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**Mae'r ddogfen hon
ar gael yn Gymraeg**
Mae croeso i chi gyfathrebu
â ni yn y Gymraeg

**This document is also
available in Welsh**
You are welcome to communicate
with us in Welsh

LEADER'S STATEMENT



I am delighted to introduce the Council's third Corporate Plan. This plan builds on the strong foundations of our previous plans and at the same time recognises the changes we need to make to meet the unprecedented service and financial challenges ahead.

When we put in place our second Corporate Plan in 2020, Making a Difference we could not have foreseen the challenges that faced our residents, communities and businesses in the years that followed as a consequence of Storm Dennis and the Covid pandemic that closely followed. During this time, we have seen the strength and resilience of our communities and have worked alongside community and voluntary sector, business and public sector partners to keep our residents safe and supported.

Many different legacies of the 2020 floods and the Covid pandemic already affecting our residents and businesses will remain with us for years to come. Alongside the pandemic, the impact of global conflict and economic instability on our energy costs, the continuing cost of living crisis and an increased demand for our major services means we are moving into further extremely challenging times.

Despite these challenges, we have delivered most of what we set out to achieve in 2020 and at the same time invested over £450 million (2019/20 -2022/23).

We have been able to:

● PEOPLE...

Open new Extra Care housing at 'Cwrt Yr Orsaf' Pontypridd, with Porth and Gelli Extra Care under way, complete the George V Athletics Track, continue with 3G pitches, play areas and parks and Community Hubs.

● PLACES...

Continue our roads and bridges programme including the Mountain Ash Cross Valley link and A4119 dualling, repair and renew flood defences across the County Borough, improve Ynysangharad and Dare Valley Country Parks, develop the Porth Transport Hub and the Material Recycling Facility in Bryn Pica.

● PROSPERITY...

Continue to improve school buildings and facilities through the Sustainable Communities for Learning Programme, complete our award winning Llys Cadwyn development, including the new footbridge, in Pontypridd and new Industrial Units in Coed Ely and Robertstown.

➔ More detail about our achievements since 2020 can be seen in the Council's Annual Self-Assessment report 2022/23.

www.rctcbc.gov.uk/RCTSelfAssessment

LEADER'S STATEMENT

Rhondda Cynon Taf remains a great place to live, enjoy and do business. A County Borough of strong and vibrant communities, enthusiastic and talented people of all ages, abilities and backgrounds and rich and varied landscapes with huge potential to take advantage of growing green and sustainable economy.

The Council's Plan focuses on our four Well-being Objectives:



We are building on the partnerships we have developed, strengthening relationships where we can support our people, communities and the many different community-based groups. Together we can create solutions that will help to deliver better outcomes and can share the responsibility for supporting people in our communities who need help. By doing so, we can focus our support on those in the greatest need of care and support to help build their resilience so that they are able to make better choices for themselves and help our young people to achieve their potential.

One of our biggest challenges is preparing for and tackling the impact of Climate Change. The steps to meet this challenge are complex and interconnected but we are committed to reducing carbon across the Council and County Borough, continuing to embed energy saving and carbon reduction into everything we do. Our contributions to tackling the Welsh Government declared climate and nature emergencies is becoming business as usual in all our services. This includes what we buy or commission on behalf of the Council and in our work with Welsh Government, regional and local partners.

Climate Change is only one of the key challenges we face as we tackle the priorities that emerged from our Self-Assessment. These challenges include managing our way through the current and future financial difficulties whilst keeping experienced and skilled staff, particularly in our social care sector, as we face growing demands from a population with more complex and connected needs.

Whilst we will do everything we can to keep our own costs as low as we can, meet our statutory duties and regulatory expectations, there is no escaping the tough decisions that must be taken to ensure a sustainable future for the Council and Rhondda Cynon Taf.

It is clear that for the Council to continue to provide its essential services, valued by the communities of Rhondda Cynon Taf, we will need to change the way we engage and work with our residents, communities and businesses to understand what matters to them and change the way services are provided. At the same time, residents can help by playing their part at home and in their communities.

A. Morgan

Cllr. Andrew Morgan OBE
Leader of Rhondda Cynon Taf CBC

INTRODUCTION

Welcome to the Council's third Corporate Plan. The plan sets out where we will focus our work up until 2030, and the outcomes you can expect to see, because of our work as a Council and also in our work with other partners and stakeholders.

The Plan is structured around four Well-being objectives which will help us to improve the social, economic, environmental and cultural well-being of Rhondda Cynon Taf.



PEOPLE & COMMUNITIES

Supporting and empowering RCT residents and communities to live safe, healthy, and fulfilling lives.



WORK & BUSINESS

Helping to strengthen and grow RCT's Economy.



NATURE & THE ENVIRONMENT

A green and clean RCT that improves and protects RCT's environment and nature.



CULTURE, HERITAGE & WELSH LANGUAGE

Recognising and celebrating RCT's past, present and future.

No single plan can set out the vast range of services the Council delivers, procures, or commissions, either as a single organisation or in partnership with others. Our work is governed by many laws and regulations that, for example, check that we spend our money wisely and that we work with other public bodies to improve outcomes for residents.

➔ The work in this plan will be reflected in and aligned to other Council plans, strategies, and policies, those that are most relevant can be seen here.

www.rctcbc.gov.uk/CouncilStrategies

WAYS OF WORKING

In setting our Well-being Objectives, we have made sure that our plans to improve the social, economic, environmental and cultural well-being of Rhondda Cynon Taf today take account of the impact they will have on people living their lives in the future.

