RHONDDA CYNON TAF

Rhondda Cynon Taf Council's Corporate Plan 2024-2030

Working with our Communities

Design in hand

The Council's Corporate Plan is the Well-being Plan for Rhondda Cynon Taf as required by the Well-being of Future Generations (Wales) Act 2015

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 schools, facilities and technologies 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.

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

1. **PEOPLE and COMMUNITIES**
2. **WORK AND BUSINESS**
3. **NATURE AND THE ENVIRONMENT**
4. **CULTURE AND HERITAGE**

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, so that together we 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.

Introduction

Welcome to the Council's third Corporate Plan. The plan sets out where will we 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

1. **PEOPLE and COMMUNITIES** - Supporting and empowering RCT residents and communities to live safe, healthy, and fulfilling lives.
2. **WORK AND BUSINESS** - Helping to strengthen and grow RCT's Economy.
3. **NATURE AND THE ENVIRONMENT** - A green and clean RCT that improves and protects RCT's environment and nature.
4. **CULTURE AND HERITAGE (Strong Communities)** - 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 are included in Appendix *** for information.

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.

- **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 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 eighteen months so that we made best use of the information you have already told us. Our Plan provides a snap-shot of the information we have used.
- **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.
- **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.
- **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.

- **Prevention** 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 in Appendix ??

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. As well as considering 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 and inform how we train and develop our staff and Councillors to meet the 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.
- The impact on lives and the risk to homes and businesses from extreme weather events.
- Tackling inequalities in health, education, work and improving life chances.
- Dealing with rising energy costs, uncertain energy security and higher prices because of supply chain disruptions.

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 available 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 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 the County Borough as at *******

For illustration only
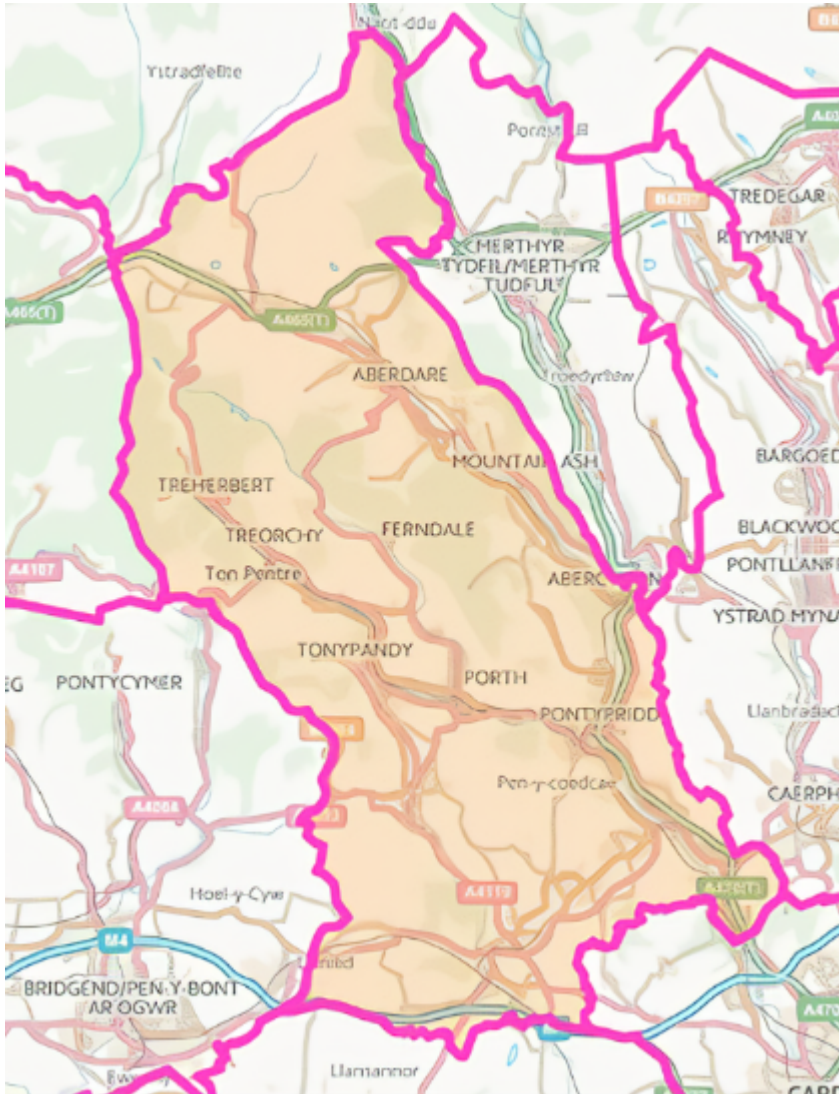
RCT graphic map type to present RCT specific data in development

The Council's Corporate Well-being Plan 2024-30

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

People, communities, and business 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:

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.

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 Public Services Board (CTMPSB)
As an active member of the CTMPSB, we are working 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 - Cwm Taf Morgannwg (ourcwmtaf.wales)

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.

Listening to and hearing what you say

THIS SECTION IS IN DEVELOPMENT AND WILL BE COMPLETED FOLLOWING FEEDBACK

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 service following 'My Day, My Way', Your Voice and 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 start to shape our Plan. We put in place a new conversation 'Let's Talk - 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.

What you told us
Feedback from the conversations, meetings and surveys showed us how strongly you feel about public services.

As a result of 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:

1. **PEOPLE and COMMUNITIES** - Supporting and empowering RCT residents and communities to live safe, healthy and fulfilling lives.
2. **WORK AND BUSINESS** - Helping to strengthen and grow RCT's economy.
3. **NATURE AND THE ENVIRONMENT** - A green and clean RCT that improves and protects RCT's environment and nature.
4. **CULTURE AND HERITAGE** - 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 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 deliberate 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, Coal Tip Safety and the Environment (Air Quality and Soundscapes) Bill.

