



Our Wrexham Plan 2013-2024

people make all things possible
a plan for life, choice and success in Wrexham



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This plan is about creating a
'better quality of life in Wrexham'.

It's about creating opportunities and giving people
choices. Because without choice, there is no say
in who we are or what we become.



hey – whose plan is this?

Yours. If you want it to be.

This is a plan that could make a difference to everyone in the County Borough of Wrexham. Everyone of all ages, abilities, cultures, background and beliefs. And everyone could help make happen. If they want to.

It's also a plan for Wrexham Local Service Board. Or Wrexham LSB, for short.

“Wrexham what?” you say.

Well, Wrexham LSB is just a partnership name for lots of organisations that help provide services in Wrexham.

For example, Wrexham County Borough Council, North Wales Police, North Wales Fire Service and AVOW (Association of Voluntary Organisations in Wrexham). Plus Glyndŵr University, Yale College, Betsi Cadwaladr University Health Board (NHS), Public Health Wales and the Probation Service.

Of course, all of these organisation have their own plans. But this plan will make sure they're working together. To make Wrexham an even better place. With your help. You know?

the essential facts

Maybe you know Wrexham like the back of your hand?

Maybe you've lived or worked here for a long time?

Ok. Skip this part. No need to read.

Wait, wait, wait.

Maybe you don't know Wrexham as well as you think. Or maybe you've forgotten a few things. Don't skip this part. Read on. You've got nothing to lose.

obvious facts

- We're the largest town in North Wales.
- We're on the Welsh-English border.
- We're the natural commercial centre for North Wales.
- We're well placed to tap into economic opportunities in both Wales and England.

interesting facts

- Around 134,800 people live in the County Borough.
- Our population has grown by 4.9% since 2001.
- Over 30 languages are spoken on our streets.
- Almost 1/4 of our population are disabled.
- We've got one of the largest industrial estates in Europe.
- Part of the County Borough is in an Area of Outstanding Natural Beauty.
- Our most famous 'brands' include Wrexham Football Club and Wrexham Lager.

very interesting facts

- It's thought Wrexham Lager was served on the Titanic.
- Wrexham Football Club is the oldest in Wales (born 1864) and the third oldest professional football club in the world.
- The world-famous Yale University in Boston USA is named after Wrexham educationist Elihu Yale.
- Double Olympic gold medal winner Tom James (Beijing 2008 and London 2012) is from Coedpoeth.

amazing facts

- Glyndŵr University is developing special mirrors for what will be the world's biggest telescope located in Chile. So Wrexham could help unlock the secrets of the universe.
- Wrexham completed one of the biggest projects of its kind in Europe when it fitted 3,000 council homes with solar panels in 2012.
- We have a World Heritage Site. Pontcysyllte Aqueduct and Canal. Not many people can say that.

how will life be better by 2024?

No-one can predict the future. So we can't say exactly how life will be better 11 years from now. But we can say how we'd like things to turn out.

We want Wrexham County Borough to be a great place. A safe place. A place where people live independently and are healthy and active.

We want you to be able to enjoy quality leisure facilities, parks and other outdoor spaces. All work and no play? No thanks.

When you get up in the morning, we want you to feel good about yourself and your surroundings. To feel confident. Optimistic about the future. That's not a bad thing to aim for.

We want Wrexham County Borough to have a strong economy that's resilient to hard times. A place that gives everyone a fair chance to reach their potential.

We want to look after the land and make sure it's used in the right way. Build the right things in the right places.

And we'll keep loving technology. We'll use it to make Wrexham a place where people can get the information and services they need. When they need them.

And what about climate change? It's going to change our lives. No doubt. But we want Wrexham to be a place where businesses and communities know how to adapt. That's a pretty good thing to aim for too.

We want Wrexham County Borough to be a safe place. It doesn't matter if you live here, study, work, socialise or visit here, we want you to walk down the street and think: "I feel good here. I feel like I belong."

We want it to be a place that values human diversity where everyone gets on with each other and feels included. Live and let live. Our diversity is one of the things that makes Wrexham a great place.

A place where you can have your say. And, more importantly, be heard. Where you shape public services. Where you feel like you can make a difference.

No-one can predict the future. But everyone should think about the future. And how they want it to be. Then try to make it happen.

That's what this plan is about.

top of the list

“Get your priorities right.” Ever said that to someone?
Or had it said to you?

We’ve talked about how we’d like things to be by 2024. But what are the priorities for this plan?
What’s top of the list?

There are three things. All equally important.