We have done this by applying ‘five ways of working’ in our planning, i.e.

1. INVOLVING...

local people, a range of stakeholders and Councillors in shaping our plan.

We have been listening to and hearing what our residents of all ages, communities, partners, and staff are telling us about what matters to them. This will continue as we develop future actions. We also looked at information and feedback from a range of surveys, engagement events and ongoing conversations held across our services over the past eighteen months so that we made best use of the information you have already told us. Our Plan provides a snapshot of the information we have used.

2. WORKING WITH OTHERS...

where we can and seeking further opportunities as we implement the Plan over the coming years.

Our Plan provides some examples of where we are already working with partners and more detail will be visible in our annual plans.

3. LOOKING AHEAD...

at our challenges and opportunities.

We have used the best data and information we can find and sought advice about how we consider the challenges and opportunities ahead. There is uncertainty about the long term, but we have included some of the information we have used to inform our objectives and to safeguard the future.

4. INTEGRATION.

As we developed our Plan, we considered the work of other organisations so that we complement and do not contradict or duplicate. In particular, Welsh Government laws and plans and those of our local and regional partners. We have included some of these ‘national drivers’ that we need to consider.

5. PREVENTING.

We looked at how we can prevent problems from occurring or getting worse across each of our Well-being Objectives as we prepare for the future. A good example of this is working with partners to help to keep people well and reduce inequalities in health so that they are at less risk of disease and ill health. Much of our detailed work will be contained in the annual plans.

These ‘ways of working’ help us to show that we are meeting the Sustainable Development principle required by the Well-being of Future Generations (Wales) Act. The Act also asks that we show how our work contributes to the seven national Well-being goals for Wales.

➔ You can see how these national goals have shaped our work and how our Well-being Objectives will meet them here.

www.rctcbc.gov.uk/NationalgoalsshapingWellbeingObjectives

INTRODUCTION

We also...

- **LOOKED...**

for and examined the best information and data available about the County Borough, residents and communities in the context of the current significant and competing local, regional, national and global priorities.

- **RESEARCHED...**

best practice to challenge what we do as we strive to deliver quality services with and for our residents and communities.

- **REVIEWED...**

our own achievements and progress over the life of our previous Corporate Plan 2020-24 'Making A Difference', our strategic risks and our annual Self-Assessment and considered our quarterly reports of progress. The Self-Assessment also includes consideration of evaluations of all our services and an assessment of our corporate functions.

- **CONSIDERED...**

those areas of work that we legally must deliver and those we have committed to through partnerships, including through the Cwm Taf Morgannwg Well-being Plan 2023-28.

THIS PLAN PROVIDES THE FRAMEWORK THAT WILL...

- Guide and shape what we do.
- Direct how and where we spend our budgets.
- Manage, and mitigate strategic risks.
- Inform how we train and develop our staff and Councillors to meet current and future challenges.

CHALLENGES LIKE...

- Growing vulnerability and complexity of need across our population, many of whom may experience poor health with complex care and support needs.
- The need to attract investment, high quality jobs and support the green economy whilst addressing the skills gap.
- Tackling inequalities in health, education, work and improving life chances of all our residents, no matter their background or circumstances.
- The impact on lives and the risk to homes and businesses from extreme weather events.
- Dealing with rising energy costs, uncertain energy security and higher prices because of supply chain disruptions.

➔ More information about how we will monitor the progress of our Corporate Plan can be found here.

www.rctcbc.gov.uk/corporatePlanPerformanceManagementArrangements

ABOUT RHONDDA CYNON TAF



Rhondda Cynon Taf is the third largest Council area in Wales, made up of communities with different needs and aspirations. The area includes a relatively high proportion of our population living within the 10% most deprived local areas in Wales. We also have more affluent areas across a diverse geographical and cultural landscape.

We know from the many hundreds of conversations and survey responses we have from residents, community groups, businesses, visitors and partners, there are many hundreds of points of view, ideas, competing needs and expectations to manage. With budgets under pressure and demands on our services increasing, we recognise the need to develop and manage realistic expectations through a strengthened partnership approach.

Our plans must also recognise the shorter term nature of our financial planning. We are currently as clear as we can be about the budgets and resources we have available in setting our priorities, our detailed actions and targets will be reviewed and revised annually in line with our Medium Term Financial Plans. We will also continue to seek any opportunities for grant funding that can help us to do more.

However, we remain ambitious, and we know we can continue to improve by doing things differently and making better use of data and information available to focus more on outcomes for our residents and communities. Doing things differently means inviting everyone that visits, lives, and works in Rhondda Cynon Taf to play a part so that everyone can benefit.

By working more closely together, empowering and enabling communities and working with our public sector partners, we can deliver more of what matters, support better outcomes for those in most need of our help and continue to support the economic, social, cultural, and environmental well-being of the County Borough.

This approach builds on our work over the last few years that has already seen:

- Parks and green spaces, leisure, and fitness facilities that people can use to keep active and healthy and well.
- Creative and community spaces that support individual well-being and help to reduce health, social and economic inequalities.
- Facilities where people can recycle more of their waste and send what they no longer need for other people to reuse.
- Early years support that helps parents get children nursery and school ready so they can benefit from the opportunities to learn through play.
- Town Centre developments where people can live, work, visit and shop locally and support local businesses and the local economy.