PEOPLE AND COMMUNITIES

Now[1]	Looking Ahead
People *MYE* Total population: 237,497[2] • Aged 0-15 43,680 (18.4%) • Aged 16-64 147,030 (61.8%) • Aged 64+ 46,787 (19.7%) 32,170 people live alone, including 14,049 over the age of 66. **Health** **Life expectancy[3]** Male 77.0 years Male healthy life expectancy 57.1 years Female 80.5 years Female healthy life expectancy 60.7 years 12.0% of people in RCT said they had disabilities which limited them a lot in their daily lives. 11.2% of people in RCT provide unpaid care for family members or friends. **Housing** 68.5% of people in RCT own their own home (with or without a mortgage) 13.7% rent social housing. 17.7% rent private housing.	**People** 4.1% increase in population to 2030 with RCT projected to remain 3rd largest LA by population in Wales. By 2030: *compared to MYE on left* Aged 0-15 42,861 (1.9% decrease) Aged 16-64 151,377 (3% increase) Aged 65+ 52,884 (13.% increase) *of which Aged 85+ 6573 (25.4% increase)* **Health projections for Wales.[4]** 33% increase in the prevalence of stroke by 2035 22% increase in people living with diabetes by 2036 70% increase in people living with dementia by 2040 25% increase in people diagnosed with cancer per year by 2040 **Housing** 27% increase in single person households in 2043 25% increase of 1 adult households with children and a 16% reduction in 2 adult households with children

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[1] All data refers to RCT and is taken from the 2021 Census unless stated otherwise

[2] Mid year population estimates Stats Wales

[3] Healthy life expectancy is the proportion of life in good health, data for RCT – ONS

[4] Wales Online referencing report of the chief scientific advisor NHS in 10+ years: An examination of the projected impact of Long-Term Conditions and Risk Factors in Wales

8,461 pupils in RCT (22.0%) are eligible for free school meals (20.3% in Wales) *Data from January 2023 School Census Results, Welsh Government*
 • Attendance rates 2022/3
    o Primary School learners - 91%
    o eFSM learners - 86.8%
    o Secondary School learners - 85.8%
    o eFSM learners - 77%	

Residents told us

> General Statement to be completed following engagement

Some of our National Drivers -*This information will be available through hyperlink in final version*

- Children and young people's plan What we will do to support children and young people who are growing up, living and working in Wales.
- Age Friendly Wales – Our Strategy for an Ageing Society
- Decarbonising Social Care in Wales 2022-27
- Ending homelessness: A high level action plan – 2021-2026
- Tackling Fuel Poverty 2021 to 2035
- Our National Mission: High Standards and Aspirations for All 2022 – 2026 A plan to tackle the impact of poverty on educational attainment and supporting every learner.
- Welsh in Education Strategic Plan Guidance on Local Authority's developing their WESP.
- A Healthier Wales: Long Term Plan for Health & Social Care -2018
- Public Health Wales' Strategic Plan 2022-2025
- Sport Wales Strategy: Enabling Sport in Wales to Thrive

PEOPLE and COMMUNITIES

In People and Communities our priorities are:

1. **Children and young people have the best start in life and can learn and grow safely,**
2. **Residents can take care of their health & well-being so they can live healthy, independent, and fulfilling lives, and**
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.**
4. **Residents will have access to affordable, good quality and energy efficient homes.**

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

a) Supporting children and families in their early years to have the best opportunities to develop, be healthy, and enjoy a range of programmes and activities in our libraries and Community Hubs.

b) Ensuring access to timely intervention and advice so that the needs of learners and their families are identified swiftly and early intervention provided.

c) Helping children of all abilities and backgrounds to do the very best they can in school by ensuring that we have a relentless focus on securing continuous school improvement and high standards our schools.

d) Providing great learning environments through our new and improved early years settings and schools.

e) Supporting children and young people of all abilities and backgrounds to overcome barriers to learning, including experiencing poverty, so that they can achieve the best educational outcomes that they are capable of.

f) Keeping children and young people safe and supported as part of their communities and protecting their rights.

g) 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 our residents to keep healthy, active and well through opportunities including learning, leisure, creative opportunities and physical activity accessible to all.

b) Considering the implications of the [National Framework for Social Prescribing.](#)

c) Implementing the five year Health Determinate Research Collaboration in order to tackle health inequalities in RCT and address wider health determinants that directly affect the life chances of our residents.

d) Enabling people to be engaged in resilient communities, strengthening connections between community groups, providing opportunities to lead and influence community developments and be involved in volunteering.

e) Working with residents and partners to keep our communities safe and free from crime.

f) Developing connections so that communities and the third and business sectors can work together to source sustainable and healthy 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 ensure 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 enable the supply of affordable and sustainable homes across our communities, including supporting those people who are homeless and bringing empty properties back into use.
b) Enabling more people to live in warm and energy efficient homes to improve their health and wellbeing and enable them to live more sustainably.

Some of the outcomes we expect to see by 2030

- Attendance, exclusions and attainment in all our schools demonstrates strong progress and matches or exceeds the Wales average and leads to 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.

Working with [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.

WORK AND BUSINESS

Now	Looking Ahead
People and Skills • 26.7% have a degree or equivalent Level 4 qualification. • 72.4% of Key Stage 4 learners achieved A*-C grades in their GCSE in 2023 • 24.2% of people have no qualifications. • 25.8% of people in work are employed in the public sector. • 29.6% of RCT residents work in routine or semi-routine jobs. • 23.8% of people aged 16 to 64 in RCT are economically inactive (not in or looking for work) • 9% of adults are digitally excluded. **Businesses** • Currently 7,020 active businesses and 169 Social Enterprises operating in RCT[5] • In 2021, 1,280 businesses started up in RCT and 845 ceased to trade. **Transport** • 43,100 people travel outside RCT to work. • 21.8% of people work mainly from home, 66.7% commute by driving. 1.31 billion vehicle miles were travelled on roads in Rhondda, Cynon, Taf in 2022[6] Prioritisation of road and train travel over buses has widened inequalities in access to essential services, employment and social interactions. Marmot et al 2020 22.2% of households do not have a car or van. This rises to over 30% in some areas of RCT (Treherbert, Ferndale and Maerdy) **Welsh Language data for work places[7]** • 19% of Welsh speakers always speak Welsh with colleagues.	After 2028, the number of economically active people is forecast to decrease, while the overall population will continue to increase in size. Increase in automation may make a growing share of low skilled workers unemployable, as whatever work they are (or could become) qualified to do could be done cheaper, faster or more reliably by robots or computers. Between 100 and 500 billion devices will be connected to the internet by 2030, between 12 and 60 times as many as the number of people in the world. Development of the service economy and moving away from personal ownership to accessing service e.g. car clubs and media streaming Increasing importance of biotechnology to tackle challenges including pollution, climate change and food security. **Transport** Road traffic in England and Wales could grow by up to 54% between 2025 and 2060(+4%) [8].

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[5] Business births, deaths and active enterprises, Stats Wales and Social Enterprises in RCT, Cwmpas
[6] Department of Transport - Road Traffic Statistics for RCT
[7] Welsh Language Use Survey Jul-19 to Mar-20
[8] Department of Transport - National Road Traffic Projections 2022

• 11% of Welsh speakers speak Welsh with colleagues usually, but not always. • 21% of Welsh speakers speak Welsh with colleagues sometimes.	

