log in at home, to see how their child is progressing in their swimming lessons and what elements they need to practice to get their badge. Dates are now being agreed to launch the system with the Leisure Centres and with the parents of the Swimmers.

A4.5	We will work to achieve the Corporate Health Standard in order to support the well-being of staff	 Green
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The Authority had a revalidation assessment on the 26th March and were successful in a 12 month extension of its Silver award. There was also an acknowledgement from the assessor of the phenomenal work that Conwy has done over the last 12 months and how much of the work has actually been to Gold standard.

4.2 How will we know we are making a difference?

Measure s Code	Measures Title	Actual 19/20	Target 20/21	Actual 20/21	Target 21/22	Perf. RAG
M4.1a	The percentage of adults who completed a period of reablement and have a reduced package of care and support 6 months later	5.22	10.00	7.50	10.00	 Amber

Where it has been recorded that a person has moved away from the county, become hospitalised or passed away after completing a period of reablement, they have not been counted for the purposes of this measure.

Within 20/21 Conwy had a total of 770 adults who went through a package of reablement. 59 of whom were noted as having a reduced number of domiciliary care hours at the end of their care package. This results in an outturn of 7.66% which is an increase compared to the previous outturn of 5.22%. The current target is 10% for this measure with a tolerance of 5% indicating that the outturn is below target but within tolerance.

We are also able to capture in more detail the care status of those service users who have gone through a period of reablement in any given time period. The table below captures in more detail the care status at six months for the numbers of clients who have had an increase, remained on the same level or decrease in care. There has been an increase in the number who have a reduced package of care. In addition, the number of people who have remained on the same level of care compared to 2019-2020 has increased. This has resulted in a decrease of those individuals who have no package of care resulting in an outturn of 58.31% compared to 83.97% in 2019-2020.

Care status of reablement packages	No	%
Increase in hours	50	6.49%
Decrease in hours	59	7.66%
Stayed on the same level	212	27.53%
Completed reablement with no care package @ 6 months	449	58.31%
Total Clients	770	100%

Both parts of the reablement measure (M4.1a & M4.1b) are no longer required to be reported to Welsh Government due to the implementation of a new Social Care performance management framework. This new framework was implemented from April 2020. The above reablement measures are now obsolete both locally and at a national level and have been replaced by the following:

- AD/010 The total number of packages of reablement completed during the year
- AD/011 Of those, the number that:
 - AD/011a - Reduced the need for support
 - AD/011b - Maintained the need for the same level of support
 - AD/011c - Mitigated the need for support
 - AD/011d - Neither reduced, maintained nor mitigated the need for support

M4.1b	The percentage of adults who completed a period of reablement and have no package of care and support 6 months later	83.97	75.00	58.13	75.00	 Amber
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Please refer to explanation noted under M4.1a There has been an increase in the number who have a reduced package of care. In addition, the number of people who have remained on the same level of care compared to 2019-2020 has increased. This has resulted in a decrease of those individuals who have no package of care resulting in an outturn of 58.31% compared to 83.97% in 2019-2020.

M4.1c	% People receiving social care support who report that they can do what matters to them	No data	60.00	No data	60.00	N/A
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No Citizen's Survey was completed for 20/21 therefore this measure is not available

M4.2	% of people participating in sporting activities three or more times a week (National Survey for Wales)	No data	No Target	28.00	No Target	N/A
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The National Survey for Wales recorded a figure of 28% for Conwy in the 2019-20 survey, a drop from 29% the previous year

M4.3	Number of new Social Care Wellbeing activities initiated within communities	360.00	No Target	110.00	No Target	N/A
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There has been an expected reduction in the number of new Social Care Wellbeing activities initiated within communities for the 2020-21 period when compared with the previous year, due to the Covid-19 pandemic. During this period community activities were either closed or limited in order to comply with guidance set out by Welsh Government. The Community Wellbeing team effectively adapted their service to meet the wellbeing needs of older people living in Conwy by offering:

- Digital support to help people access online services.
- Going virtual – delivering their activities online via Zoom.
- Providing quarterly 'Wellbeing Packs' to help support some of our most vulnerable residents who have no means of accessing online services. Over 4,480 people benefitted from our packs, either accessing our website to download a copy or having a hard copy delivered to their door.

Self-evaluation of performance

Well-being of Future Generations Journey Checker Self-Assessment – Owning our Ambition

We are taking well managed risks to develop new models and to adapt our offer during lockdowns to promote health & well-being. We are collaborating on funding and staffing to mitigate Adverse Childhood Experiences and these arrangements are now embedded in our working practices as 'business as usual'. Staff are empowered to work across sectors and influence change.

We have adapted our services to encourage exercise and wellbeing activities both safely outdoors (bikeability and beach safety) and online during lockdowns and received positive feedback from customers. The closure of our leisure centres

during lockdown has impacted on income and ffit Conwy memberships, but we have proactively used this time to utilise funding to upgrade our offer and rebrand to attract more customers.

How does this outcome contribute to the well-being goals?

By tackling unhealthy lifestyle choices and behaviours we can reverse the trend of obesity and associated health issues and people will be healthier and live longer. This outcome supports the Well-being goals for cohesive communities, an equal Wales, healthy Wales, a prosperous Wales and globally responsive Wales.

Areas for improvement / development

There has been good progress to develop a five year Mental Health Business Plan which we now need to focus on implementing. There has been a good response to the active travel plan consultation which we now need to analyse and incorporate in the development of the plan.

Outcome 5 - People in Conwy live in a county which has a prosperous economy



5.1. Our Priority Actions

Action Code	Action Name	Perf. RAG
A5.1	To provide businesses to help them remain viable/ recover from the economic impact of COVID 19	 Green
<p>Our Business Support team has worked extremely hard to support businesses throughout 2020/21. They have responded to the rapidly moving myriad of Covid Business Support schemes which have been released to assist businesses. We have led the way across the region and in some instances throughout Wales in the number and values of applications:</p> <ul style="list-style-type: none"> • £4,090,525.05 – Amount of grant paid out (by Business support) • 2062 - Number of applicants receiving grants • 3158- Number of applications received • £78,619,791 - Grants paid out by CCBC • 10,000 - Telephone calls during the 12 months relating to grants, covid restrictions and business support • 196 newsflashes/newsletters have been send out between April 2020 and March 2021 which were sent to over 5000 email addresses 		
A5.1a	Enable Conwy's businesses to benefit from the major economic developments across the region and support them to take advantage of the opportunities from the North Wales Growth Deal and the wider growth vision	 Amber
<p>The North Wales Economic Ambition Board is seeking to establish a Tourism Academy in Conwy so that we can further establish the region as a quality destination with quality all year round jobs. The North Wales Economic Ambition Board Growth deal projects have been clustered to form programmes. The Tourism Academy is now part of the Land based Industries and Tourism programme. Tourism in Conwy is vitally important contributing just shy of £1bn to the borough's economy in 2019 and supporting around 10,000 jobs either directly or indirectly. The trends are showing Conwy is an increasingly popular destination and we are working hard to ensure the quality of the tourism offer is raised so we will see higher paid jobs created with improved training and future opportunities. After the impact of Covid on the hospitality sector this is now important more than ever, especially if staycations and holidaying within the UK continue to grow in light of Covid-19.</p> <p>Covid -19 has slowed progress on the work on developing the Academy and a consultation with the trade to see what and how a Tourism Academy should look like post covid, and indeed what role if any the Business Centre has to play, is scheduled for the Autumn.</p> <p>The aims and objectives of the academy were:</p> <ul style="list-style-type: none"> • Connect all tourism industry stakeholders with those looking for a career within the hospitality industry • Raise the profile of a career in the North Wales hospitality, tourism and leisure industry • Answer questions about career opportunities and pathways • Change perception that tourism does not offer a viable career option • Dispel negative perceptions by potential recruits, made worse by lack of understanding from people who may influence their career decisions • Inspire next generation of hospitality and tourism employees. 		
A5.2	To review the Conwy Economic Growth Strategy to ensure that the priorities are still pertinent in light of Covid 19	 Green
<p>We have reviewed the 5 Objectives and 6 Cross Cutting Themes of the Conwy Economic Growth Strategy (EGS) 2017-2027. We have an action plan in place to deliver the Strategy and this has been approved by Informal Cabinet.</p>		
A5.3	To complete the new premises in Conwy's Penmaen road (Tremorfa Enterprise park) to support the growth of businesses	 Green

The Tre Morfa Enterprise Zone was commissioned in December 2020. In order to encourage inward investment, the site, comprises of both some built units, which are ready for occupation, as well as some plots, which will be purchased by developers to build further units. CCBC constructed four units as part of the project, totalling 2,000 square metres. Expressions of Interest from prospective tenants and developers have been sought during the construction phase for the permitted uses of B1 (business), B2 (general industrial use) and B8 (storage or distribution). The units already constructed on the site by CCBC (Units 2-5 on the site plan) have been advertised on Rightmove, and have received a total of 1952 views since March, with further enquiries underway. Due to the pandemic there is only one lease that is at the 'Heads of Term' stage. We will continue to promote the opportunities available on this enterprise zone.