ABOUT RHONDDA CYNON TAF



As of 31st March 2024

VISION & PURPOSE

The Council's Vision is for a Rhondda Cynon Taf where...

All people, communities, and businesses can grow and live in a healthy, green, safe, vibrant, and inclusive County Borough where they can achieve their full potential in all aspects of their lives and work, both now and in the future.

The Council's purpose and the reason it exists is...

To provide community leadership and deliver high quality public services, working alongside residents, communities and our partners so that people, businesses, and the environment can thrive and prosper.



APPROACH & VALUES

Our Approach...

Our new Plan builds on the strong platform put in place by our previous two Plans. To deliver what our new Plan sets out, we need our staff, Councillors, residents, communities, and partners working in the same direction to deliver our shared vision. The future challenges faced across the Council's services mean that now more than ever, we need well trained, informed, and supported staff and Councillors who can respond to the challenges ahead within an ambitious programme of work. As public sector budgets remain under pressure and the demands on our services increase, the need to work with communities and across organisational boundaries to deliver the best outcomes for our residents, both now and in the future, has never been greater.

Our Values...

We take pride in our work and set ourselves high standards and ambitions to deliver and have a positive impact for all in Rhondda Cynon Taf.

OUR ROLE IN THE CWM TAF MORGANNWG WELL-BEING PLAN

As an active member of the CTMPSPB, we work with our local public sector partners to deliver the two Well-being Objectives agreed by the Cwm Taf Morgannwg PSB in the Cwm Taf Morgannwg Well-being Plan.

1. Healthy Local Neighbourhoods:

A Cwm Taf Morgannwg where our communities are inclusive and feel cohesive and people feel safe, supported, and valued.

2. Sustainable and Resilient Local Neighbourhoods:

A Cwm Taf Morgannwg where we understand and respond to the risk of climate change to our communities. To do this we must value, manage and enjoy our green and blue spaces responsibly.

➔ www.ourcwmtaf.wales/cwm-taf-morgannwg-well-being-plan-1

➔ Other examples of where we work in partnership with others can be found here:
www.rctcbc.gov.uk/Workingwithothers

5

SECTION

LISTENING TO & HEARING WHAT YOU SAY

We regularly seek the views and opinions of our residents of all ages, community groups, businesses and staff as we conduct the business of the Council.

This means we have information and feedback from the many conversations and surveys we have held over the last year or so that have helped to inform and shape this Plan. For example, feedback and views about the Council's budget setting for 2023/24; the Council's Local Development Plan 2022-37, Flood Risk Strategy, the place based Aberdare Town Centre Strategy, co production proposals for day services following 'My Day, My Way', 'Your Voice' survey of young people, our 'Climate Conversation', the wide ranging engagement as part of the Cwm Taf Morgannwg Well-being Assessment, as well as many service specific engagement events and surveys.

WHAT WE DID...

We used the information you had already given us as a starting point to shape our plan.

We put in place a new conversation 'Let's Talk about what matters to you' to check out that we were on the right track and then we put in place wider ranging opportunities for everyone to consider the detail.

Of the responses we received, the majority, over 87%, thought that our areas of focus were right/correct or almost right/correct but could be improved. What we learned from this conversation gave us some assurance that we had made a solid start from that point in time.

Using this feedback and other information, we drafted the outline of a new Corporate Plan including a new Vision, Well-being Objectives and commitments to residents. Our outline Corporate Plan formed the basis of wide ranging engagement with our residents, representative groups, and stakeholders including staff, Councillors, Trade Unions and partners. The engagement comprised online surveys, face to face discussions in our Town Centres, focus groups and discussions as part of regular network meetings for which we provided standard, bilingual and easy read 'engagement packs' to assist.

**Dewch i
siarad RhCT
Let's talk
RCT**

WHAT YOU TOLD US...

Feedback from the conversations, meetings and surveys showed us how strongly you feel about public services generally and how much they are valued within communities.

The majority of responses supported our Vision and Well-being Objectives. However, we have also taken account of feedback that sought to include Welsh Language in our Well-being Objective for Culture and Heritage to further demonstrate our strong commitment to the Welsh language.

This feedback has given us assurance about our draft Vision, the four Well-being Objectives and Priorities and the commitments to our residents, but we are not complacent. Responses also indicated some concern about whether the Plan was over ambitious given the financial challenges ahead and also the need to see more information as the detail of the plans emerges. A minority of responses indicated that of the four Well-being Objectives, People and Communities and Work and Business should be prioritised over Nature and Environment and Culture and Heritage. Despite our best efforts, some representative groups did not participate in the engagement, and we will continue to seek their involvement as we develop the detailed actions for the plan.

Summary feedback is considered alongside each of the Well-being Objectives. Detailed feedback and suggestions for more general improvements will be considered as we develop the detailed actions to deliver the plan over the next six years. We will also continue to engage with our residents and stakeholders as part of this work, and also seek their views on whether our work has made the difference and impact intended.



WHAT WE HAVE LEARNED...

We have committed to focusing on the **FOUR WELL-BEING OBJECTIVES** that you have told us matter most to you, and that will better prepare us all for the future.

OUR WELL-BEING OBJECTIVES:

PEOPLE & COMMUNITIES

Supporting and empowering RCT residents and communities to live safe, healthy and fulfilling lives.

WORK & BUSINESS

Helping to strengthen and grow RCT's economy.