Residents told us

General Statement to be completed following engagement

Some of our National Drivers - *This information will be available through hyperlink in final version*

- [WG Employability Plan](#)
- [Stronger Fairer Greener Wales: a plan for Employability & Skills](#)
- [Future Wales: The National Plan 2040](#)
- [Llwybr Newydd: the Wales Transport Strategy 2021](#)
- [Wales Infrastructure Investment Strategy](#)
- [A shared strategic vision for the retail sector](#)
- [Wales Procurement Policy Statement 2022-2028](#)
- [Social Partnership and Public Procurement (Wales) Act 2023](#)
- [Digital Strategy for Wales – Delivery Plan 2021](#)

WORK and BUSINESS

In Work and Business our priorities are:

1. **Supporting people into rewarding and secure work.**
2. **Supporting businesses to prosper and be sustainable.**
3. **Thriving town centres, and**
4. **A well-connected County Borough.**

1   Supporting people into rewarding 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 individual support and solutions for people experiencing barriers to work to gain or make 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 jobs/experience/training.

f) Working as part of Cardiff Capital Region to identify and support jobs and skills development in regionally defined priority areas e.g. 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) Building on our natural landscape and heritage to promote new tourism opportunities in the County Borough and support sustainable growth in the sector.

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.

3   Thriving town centres

a) Delivering regeneration projects to enable vibrant town centres and good quality public spaces where businesses thrive and people want to visit.

b) Widening our Town Centre 'offer', including local events and celebrating culture and heritage.

c) Putting in place amenities that our residents can use to enhance their visits to Town Centres.

4   A well-connected County Borough

a) Supporting the development of low carbon travel and public transport, including publicly accessible infrastructure such as Electric Vehicle charging.

b) Encouraging and enabling active travel so more journeys are made by walking, cycling and public transport, supporting healthy lifestyles and improving air quality.

c) Maintaining and improving our highways infrastructure, fit for the future, keeping people and communities connected, able to socialise and learn and businesses moving.

d) Improving e 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, use public transport to get about.
- More accessible publicly available EV charging points at Council locations that support 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 the Councils in the [Cardiff Capital Region](#) City Deal 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.

NATURE AND THE ENVIRONMENT

Now.	Looking Ahead
64.97% of waste recycled in 2022/23.	Wales temperature projections**:**
16 Air Quality Monitoring Areas (AQMAs) across RCT.	• average summer increasing by 1.34^{o}C by 2050 and 3.03^{o}C by 2080.
Air pollutant concentrations are currently higher in areas of socioeconomic disadvantage[6]	• with precipitation levels projected to increase overall by 5% by 2050 and 9% 2080.
38.5% of people live in a flood risk area in RCT.	• Rainfall will increase overall, but with less rainfall in the summer and more in the winter. Summer rainfall will decrease by 16% by 2050 and 23% by 2080.
There are 131 allotments and community growing spaces in RCT.	The Rhondda Valleys have the highest level of social flood risk in Wales.
Carbon emissions 3.8 tCO2e per resident,	Climate change may have a serious impact on our ability to grow enough food.
Sites of Special Scientific Interest in RCT • **14** Sites • **2** Special Areas of Conservation • **8** Other Areas shared with other LAs.	
During the five 'heat-periods' between June and August 2022, 3,535 deaths were registered in Wales. 258 excess deaths (7.3%) above the five-year average.	
Children and young people, older adults and those with respiratory conditions are more susceptible to poor air quality[9]	

Residents told us

General Statement to be completed following engagement

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[9] PHW – Climate Change in Wales: Health Impact Assessment
[9] ONS – Excess mortality during heat-periods

Some of our National Drivers - *This information will be available through hyperlink in final version*

> - Biodiversity Duty obligations under s.6 of the Environment (Wales) Act 2016.
> - Environment (Wales) Act 2016: waste
> - The National Strategy for Flood and Coastal Erosion Risk Management in Wales
> - Beyond Recycling A strategy to make the circular economy in Wales a reality.
> - The Clean Air Plan for Wales Healthy Air, Healthy Wales
> - Prosperity For All: A Low Carbon Wales
> - Net Zero Wales Carbon Budget 2 (2021-25)

NATURE and the ENVIRONMENT

For Nature and the Environment our priorities are:

1. **Protecting the natural environment**
2. **Clean, Safe and Sustainable RCT**
3. **Using Natures Assets to benefit people and communities.**

1   Protecting and enhancing the natural environment.

a) Protecting and enhancing biodiversity: working with nature to tackle both the Climate and Nature emergencies,
b) Protecting existing trees, supporting woodland expansion though natural regeneration and urban tree planting
c) Rewetting and restoring peat bogs: reducing carbon emissions and increasing biodiversity and carbon sequestration.
d) Improving air quality including through implementing local and national Welsh Government traffic management requirements and encouraging shift to low carbon travel options.
e) Managing public sector land to generate green energy/carbon storage projects, manage flood risk and increase biodiversity and community growing.

2   Clean, Safe and Sustainable RCT

a) Keeping the County Borough clean and healthy and our streets free from litter, dog fouling and environmental crime.
b) Working with partners to maximise opportunities for recycling, reducing, and reusing waste.
c) Providing creative opportunities for people to contribute to a clean and sustainable communities.
d) Signposting to more and better information on how resident can use less and waste less.
e) Continuing to work with Welsh Government and partners to manage coal tip safety.
f) Managing the impact of severe weather.

3   Using Natures Assets to benefit people and communities

   a) Maximising our use of sustainable solutions to support flood mitigation, reduce pollution and manage surface water.

   b) Generating low carbon energy
- a. continuing to invest in solar energy across our schools and Council buildings.
- b. continuing to develop the Council owned 6MW solar farm.
- c. continuing to develop wind energy schemes.
- d. developing hydroelectric schemes on our rivers and lakes.
- e. investigating the use of mine water to heat and cool homes and business.

   c) Working with partners to
- i. create a Local Area Energy Plan to inform decision making on the supply and use of different energy sources.
- ii. consider a place based approach to reducing carbon through local energy production.

   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 as part of the [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.

Working as part to of the Rhondda Cynon Taf [Local Nature Partnership](#) to plan and deliver action for nature across the County Borough.

CULTURE AND HERITAGE

Now	Looking Ahead
43,179 people can either speak, read, write or understand Welsh, while 187,137 have no Welsh language skills. The majority of people in RCT (133,483) did not identify as having any religion. 86,474 consider themselves Christian, with 2,866 belonging to other religions including Buddhist, Hindu, Muslim and Sikh. 58% of RCT residents attend or participate in arts, culture or heritage activities at least 3 times a year[10] 78 memorial plaques: 77 blue and 1 purple, located across the County Borough RCT looks after approximately 35,000 historical items. 3.9% of RCT Residents are Armed Forces Veterans[11] -7,506 people (2021 data) 1,595 Referrals were received by the Veterans Advice Service (to Sept-23) Population breakdown/diversity Participation in community events Community Benefits Library usage Community Cohesion ref as population diversifies	

Residents told us

General Statement to be completed following engagement

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[10] National Survey for Wales – Arts, Museums, Libraries and Historic Places (2022-23)
[11] Nomis Data – TS071 – Previously served in UK and Armed Forces (2021)

Some of our National Drivers - *This information will be available through hyperlink in final version*

- Welsh Language (Wales) Measure 2011
- Cymraeg 2050 – A Million Welsh Speakers
- The Historic Environment Wales Act 2016
- Welsh Parliament LG and Housing Cttee Local Authority Leisure and Library Services Report 2023
- Connected and Ambitious Libraries 2017-2020 – update imminent
- Theatre Green Book -arrangements for theatres to work more sustainably.