The Pre-Application Consultation process for Tremorfa included the engagement of the local residents and businesses prior to finalisation of the designs. The delivery of the Penmaen Road Play area was as a direct result of the community engagement and this was officially opened in October 2020.

A5.4	Support skills development including apprenticeships to equip people to be ready for work opportunities in the region	 Amber
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The Skills & Employability Strategic Board made good progress in its first year. Planning was underway for the second year of delivery, based on the new North Wales Skills & Employment Plan 2019-22. A task group on apprenticeships, in partnership with Coleg Llandrillo, was also in its early stages. However, due to the Covid-19 pandemic, the work of the Board and its work streams were paused in March 2020 for a number of months whilst the council focussed efforts on response – and in particular supporting businesses to access covid support grants.

A new programme Manager started in October 2020 and the board reconvened in December 2020. Dr Lowri Brown has been appointed as the new Chair and the membership has been reviewed and includes representation from Careers Wales, Business Wales and Department for Work and Pensions. A draft Skills and Employability Strategy has been produced. The work streams are undergoing a review currently to assess the impact of Covid on the skills and employability agenda.

A5.5	Develop a winter tourism offer to strengthen the sector making it more sustainable for investment and employment.	 Amber
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Covid-19 has had a big impact on planned activities for winter 2020. All events have had to be cancelled, and most marketing campaigns had to stop or adjust to a more local welsh audience. However STEAM tourism stats for 2019, showed an 8% increase in visitors to Conwy in the winter months. This highlights the efforts being made to promote the destination in the off season.

The aspirations of Conwy's Economic Growth Strategy have been reviewed in light of Covid19 to ensure that new emerging priorities are considered.

A5.6	Encourage other stakeholders to help defend the coastline and protect critical infrastructure including the A55 and mainline rail and trunk sewer at Colwyn Bay	 Amber
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Since the award of the £1.68m Active Travel funding and completion of these works in May of 2020, we have secured a further grant of £6.075m from the Resilient Roads Fund to undertake further vital improvements to the coastal defences in Old Colwyn. These works commenced in Spring 2021 and will see rock armour placed in front of the most vulnerable sections of seawall, protecting the infrastructure which lies behind.

In October 2020, Dwr Cymru Welsh Water (DCWW) agreed to contribute towards the coastal defence scheme in Old Colwyn, in acknowledgement of the benefits increased protection will provide to their assets in the area. DCWW are in the process of providing formal written confirmation of this contribution.

Talks are ongoing with Welsh Government Environmental Department to secure the outstanding funding required to implement the full scheme. Costs are likely to be in the region of £33m so it is anticipated that the scheme will be delivered in smaller phases. By having the detailed design completed we remain in a strong position to take advantage of any additional funding which may become available at short notice.

An additional £3m funding was secured from the Welsh Government Local Transport Fund 2020/21 as well as £4m Resilient Roads funding allocation for 2021/22.

A contractor has been appointed and construction works are ongoing.

A5.7	We will restructure our services to enable us to focus on regeneration strategies across the county	 Green
<p>The newly-established Economy and Culture Service came into being on 2nd November 2020 and is focused on delivering cultural and economic regeneration within Conwy county. The new service has been formed from the previous Theatres and Conference Centre, Estates and Asset Management and Corporate Communications & Marketing services, along with the Business & Tourism, Culture & Information and Business Management sections from the previous Community Development Service.</p> <p>Phase 1 saw the appointment of a new Head of Service and phase 2 saw the establishment of the service’s Management Team.</p> <p>Phase 3, commencing in June 2021, will see the new Management Team review their teams with the Head of Service, in consultation with staff, to ensure that they are appropriately structured and aligned to delivering the services’ objectives.</p> <p>A programme of sessions to integrate teams into the new service are being delivered.</p>		

5.2. How will we know we are making a difference?

Measures Code	Measures Title	Actual 19/20	Target 20/21	Actual 20/21	Target 21/22	Perf. RAG
M5.1	New business floor space developed during the financial year	10,000.00	No Target	21,800.00	No Target	N/A
At Tremorfa we have achieved 21,800 sq ft of Class B1-B8 Business, industrial and storage planning use industrial floor space.						
M5.1ai	Start up grants issued	N/A	N/A	83.00	N/A	N/A
We administered the Welsh Government start up grant to a total of 83 businesses totalling £207,500						
M5.1aii	Covid grants issued	N/A	N/A	2058.00	N/A	N/A
The data below covers the whole pandemic, as splitting the data is difficult Number of applications received 3158 Number of applicants receiving grants 2062 Amount of grant paid out (by Business support) £4,090,525						
M5.2a	Business directly supported by projects delivered by CCBC	13.00	N/A	0.00	N/A	N/A
There were no support opportunities for Tir Llwyd or Plots at Tremorfa this year. It is anticipated the development will be at a stage to support businesses next year.						
M5.2b	Investment facilitated or financially supported by CCBC through the Conwy Economic Growth Strategy (2017- 2027)	2,000,000.00	N/A	91,000.00	N/A	N/A
This outturn refers to the work we have done to support 22 Station Road, Colwyn Bay. The retail space is circa 700 sq ft.						

M5.3	No. of Modern apprenticeships on the staff structure	26	No Target	9.00	No Target	N/A
<p>We contribute to the apprenticeship levy but we do not receive direct funding in return. Only learning providers can access the apprenticeship funding available from Welsh Government. We try to maximise what we have paid in levy payments by providing more opportunities for employees to gain qualifications through an apprenticeship framework.</p> <p>Discussions have taken place with Grwp Llandrillo Menai about what apprenticeship frameworks we could offer existing employees rather than just new starters.</p>						
M5.3a	No. of staff employed by Conwy County Borough Council following an apprentice qualification at Grwp Llandrillo Menai	119.00	No Target	97.00	No Target	N/A
M5.3b	No. of work experience placements (when covid measures permit)	N/A	No Target	4.00	No Target	N/A
Opportunities to offer work experience have been limited by Covid restrictions						
M5.3c	No. of staff supported through apprenticeships through Conwy (includes ILM)	N/A	No Target	97.00	No Target	N/A
M5.4a	No of visitors in winter months (Oct - Feb)	1,800,000.00	No Target		No Target	N/A
Survey results due Autumn 2021						
M5.4b	No. of visitors in summer months (Mar – Sept)	7,990,000.00	N/A		N/A	N/A
Survey results expected Autumn 2021.						
M5.5a	% of children living in poverty (where household income is less than 60% of the British average income).	21.6	No Target	24.6	No Target	N/A
<p>This data is provided by DWP and reflects 2019/20. The data for 2020/21 will be available in March 2022. The increase roughly equates to an additional 550 children. Of those children who live poverty, 70% of them are living in poverty in working households. A State of the nation report 2021: Social mobility and the pandemic was published in July 2021 and stated that Wales has had the highest child poverty rates in the UK for much of the last decade with 31% of children in poverty on average from 2017-18 to 2019-20. The levels of in-work poverty in Wales are amongst the worst in the UK. 71% of children living in poverty live in working households, a figure which has been steadily increasing in recent years.</p>						

M5.5c	No. of businesses supported	N/A	No Target	7,387.00	No Target	N/A
The focus of our work during this period has been on paying grants and informing businesses about covid regulations						
M5.5d	No. of businesses engaged with	N/A	No Target	10,000.00	No Target	N/A
We have undertaken a considerable amount of business engagement during the year. 80 newsflashes/newsletters have been sent out between April 2020 and March 2021 which were sent to over 5026 email addresses. 5,000 telephone calls have been made and 12 webinars were held with businesses, which a total attendance of 345 businesses.						

Self-evaluation of performance

Well-being of Future Generations Journey Checker Self-Assessment – Leading the Way

Our actions show we are developing new initiatives and more people are becoming involved. We are taking more well-managed risks, and reaching out to other sectors to make progress and collaborating on funding. We are leading the way by developing ambitious goals and in the summer of 2021 we submitted an expression of interest to be the City of Culture for 2025.

The restructure of services to create a new Economy and Culture Service and review of our Economic strategy in light of Covid, will strengthen our economic support skills, focus and capacity. It also places culture as the driving force for our economic and wellbeing ambitions and hopefully puts us in a strong position should our expression of interest to become the City of Culture 2025 progress to bid stage. You can read more about our City of Culture Conwy 2025 aspirations [here](#).

We have distributed a significant amount of business support grants during the year to support businesses through the challenges of Covid lockdowns and we have undertaken extensive engagement to provide support and answer queries. It is was pleasing that despite the pandemic, we were able to open Tre Morfa Enterprise zone and provide opportunities for new businesses to develop in Conwy. We have also made excellent progress with coastal defence works, but there is still a considerable amount of work to do and we will continue to seek funding.