NATURE & THE ENVIRONMENT

A green and clean RCT that improves and protects RCT's environment and nature.

CULTURE, HERITAGE & WELSH LANGUAGE

Recognising and celebrating RCT's past, present and future.

In guiding and shaping our work for the next six years the detailed action plans that will help us monitor our progress, will embed those big issues that affect every service.

For example, tackling all forms of poverty, treating people fairly, mitigating and adapting to the impacts of the changing climate, and importantly, keeping our children, young people and adults at risk safe and protected from harm.

We know that many of these big issues will have the biggest impact on groups of people who are already at a disadvantage. For example, older and vulnerable people are more likely to be affected by the impacts of climate change, such as heat waves, air pollution and other extreme weather events, due to a combination of age, health issues and greater social isolation. Poverty has a significant impact on health and well-being, educational and other outcomes in the lives of children and families. People with disabilities are less likely to be in employment and those on low incomes experience more housing problems. When developing and delivering our detailed plans, we will be aware of these issues and will listen to and work with our residents and communities, particularly those who are seldom heard and/or in the greatest need.

The four Well-being Objectives deliberately cut across all services. Many of the supporting priorities they contain will benefit more than one Well-being objective as our services work together to deliver our Vision for Rhondda Cynon Taf.

We are also preparing our services to meet new laws that we are expecting to be implemented in the coming months, for example Eliminating profit from care for children looked after and Coal Tip Safety.



PEOPLE & COMMUNITIES

HELPING TO SHAPE THIS WELL-BEING OBJECTIVE

RESIDENTS TOLD US WHAT MATTERS TO THEM....

The care and support of our young and older people, and that access to good quality education for all continues to be a priority.

They also wanted to see community development with local accessible services and help to improve individual health and well-being. They wanted to see good quality homes, and improved affordability and energy efficiency in existing homes.

OUR DATA INCLUDES...

239,018

TOTAL POPULATION

Aged 65+: 47,329 (19.8%)

Mid year population estimates
2022 StatsWales

LIFE EXPECTANCY:



Male:

77.0 years

Healthy life expectancy:
57.1 years



Female:

80.5 years

Healthy life expectancy:
60.7 years

Healthy life expectancy is the
proportion of life in good health



12%

of people in RCT said
they had disabilities



68.5%

of people in RCT who
own their own home
with or without a mortgage



13.7%

rent social housing



17.7%

rent private housing



8,461

(22.0%)

Pupils in RCT who are
eligible for Free School
Meals (FSM)

In Wales: 20.3%

School Census Results January 2023,
Welsh Government



FUTURE TRENDS SUGGEST...

BY 2030...



3.4% increase

in population with RCT projected
to remain third largest Local
Authority (LA) by population in
Wales.

11.7% increase

in population of aged 65+
(52,884)

of which...

6,573

are of aged 85+
(21.5% increase)

Population projections by Local Authority
and year 2018-based, StatsWales

33% increase

in the prevalence of stroke by 2035

70% increase

in people living with dementia by 2040

Science Evidence Advice: NHS in 10+ years,
An examination of the projected impact of
Long-Term conditions and risk factors in Wales,
September 2023

BY 2043...



27% increase

Single person households

25% increase

1 adult households with children

16% reduction

2 adult households with children

Household projections by Local Authority,
household type and year 2018-based, StatsWales

NATIONAL INSTRUCTIONS AND DIRECTIONS WE MUST FOLLOW, OR TAKE ACCOUNT OF IN OUR WORK...

➔ www.rctcbc.gov.uk/PeopleandCommunitiesDrivers

All data refers to RCT and is taken from the 2021 Census unless stated otherwise.

OUR PRIORITIES ARE:



1

Children and young people have the best start in life and can learn and grow safely

- a) Supporting children and families to have the best opportunities to develop, be healthy, and enjoy activities in libraries and Community Hubs.
- b) Helping children of all abilities and backgrounds to do the very best they can in school, focussing on continuous improvement and high standards.
- c) Identifying and meeting the needs of our learners and their families as quickly as possible.
- d) Providing great learning environments through new and improved early years settings and schools, including a new Special school and making Welsh medium education accessible to all.
- e) Supporting children and young people of all abilities and backgrounds to overcome barriers to learning, including those experiencing poverty, so that they can achieve their best educational outcomes.
- f) Ensuring that children, young people and their families have a voice and help us to shape and further improve our services and educational experiences.



2

Residents can take care of their health & well-being so they can live healthy, independent, and fulfilling lives

- a) Helping all our residents to keep healthy, active and well with opportunities to learn and join in leisure, physical and creative activities.
- b) Looking at how we can best apply the National Framework for Social Prescribing.
- c) Tackling health inequalities and wider health determinants that directly affect the life chances of our residents through the Health Determinate Research Collaboration.
- d) Enabling people to lead, influence, volunteer and engage in strong, resilient communities and community groups.
- e) Working with residents and partners to keep our communities safe and free from crime.
- f) Helping communities and the third and business sectors to work together in different ways to support the growth of sustainable food.
- g) Developing community focused schools, that provide a range of services and activities, often beyond the school day, to help meet the needs of its pupils, their families and the wider community.