CULTURE and HERITAGE (IN STRONG COMMUNITIES)

In Culture and Heritage our priorities are:

1. **An RCT where culture and heritage is vibrant and enhances well-being.**
2. **Celebrating and preserving the cultural, industrial and sporting heritage of Rhondda Cynon Taf.**

We recognise and celebrate RCT's past, enjoy the present and embrace a future where:

1. **Culture and heritage is vibrant, difference is celebrated in strong communities that enhance well-being, by**
   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 activity within our theatres, museums and other creative spaces through an accessible and inclusive approach that embraces all cultures.
   e) Using our libraries and Community Hubs to support people to fulfil their potential, enhance their wellbeing and strengthen local communities.
   f) 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.
   g) Developing Intergenerational Projects to promote learning and shared skills, encouraging intergenerational friendships and help to reduce loneliness.
   h) 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.
   i) Strengthening RCT's Community Armed Forces Covenant.

2   We celebrate and preserve the cultural, industrial and sporting heritage of Rhondda Cynon Taf by

a) Protecting and promote the history of RCT for future generations through education, conservation and commemoration by:
   o Identifying, recording and sharing the history of RCT
   o 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 through an RCT Hall of Fame.

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 background to 'connect' through arts, libraries and community.
- 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 is supported by the community.
- Our communities recognise and celebrate RCT's past, enjoy the present, embrace and influence a thriving future.

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

Working in Partnership with Cardiff Capital City Region, Creative Cardiff and University of South Wales to increase creative sector skills within RCT**.**

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

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.
- We will lead by example, show strong community leadership and be open about the challenges we face and the tough decisions we have to make.
- We will put residents and customers at the centre of all that we do and the decisions we make through more meaningful, involvement and engagement.
- We will 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.
- We will work together with residents and communities on solutions that better meet their needs and share responsibility deliver better outcomes together.
- We will 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.
- We will reduce the Council's Carbon Footprint and be a Carbon Neutral Council by 2030.
- We will be honest with our residents and regulators about where we are doing well and where we need to do better.
- We will put in place plans to care and support communities in emergency situations when they happen.

Our commitment 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.

Our commitment 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.

How we will deliver and monitor progress of our Corporate Plan

The Corporate Plan gives life to our Vision and Purpose, by setting out our four Well-being Objectives with more detailed priorities about how will deliver them, setting a clear direction for the Council's work up to 2030. The plan sets a direction and focus on the high-level ambitions and priorities for the Council which all staff and managers can see, understand and work towards.

Delivery of the priorities will be led by a senior officer. However, they involve and depend on all our services working together and not in traditional 'silos' to deliver creative and sustainable solutions. Some of the work we do is grant funded and so is required to meet grant conditions outside our control or influence.

The detailed plans to deliver our Well-being Objectives will be monitored and scrutinised by Councillors Cabinet, Scrutiny and Governance and Audit Committees as part of the Performance and Resources Reports. Those aspects of our work which are dependent upon grant funding will also subject to rigorous monitoring by the funding body e.g. Welsh Government.

The Council's priorities are cascaded into services' Delivery plans; they shape and inform Council policy, strategy and spend, help manage risks as well as inform discussions about development opportunities for staff. These performance arrangements are set out in the Council's Performance Management Framework.

Our Performance Management Framework will not, in itself, manage or improve performance. However, the steps it sets out help to create, develop and maintain a strong performance culture and puts the residents of Rhondda Cynon Taf at the heart of our business. It also allows us to answer three simple questions:
- How are services performing?
- How do we know?
- What are we going to do to improve them?

This strong Performance culture is supported by:
1. Reinforcing accountability through Challenge and Support by Cabinet and the Senior Leadership Team.
2. Strong and effective Scrutiny.
3. Being honest and self-aware.
4. Focusing on delivery and improvement.
5. Managing, as well as measuring performance.
6. Setting aspirational targets.
7. Making best and sustainable use of resources.
8. Empowering and supporting staff to do the right thing.
9. Involving our residents in decision that affect them.

There will be a hyperlink to this data section in final version of the Plan Appendix TBC

Current and Future Data about Rhondda Cynon Taf
Data refers to Rhondda Cynon Taf local authority area unless otherwise stated
Current data is taken from the 2021 Census unless otherwise stated

<table>
<tr><th colspan="2" style="text-align:center">People and Communities</th></tr>
<tr><td>Now[12]</td><td>Looking Ahead</td></tr>
<tr><td colspan="2" style="text-align:center">People</td></tr>
<tr>
<td>

The population of Rhondda Cynon Taf
Total population: 237,497[13]

Aged 0-15   43,680 (18.4%)
Aged 16-64   147,030 (61.8%)
Aged 65+   46,787 (19.7%)[2]

Of which Aged 85+   5,242 (2.2% of total population)

Male 116,230 (49%)
Female 121,267 (51%)[2]

White British - 226,123 (95.1%)
White non-British - 3,800 (1.6%)
Non White - (7,730 (3.3%)
Mixed - 2,469 (1%)
Asian - 3,506 (1.5%)
Black - 997 (0.4%)
Other Ethnic Group - 758 (0.3%)

Population density (number of people who live within an area per km^2) - RCT 560. This compares to 2,572 in Cardiff and 26 in Powys.

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4.1% increase in population to 2030 with RCT projected to remain 3rd largest LA by population in Wales (6.3% increase by 2040)[14]

By 2030:
Aged 0-15   42,861 (1.9% decrease)
Aged 16-64   151,377 (3% increase)
Aged 65+   52,884 (13.% increase)
of which aged 85+   6,573 (25.4% increase)

By 2040:
Aged 0-15   42,183 (1.1% decrease)
Aged 16-64   151,520(3.1% increase)
Aged 65+   57,715 (23.4% increase)
of which aged 85+   8,422 (60.7% increase)

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</tr>
<tr><td colspan="2" style="text-align:center">Health</td></tr>
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Life Expectancy[15]
Male 77.0 years
Male healthy life expectancy 57.1 years
Female 80.5 years
Female healthy life expectancy 60.7 years

How people describe their health[12]
Good or very good health - 76.0% (Male 76.9%, female 75.3%), Wales 79.1%

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56% increase in people over 65 with dementia by 2040

56% projected increase in people over 65 with dementia by 2040

Prevalence of stroke (33% increase), Diabetes (22% increase) and cancer in Wales all projected to increase by 2040.