How does this contribute to the well-being goals?

Through collaboration we can develop high impact initiatives which will trigger increased productivity, improved competitiveness and create year-round employment within the county. Thus, retaining talent and placing Conwy at the heart of the North Wales Economy. This outcome supports the Well-being goals for cohesive communities, an equal Wales, healthy Wales, a prosperous Wales and resilient Wales.

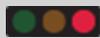
Areas for improvement / development

Should our expression of interest be accepted, we will work to develop the next stage of our City of Culture bid. We will complete the consultation with the trade regarding the future of the Tourism Academy and as Covid pressures ease, refocus the priorities of the Skills and Employability Board. Conwy has an amazing business offer and we will aim to support businesses to build on the benefits seen from the 'staycation' boom. We will also review how we can support work experience and opportunities to increase apprenticeships, should funding allow.

Outcome 6 - People in Conwy value and look after the environment



6.1. Our Priority Actions

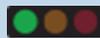
Action Code	Action Name	Perf. RAG
A6.1	Support and educate communities to prevent/prepare for flooding.	 Red
<p>Between April 2020 and March 2021, 2 flood awareness events were held in Llanfair TH and Llanrwst. The lockdown restrictions imposed at the start of 2020 have had a significant impact on the performance in this area. Flood Partnership Groups are now up and running at Morfa Rhuddlan, Llanfair TH, Conwy Valley as well as the long established Llandudno Coastal Forum.</p>		
A6.2	Subject to funding, implement sustainable coastal and flood defence schemes that are fit for purpose.	 Green
<p>With up to 85% funding received from the Welsh Government, the following flood defence schemes are underway within the County:</p> <ul style="list-style-type: none"> - Llanfairfechan Coastal – pre design - Llandudno Coastal – pre-design - Penrhyn Bay Coastal – detailed design - Rhos on Sea (Colwyn Bay Ph 2b) – detailed design - Colwyn Bay Phase 3 (Splash Point) – construction - Llanddulas/Kinmel Bay – pre design - Eldon Drive, Abergele – construction - Maes Hyfred, Glan Conwy – complete - Schoolbank Rd., Llanrwst – pre-design - Nant y Felin, Llanfairfechan – design - Graiglwyd and Bryn Helyg, Penmaenmawr – pre-design - Llansannan – construction tender - Church St., Dolwyddelan – pre-design <p>Detailed design and construction will utilise best practice and strive for sustainability in construction methods employed.</p>		
A6.3	Supporting residents and businesses to recycle more and waste less.	 Green
<p>Between April 2020 and March 2021 70% of waste collected was reused, recycled or composted, this is a 1% increase from the previous year and is the highest annual outturn on record for this measure. 24,894 tonnes of household waste collected at kerbside was reused, recycled and composted, which is an increase of 2,427 tonnes from the previous year.</p>		
A6.4	Work with Welsh Government to influence a sustainable recycling industry e.g. producer responsibility schemes. We will procure from environmentally responsible providers.	 Green
<p>We continue to attend national events and network with all Wales waste groups attended by Welsh Government officials who are considering the key topic areas that concern local authorities, e.g. Absorbent hygiene products collections (eg disposable nappy collections), extended producer responsibility, deposit return schemes etc.</p> <p>Our Waste Manager sits on the project board for National Absorbent Hygiene Products (AHP) project to establish treatment infrastructure in Wales, and also on the national project board for Ultra Low Emission Vehicles.</p> <p>We are also participating in an innovative deposit return scheme pilot project in conjunction with Welsh Government, WRAP and Polytag.</p>		

A6.5	Reduce the Council’s carbon footprint and carbon emissions by investing in renewable energy.	 Green
<p>The Council's Climate Challenge programme is now well established, with 8 projects set up under this programme to deliver the Council's target to become net carbon zero by 2030. Delivery of the Local Area Energy Plan pilot project is well underway. Actions complete to date include: definition of the plan boundaries; stakeholder roles and powers mapped; relevant studies, plans, policies and investment plans studied and a workshop has taken place with primary stakeholders to agree and set objectives, targets and success factors.</p>		
A6.5a	Encourage communities to develop their own renewable energy projects.	 Green
<p>We have been selected to produce a local area energy plan as part of a Welsh Government pilot. Development of this plan will include how the Council can best facilitate the provision of low cost and low / net zero carbon energy to communities, helping to tackle energy poverty and security whilst ‘keeping it local’ in line with the Welsh Government policy on local ownership of energy generation. This project forms part of the Council's Climate Challenge programme which has been set up to deliver the Council's decarbonisation plan and target to achieve net carbon zero by 2030. Delivery of the Local Area Energy Plan pilot project is well underway. Actions complete to date include: definition of the plan boundaries; stakeholder roles and powers mapped; relevant studies, plans, policies and investment plans studied and a workshop has taken place with primary stakeholders to agree and set objectives, targets and success factors.</p> <p>In addition, as part of our transfer of public conveniences, we are encouraging new owners to install energy conservation measures at the facilities, including: renewable energy; rainwater harvesting and other carbon reduction technologies. As part of our public convenience refurbishments, we are also integrating sustainable travel infrastructure by installing electric vehicle and bicycle charging facilities at our sites in Gwydir Park and Glasdir in Llanrwst, Pentremawr Park in Abergele and in Pensarn.</p>		
A6.6	Promote the development of a tidal lagoon in Colwyn Bay	 Amber
<p>We continue to work with the Tidal Lagoon developers. Welsh Government has agreed the inclusion of the Tidal Lagoon as a strategic project in the Rural Local Development Plan. The Welsh Government Tidal Range Challenge timeline now is that the following is being followed.</p> <ul style="list-style-type: none"> • Informal discussions with selected Tidal Range developers September – December 2020 • Soft market testing with more specific details of projects from Developers - Feb/March 2021 • Followed by design of a suitable package of funding from WG; • Competition opens in Summer 2021; • Announcement of Competition result in October 2021; • Funding probably available start of 2022. <p>There seem to be three or four levels of investment:</p> <ol style="list-style-type: none"> 1. Funding feasibility study to create compelling Investor memorandum (IM) for developers to go to get institutional capital funding 2. Funding feasibility and significant environment/engineering/financial activity to a yet to be defined KPI 3. Funding all work to consent/development consent order (DCO) and necessary leases/licences 4. Funding to DCO and support (via equity or low cost/Government loans) for construction. <p>Following the soft market testing, six developers submitted schemes to Welsh Government, which are still under review. In light of this the above timeline may need to be reviewed. A notice of motion to support in principle the development of a large scale tidal project off the coast of Conwy county was approved by Council in July 2021.</p>		
A6.7	Implement the Biodiversity and Resilience of Ecosystems duty plan	 Amber
<p>The plan was given formal approval by cabinet on 8th Dec 2020. The action plan is in development. The current Biodiversity Officer retired at the end May 2021, and a new Ecologist has recently been recruited.</p>		

A6.8	The Council will publish a clear plan for a route towards the Authority being a net zero carbon user. The plan will be designed with a goal to be fully implemented during the following 10 years	 Green
The Council's Decarbonisation Plan to achieve net carbon zero by 2030 received political approval in December 2020. A Climate Challenge programme has now been established to manage delivery of the range of decarbonisation projects. As part of this the Council was selected by Welsh Government to take part in a pilot project to develop a local area energy plan which is now underway.		

6.2. How will we know we are making a difference?

	Measures Title	Actual 19/20	Target 20/21	Actual 20/21	Target 21/22	Perf. RAG
M6.1a	No. of flood awareness events held	11.00	10.00	2.00	15.00	 Red
Flood awareness events were held in Llanfair TH and Llanrwst early in the year however due to the restrictions imposed in response to the Covid-19 pandemic no further events were held during 2020/21.						
M6.1b	Number of properties where the risk of flooding has been reduced following the implementation of flood defence measures	0.00	483.00	321.00	TBC	 Red
A total of 321 properties now have a reduced risk of flooding following the implementation of flood defence measures including new and modified drainages systems, pipework remediation, new culverts, wall reconstruction and telemetry systems.						
During 2020/21 works were completed in Llanfairfechan, Old Colwyn, Llanrwst, Kinmel Bay, Glan Conwy, Melin y Coed, Llanfair TH, Penmaenmawr, Gyffin and Eglwysbach.						
M6.3a	Percentage of municipal waste reused, recycled or composted	68.70	68.00	70.52	69.00	 Green
During 2020/21 more than 53,500 tonnes of waste was collected from Conwy residents, of which 70.5% was reused, recycled or composted. This is an increase of 2% from the previous year and is the highest outturn on record for this measure.						
M6.3b	Average amount of residual household waste collected for disposal per household (Kgs)	227.81	240.00	272.14	240.00	 Red
The impact of lots of people being based at home due to the Covid-19 pandemic has had an impact on the amount of residual waste collected. This is likely to be due to waste produced during the working day (when previously that might have been produced at the workplace) and also due to residents having more time to undertake 'clear outs'.						
M6.3c	% Household waste collected at the kerbside that is reused, recycled or composted	63.21	65.00	62.50	63.00	 Amber
Although the year-end target has been narrowly missed the total amount of household waste collected at the kerbside that was reused, recycled or composted during 2020/21 has increased by 10% (2,427 additional tonnes) from the previous year. However due to the increase in total residual waste collected (12%), as outlined in M6.3b, the outturn for this measure has seen a slight decrease from the previous year.						