3

Safeguarding our most vulnerable residents of all ages, providing protection, care and support when they need it most so that they can maximise their potential

- a) Enabling people to live independently in their community and close to home by providing the right support and care at the right time.
- b) Providing modern accommodation that meets the needs of people who can no longer live at home.
- c) Protecting children, young people and adults at risk from harm, neglect and exploitation.
- d) Supporting people affected by/experiencing domestic violence and addiction.
- e) Giving vulnerable children and young people the best possible opportunities in life and ensuring access to safe and supportive environments suitable to their needs, to improve their well-being.



4


Residents will have access to affordable, good quality and energy efficient homes


- a) Working with partners to help supply affordable and sustainable homes, support people who are homeless and bring empty properties back into use.
- b) Enabling more people to live in warm and energy efficient homes that improve their health and wellbeing and help them live more sustainably.





SOME OF THE OUTCOMES WE EXPECT TO SEE BY 2030


 **Attendance, exclusions and attainment in all our schools...**
will continue to show strong progress, compare favourably with other parts of Wales, with improved educational outcomes, work and training opportunities for our school leavers.

 **Families will have greater resilience.**
Fewer children will be 'looked after' in our care and will have improved life chances.


 **More of our residents...**
will use the opportunities available across the County Borough to keep active, healthy and well and reduce their risk of disease and ill health.

 **Children in our care...**
will be looked after closer to their home and stay connected to families, friends and communities.

 **Better joined up services...**
across health and social care so that people get the right care in the right place at the right time.

 **Fewer people...**
affected by/experiencing domestic violence and addiction.

 **More affordable homes...**
and fewer empty homes.

 **Fewer homes in RCT...**
will have energy ratings below Energy Performance Certificate D.



WORKING IN PARTNERSHIP WITH...



Cwm Taf Morgannwg University Health Board...
and other partners to improve the health and well-being of our residents, including joining up the health and social care they receive.
By strengthening joint working we want to see fewer people going into hospital and those that do need care, receive it promptly within their communities and spend less time in hospital.



South Wales Police, Probation and other partners...
to reduce crime and disorder in our area so that our communities are free from crime and free from the fear of crime.

➔ Other examples of where we work in partnership with others can be found here:
www.rctcbc.gov.uk/Workingwithothers



WORK & BUSINESS

HELPING TO SHAPE THIS WELL-BEING OBJECTIVE

RESIDENTS TOLD US WHAT MATTERS TO THEM....

Accessible opportunities for secure work, training and support for people to be self-employed.

They wanted to see joined up methods of public transport. They also wanted to see improvements across all our Town Centres so that they are more attractive and encourage more people to visit. Things like making use of empty properties and supporting small local businesses to thrive.

OUR DATA INCLUDES...



26.7%
of people have a degree or equivalent Level 4 qualification



7,020
active businesses

Active Enterprises by area and year 2021, StatsWales



24.2%
of people have no qualifications



169
Social Enterprises operating in RCT

Social enterprises in RCT, Cwmpas



23.8%
of people aged 16 to 64 are economically inactive (not in or looking for work)

Economic inactivity, NOMIS local authority profile, September 2022



43,100
people travel outside of RCT to work

Commuting patterns by Welsh local authority and measure 2022, StatsWales



22.2%
of households do not have a car or van



FUTURE TRENDS SUGGEST...



Decrease

forecasted after 2028 in the number of economically active people

Future Trends Report 2021, Evidence pack, Welsh Government



Decrease

in availability of low skilled jobs due to increase in automated technologies

Global Megatrends: Shaping the Future of societies, economics and values, Copenhagen Institute for Futures Studies

NATIONAL INSTRUCTIONS AND DIRECTIONS WE MUST FOLLOW, OR TAKE ACCOUNT OF IN OUR WORK...

➔ www.rctcbc.gov.uk/WorkandBusinessDrivers

All data refers to RCT and is taken from the 2021 Census unless stated otherwise.

OUR PRIORITIES ARE:



1

Supporting people into rewarding career pathways, skilled and secure work

- a) Supporting people of all ages to gain the skills they need for jobs in our local communities and working with local businesses and training providers to identify appropriate opportunities for them.
- b) Supporting people experiencing 'in work' poverty to find more rewarding and secure work.
- c) Providing support and solutions for people experiencing barriers to work to progress into jobs or volunteering.
- d) Leading by example by providing experience, work and training opportunities within the Council particularly for young people and those experiencing barriers to work.
- e) Working with our suppliers to increase the Social Value and Community benefits from all our contracts, for example through jobs, work experience and training.
- f) Identifying and supporting jobs and skills development as part of Cardiff Capital Region e.g. in new and emerging technologies.



2

Supporting businesses to prosper and be sustainable

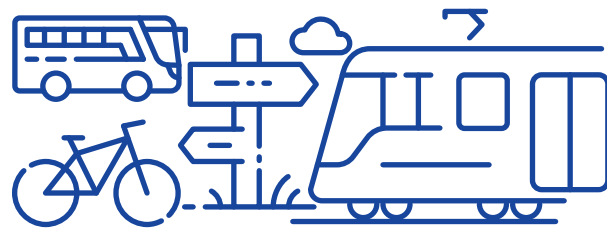
- a) Enabling businesses to find the right advice and support to help them modernise, be sustainable and take advantage of new opportunities and emerging markets.
- b) Increasing our local 'spend' and supporting social enterprises.
- c) Continuing to use our natural landscape and heritage to promote new tourism opportunities in RCT and support sustainable growth.
- d) Supporting the development of the circular economy across the County Borough, so that residents are able to share, reuse, repair and recycle existing materials and products for as long as possible.
- e) Working with Universities and colleges, businesses and the third sector to share knowledge and support business innovation and sustainability.