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</table>

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[12] All data refers to RCT and is taken from the 2021 Census unless stated otherwise
[13] Mid year population estimates Stats Wales
[14] Population projections Stats Wales
[15] 15 Healthy life expectancy is the proportion of life in good health – ONS

bad or very bad health - 8.3% (Male 8.0%, female 8.6%), Wales 6.8%
Fair health – 15.7% (male 15.1%, female 16.1%), Wales 14.1%

People suffering from longstanding illnesses (self described)[16]
Any longstanding illness 45.9%
Limited by longstanding illness 35.2%
Musculoskeletal complaints 13.6%
Mental health condition 14.6%
Heart/circulatory complaints 10.0%
Respiratory system complaints 6.6%
Endocrine/metabolic diseases 7.6%

Disability (self described)
not disabled 76.2%, (Wales 78.9%)
disabled and limited a lot in their daily lives 12.0%, males 11.5%, females 12.5% (10.0% Wales)
disabled and limited a little in their day to day activities 11.8% (11.1% Wales)

People aged 5 years and over who provide unpaid care
Provides no unpaid care - 88.8%
Provides 19 or less hours a week - 4.5%
Provides 20 to 49 hours a week - 2.5%
Provides 50 or more hours a week - 4.2%

Data suggests that geographic disparities in health, disability and unpaid care may be connected to the legacy of industrial revolution. Half of the top 10 local authority areas in England and Wales with the greatest need in terms of general health, disability, and the need to provide unpaid care are in the south of Wales, which includes Rhondda Cynon Taf.

However, tackling risk factors like smoking, obesity and low fruit and vegetable consumption could reverse the projected trends[17]

A transition towards preventive health will enable people to remain healthy for longer, but could also lead to greater polarisation of health between well-informed and less well-informed citizens.[18]

Smokers and e-cigarette users[19]
- Smoker - 16% (12.8% Wales)
- Ex Smoker - 28.2% (29.6% Wales)
- Never Smoked - 55.8% (57.6% Wales)

Smoking prevalence in Wales in steadily decreasing but the smoking rate in the most deprived fifth remains more than double the

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[16] Adult general health and illness by local authority and health board 2020-21 onwards StatsWales
[17] Wales Online referencing report of the chief scientific advisor NHS in 10+ years: An examination of the projected impact of Long-Term Conditions and Risk Factors in Wales

[18] CIFS_Scenario_Report_Global_Megatrends.pdf (mcusercontent.com), Copenhagen Institute for Futures Studies
[19] Adult lifestyles by local authority and health board, 2020-21 onwards StatsWales

• E Cigarette User - 9.4% (6.8% Wales) Average weekly alcohol consumption[19] None - 15.2% (18% Wales) Some, up to 14 units (moderate drinkers) - 68.5% (65.5% Wales) Above 14 units (over guidelines) - 16.2% (16.5% Wales) Hazardous, over 14 units, up to 50 units (male)/35 (female) - 12.1% (14% Wales) Harmful, over 50 units (male)/35 (female) - 4.1% (2.5% Wales) Fruit and Vegetable consumption[19] Ate no fruit & veg the previous day - 9.7% (6.3% Wales) Ate some but less than 5 portions fruit & veg the previous day - 67.6% (64.5% Wales) Ate at least 5 portions fruit & veg the previous day - 22.7% (29.1% Wales) Physical activity levels[19] Active less than 30 minutes in previous week - 31.7% (30.7% Wales) Active 30-149 minutes in previous week - 13.6% (13.6% Wales) Active at least 150 minutes in previous week - 54.8% (55.7% Wales) Body Mass Index[19] BMI under 18.5 (underweight) - 2.8% (1.9% Wales) BMI 18.5 - under 25 (healthy weight) - 32.9% (36.4% Wales) BMI 25 - under 30 (overweight but not obese) - 36.8% (36.4% Wales) BMI 30+ (obese) - 27.5% (25.3% Wales) BMI 25+ (overweight or obese) - 64.3% (61.7% Wales)	rate in the least deprived fifth, who also have worse smoking related health outcomes[20] Welsh Government has a target for a smoke free Wales (smoking prevalence of 5% or less in adults) by 2030.[21] The Kahn review suggests that without further action, this target will not be met in England until 2037, and not in the poorest areas until 2044.[22]
Homes and Housing	
No. of households – 103,339 32,170 people live alone, including 14,049 over the age of 66	27% increase in single person households in 2043

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[20] Smoking in Wales online tool, Public Health Wales
[21] A Smoke Free Wales, Welsh Government
[22] The Kahn review: making smoking obsolete, UK Government

Housing Tenure Owned outright - 38.4% Owned - Owned with a mortgage, loan or shared ownership - 30.1% Rented - Social Housing - 13.7% Private rented - 17.7% Lives rent free - 0.1%	25% increase of 1 adult households with children and a 16% reduction in 2 adult households with children Between 2022 and 2037 an additional 255 units of affordable housing will be required each year to meet anticipated needs[23] In the next 15 year, an extra 1,394 specialist accommodation units will be required to meet anticipated needs[23]

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[23] RCT Local Housing Market Assessment 2022 - 2037

Work and Business	
Now	**Looking Ahead**
Skills, Jobs and work	
Qualifications No qualification - 24.2% Highest level of qualification - Level 1,2,3 - 41.3% Highest level of qualification - Apprenticeship - 5.1% Highest level of qualification - Level 4 or above - 26.7% Highest level of qualification - Other qualification - 2.7%	
People in full time education aged 5 or over Not a student - 80.2% Student - 19.8%	
56.5% of all residents are economically active 43.5% of all residents are economically inactive (including students and retired people) 76.2% of people aged 16 to 64 are economically active (81.2% of men and 71.4% of women) (Wales 75.9%) 23.8% of people aged 16 to 64 are economically inactive (not in or looking for work) 20.6% of households are non working (Wales 17.2%)	After 2028, the number of economically active people is forecast to decrease, while the overall population will continue to increase in size
Employment by sector: [24] Public 26,100 (25.8%) Private 75,100 Total 102,600 Workplace industries – people employed Public administration, defence, education and health 25,200 Wholesale, retail, transport, hotels and food 19,500	
29.6% of RCT residents work in routine or semi-routine occupations	In the US, jobs lost to automation have stopped being replaced by an equal number of similar workplace opportunities since 1987. Low-skilled workers who lose

[24] Employment in the public and private Sectors by Welsh local authority and status, Stats Wales

	jobs to automation tend to 'fall backwards' into even lower-skilled and lower-paying jobs while high-skilled workers are able to use automation to increase their productivity and hence their income, thereby widening the income gap.[18] Automation may very well make a growing share of people unemployable – meaning that whatever work they are qualified to do (or could upskill to become qualified to do) could be done cheaper, faster, and/or more reliably by robots or computers in the future.[18]
There are currently 169 social enterprises operating in RCT[25]	
	Development of the service economy – a growing importance of the service sector in industrial economies and the combination of products and services to combine 'solutions' to businesses and consumers. Shift away from ownership through everything-as-a-service (e.g. streaming services, car clubs)[18] Biotechnology will likely be as important in the next half century as computers have been in the previous half century. We can manipulate genes in minor or major ways, to help us handle challenges like pollution, climate change, and food security, while neural science will link human and machine at previously unseen levels. [18]
Connectivity	
9% of adults are digitally excluded (7% Wales Average) People over 75, with a limiting long term illness or living in social housing are more likely to be digitally excluded	between 100 and 500 billion devices will be connected to the internet by 2030, between a dozen and sixty times as many as the number of people in the world. [18]