M6.4	Percentage change in carbon dioxide emissions (CO ₂) from the activities of Conwy County Borough Council	-5.43	No Target	N/A	No Target	N/A
This measure has been superseded by the target to become a net zero authority. Emissions will be reported through the Climate Challenge Programme.						
M6.4ai	% Change in energy consumption per m ² from CCBC buildings	2.51	-5.00	-14.66	-5.00	 Green
Target achieved. A reduction of 15% in energy consumption per m ² from CCBC buildings was seen during 2020/21, this can be attributed to many buildings being closed for most of the year in response to the Covid-19 pandemic.						
M6.4aii	% Change in energy consumption from CCBC street lighting	-10.45	-10.00	-19.50	-24%	 Green
Energy consumption in street lighting continued to reduce during 2020/21 with a reduction of 20% from the previous year. This has been achieved through the continuation of the programme to install LED bulbs in street lamps throughout Conwy.						
M6.4aiii	% Change in fuel consumption from CCBC fleet	-3.14	-5.00	1.92	-5%	 Red
Target has not been achieved. During 2020/21 in response to the Covid-19 pandemic a number of additional vehicles were hired to allow frontline services to continue in accordance with social distancing rules and a reduction in the number of people allowed to travel together in vehicles. Some services were temporarily redesigned to deliver support to frontline services and as such were making additional journeys which will have contributed to the increase in fuel use during the year.						
M6.4aiv	% Change in business miles travelled	-4.03	-10.00	-64.94	-5%	 Green
Target achieved. A significant reduction in business miles travelled was seen (963,140 fewer miles) during 2020/21 as office staff have been working from home in response to the Covid-19 pandemic.						
M6.5	National Well-being Indicator for Wales: Capacity (in MW) of renewable energy equipment installed.	N/A	No Target	Not available	No Target	N/A
No Welsh Government Figure since 2018						

Self-evaluation of performance

Well-being of Future Generations Journey Checker Self-Assessment – Leading the Way

Our actions show we are the first organisation to be taking some actions and are a guide for others to follow. We are leading the way by piloting the Local Area Energy Project.

The new Climate Challenge Programme is now well established and all 8 projects are making good start up progress. We are delighted to have achieved our best ever recycling rate of 70% and whilst our performance against our other waste

targets were missed, this was owing to a significant increase of waste during the covid lockdowns. We are however proud that despite the challenges of covid and the various restrictions we had to put in place to keep staff safe, we maintained a service throughout. Some of the covid changes we made were welcomed by residents and so will be retained eg booking appointments for the recycling centre. We are also progressing well with renewable energy by installing electric vehicle recharging points and undertaking green refurbishments of our public conveniences.

How does this contribute to the well-being goals?

The action we take now by tackling recycling and renewable energy, will help us address the long trend of climate change. This outcome supports the Well-being goals for cohesive communities, an equal Wales, healthy Wales, a prosperous Wales, a resilient Wales and globally responsive.

Areas for improvement / development

Mitigating climate change is as big an emergency as covid, and we all have a collective responsibility to take action now to reduce our carbon emissions. We have much work to do in collaboration with partners and residents of Conwy if we are to meet the ambitious 2030 net zero target. We have a number of long term actions which we will continue to progress in collaboration with partner, such as the development of a tidal lagoon, implementing coastal defence and flood risk schemes and influencing greater producer responsibility to make environmentally friendly products eg nappies. We will also seek to increase the flood awareness events when covid restrictions permit.

Outcome 7 - People in Conwy live in a county where heritage, culture and the Welsh language thrive



7.1. Our Priority Actions

Action Code	Action Name	Perf. RAG
A7.1	We will develop our libraries into community hubs that provide a wide range of services and activities.	 Green
<p>The Library and Information Strategy 2021-26, has now been drafted, and public consultation took place between the 24th May and 18th July 2021. The findings of the consultation are currently being analysed.</p>		
A7.2	We have now established Conwy Culture Centre and will continue to develop a community engagement and outreach programme	 Green
<p>The Centre closed to the public on the 21st March owing to the Covid 19 emergency. Up to that date, the Centre had welcomed 17,232 visitors.</p> <p>In line with Welsh Government guidelines, the Culture Centre began a phased reopening of services with the Library offering a call and collect service from 25th of June, with more services following. The café opened from 26th July and the Archive Service opened in its new premises for the first time on 7th September 2021</p> <p>The National Lottery Heritage Fund has approved an extension to the project to 30th September 2021 to allow for completion of the project activity plan, evaluation and final claim.</p>		
A7.3	Develop a County-wide cultural strategy that encompasses all of our arts, heritage and cultural activities and which will support economic development, wellbeing, regeneration and major investment decisions	 Green
<p>Creu Conwy Culture Strategy – Creating the Spark has now been drafted and the consultation period runs from July-September 2021. The strategy vision is that culture creates the spark for economic growth, wellbeing and connection. The strategy is also a key route to delivering Conwy’s Welsh Promotion Strategy and Cymru 2050, the vision for a million Welsh speakers by 2050</p> <p>Conwy has also submitted an expression of interest to be City of Culture 2025 and will be notified in the autumn of 2021 whether we have been selected to progress with a detailed bid.</p>		
A7.5	Through the Conwy Welsh Language Strategy & Welsh Education Strategy we will encourage learning and speaking Welsh as a part of everyday life	 Green
<p>We have appointed a Welsh Promotion & Development Officer, who started in post in January 2021. This is a new and exciting post for the Council, as the post holder will be working internally with Council staff, as well as working with schools, and the public to promote and develop the Welsh language in the county.</p> <p>During 2020 the Welsh Language Steering Group was formed. The Group is an internal group, with the specific intention of considering and discussing matters relating to the Welsh language in the Council, whether they be good practice to celebrate and develop, or any matter that is below the standard that we aim for, matters that need improving within a specific service or a specific aspect of our work.</p> <p>Conwy County Borough Council staff have been able to take advantage of an innovative scheme to learn Welsh thanks to a partnership with the National Centre for Learning Welsh. Following on from the success seen with the Work Welsh courses between September 2018 and March 2019, when 73 members of staff and 2 Councillors attended Welsh lessons through the scheme, we were extremely pleased that we were chosen to be part of a pilot scheme during 2019-2020, and then as part of a tailor made scheme again during 2020-2021. The scheme is part of the National Centre For Learning Welsh’s 'Work Welsh' programme. The Council is extremely grateful of receiving such an enormous investment from the Centre in order to develop Council staff’s Welsh language skills. This last year has been quite different of course, and the lessons have all been on-line since the end of March last year. We are proud of the fact that 48 members of staff have been able to continue to</p>		

develop their Welsh language skills and contribute in a small, but important way, towards a million of Welsh speakers by 2050.

At the beginning of 2021, we launched a Speaking Welsh in the Workplace Scheme, where a learner on Intermediate level is paired with a fluent Welsh speaker in order to chat informally. We currently have 9 pairs who meet regularly as part of the Speaking Welsh in the Workplace Scheme.

7.2. How will we know we are making a difference?

Measures Code	Measures Title	Actual 19/20	Target 20/21	Actual 20/21	Target 21/22	Perf. RAG
M7.1a	The % of Quality Indicators (with targets) achieved by the library service	85.00	No Target	50.00	No Target	N/A
<p>Welsh Government have advised that due to the pandemic authorities are to report their out-turn on a limited number of indicators, these are not set against targets for 2020-2021.</p> <p>4 of these 6 indicators would usually have set targets, of these 4 Conwy would meet 2 in full (Location of Service points and Welsh language material purchased). The service does not meet the appropriate level of Reading Material and part-meets the Staffing requirements [this has 3 constituent parts]. Conwy does not meet the full time equivalent (FTE) of staff nor the professionally qualified staff per capita, and has a professionally qualified designated operational manager.</p>						
M7.1d	No of people attending or participating in: Creative arts, heritage, museums, libraries, Venue Cymru, Theatr Colwyn activities each year	N/A	No Target	13,606	No Target	N/A
<p>A breakdown of this outturn is listed below</p> <ul style="list-style-type: none"> • Archive Service – 65 • MOSTYN – 8292 (7,700 physical visitors to gallery and 592 engagement) • RCA – 2,268 – (2,000 physical visitors to gallery and 268 engagement) • Dawns i Bawb – 681 (Community 681) • Culture – 1,209 general engagement • Imagine – 1,091 participants • Venue Cymru – no data • Theatre Colwyn – no data <p>Total: 13,606</p> <p>Libraries - no data (Due to Welsh government restrictions face to face activities were not permitted. We continued our digital engagement offer.)</p>						
M7.1e	No of people digitally engaged in: Creative arts, heritage, museums, libraries, Venue Cymru, Theatr Colwyn activities during the year	N/A	No Target	265,092	No Target	N/A
<p>A breakdown of this outturn is listed below</p> <ul style="list-style-type: none"> • Archive Service –30,894 • MOSTYN – 9,788 (digital participation) • Dawns i Bawb – 3102 (online performances 3030 + 72 training attendances) • Culture – 14,986 (digital engagement) • Imagine – 4,226 (digital engagement / Facebook Live) • Venue Cymru – no data • Theatre Colwyn – no data • Libraries - 202,096 (We increased our investment in libraries' digital offer during lockdown. Our digital activities have reached people outside of Conwy.) <p>Total: 265,092</p>						
	Measures Title	Actual 19/20	Target 20/21	Actual 20/21	Target 21/22	Perf. RAG
M7.3a	% of posts designated as 'Welsh essential' which were filled by a Welsh speaker	N/A	No Target	90.72	No Target	N/A