3

Thriving town centres

- a) Delivering regeneration projects that help create vibrant town centres where businesses thrive and people want to visit.
- b) Developing high quality public spaces and improving town centres that help improve health, well-being and nature e.g. tree planting and green spaces.
- c) Widening our Town Centre 'offer', including local events and celebrating culture and heritage.
- d) Putting in place amenities for our residents to use to make their visits to Town Centres more comfortable and convenient.



4

A well-connected County Borough

- a) Supporting the development of low carbon travel and public transport, including publicly accessible Electric Vehicle charging.
- b) Seeking and making best use of available funding to support local/ community transport routes where conditions allow.
- c) Encouraging and enabling active travel journeys by walking, cycling and public transport, supporting healthy lifestyles and improving air quality.
- d) Maintaining and improving our highways infrastructure so that it is fit for the future, keeps people and communities connected, able to socialise and learn and keeps businesses moving.
- e) Improving digital connectivity across the County Borough, embracing changing work patterns and lifestyles.



SOME OF THE OUTCOMES WE EXPECT TO SEE BY 2030



Town centres...
with thriving businesses that help support the economy.



Public transport infrastructure and systems...
are more joined up and encourage people to walk, cycle and use public transport to get about.



More accessible publicly available...
EV charging points at Council locations supporting low carbon travel.



More businesses...
supported to develop, modernise and grow.



More people in RCT...
will have the skills they need to find and progress in work.



More people will visit RCT...
from outside the County Borough and enjoy the cultural, nature, activity and adventure tourism RCT has to offer.



WORKING IN PARTNERSHIP WITH...



Cardiff Capital Region
and its Joint Committee and businesses to promote economic well-being across the Capital Region, and working more locally with businesses through the Business Improvement Districts to encourage Town Centre businesses to be more sustainable and promote the use of the circular economy.

➔ Other examples of where we work in partnership with others can be found here:
www.rctcbc.gov.uk/Workingwithothers



NATURE & THE ENVIRONMENT

HELPING TO SHAPE THIS WELL-BEING OBJECTIVE

RESIDENTS TOLD US WHAT MATTERS TO THEM....

Improvements in the cleanliness of streets across the County Borough, including taking stronger steps to tackle environmental crimes like littering, irresponsible dog owners and fly tipping.

They wanted to see public bins emptied more regularly to encourage good citizenship. They also wanted to see improved green spaces, clean rivers, increased biodiversity, low carbon transport and fewer trees cut down.

OUR DATA INCLUDES...



67.23 %
of waste recycled in
2023/24

RCT Council data, 2023-24



16
Air Quality Monitoring
Areas (AQMAs)

RCT Council data, 2022-23



44%
of people live in a
flood risk area

RCT Council data, 2023-24



3.8 tCO₂e
of Carbon emissions
per resident

Infobase Cymru, 2020



2
Special Areas
of Conservation

Natural Resources Wales, 2023

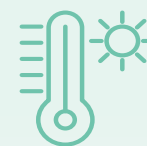


14 SSSIs
Sites of Special
Scientific Interest

Natural Resources Wales, 2023



FUTURE TRENDS SUGGEST...



Increase
in the average
summer temperature by

1.34°C by 2050

3.03°C by 2080

*Future Trends Report 2021,
Evidence pack, Welsh Government*



Increase
in projected
precipitation levels

5% by 2050

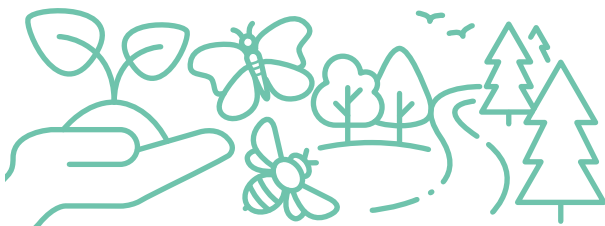
9% by 2080

*Future Trends Report 2021,
Evidence pack, Welsh Government*

NATIONAL INSTRUCTIONS AND DIRECTIONS WE MUST FOLLOW, OR TAKE ACCOUNT OF IN OUR WORK...

➔ www.rctcbc.gov.uk/NatureandtheEnvironmentDrivers

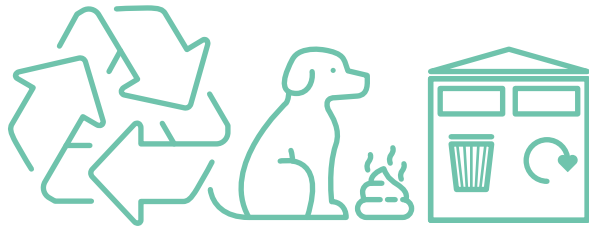
OUR PRIORITIES ARE:



1

Protecting and enhancing the natural environment

- a) Protecting, supporting and working with nature to tackle both the Climate and Nature emergencies.
- b) Protecting our existing trees and expanding woodland through natural regeneration and urban tree planting.
- c) Reducing carbon emissions and increasing carbon capture and nature by rewetting and restoring our peat bogs.
- d) Improving air quality through traffic management, encouraging the use of low carbon travel options and implementing the Environment (Air Quality and Soundscapes) (Wales) Act 2024.
- e) Managing public sector land to support sustainable projects including producing 'green energy', storing carbon, managing flood risk and increasing biodiversity and community food growing.



