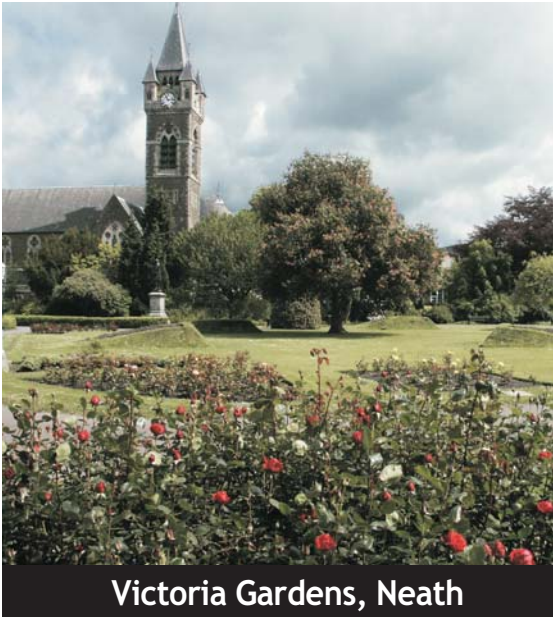


NEATH PORT TALBOT UP TO 2015



Victoria Gardens, Neath

Working together, we will achieve a more prosperous, better educated, healthier, greener, safer and more confident future for the people and communities of Neath Port Talbot.

By 2015:

Confident Communities:

1. Communities will receive high quality, value-for-money public services that are responsive to their diverse local needs and designed to be accessible to all, particularly excluded groups. Services will become increasingly "personalised" to meet the needs of individual citizens. There will be good communication and a better dialogue between communities and public service providers. The Welsh language will be supported particularly in those communities where it plays a significant part of everyday life.

2. Communities will have the capacity to play a key role in determining their future and, with the help of partner organisations, find local solutions to their needs and aspirations. Community activity will have increased with a higher proportion of the population participating in voluntary endeavour in their local community. Neath Port Talbot's communities will continue to prove their resilience and become increasingly confident to meet the ongoing challenges of sustaining lifelong learning, improving health and well-being, reducing inequality and social division and improving the environment and local neighbourhoods.
3. Action will have been taken to tackle social exclusion for those communities, and those sections of the population, most in need. Socially excluded people will have the opportunity to realise their full potential. There will be fewer Neath Port Talbot wards in the 100 most deprived wards in Wales. Neath Port Talbot will have improved its position in the Welsh Index of Multiple Deprivation. There will be universal access to credit union facilities and those in debt will have easy access to advice services.

Economic Prosperity:

4. The unemployment rate will be below the Welsh average and employment levels will be sustainable. Levels of economic inactivity will have reduced. Whilst manufacturing will continue to be a key sector, more people will work in the service and tourism sectors.
5. Neath Port Talbot will be an attractive location for inward investment and indigenous businesses will be encouraged to grow and expand. Small and medium size enterprises will be well supported and a significant sector in the local economy. Entrepreneurship, particularly young entrepreneurs, will be encouraged and supported.
6. The recognised skills of the local labour market will be maintained and improved providing a more flexible workforce with easy mobility between jobs. More of our young people will stay in Neath Port Talbot in local jobs. Transport for employment will be improved.
7. Large-scale employment opportunities will be concentrated on the coastal belt. The small indigenous business sector and social enterprise will be evident in the valleys offering local job opportunities.
8. Our town centres will be healthy and vibrant with an attractive built environment and townscape. Port Talbot will be a greener industrial town, Neath will retain its reputation as a “nice

place to visit, live, shop, work and enjoy yourself” and Pontardawe will remain a popular local centre for its surrounding communities. More people will take advantage of a wider range of evening activities improving current perceptions of our town centres at night.

Education and Lifelong Learning

9. The population will be stable in both urban and rural settings, sustaining local facilities and attracting new ones. More than 75% of homes will have broadband internet access and digital television with significant impacts on learning, employment and shopping patterns. An increasingly ICT-literate population will have entered the “knowledge age” with a growing awareness of global and local concerns.
10. There will be better informed, more diverse and more active community perspectives on issues such as community safety, substance misuse, the built and natural environment, poverty and social justice.
11. Lifelong learning will be a reality, impacting on all age groups. There will be excellent pre-school provision; schools delivering high educational achievement; a strong tertiary sector; the adult education sector will be strong and vibrant; and employers and employees will be taking advantage of local opportunities for skills training. Every community will have access to lifelong learning.

