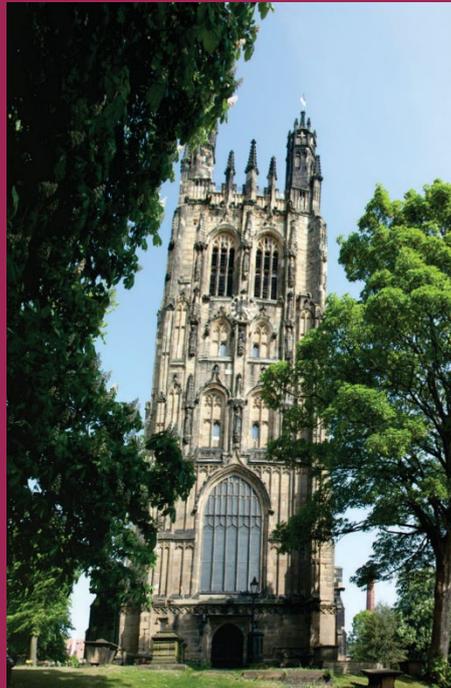


Focused on our Performance

2018–2019 | Executive Summary



What is Wrexham County Borough Council?

It's the organisation in charge of a whole range of key services for everyone in Wrexham County Borough – things like education, social services, highways maintenance, planning and housing. Every time your recycling is emptied; you walk, cycle or drive on a local road; or you go to school you are using a council service.

The Council is made up of 52 Councillors who are elected every five years in local elections by you as voters. Councillors decide how the Council is run and what it will do. Most of their meetings are public, so you can go along and watch or read the records of meetings on the Council website.

What is a Council Plan?

The Council Plan explains what Wrexham County Borough Council is committed to do to make the whole county a better place for people to live, work, learn and play in. It sets targets for how much improvement the Council aims to make in four key areas: Economy, People, Place and Organisation. The [full plan](#) is available on [Wrexham Council's website](#).



And what's this?

Every year we produce 'Focused On Our Performance'. This is our report back to you about whether we have done what we said we would do, and if we've met our targets.

What you're reading now is a short and readable version of the full report. If you'd like more information on any of the areas in this booklet – or if you're just really keen on this kind of thing - search for '[Focused On Our Performance](#)' on our website.

If you think we've missed something, or that we're focusing on the wrong things, tell us. We want our plans to focus on the things that matter to local people.

Email: telluswhatyouthink@wrexham.gov.uk
Telephone: 01978 292271

Economy

jobs and money



We want to build good levels of employment and reduce in-work poverty.....We also want to boost the new opportunities that the tourism, cultural, sporting, arts and heritage sectors can offer”.

PSB Well-being Plan

What we have done:

- Tŷ Pawb, Wrexham’s cultural community arts and market centre, opened in April 2018 and in its first year has contributed to the arts, culture, well-being and wider town-centre regeneration of Wrexham.
- Actions to enhance the town-centre markets and shops have been carried out and more will be done during 2019/20.
- Support has been given to a wide range of social enterprise businesses across the County Borough.

What difference we have made:

- £5,523,610 has been invested in the physical regeneration of the town-centre.
- There are now less vacant town-centre retail properties – those owned by the Council have decreased to 13% vacant at the end of the financial year, and overall there has been a decrease of 14% at the end of 2018.
- Footfall in the town-centre has increased overall. There were also twice as many people as expected visiting Tŷ Pawb in its first year – over 100,000.
- In 2018/19 total visitor spend in Wrexham County Borough increased by 4.1% to £122.6m. Visitor spend since 2010 has increased by 38%, the largest increase in Wales. The number of visitors and how long they spend here has also increased.