88 out of the 97 posts advertised have been filled by Welsh speakers - there are 9 posts that are still currently going through the recruitment process						
M7.3b	No of staff who take up the Welsh in the Workplace training offer	N/A	No Target	48.00	No Target	N/A
M7.3c	% of Welsh 'mystery shopper' audits which resulted in compliance with the Welsh language standards.	N/A	90.00	0.00	90.00	N/A
No audits were undertaken in 2020-2021 due to the covid pandemic. They have re-started in 2021-22.						
M7.3d	% of staff within the Council's services who are able to speak Welsh (excluding school teachers and school based staff) - according to service division	N/A	No Target	31.00	No Target	N/A
M7.3e	% of staff who are able to speak some Welsh	N/A	No Target	47.00	No Target	N/A
M7.3f	% of staff who have no Welsh language skills	N/A	No Target	22.00	No Target	N/A
M7.4a	% of Nursery and Reception pupils accessing welsh medium education as at Pupil Level Annual School Census	25.20	No Target	25.72	No Target	N/A
M7.4b	% of primary school age pupils accessing welsh medium education (as at Pupil Level Annual School Census)	22.30	No Target	24.15	No Target	N/A
M7.4c	% of primary school children in Welsh medium education that go on to receive Welsh medium education at secondary school	86.25	No Target	86.01	No Target	N/A
M7.5b	Number of Welsh language promotion/ awareness events held in collaboration with our partners	429	No Target	110.00	No Target	N/A
No physical events have been held due to the pandemic and restrictions on activity. Digital activities and events continued and increased. Our 12 days of Christmas poetry readings on Facebook were available in Welsh and English, and 74 Welsh story times were available digitally during January-March lockdown, project with the Family Centres.						

Self-evaluation of performance

Well-being of Future Generations Journey Checker Self-Assessment – Leading the Way

Our actions show we are developing new initiatives developing and more people are becoming involved. We are leading the way by developing ambitious goals by submitting an expression of interest to be the City of Culture for 2025.

The restructure and formation of the Economy and Culture service will aid our ambition to ensure culture and the Welsh language thrive. The Expression of interest has been developed in collaboration with a group of multi-agency inspirational people. We also have a creative programming group of 20 artists and creatives who are shaping our programming ideas.

We have made good progress to draft and consult on our future direction for both our Library and information Strategy and our Creu Conwy Culture Strategy. We successfully adapted our culture event offer and there was good attendance to online activities. The recruitment of a Welsh Promotion & Development Officer has had a positive impact on the Welsh language team capacity and ability to support people in their endeavours to learn Welsh. The new Welsh Language Steering Group provides a corporate overview and support to meet our Welsh language objectives.

How does this contribute to the well-being goals?

Our rich heritage will have been protected for future generations and all areas of society will be able to access the arts to improve their well-being. Speaking Welsh will be part of everyday life in all communities. This outcome supports the Well-being goals for cohesive communities, culture and Welsh language, an equal Wales, healthy Wales, and a prosperous Wales.

Areas for improvement / development

Meeting the Welsh Language 1 million Welsh speakers target is a long term goal and we will continue to put in place arrangements to support this all Wales goal. As Covid pressures ease, we will restart the Welsh language mystery shopper and continue to seek funding to meet the Wales Library Standards. Should our expression of interest be accepted, we will work to develop the next stage of our City of Culture bid, but regardless of the outcome, we have an ambitious plan to implement through the Creu Conwy Culture Strategy.

Outcome 8 - People in Conwy contribute to their community. They are informed, included and listened to



8.1. Our Priority Actions

Action Code	Action Name	Perf. RAG
A8.2	We will review how we engage communities especially Town and Community Councils to ensure all communities have the opportunity to be involved in service development and resilience	 Green
<p>Between October 2019 and October 2020 the Rural Team have done a huge amount of work in engaging with Town and Community Councils. The main element of the work was to work with them in delivering services that may be at risk, and to possibly precept some of the costs or deliver them differently. Whilst the cash value of the exercise was not vast, it enabled us to get to know the Town and Community Council's better and for them to understand the budgetary pressures we are facing. It was unfortunate that the pandemic has stalled some of this work as resources were reprioritised.</p> <p>However, this journey is 'a marathon and not a sprint' and we will continue to engage going forward and discuss options for precepting for 2021/22.</p> <p>We have undertaken a comprehensive review of the engagement strategy and training to adapt to online engagement. We have completed an EQIA for the Workwise project and are currently doing a socio economic survey.</p> <p>We have undertaken a North Wales engagement mapping exercise to ascertain the key themes from all partners from recent engagement work and we are working closely with partners to consider the views of the 'seldom heard' but this is a challenging area. We have commenced work with co-production Wales via the regional PSB network to improve engagement on a regional level.</p> <p>We have supported a consultation online with partners, schools and parents about education services and the funding models.</p> <p>We have increased engagement with Social media followers because Conwy is seen as a trusted source. The Community Support newsletter going to every household during Covid was an extremely positive move.</p> <p>Venue Cymru Marketing Team have been keeping in touch with their customer base via regular survey and telephone calls. Information gathered has helped inform the management team with the insights on how customers would like to see information gathered utilised in planning for the future.</p> <p>We have engaged with environmental interest groups and the Youth Council regarding our Decarbonisation targets and plan to achieve net carbon zero by 2030. As part of the Climate Challenge Programme, a stakeholder engagement forum has been established to share information and good practice with our community stakeholders as part of our aim to achieve net carbon zero and mitigate climate change.</p> <p>Stakeholder workshops have taken place as part of our project to develop a Local Area Energy Plan for Conwy County. Stakeholders have help to set the objectives and targets to shape and deliver this plan.</p> <p>We consult with our communities and key stakeholders in the infrastructure and environmental improvement schemes that we deliver, and incorporate their feedback, where relevant, into the improvements.</p> <p>Conwy Housing Solutions (CHS) commissioned Shelter Cymru Take Notice project to undertake a research project during summer 2020 regarding the response to the pandemic and how people would want to present to us as homeless and how service users had found it presenting remotely during this time. It also looked at how staff had managed and what they would like to see. We wanted this done in order for us to understand if we were meeting the needs of our communities whilst working from home and the offices closed. A document and guide was produced by Shelter Cymru in January 2021.</p>		