12. An increasing proportion of the population will be participating in leisure, recreational and cultural activities. The range of cultural events at local entertainment venues such as the Princess Royal Theatre, the Gwyn Hall and Pontardawe Arts Centre will continue to expand. Margam Park will retain its status as the "jewel in the crown" with increased levels of attendance there and at other country parks such as the Gnoll.

13. An increasing proportion of the population across all age ranges will have adopted healthier lifestyles with more people participating in leisure and recreational activities. There will be increasing levels of sporting activity both at local centres and at the main leisure and sports complexes. People will increasingly link an active life with a healthy life.

Health, Social Care and Well-being:

14. Health services will meet national standards and provide improved access to primary and secondary care. Neath Port Talbot Hospital and other secondary care developments will provide high quality, modern facilities. GP services will work closely with other agencies to promote healthy communities. Substance misuse treatment and preventive services will help reduce the harmful impact of drugs, alcohol and tobacco on individuals, families and communities.

15. There will have been a significant improvement in the quality of housing thereby reducing the impact of poor housing conditions on people's health and their quality of life. Home energy efficiency measures will have been extensively deployed across the housing stock with a consequent positive impact on the environment and reduction in the amount of money people need to spend on heating their home.

16. High quality social care services will help an increased proportion of elderly and disabled people, and those experiencing mental illness, to maintain their independence and to lead fulfilled lives in the community. Children and family services will be targeted to support those in greatest need of expertise and to reduce the number of children looked after by the County Borough Council. Disadvantaged children and young people will have access to high quality educational opportunities and health and social care services. Carers and young carers will receive support and services that maintain or improve their quality of life.

Environment:

17. The levels of pollution found in the air, water and on our land will have been markedly reduced. Reductions in packaging and local campaigns will have reduced the litter and fly tipping in our towns and countryside. Local car sharing and hybrid vehicles will have improved the

local air quality across the county borough and localised areas will have benefited from cleaner air, as industry adopts the best available technology to control their emissions. Rivers, waters and the sea will also have improved in quality because fewer chemicals and fertilizers will be discharged and leached from industries, farming and forestry. The cleaner environment will bring health benefits to our citizens and increase the wildlife population.

18. Increasing interest in the environment and biodiversity will result in more community involvement in local nature reserves and green pockets. Such involvement in forest design plans will also have softened the geometric edges of the substantial commercial forestry, so it more naturally fits the landscape. The towns and villages will have benefited from greening and regeneration initiatives, which in turn will have attracted more varied businesses, including tourism and leisure opportunities to the area.
19. We will have helped in reducing the pollutants that contribute to climate change in line with national targets, both by employing energy conservation measures and adopting renewable energy technologies, whenever opportunities arise. Above all, we will have learned to appreciate the wonderful natural assets we have in this county borough and will have worked to promote and respect them with visitors and citizens.

Transport:

20. Further action will have been taken to reduce car dependency and increase the use, and recognise the benefits, of public and community transport, cycling and walking. There will be better transport links between urban centres and the valleys leading to improved access to employment, shopping and leisure activities. Urban and sub regional transport links will be better integrated. More children will be walking to school and cycling activity will increase.
21. The Peripheral Distributor Road will be completed opening up a new future for Port Talbot docks area and regenerating the local communities along the existing A48 route. The consequent relief of traffic on the M4 will improve the West Wales economic corridor to and from Ireland. Completion of improvements to the A465 will increase economic activity between South West Wales and the Midlands. The general condition of Neath Port Talbot's main highway routes will also have improved.

Community Safety:

22. Overall levels of recorded crime will have continued to fall and the fear of crime will be significantly reduced. Community policing will continue to be intelligence-led and be more responsive to the needs of communities. Criminal activity relating to substance

misuse will continue to be tackled vigorously by the police, supported by effective education programmes for young people and better treatment services for drug users.

23. There will be effective multi-agency mechanisms in place to react swiftly to incidents of anti-social behaviour and neighbour nuisance. There will be a reduction in the incidence of anti-social behaviour in neighbourhoods and town centres arising from the misuse of alcohol.
24. Public safety will have improved through improvements to street lighting and the use of speed reduction measures. There will be a wide range of diversionary activities available to deter young people from involvement in criminal or anti-social behaviour. Crime prevention advice and initiatives will have had a significant impact on reducing crime and the fear of crime.