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[25] Social Enterprises in RCT, Cwmpas

Travel and Transport	
Car ownership by household No car or van - 22.2% 1 car or van or more - 77.8% Households without a car or van rises to 30% in some areas of RCT (Treherbert, Ferndale and Maerdy) Prioritisation of road and train travel over buses has widened inequalities in access to essential services, employment and social interactions. Young people are making less trips [by any form of transport] than they did 20 years ago and see cost as a major barrier[26]	Road traffic in England and Wales could grow by up to 54% between 2025 and 2060(+4%) [27] However, this picture could be changed by the emergence of alternative technologies
43,100 people travel outside RCT to work Distance travelled to work by people aged 16 years and over in employment Travels less than 10km - 33.% Travels more than 10km - 29.6% Works mainly from home - 21.8% Works mainly at an off shore location, in no fixed place or outside of the UK - 15.7% How people travel from home to their workplace Work mainly at or from home - 21.8% Underground, metro, light rail, tram - 0 Train - 1.8% Bus, minibus or coach - 2.7% Taxi - 0.2% Motorcycle, scooter or moped - 0.3% Driving a car or van - 60.4% Passenger in a car or van - 6% Bicycle - 0.4% On foot - 5.6% Other method of travel to work - 0.8%	

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[26] The role of transport in supporting a healthy future for young people, Sustrans
[27] Department of Transport - National Road Traffic Projections 2022

Nature and the Environment	
Now	**Looking Ahead**
Climate change	
38.5% of people live in a flood risk area in RCT, below national average of 41.3%. In 2022, 53% of RCT respondents to public engagement on flooding said they have been affected by flooding in the last 10 years, compared to 16% responding to the same question in 2013.	The Rhondda Valleys have the highest level of social flood risk in Wales
Carbon emissions 3.8 tCO2e per resident, compared to Wales average of 6.6 t CO2e 4th lowest tCO2e of 22 LAs.	Wales temperature projections: • average summer increasing by 1.34°C by 2050 and 3.03°C by 2080. • precipitation levels projected to increase overall by 5% by 2050 and 9% 2080. • Rainfall will increase overall, but with less rainfall in the summer and more in the winter. Summer rainfall will decrease by 16% by 2050 and 23% by 2080.
88% of people say they undertake at least one of six behaviours that are good for the environment[28]	Climate change may have a serious impact on our ability to grow enough food.
Natural Resources, Biodiversity and green spaces	
The total annual value for ecosystem services (the contribution of natural assets to economy and society, such as producing food and water, pollution removal and recreation) in Wales is £2 billion[29] 1.1 million fewer people in the UK gained health benefits from spending time in nature in 2022 compared to 2020[29]	
Overall tree coverage of RCT 33% (19.4% Wales average woodland tree cover) Urban tree coverage 18.5%, 2.2% above the national average.	

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[28] National Survey for Wales, Welsh Government
[29] UK natural capital accounts: 2023, ONS

Sites of Special Scientific Interest in RCT • 14 Sites • 2 Special Areas of Conservation • 8 Other Areas shared with other LAs	18% of species are threatened with extinction from Wales[30]
4 Green Flag Awards for RCT Parks 6 Community Awards for sites not owned by Council	
131 allotments and community growing spaces in RCT.	
Local environment	
16 Air Quality Monitoring Areas (AQMAs) across RCT.	
Waste and recycling	
67.48% of waste recycled in 2022/23.	

Culture and heritage	
Now	**Looking Ahead**
Welsh language	
43,179 people (aged 3 or above) can either speak, read, write or understand Welsh 187,137 have no Welsh language skills	Welsh in Education Strategic Plan (WESP) Targets. By 2032 • 10% increase in the percentage of year one learners in Welsh medium education • 30% of 3 and 5-year-olds receive their Education through the medium of Welsh • Opened a new Welsh medium all through 3 – 19 school in the Rhondda area.

Welsh Medium Education
• 20% of 3-year-olds receive their Education through the Medium of Welsh
• 22% of 5-year-olds receive their Education through the Medium of Welsh
      (2022-23)
• % of Year 11 Learner Entries for GCSEs in Welsh (First or Second Language) Attending Secondary Schools
    o 18.4% First language
    o 62.1% Second language
• 3.7% of Year 12 and 13 Learner Entries for AS and A Level in Welsh (First or	

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[30] State of nature report 2023, State of Nature Partnership

Second Language) attending Secondary Schools (2021-22)	
Culture and heritage	
58% of RCT residents attend or participate in arts, culture or heritage activities at least 3 times a year[31] 27% of RCT residents visited a museum in the last year[31]	
76 memorial plaques:75 blue and 1 purple, located across the County borough[32]	
3.9% of RCT Residents are Armed Forces Veterans[33] -7,506 people (2021 data)	
Community events, hubs, library visits	
Religion and belief	
No religion – 133,486 Christian – 86,474 Buddhist - 588 Hindu - 497 Jewish - 72 Muslim - 378 Sikh - 248 Other religion – 1,083 Census question not answered – 13,826	By 2050, Europe's Christian population is expected to decline by 100 million people, although it will still remain the largest religious group at 65%. 23% of Europeans are expected to have no religious affiliation and Muslims will make up about 10% of the European population. [34]

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[31] National Survey for Wales – Arts, Museums, Libraries and Historic Places (2022-23)

[32] RCTCBC internal data

[33] Nomis Data – TS071 – Previously served in UK and Armed Forces (2021)

[34] The Future of World Religions: Population Growth Projections 2010-2050 Pew Research Center

Outcomes, Measures and Targets -to be completed/agreed once actions more certain.