A8.3	We will take steps to ensure that we make the information we share is relevant and more accessible and resilient	 Green
<p>We have appointed a Digital Content Editor who will support services with making webpages easy to read and accessible.</p> <p>A Web accessibility project to support the accessibility of digital content across the Council is in place and the website content has been reviewed and adapted accordingly. Member of the Visual Impairment Forum have completed customer testing of the website and changes have been made based on feedback received.</p>		
A8.4	We will maximise the use of digital technology and digital channels to provide more effective and efficient access to services	 Green
<p>Through our modernisation programme we were already moving to more digitalised ways of working but as a result of Covid 19 we have been able to both respond quickly to increase digital provision and also to look at on-going digital service provision post covid.</p> <p>During 2020 and 2021 many services moved on line with much positive feedback. This includes:</p> <ul style="list-style-type: none"> • Identifying digitally excluded learners and repurposing devices to access online learning. • Developing online learning to support home schooling – (79.4k views) • Services keeping in touch with clients, customers and the public through zoom/ team and skype meetings. • Finding engaging ways to support young people at risk of disaffection • Rebranding and adapting Ffit Conwy with online workouts and exercise tips • Initiating an online pantomime and streaming it to schools and families • We used technology to mitigate risk, automating gritting functions within wagons so they could be driven by non-specialist staff. • We were the first Authority in North Wales to deliver committees virtually with simultaneous Welsh translation. • We developed online support for older people to boost wellbeing • We escalated our Business Support Service, answering over 10,000 calls and processing 3045 grant applications. • We were the first Welsh council to move Planning meetings on line to avoid delays 		
A8.5	Work with communities, transport providers and other partners to undertake a fundamental review of transporting the public and access to services. We will pilot innovative alternative options.	 Green
<p>A Social Care Community Transport report, for the continuation of current services is currently being drafted. A report was submitted to Economy and Place Overview and Scrutiny Committee regarding the progress of the Conwy Valley Integrated Responsive Transport (IRT) service, which went live in November 2020. IRT is an on-demand bus service, which allows passengers to request a bus to pick them up for essential travel. The project forms part of the Transport for Wales' new 'Flecsi' service, which aims at improving access to employment.</p> <p>Welsh Government are currently conducting a review of the national public transport network.</p>		
A8.6	We will aim to achieve and maintain the status of 'Working Towards Dementia Friendly' as accredited by the Alzheimers Society	 Amber
<p>A steering board has been established and was meeting regularly before the pandemic struck. Various Departments from across the council were in regular attendance. We recently submitted our application to become a dementia friendly organisation to the Alzheimers Society with the evidence of progress made to date and we are awaiting their response.</p>		
A8.7	We will continue to implement the Local Full Fibre Network (LFFN) rollout across Conwy' owned sites and where possible seek to support/ influence external providers outside our control to implement the LFFN.	 Amber
<p>The Covid-19 pandemic has impacted on the progress of this project. We have reviewed timescales and deadline date for completion has been revised to September 2021. Fully commissioned Conwy sites are currently low and BT have been challenged by the North Wales Economic Ambition Board. BT have offered assurances that all sites will be commissioned by the revised deadline.</p> <p>7 of the 41 sites earmarked for LFFN installations are now fully activated. BT remain committed to the September 2021 deadline and whilst we believe this will be difficult for them to meet, we remain hopeful that their reports of being on track for the majority of the installs are correct.</p>		

8.2. How will we know we are making a difference?

Measures Code	Measures Title	Actual 19/20	Target 20/21	Actual 20/21	Target 21/22	Perf. RAG
M8.2	% of residents who feel they can influence decisions affecting their local area (National survey for Wales)	N/A	No Target	N/A	No Target	N/A
No recent Welsh Government survey						
M8.2a	Number of complaints received	317.00	No Target	306.00	No Target	N/A
The total number of complaints for 20/21 was 306, 11 less than in 19/20. However 2 large services have been closed for all or the majority of the year, with resources redirected to covid support, which would indicate that the remainder of the services have received a higher number of complaints than the previous year. This could be attributed to better recording of "customer dissatisfaction" following additional work on training.						
M8.2c	Number of compliments received	289.00	No Target	337.00	No Target	N/A
337 compliments were received for the year which is a significant improvement on the previous year.						
M8.2d	Number of Corporate Complaints received that were upheld	N/A	No Target	160.00	No Target	N/A
160 complaints upheld out of 306 complaints received. The annual report on compliments and complaints can be found here						
M8.5	% of people satisfied with their ability to get to / access the facilities and services they need. (National Survey for Wales)	N/A	No Target	N/A	No Target	N/A
No recent Welsh Government survey						
M8.6	Level of 4g/5g coverage across the County	N/A	No Target	N/A	No Target	N/A
Currently reviewing data sources to confirm levels of 4g/5g coverage in Conwy.						

Self-evaluation of performance**Well-being of Future Generations Journey Checker Self-Assessment – Owning our Ambition**

We are taking well managed risks, reaching out to other sectors and collaborating on funding and staffing. Staff are empowered to work across sectors and influence change.

Good collaborative relationships are in place with Town & Community Councils and there is a wealth of opportunity for us to build upon this to improve community led services. The review of the website to ensure it is accessible has progressed well and this has been particularly important in light of the increased need for digital communication during lockdowns. We are proud that we have been able to adapt our online provision so quickly to ensure that residents and businesses have been able to access covid support grants. We have significantly increased our communications and social media presence to ensure that Covid videos, messages and updates were circulated as quickly as possible.

How does this contribute to the well-being goals?

By improving the way we work with communities, we will enable people to play an active role in what happens within them. This outcome supports the Well-being goals for cohesive communities, a resilient Wales, an equal Wales, healthy Wales, and a prosperous Wales.

Areas for improvement / development

We are now starting the engagement conversation to listen to community ideas about what we should focus on in our new Corporate plan for 2022-2027. Engagement workshops and an online survey will take place in September and October and a draft plan will be ready for consultation in early 2022. We will continue to expand our regional approach to community engagement and in particular, ensuring we gain the views from a diverse range of people.

Outcome 9 CCBC is resilient (Efficient)

9.1. Our Priority Actions

Action Code	Action Name	Perf. RAG
A9.1	We will exploit advancements in technology to transform the way our staff deliver their day to day work, looking at the tools they use as well as the facilities and locations where they work	 Green
<p>The continued work of the Renewal Programme ensures that CCBC Services and office sites operate safely (whilst continuing in the midst of a pandemic) and that all Services are reviewing and transforming delivering to the customer in the most safe and efficient ways.</p> <p>One of the main projects under the Renewal Programme is Workwise 2020 and this focuses on how the Council will operate within its office spaces in the future. The Workwise 2020 project builds upon the original implementation of Workwise and is currently considering how technology can support transformed service delivery models for the future. Examples of technology / software currently being implemented under Workwise 2020, that supports service transformation, includes:</p> <ul style="list-style-type: none"> - hybrid meeting technology for Democratic Services so that Committee meetings can be held face to face and online at the same time; - hybrid mail software so that all outgoing can be digitised, printed, folded into envelopes and franked without the need for human intervention - Microsoft Teams being implemented across the Authority to support improved online meetings <p>The other project within the Renewal Programme is the Service Renewal project and this focuses upon supporting services to 're-open' following lockdown. Service delivery to customers post lockdown and in light of Covid-19 is very different to how it was prior and new systems / technology are now at the forefront of delivery to customers. Examples of this are ensuring that all household recycling appointments are booked online, school admission forms are completely digitised and library appointments are also booked online.</p> <p>The Conwy Opportunities Board continues to monitor and review all Programmes and significant projects that are in place across the Authority and brings online new projects that support further innovation and continuous improvement.</p>		
A9.2	We will continue to work with partners towards a regional collaborative approach	 Green
<p>The Authority is an active partner in a number of regional and sub regional partnerships, including the North Wales Economic Ambition Board, Regional Social Care Partnership, Regional Residual Waste Project, sub regional food waste scheme, and Conwy and Denbighshire Public Services Board.</p> <p>The collaborative response to the monumental impact of Covid-19 has shown the strength of collaboration across the region and what can be achieved when we work towards a common cause. Our approach to recovery will aim to build on the strengthened networks and relationships forged during this time of adversity.</p>		

A9.3	We will monitor the impact of Brexit so that we are sufficiently prepared for the implications of the UK exiting the EU	 Green
The UK Government negotiated a deal with the EU on Christmas Eve, and the UK left the EU on 31/12/20. We are continuing to monitor and review the effects of Brexit on our businesses and communities while we are in a transition period. The Principal European Officer continues to attend EU Transition meetings held by the WLGA, and continues to forward relevant information to our Services.		
A9.4	We will continue to develop & support our staff	 Green
Corporate Training have continued deliver a training offer to employees during the lockdown period with 80% of our learning moving to online delivery. However, we do recognise that not all employees have access to remote learning and the need to offer a face to face opportunity will be needed when restrictions are eased. Corporate Training have also actively engaged in a consultation exercise relating to the on-line Learning@Wales platform which is currently being reviewed given concerns that it does not have the capability to deliver the aspirations of Conwy and other organisations in the future. Our Learning & Development Plan for 21/22 was launched in May 2021.		
A9.5	Implement the Renewal Programme which includes the Workwise 2020 project. The workwise 2020 project will take an approach which builds on the very good things we had in place before Covid-19, but seeks to build on good working practices that we have had to adopt over the past months. This is a real opportunity to re-think how we work, what we use office space for, and how we can keep our carbon emissions to a minimum.	 Green
The Renewal Programme is in place to put into practice Welsh Government Guidance in relation to the Covid 19 pandemic and to put in place new ways of working that build and improve upon pre-covid operations. Progress continues to be made towards 'recovery' from the pandemic as the vaccination programme is almost fully rolled out and move into Alert level 2 is now complete. The programme was established with 2 main projects underneath namely Workwise 2020 and Service Renewal. The Programme is now in full delivery with the Programme Board, Project Boards, Project Teams, Project Team Subgroups and the Trade Union Consultation Group meetings scheduled and held on the agreed basis as agreed. Regular update reports to the appropriate Overview and Scrutiny Committee have also been scheduled within the forward work programme. For the past couple of months, the work of the Workwise 2020 Project has focused mainly around the work of both the Visioning Workstream and the Democracy and Governance Workstream. As the Visioning Workstream focuses upon developing guidance for how our offices will look and how they will be used in the future, the following work has been delivered to progress this forward: i). Developed, circulated and completed analysis of a second staff survey on the well-being of staff and their views on future working models (March 2021) ii). Worked with Services to analyse the 'tasks' they undertake and consider those that must be completed face to face and in an office environment. iii). On the basis of the staff surveys, elected member surveys, visioning workshops (held September 2020) and task review, developed a draft Workwise 2020 Framework detailing the operational model to which the Council will work in the future. We are engaging with trade unions on the draft and this will then be brought through the Democratic process for approval. iv). Started developing options for future use of CCBC office space based upon the results of the 'task review' and the proposed model of working within the draft Workwise 2020 Framework. As the Democracy and Governance Workstream focuses upon working with Elected Members to review democratic meetings and member training, the following work has been delivered to progress this forward: i). Developed, circulated and commenced analysis of a second survey on the well-being of Elected Members and future democracy models (March 2021) ii). Continued to work with the audio and webcasting providers to find a hybrid meeting solution that will work for the Council - The cameras and camera automation need to switch provider to, hopefully, simplify the feed into the livestream and webcasting solution.		