2

Clean, Safe and Sustainable RCT

- a) Keeping the County Borough clean and healthy and our streets free from litter and dog fouling and continuing to strengthen our response to environmental crime.
- b) Working with our partners to make the most of opportunities to repair and recycle items and reduce and reuse waste.
- c) Providing creative opportunities for people to contribute to clean and green communities.
- d) Signposting to more and better information on how residents can use less and waste less.
- e) Using environmentally and ethically sustainable methods of disposal for materials recovered from our waste.
- f) Continuing to work with Welsh Government and other partners to manage coal tip safety.
- g) Managing the impact of severe weather on our local environments.



3

Using Nature's Assets to benefit people and communities

- a) Making best use of natural and sustainable solutions to reduce flood risk and pollution and manage surface water.
- b) Continuing to invest in solar energy across our schools and Council buildings and also developing energy generation through solar, wind, hydro-electric and geothermal/mine water, to heat and cool homes and businesses.
- c) Working with partners and the Cardiff Capital Region to create and deliver a Local Area Energy Plan to inform decision making on the supply and use of different energy sources.
- d) Providing opportunities for residents and communities to 'grow your own' through allotments and community gardens.
- e) Providing a range of quality green spaces for people and communities to enjoy.



SOME OF THE OUTCOMES WE EXPECT TO SEE BY 2030



Improved air quality...
across the County Borough.



People and communities...
able to keep active and well in our green spaces.



Wildlife will thrive...
on positively managed council land.



Communities supported...
to do more to reduce, reuse and recycle and live sustainably.



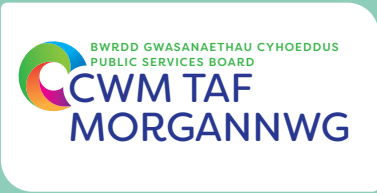
People enjoying...
clean streets, free from environmental crime.



Increased green energy...
produced from 'renewables'.



WORKING IN PARTNERSHIP WITH...



Cwm Taf Morgannwg Public Services Board...
to put in place a Cwm Taf Morgannwg Climate Risk Assessment so that we can better assess local risks likely to arise as a result of a changing climate.



Rhondda Cynon Taf Local Nature Partnership...
to plan and deliver action for nature across the County Borough.

➔ Other examples of where we work in partnership with others can be found here:
www.rctcbc.gov.uk/Workingwithothers



CULTURE, HERITAGE & WELSH LANGUAGE

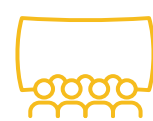
HELPING TO SHAPE THIS WELL-BEING OBJECTIVE

RESIDENTS TOLD US WHAT MATTERS TO THEM....

A recognition that culture and heritage cuts across everything we do, supports all aspects of well-being and brings people and communities together.

It matters that we remember and protect the traditions of the past but also create exciting new opportunities for people to enjoy today and in the future. Feedback suggested that Welsh Language could be included to the original Well-being Objective of Culture and Heritage.

OUR DATA INCLUDES...



64%
of RCT residents attend or participate in arts, culture or heritage activities at least 3 times a year

National Survey for Wales – Arts, Museums, Libraries and Historic Places 2022-23



81
Council blue plaques commemorating the lives of individuals and buildings of historical significance across RCT

RCT Council Data, March 2024



43,179
people can either speak, read, write or understand Welsh



187,137
people have no Welsh language skills



FUTURE TRENDS SUGGEST...



Increase
globally in loneliness and disconnection leading to a...

Decrease
in civic engagement, weakening social cohesion and making people more vulnerable to polarisation.

UNDP Trends Report: The Landscape of Development, 2024



Increase
in rate of growth of Welsh speakers is highest in South and South East Wales local authorities

Future Trends Report Wales, 2023

Cymraeg

NATIONAL INSTRUCTIONS AND DIRECTIONS WE MUST FOLLOW, OR TAKE ACCOUNT OF IN OUR WORK...

➔ www.rctcbc.gov.uk/CultureandHeritageDrivers

OUR PRIORITIES ARE:



1 A RCT where culture and heritage is vibrant and difference is celebrated in strong communities that enhance well-being

- a) Building on the legacy of the Eisteddfod to benefit our communities and businesses.
- b) Continuing to grow the use of the Welsh language so that it thrives in our homes, communities and work.
- c) Recognising and improving our awareness of diversity in our communities so that we strengthen community cohesion and better meet needs of our residents of all backgrounds.
- d) Engaging with communities to jointly develop activities within our theatres, museums and other creative spaces through an accessible and inclusive approach that embraces all cultures.
- e) Developing stronger cross sector partnerships that value the positive impacts of culture and heritage including on health and well-being, skills, work and community life.
- f) Developing Intergenerational Projects to promote learning and shared skills, encouraging intergenerational friendships and helping to reduce loneliness.
- g) Working with a range of public, private and third sector partners to consider the cultural offer across our Town Centres, developing and promoting a range of inclusive Arts and Cultural Events that will serve local and wider communities across South East Wales.
- h) Strengthening RCT's Community Armed Forces Covenant.



2 Celebrating and preserving the historical, cultural, industrial & sporting heritage of Rhondda Cynon Taf

- a) Protecting and promoting the history of RCT for future generations through education, conservation and commemoration by:
 - Identifying, recording and sharing the history of RCT
 - Recognising, preserving, protecting and embracing RCTs industrial heritage including through digitisation, management of artifacts and protecting monuments.
- b) Connecting communities through heritage and local history.
- c) Shining a light on past and present inspirational people from Rhondda Cynon Taf to encourage aspiration and ambition in our children and young people.