Creating a vibrant, diverse and inclusive economy

People

learning, being safe, being healthy



“Very pleased with the service. Couldn’t ask for more or less – been patient, diligent...put me on the right path to where I want to go”

Community Agents service user

What we have done:

- Wrexham’s Best Bar None (BBN) scheme promotes responsible drinking and the safety of staff and customers of the night time economy in the town-centre. The scheme won the title as ‘Most Innovative BBN scheme 2018’ at the National Best Bar None awards.
- Our Active Young People programme continues to grow with 111 new Sports Leaders able to support the delivery of extra-curricular sport within their schools and communities. 253 new Playmakers have been trained within Wrexham’s primary sector to support the delivery of playground and PE activity.
- An action plan has been developed to tackle poverty in Wrexham. This has included the creation of 291 jobs and support for people to help them find work. Support is also provided for parents and their families, those on benefits and those needing guidance and support to enable them to stay in the homes they rent.

What difference we have made:

- 95 people were helped into securing and entering employment through the council’s Communities for Work and Communities for Work Plus team in 2018/19.
- Educational attainment at primary school is above the Welsh average for nearly all the main indicators.
- Anti-social behaviour in Wrexham town-centre has reduced significantly (- 42%) when compared with previous years.
- The percentage of children and young people ‘Hooked on Sport’ and/or participating in sporting activities in addition to those provided in school time has increased. This has been achieved by working with key partners in the community to offer different or new activities in a range of settings.

Raising aspirations, creating confidence and promoting opportunity

Place

your neighbourhood, your home



Progress continues on the installation of energy efficient (LED) street lighting with 1,700 units converted in 2018/19. By 2021, all council owned street lights will be converted to LED, achieving significant savings in energy cost and reductions in carbon emissions.

What we have done:

- 93 affordable homes have been completed during 2018/19 as a number of pre-planned schemes, including one large scale development have been completed.
- During the year, 552 properties (around 5% of the council's overall housing stock) were comprehensively refurbished by the council.
- The council has worked with local residents to surpass the Welsh Government's statutory target of reusing, recycling or composting 64% of municipal waste by 2020.
- We have submitted our Local Development Plan (LDP) to the Planning Inspectorate and Welsh Government for examination. The Plan provides a long-term land use and development strategy focused on achieving sustainable development. It will replace the current adopted Unitary Development Plan.
- The average number of working days taken to clear fly-tipping incidents has significantly decreased, improving from 6.2 days in 2017/18 to 3.9 days in 2018/19.

What difference we have made:

- All of the affordable housing completed in 2018/19 is now occupied by households who were previously waiting for council accommodation.
- Investment and improvements to the council's housing stock have led to improved tenant satisfaction as properties are refurbished to a higher standard and are free from major defects.
- The percentage of highways inspected which were found to be of a high or acceptable standard of cleanliness has increased in 2018/19 to 95.9%.

Investing in attractive, safe, and inclusive communities

Organisation

Your council



Analysis of complaints, compliments and customer experience through the contact centre has led to a number of improvements to processes and services.

What we have done:

- The number of online services available to customers at the end of 2018/19 is above target. A webchat service launched in October 2018 has also supported customers. Those customers who prefer to use traditional channels such as face-to-face or the telephone continue to be supported.
- Work is ongoing to improve the availability of fibre broadband for public sector premises, homes and businesses in the local area. Enhancements are also underway to ensure that the council has a modern and resilient ICT infrastructure.
- Planning to enable a flexible and well-trained council workforce is being taken forward through work on office accommodation and systems, and a blended learning approach, including coaching and e-learning. Investment is being made in well-being and preventative initiatives to address staff absence and agency spend.

What difference we have made:

- The percentage of customers who state that they feel it is easy to access the council has increased significantly over the last two years and is currently over 95%.
- Increased availability of digital channels has enabled the council to begin to benefit from data-led decisions, in order to improve services.
- Work on office accommodation and systems is progressing. This will enable employees to utilise technology to more easily communicate, share and develop ideas.
- The results of the council's annual employee staff survey indicate an increase in positive responses to a range of questions.

Striving for excellence