9.2. How will we know we are making a difference?

Measures Code	Measures Title	Actual 19/20	Target 20/21	Actual 20/21	Target 21/22	Perf. RAG
M9.4a	% of staff who feel they are supported by their line manager	N/A	No Target	N/A	No Target	N/A
There has been no survey since 2018, however there has been extensive engagement with office based staff via the workwise 2020 staff office survey.						
M9.4b	% of staff who feel they have the right training to do their job	N/A	No Target	N/A	No Target	N/A
There has been no survey since 2018, however there has been extensive engagement with office based staff via the workwise 2020 staff office survey.						
M9.4c	% of staff who feel that Conwy takes the development of its workforce seriously	N/A	No Target	N/A	No Target	N/A
There has been no survey since 2018, however there has been extensive engagement with office based staff via the workwise 2020 staff office survey.						
M9.4d	% of staff who feel supported when doing the difficult parts of their job	N/A	No Target	N/A	No Target	N/A
There has been no survey since 2018, however there has been extensive engagement with office based staff via the workwise 2020 staff office survey.						
M9.4e	% of employees completing the Corporate Induction within appropriate timescales		No Target	41.50	No Target	N/A
There is a dip in completion rates which we are currently investigating. Whilst the delivery of face to face Corporate Induction had to stop, new starters have been issued with a welcome e-mail and resources which has been recorded on iTrent.						
M9.6	No. of pages printed by Conwy CBC in the period	7,737,267	No Target	1,926,761	N/A	N/A
In 2020-21 we printed (and copied) 1,926,761 pages (black and white and colour) which is a significant reduction from the 7.7 million for 2019-20. We upgraded software in early 2021 therefore data is only available up until 31/12/20.						
M9.6b	Staff mileage paid	N/A	No Target	231,358.24	No Target	N/A
There has been a significant reduction in miles travelled and mileage costs claimed from 2019/20 with 965,922 fewer miles travelled in 2020/21 and a saving of £425,226						
M9.6c	Conwy Council Total - Number of working days/shifts per FTE lost due to sickness absence	10.43	No Target	7.94	No Target	N/A
This is the lowest figure ever recorded for this Council. The year-end figure for 19/20 was 10.43 so an overall improvement of 2.49 days per full time Employee (FTE). There has been a reduction in days lost to sickness between 19/20 and 20/21 of 7,927 days which is approximately 23%.						

Self-evaluation of performance

Well-being of Future Generations Journey Checker Self-Assessment – Owning our Ambition

We are taking well managed risks, reaching out to other sectors and collaborating on funding and staffing. Staff are empowered to work across sectors and influence change.

Our swift response to covid controls and our ability to develop online services so quickly are as result of the skills and commitment of our staff and the foundations we had laid to modernise the way we work since 2017. Our future arrangements for a possible hybrid model of working are still being finalised, but this way of working over the last 18 months has shown that we are a resilient and resourceful Local Authority. Our Covid response has shown that we have good collaborative arrangements. Our learning and development plan has been adapted to upskill staff on remote working so that we learn new ways to support our staff and sustain staff resilience.

How does this contribute to the well- being goals?

Across all areas of work we will ensure that we aim to meet the needs of the present without compromising future generations. We will endeavour to make the best decisions we can in light of the financial restraints we face.

This outcome supports the Well-being goals for cohesive communities, a resilient Wales, an equal Wales, healthy Wales, and a prosperous Wales.

Areas for improvement / development

Staff have had to work extremely hard during the pandemic response, and capacity and the ability to recruit has become a challenge. We are sourcing new support mechanisms and monitoring well-being to ensure that we avoid 'burnout'. Year on year budget reductions remain a significant challenge. We will continue to look for more savings and modern ways of working that meet people's needs. We will use the Renewal Programme and the writing of a new Corporate Plan to ensure that we maximise the positive aspects of Covid lifestyle changes and focus on a positive and 'green' renewal.

6. Regulators' Reports

Audit Wales (AW) works to support the Auditor General as the public sector watchdog for Wales. Each year the Auditor General is required to audit the improvement planning and reporting arrangements of Welsh councils, Fire and Rescue Authorities and National Park Authorities, and to assess whether each authority will meet statutory continuous improvement duties. A summary of all the inspection reports completed during the financial year are published in the Annual Audit Summary.

The [Annual Audit Summary 2020](#) was presented to the Governance & Audit Committee and published in February 2020

The detailed reports are all published on the AW website and can be found here: [Audit Wales](#)

When reports have been published action plans have been put in place to implement recommendations and or proposal for improvement. They are reported to the Governance & Audit Committee who also monitor progress to implement the recommendations and or proposals for improvement.

Audit and Governance Committee papers can be found here: [Governance and Audit Committee Papers](#)

Audit Wales inspect all Welsh Local Authorities' performance. National and council specific audit reports can be found at: www.audit.wales

Estyn – school inspections – all reports for Conwy schools can be found here: [Estyn inspections](#)

Care and Social Services Inspectorate Wales (CSSIW) - [Inspections and reports](#)

7. Public Accountability Measures (PAMs)

In order to assess and compare how well we are doing across Wales, the Welsh Local Government Association (WLGA) has a number of all Wales performance measures covering key policy areas. Public Accountability Measures consist of a small set of “outcome focused” indicators. They reflect those aspects of local authority work which local authorities agree are considered to be important in terms of public accountability. For example, recycling, educational attainment, sustainable development, etc. This information is collected and reported nationally, validated, and published annually. This section provides an overview of our performance against these national measures. The key used in the Performance column is explained below:

Compared to target set:	
Target met	
Within tolerance to progress work to meet target	
Not Meeting target and below tolerance level	
No target set	N/A

Welsh Government did not collect any PAMS in 2019-2020 owing to covid, and for 2020-21 has requested that local authorities only submit where possible. They will not be publishing benchmark information.

Measures Title	Actual 18/19	Actual 19/20	Actual 20/21	Target 20/21	Perf. RAG
Community Development Service					
(CDS) (PAM/041) The % of NERS clients who completed the exercise programme	57.96	No data	No data	No target	N/A
The referral scheme was suspended by Public Health Wales on 19th March 2020 so there is no data for 20/21.					
(CDS) (PAM/042) The % of NERS clients whose health had improved on completion of the exercise programme	64.70	No data	No data	No target	NA
The referral scheme was suspended by Public Health Wales on 19th March 2020 so there is no data for 20/21.					
(CDS) LCS002 (PAM/017) The number of visits to local authority sport and leisure centres during the year where the visitor will be participating in	10095.26	10899.21	1263.98	No target	NA

physical activity, per 1,000 population						
Due to the Covid pandemic the number of visits has been greatly impacted due to the closure of leisure centres. The outturn demonstrates attendance for the two months when restrictions lifted.						
(CORP) (M7.1a) (CDS) (PAM/040)	87.50	No data	50.00	No target	NA	
The % of Quality Indicators (with targets) achieved by the library service						
Welsh Government have advised that due to the pandemic authorities are to report their out turn on a limited number of indicators, these are not set against targets for 2020-2021.						
4 of these 6 indicators would usually have set targets, of these 4 Conwy would meet 2 in full (Location of Service points and Welsh language material purchased). The service does not meet the appropriate level of Reading Material and part-meets the Staffing requirements [this has 3 constituent parts]. Conwy does not meet the FTE of staff nor the professionally qualified staff per capita, and has a professionally qualified designated operational manager.						
Corporate Human Resources						
(CHR) CHR/002A - (PAM/001)	9.98	4.76	13.10	No target	NA	
(M9.6c) Conwy Council Total - Number of working days/shifts per FTE lost due to sickness absence						
Apr20-Mar21						
Economy & Culture Service						
(CDS) LCL001N The number of visits to Public Libraries during the year	385688.00	200534.00	2220.00	No target	NA	
Additionally 3018 Call and Collect bags collected. Service was closed for visits until 29 March, we maintained the Call and Collect and Home Library Service sustained throughout this period.						
(CORP) (M7.1a) (CDS) (PAM/040)	87.50	No data	50.00	No target	NA	
The % of Quality Indicators (with targets) achieved by the library service						
Welsh Government have advised that due to the pandemic authorities are to report their out turn on a limited number of indicators, these are not set against targets for 2020-2021.						
4 of these 6 indicators would usually have set targets, of these 4 Conwy would meet 2 in full (Location of Service points and Welsh language material purchased). The service does not meet the appropriate level of Reading Material and part-meets the Staffing requirements [this has 3 constituent parts]. Conwy does not meet the FTE of staff nor the professionally qualified staff per capita, and has a professionally qualified designated operational manager.						
Education						
(CORP) (M1.1g) (EDU) LPI_027 - (PAM/046) The percentage of	0.90	1.40	1.60	No target	NA	