SOME OF THE OUTCOMES WE EXPECT TO SEE BY 2030



More people...
are confident to use Welsh in their everyday lives and more learners access Welsh medium education.



People feel that...
they 'belong' in their communities, get along well and treat each other with respect.



More opportunities...
for residents of all ages and backgrounds to 'connect' through arts, libraries and community activities and events.



Opportunities for residents...
to promote and express their culture, heritage and share commitment to sustainable lives through a thriving arts community.



More people...
identify with the history that shaped the Rhondda Cynon Taf of today and have a connection with the past.



An Armed Forces community...
that is supported by the wider community.



WORKING IN PARTNERSHIP WITH...



Arts Council for Wales...
to connect with communities and make arts available to people of all ages and backgrounds to enjoy and take part.



Cardiff Capital City Region, Creative Cardiff and University of South Wales...
to increase creative sector skills within RCT.



Awen Cultural Trust...
to deliver the redevelopment of 'Y Muni', Muni Arts Centre in Pontypridd and support local and national creative industries.

➔ Other examples of where we work in partnership with others can be found here:
www.rctcbc.gov.uk/Workingwithothers

A WELL-RUN COUNCIL

Our four Well-being objectives and our priorities can only be delivered by a well-run Council.

By this we mean a Council that has a positive organisational culture, that values its staff, manages its resources sustainably and wisely and looks to continually improve what we do to have the biggest impact for residents.

OUR COMMITMENTS TO YOU

We will...

- **Deliver our improvement priorities...**
and strive to meet all our targets and you will be able to hold us to account through good governance and local democracy.
 - **Lead by example.**
Show strong community leadership and be open about the challenges we face and the tough decisions we have to make.
 - **Put residents and customers at the centre of all that we do...**
and the decisions we make through more meaningful involvement and engagement.
 - **Work with partners in all sectors...**
so that we join up our services, make life easier for our residents and communities and deliver better outcomes for them.
 - **Work together with residents and communities...**
on solutions that better meet their needs and share responsibility to deliver better outcomes together.
 - **Manage our workforce, budgets, land, buildings, fleet and information...**
to maximise our efficiency and make the biggest difference to our communities, nature and the environment.
- **Reduce the Council’s Carbon Footprint...**
and be a Carbon Neutral Council by 2030.
 - **Be honest with our residents and regulators...**
about where we are doing well and where we need to do better.
 - **Put in place plans to care and support communities...**
in emergency situations when they happen.
 - **Take action...**
against those who do not act in ways that support our residents to enjoy a healthy, green, safe, vibrant, and inclusive County Borough.
 - **Treat all people with respect...**
regardless of their background.
 - **Treat Welsh and English languages equally...**
and deliver services to users in their language of choice.
 - **Work with local communities and community groups...**
to make our services as accessible as possible.



OUR COMMITMENTS TO STAFF

We will...

- **Provide equality of opportunity for all...**
so that staff feel valued and can reach their full potential.
- ➔ The Council’s commitment to its staff and our communities is set out in full in our Strategic Equality Plan and Workforce Plan.
www.rctcbc.gov.uk/WorkforcePlan
www.rctcbc.gov.uk/StrategicEqualityPlan

OUR COMMITMENTS TO PARTNERS

We will...

- **Be committed and active partners in our work with others...**
seeking and challenging where we can add more and better outcomes for our residents, communities and businesses by working together.
- ➔ You can see more about our work with others here...
www.rctcbc.gov.uk/workingwithothers



APPENDIX

Outcomes, Measures and Targets will be reviewed, challenged and refreshed annually during the life of the Corporate Plan, to make sure they are relevant and fit for purpose and help to demonstrate our progress.

Information/data will inform the development of the new Corporate Reporting Dashboard from 2024

PEOPLE & COMMUNITIES

- Increase % attendance in primary/secondary schools and PRU/EOTAS provision.
- Reduced no. of fixed term and permanent exclusions in primary/secondary phase.
- More school leavers are in Education, Training or Employment.
- Improved Educational outcomes for Care experienced children and young people.
- More people are physically active
- Reduce number of Children Looked After.
- More Children Looked After are placed 'closer to home'.
- Increase % of reablement packages completed that reduce, maintain or mitigate the need for support.
- Increase the number of Direct Payments.
- Increase in the number of affordable homes.
- Decrease in the number of empty properties.

WORK & BUSINESS

- More people helped into work.
- Fewer vacant premises in our town centres.
- More people visiting our town centres (increase footfall).
- Increase kms of active travel routes within the County Borough.
- Increase availability of publicly accessible EV charging points.

NATURE & THE ENVIRONMENT

- 30% of RCT to be in positive management for wildlife.
- Increase the amount of waste recycled and decrease the amount sent to landfill.
- Increase local renewable energy generated from Council land or buildings.

CULTURE, HERITAGE & WELSH LANGUAGE

- Contributing to Welsh Government's national target of 1 million Welsh speakers by 2050, as set out in Cymraeg 2050.
- Increase the number of Welsh speakers in RCT from 12.4% (2021 census) .

EFFECTIVE & EFFICIENT COUNCIL

- By 2030 we will...**
- be a Carbon Neutral Council.
 - contribute to the Welsh Government's ambition for a Net Zero Public Sector.