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

People and Communities	
Work and Business	
Nature and the Environment	30% of RCT to be in positive management for wildlife *(this is UN 2022 Framework for Biodiversity 30 by 30 target that WG is promoting) Biodiversity deep dive: recommendations|GOV.WALES*
Culture and Heritage	Increasing the number of Welsh speakers
Effective and Efficient Council	Carbon Neutral by 2030

There will be a hyperlink to this section in final version of the Plan Appendix TBC

Aligning Strategic Support and Regional Strategies *In progress* list of Corporate and Service specific policies/strategies assigned to four Well-being Objectives

Well-being Objective	Council strategies
PEOPLE and COMMUNITIES- Supporting and empowering RCT residents and communities to live safe, healthy, and fulfilling lives,	Corporate Safeguarding Policy 2020 Digital Strategy for schools 2020-25 Education Strategic Plan 2022-25 RCT Children's Services Workforce Strategy 2021-24 RCT Empty Homes Strategy 2022-25 RCT Housing Support Programme Strategy 2022-26 RCT Local Housing Market Assessment 2022 - 2037 RCT Looked After Children Prevention Strategy 2022-25 RCT Looked After Children: Residential Transformation Strategy 2022-27 RCT Private Rented Sector Strategy 2023 - 2026 RCT Sport and Physical Activity Strategy 2022-27 Warmer Homes: A Fuel Poverty Strategy 2019 - 2023 Welsh in Education Strategic Plan 2022-32 Welsh Language Promotion Strategy 2022-2027 RCT Housing Strategy 2024-29 – not yet complete RCT prospectus (2023) CD Strategy Community Safety Strategy
WORK AND BUSINESS - Helping to strengthen and grow RCT's Economy.	Active Travel Report 2021-22 Commissioning, Socially Responsible Procurement & Contract Management Strategy 2021-24 Local Development Plan 2006-2021 and the Revised Local Development Plan 2022-2037 Local Transport Plan 2015 Regeneration Strategies: • Aberdare Town Centre Strategy 2023-24 (Draft) • Porth Town Centre Strategy 2018-19 • Pontypridd Town Centre Placemaking Plan 2022 (Draft) Town Centre Strategies 2023
NATURE AND THE ENVIRONMENT - A green and clean RCT that improves and protects RCT's environment and nature.	Air Quality Progress Report 2023 Biodiversity Duty Report 2019-22 Climate Change Engagement Plan 2023-25 Electric Vehicle Charging Strategy 2021-30 Local Flood Risk Management Strategy and Action Plan 2024 (Draft) Tree & Woodland Strategy 2022-32 Waste Management Strategy 2023

Well-being Objective	Council strategies
CULTURE AND HERITAGE - Recognising and celebrating RCT's past, present and future.	Library Service Strategy 2022-25 Tourism Strategy 2021
Well run Council	Annual Risk Based Internal Audit Plan 2023-24 Climate Change Strategy 2022-25 – 'Think Climate RCT' Council's Decarbonisation Strategy 2023-25 Commissioning, Socially Responsible Procurement & Contract Management Strategy 2021-24 Corporate Asset Management Plan 2018-23 Digital Strategy 2022-26 Human Resources Strategy 2023-28 Involvement and Engagement Framework 2020-24 Medium Term Financial Plan 2023/24 – 2026/27 Public Participation Strategy 2023 Risk Management Strategy 2022 Strategic Equality Plan 2019-2022 – MW updating Welsh Language Promotion Strategy 2022-27 and action plan Workforce Plan 2023-28 *Council's Operating Model and Working Arrangements Policy
	Regional Plans • Cwm Taf Morgannwg Well-being Plan 2023-2028 • Cwm Taf Morgannwg Area Plan 2023-28 • Others
	CCRCD Cardiff Capital Region – The City Deal • South Wales Metro - Transport for Wales

Examples of how the draft Corporate Plan priorities could contribute to the seven national Well-being Goals.

A PROSPEROUS WALES - An innovative, productive and low carbon society which recognises the limits of the global environment and therefore uses resources efficiently and proportionately (including acting on climate change); and which develops a skilled and well-educated population in an economy which generates wealth and provides employment opportunities, allowing people to take advantage of the wealth generated through securing decent work.			
PEOPLE and COMMUNITIES - Supporting and empowering RCT residents and communities to live safe, healthy, and fulfilling lives	**WORK AND BUSINESS** - Helping to strengthen and grow RCT's Economy	**NATURE AND THE ENVIRONMENT** - A green and clean RCT that improves and protects RCT's environment and nature	**CULTURE AND HERITAGE** - Recognising and celebrating RCT's past, present and future.
- Giving vulnerable children and young people the best possible opportunities in life and being a good corporate parent - Meeting demand for housing across RCT - Building modern, fit for purpose accommodation. - Enabling the supply of affordable and sustainable homes - Delivering regeneration projects to enable vibrant town centres where businesses thrive and people want to visit. - Increasing our local 'spend' and supporting social enterprises. - Improving e digital connectivity	- Supporting skills and business development to capitalise on opportunities in emerging sectors including 'green' and new technologies and bring quality jobs to the area. - Working with local businesses and training providers to enable people of all ages to gain the skills they need for jobs in our local communities. - Creating opportunities for jobs. - Continuing to support working parents back into employment. - Providing new and improved schools where all children can achieve the best they can. - Developing Town Centre and Tourism offer and supporting businesses to meet the needs of visitors. - Ensuring all homes and businesses have at least access to superfast connectivity, with all key industrial and commercial hubs having access to ultrafast connectivity. Improving e digital connectivity across the County Borough - Keeping people and traffic moving on well-maintained roads and pavements. - Progressing schemes that will benefit communities now and, in the future, including improved public transport.	- Improving air quality including through implementing local and national Welsh Government traffic management requirements - Enabling community food growing	- Using our libraries to support people to fulfil their potential, enhance their wellbeing and strengthen local communities. - Developing Intergenerational Projects - Building on the legacy of the Eisteddfod to benefit our communities and businesses.

A RESILIENT WALES - A nation which maintains and enhances a biodiverse natural environment with healthy functioning ecosystems that support social, economic and ecological resilience and the capacity to adapt to change (for example climate change).			
PEOPLE and COMMUNITIES - Supporting and empowering RCT residents and communities to live safe, healthy, and fulfilling lives,	**WORK AND BUSINESS** - Helping to strengthen and grow RCT's Economy.	**NATURE AND THE ENVIRONMENT** - A green and clean RCT that improves and protects RCT's environment and nature.	**CULTURE AND HERITAGE** - Recognising and celebrating RCT's past, present and future.
• Signposting to more and better information on how residents can use less and waste less. • Providing creative opportunities for people to contribute to clean and sustainable communities. • Communities and the third and business sectors working together to source sustainable food. • Managing the impact of severe weather	• Supporting the development of the circular economy • Supporting the development of low carbon travel and public transport • Managing public sector land to generate green energy/carbon storage projects. • Generating low carbon energy	• Promoting biodiversity by protecting existing habitats where possible. • Supporting reforestation • Helping our residents to keep healthy, active and well through assessable outdoor learning. • Delivering natural carbon storage solutions such as those provided by trees, peat bogs, marshy grassland. • Maximising our use of sustainable solutions to support flood mitigation.	• Building on the legacy of the Eisteddfod to benefit our communities and businesses. • work with Welsh Government and partners to manage coal tip safety