Year 11 leavers not in education, training or employment (NEET)						
16 young people did not have a known destination therefore were recorded as NEET, however education, employment and training opportunities during 2020 may have been impacted by the pandemic.						
(CORP) (M1.1h) (EDU) (PAM/032) Average Capped 9 score for pupils in year 11	342.00	349.40	No data	No target		NA
Academic Year 19/20 data is not available due to the cancelation of exams due to covid 19.						
(EDU) (PAM/033) Percentage of pupils assessed in Welsh at the end of the Foundation phase	23.11	24.43	No data	No target		NA
Academic Year 2019/20 Teacher Assessment statutory return collections were cancelled due to Covid-19						
(EDU) 016a (PAM/007) Percentage of pupil attendance in primary schools	94.64	94.68	No data	No target		NA
Academic year 19/20 - Welsh Government did not collect this data due to Covid 19						
(EDU) 016b (PAM/008) Percentage of pupil attendance in secondary schools	94.07	93.94	No data	No target		NA
Academic year 19/20 - Welsh Government did not collect this data due to Covid 19						
(EDU) 4.08 - (PAM/034) Percentage of year 11 pupils studying Welsh (first language)	19.85	No data	No data	No target		NA
Academic Year 2019/20 GCSE examinations were cancelled due to Covid-19 and replaced by Centre Assessed Grades with no aggregated data to be published from these or used as a comparison to previous year data.						
Environment, Roads and Facilities						
(CORP) (M6.3a) (ERF) PAM/030 - Percentage of municipal waste reused, recycled or composted	64.86	68.70	70.52	68.00		Green
Target achieved During 2020/21 more than 53,500 tonnes of waste was collected from Conwy residents, of which 70.5% was reused, recycled or composted. This is an increase of 2% from the previous year and is the highest outturn on record for this measure.						
(ERF) PAM/010 - Percentage of streets that are clean	98.88	97.77	100.00	96.00		Green
Target achieved. During 2020/21 a total of 152 streets were inspected, all of which were graded a B or above. Keep Wales Tidy didn't undertake any inspections during 2020/21, in response to the Covid-19 pandemic and associated restrictions on travel.						

This has resulted in a reduction in the total number of streets inspected during the year when compared to previous years.					
(ERF) PAM/020 - Percentage of A roads in poor condition	3.90	4.32	3.90	4.00	 Green
Target achieved. Targeted investment of capital funding, including the WG Road Refurbishment Grant, utilising a risk based methodology has assisted in achieving an improvement in overall road condition.					
(ERF) PAM/021 - Percentage of B roads in poor condition	5.79	5.94	4.75	7.50	 Green
Target achieved - Targeted investment of capital funding, including the WG Road Refurbishment Grant, utilising a risk based methodology has assisted in achieving an improvement in overall road condition.					
(ERF) PAM/022 - Percentage of C roads in poor condition	15.37	15.46	15.09	17.00	 Green
Target achieved - Targeted investment of capital funding, including the WG Road Refurbishment Grant, utilising a risk based methodology has assisted in achieving an improvement in overall road condition.					
(ERF) PAM/035 - Average number of working days taken to clear fly tipping incidents	1.41	1.78	1.63	5.00	 Green
Target achieved - During 2020/21 a total of 1,675 incidents of fly tipping were cleared which is an increase of 68% (680 incidents) from the previous year. The outturn of 1.6 days remains consistent with the previous year.					
(ERF) PAM/043 Kilograms of residual waste generated per person	129.60	119.39	133.46	125.00	 Red
The impact of lots of people being based at home due to the Covid-19 pandemic has had an impact on the amount of residual waste generated. This is likely to be due to waste produced during the working day (when previously that might have been produced at the workplace) and also due to residents spending additional time at home, having more time to undertake 'clear outs'.					
Regulatory and Housing Services					
(REG) (PAM/012) % of cases where homelessness has been prevented (as defined by Section 66 of the Housing (Wales) Act 2014	69.97	71.87	No data	No target	NA
We have not been able to obtain this number yet. Delay on case closures due to covid pressures so number would not be accurate.					
(REG) (PAM/013) (formally PSR004): The % of private sector dwellings that had been vacant for more than 6 months that were returned to occupation	1.56	2.02	No data	No target	NA

during the year through direct action by the local authority					
(REG) (PAM/015) (formally PSR002): Days taken to deliver a Disabled Facilities Grant	130.75	135.86	202.85	No target	NA
The average time to deliver adaptations have increased this financial year which is due to the Covid 19 pandemic. Access to client's homes was restricted for visiting officers and contractors. In addition, many clients have also asked that their adaptations be put on hold until, the Covid 19 infection rates had improved and vaccinations completed.					
(REG) (PAM/018) The % of all planning applications determined in time	89.83	91.33	86.77	No target	NA
(REG) (PAM/019) (formally PLA003) The % of appeals determined that upheld the authority's decision in relation to planning application decisions and enforcement notices	56.25	41.67	60.87	No target	NA
(REG) (PAM/023) (formally PPN009) The % of food establishments which are 'broadly compliant' with food hygiene standards	93.61	No data	No data	No target	NA
Social Services					
(SC) (CS) (PAM/026) Carers reporting they feel supported to continue their caring role	62.18	No data	No data	No target	NA
No Citizen's Survey was completed for 20/21 therefor this measure is not available					
(SS) PMC24 (PAM/028) The percentage of assessments completed for children within statutory timescales	100.00	97.14	100.00	No target	NA
Figure up to 23/11/20					

8. Get Involved

Conwy County Borough Council is committed to improving our services and it is important that we listen to what you, the community, say. We welcome your comments or suggestions for improvements for the Council to consider at any time of the year, so please let us know. You can join The County Conversation to share your views and ideas about the County or your local area.



www.conwy.gov.uk/countyconversation

www.facebook.com/sgwrsconwyconvo/

[@sgwrsconwyconvo](https://www.instagram.com/sgwrsconwyconvo)



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01492 574000

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



British Sign Language users can contact Conwy County Borough Council using a Sign Language interpreter, through the InterpretersLive! service, provided by Sign Solutions – visit www.conwy.gov.uk/Contact-Us/sign

We want to hear Young People's views

Having a say isn't just for adults. Our young people are the future generation and we want to hear your views too! There are lots of ways you can have your say in Conwy, all of the services working with children and young people in Conwy give opportunities for you to have your say. In particular, Conwy Youth Council are about you having a voice and having a choice in decisions that affect you. They are your representatives, and work on projects, and have a say on things that can make a difference to children and young people in Conwy.

If you want to get involved go to the [Youth Council Facebook page](#) (English) or Welsh [Facebook page](#).

This Annual Report, the Corporate Plan, the Annual Governance Statement and the Audit Wales Annual Improvement Report are all published on our website in English and Welsh.
www.conwy.gov.uk/corporateplan or www.conwy.gov.uk/accountability.

You can also access the Reports on our free public access computers which are in all Council Libraries and Bodlondeb and Civic Office Receptions.

A paper copy can be requested by calling 01492 574000. **We are happy to provide this document in large print, audio CD, braille and British Sign Language.**

9. Where to Get More Information About Your Council

- Be Digital – [AppConwy](#) provides the latest news updates from the Council and features local service information such as school announcements, job vacancies and waste collection days.



To try out our app simply download AppConwy from the AppStore, PlayStore or Windows Store.

- Our Website www.conwy.gov.uk
- Social Networks - You can follow us on Twitter and Face book
- Conwy County Borough Council's **Corporate Plan 2017 - 2022** and 6 monthly Performance Reports www.conwy.gov.uk/corporateplan
- **Data Unit Wales** collect, present and compare the National Performance Measurement Framework data for all councils in Wales:

www.dataunitwales.gov.uk

www.mylocalcouncil.info