A HEALTHIER WALES - A society in which people's physical and mental well-being is maximised and in which choices and behaviours that benefit future health are understood			
PEOPLE and COMMUNITIES - Supporting and empowering RCT residents and communities to live safe, healthy, and fulfilling lives,	**WORK AND BUSINESS** - Helping to strengthen and grow RCT's Economy.	**NATURE AND THE ENVIRONMENT** - A green and clean RCT that improves and protects RCT's environment and nature.	**CULTURE AND HERITAGE** - Recognising and celebrating RCT's past, present and future.
• Helping people to stay as well as they can for as long as they can by encouraging increased activity. • Continuing to tackle environmental crime • Encouraging and enabling active travel • Putting in place amenities that our residents can use to enhance their visits to Town Centres • Supporting people affected by/experiencing domestic abuse and addiction.	• Supporting people experiencing barriers including those with disabilities, to work to gain or make progress into jobs.	• Investing in our playgrounds, leisure centres and community facilities in schools. • Ensuring new housing and commercial developments have capacity to generate. store and use reusable energy • Make it easier for shoppers to use public transport or active travel to our town centres. • Providing a range of quality green spaces for people and communities to enjoy	• strengthen community cohesion to better meet the needs of our residents of all backgrounds. • Stronger cross sector partnerships that value the positive impacts of culture and heritage including on health and well-being, skills, work and community life.

A MORE EQUAL WALES - A society that enables people to fulfil their potential no matter what their background or circumstances (including their socio-economic background and circumstances).			
PEOPLE and COMMUNITIES - Supporting and empowering RCT residents and communities to live safe, healthy, and fulfilling lives	**WORK AND BUSINESS** - Helping to strengthen and grow RCT's Economy	**NATURE AND THE ENVIRONMENT** - A green and clean RCT that improves and protects RCT's environment and nature	**CULTURE AND HERITAGE** - Recognising and celebrating RCT's past, present and future
• Making sure that residents can access services, no matter what their background or circumstances. • Social prescribing for referring people to interventions in the community. • Working with the local Health Board and GPs to provide more health and care services closer to home. • Helping children of all abilities and backgrounds to do the very best they can in school. • Keeping children and young people safe and supported as part of their communities and protecting their rights. • supporting those that are homeless. • Increasing engagement and participation in the arts and culture and developing our theatres to become more inclusive and accessible to the whole community.	• Providing opportunities to all our residents to improve their digital skills. • Keeping Car Park charges to a minimum. • Supporting young people and those experiencing barriers to work to gain or make progress into jobs, including through providing experience, work and training opportunities in the Council. • Offering specific support to help people find work such as care leavers, people with disabilities and Universal Credit claimants. • Working with our suppliers to increase the Social Value and Community benefits from all our contracts jobs/experience/training	• Making sure that our residents of all ages and abilities can enjoy our parks and green spaces. • Providing opportunities for all residents to 'grow your own' including those with disabilities	• Identifying, recording and sharing the history of RCT • Recognising, preserving and embracing RCTs industrial heritage • 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. • Strengthening RCT's Community Armed Forces Covenant.

A WALES OF COHESIVE COMMUNITIES - Attractive, viable, safe and well-connected communities			
PEOPLE and COMMUNITIES - Supporting and empowering RCT residents and communities to live safe, healthy, and fulfilling lives	**WORK AND BUSINESS** - Helping to strengthen and grow RCT's Economy	**NATURE AND THE ENVIRONMENT** - A green and clean RCT that improves and protects RCT's environment and nature	**CULTURE AND HERITAGE** - Recognising and celebrating RCT's past, present and future
• Helping people to stay in their own homes for longer. • Providing Extra Care facilities for people that need additional support. • Enabling people to be engaged in resilient communities. • Enabling people to live safely at home with the right care and support at the right time. • Protecting children and adults at risk from harm.	• Developing connections so that communities and the third and business sectors can work together to source sustainable food. • Working to keep our communities safe and free from crime. • Improving e digital connectivity across the County Borough	• Improving housing for all our residents and creating pleasant neighbourhoods in which communities can thrive.	• Connecting communities through heritage and local history. • Stronger cross sector partnerships that value the positive impacts of culture and heritage including on health and well-being, skills, work and community life. • Engaging with communities to jointly develop programmes for our theatres and creative spaces and that will attract audiences of all backgrounds and interests.

A WALES OF VIBRANT CULTURE & WELSH LANGUAGE - A society that promotes and protects culture, heritage and the Welsh language, and which encourages people to participate in the arts, and sports and recreation.			
PEOPLE and COMMUNITIES - Supporting and empowering RCT residents and communities to live safe, healthy, and fulfilling lives,	**WORK AND BUSINESS** - Helping to strengthen and grow RCT's Economy.	**NATURE AND THE ENVIRONMENT** - A green and clean RCT that improves and protects RCT's environment and nature.	**CULTURE AND HERITAGE** - Recognising and celebrating RCT's past, present and future.
• Providing more opportunities for our residents to communicate with the Council and each other in Welsh. • Valuing the positive impacts of culture and heritage including on health and well-being, skills, work and community life	• Cultural and sports events for all in our parks. • Building on our natural landscape and heritage to promote new tourism opportunities. • Delivering regeneration projects to enable vibrant town centres	• Ensuring that all our information signage in our parks and countryside is bi-lingual. • Promoting RCT nature sites	• Continuing to grow the use of the Welsh language so that it thrives in our homes, communities and work. • Promoting RCT as a visitor destination. • Ensuring equal access to the Welsh Language across our services. • Progressing Plans for Eisteddfod. • Action about legacy of inspirational people is in development.

A GLOBALLY RESPONSIBLE WALES - A nation which, when doing anything to improve the economic, social, environmental and cultural well-being of Wales, takes account of whether doing such a thing may make a positive contribution to global well-being			
PEOPLE and COMMUNITIES - Supporting and empowering RCT residents and communities to live safe, healthy, and fulfilling lives.	**WORK AND BUSINESS** - Helping to strengthen and grow RCT's Economy.	**NATURE AND THE ENVIRONMENT** - A green and clean RCT that improves and protects RCT's environment and nature.	**CULTURE AND HERITAGE** - Recognising and celebrating RCT's past, present and future.
• Home to school transport vehicles, bus operators and taxi vehicles are fit for purpose. • Supporting the development of low carbon travel and public transport. • Supplying affordable, sustainable homes. • Using mine water to heat and cool homes and business. • Working with partners to maximise opportunities for recycling, reducing, and reusing waste.	• Circular approach to recycling and reuse. • Eliminating single use plastics across the council and schools • Maintaining and improving our highways infrastructure, fit for the future. • Supporting the development of low carbon travel and public transport	• Opportunities to create and use our own green sustainable energy such as micro hydro-electric schemes which utilise natural river and water course feature. • Rewetting and restoring peat bogs. • Sustainable solutions to support flood mitigation, reduce pollution and manage surface water. • Opportunities to 'Grow your own' through allotments and community gardens.	• Protect and promote the history of RCT for future generations through education, conservation and commemoration