1. Making Wrexham a place where people can live independently and are healthy and active.
2. Making Wrexham a place with a strong, resilient and responsible economy (make money, but do the right thing).
3. Making Wrexham a place that’s safe and where everyone feels included.



The three priorities link together in all kinds of ways too.
Think about it.

If we make Wrexham a place where people are healthy and active, that can only help the local economy by creating a strong, healthy workforce.

And if its seen as a safe place – a good place to live – that can only help attract businesses thinking of setting up here. They want to know their employees will be happy.

And if they come, they’ll bring new jobs with them. Which is great.

So if an area of work you are interested in is sitting in one priority, don’t worry, the work that we do is likely to have a positive impact on at least one of the other priorities too.

1. making Wrexham a place where people can live independently and are healthy and active

question: by 2024, how will we know we've made a difference?



More people will:

- Eat 'five-a-day.'
- Make the most of immunisation and health-screening programmes.
- Feel good about themselves. And life in general.
- Exercise! Make use of leisure opportunities.
- Say their home meets their needs.
- Get the help they need to live in their own home.



Fewer people will:

- Drink over the recommended limits.
- Be overweight or obese.
- Smoke.

question: what can you do?

If you live in Wrexham, you can start making a difference right now. No exaggeration. Right now. We recognise some people may need support to do this, but here are some ideas.

- | | |
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| ■ Look after your health. | healthchallengewrexham.co.uk
change4lifewales.org.uk |
| ■ Stop smoking. | stopsmokingwales.com |
| ■ Attend regular health-screenings. | nhsdirect.wales.nhs.uk |
| ■ Make use of the appropriate NHS, council and voluntary services. | nhsdirect.wales.nhs.uk
wrexham.gov.uk |

- Report anyone selling alcohol or tobacco to people under-age. 01978 292045
- Use NHS Expert Patient Cymru if you have a long-term health condition. [nhsdirect.wales.nhs.uk](https://nhs.uk)
- Keep your children active. Call Wrexham Family Information Service. 01978 292094
- Get physical! Use your local parks, open spaces and public footpaths. wrexham.gov.uk
- Get active. See what's going on at your local leisure centre, or take a walk in your local park. wrexham.gov.uk
- Ensure your community supports people to be healthy, active and independent. AVOW.org.uk
wrexham.gov.uk
(what's on)
- See what social activities are going on in your local area. wrexham.gov.uk
(what's on)

question: what can we do?

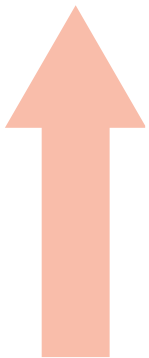
Ok. So you're doing your bit. What can we – the organisations that make up Wrexham LSB – do to make it happen? Try this for starters.

- Work together to make our services the best they can be.
- Make it easy for you to use our services.
- Provide and look after high quality parks, leisure services, libraries, museums, community gardens, allotments and other spaces to use and play.

And if you want to know when we're going to do this, and how exactly, skip to the end of this document. The bit called Nice words. Where's the detail?

2. making Wrexham a place with a strong, resilient and responsible economy

question: by 2024, how will we know we've made a difference?



More people will:

- Feel Wrexham town centre is a happening place. Modern. Full of energy.
- Have confidence in Wrexham County Borough. As a place to live, work, learn and visit.
- Visit here and spend money.
- Achieve their potential.
- Have a Certificate of Higher Education or equivalent.

There will be more:

- New businesses starting up or locating to Wrexham County Borough.
- Quality, long-term jobs.
- Households in Wrexham County Borough with sufficient income.
- Access to learning and well-paid jobs.
- High quality, affordable childcare.
- Access to Broadband and Wi-Fi.
- Graduates living and working here.
- Support to help businesses adapt to economic change.



There will be fewer:

- Empty buildings in the town centre.
- People claiming out-of-work benefits.
- Young people out of education, employment or training.

question: what can you do?

You can help.

- Sell Wrexham to the world. Tweet, blog and shout about the good things we have. Let's make people and business want to come here. twitter.com/wxmsayshello
facebook.com/wxmsayshello
youtube.com/wxmsayshello
wrexhamsayshello.co.uk
- If you don't think Wrexham is great, tell us how to make it better. Talk to your local councillor. wrexham.gov.uk
- Follow your dreams. Make the most of opportunities. Get the skills you need to set up your business or find the right career. wrexham.gov.uk
- Get help when you need it. With learning, childcare or business support. Talk to Wrexham Family Information Service. 01978 292094
- Take control of your finances. Credit Union 01978 266843
Welfare Rights 01978 298255
Citizens Advice Bureau
08444 77 20 20
Loan shark advice
0300 123 3311
- Help shape the Local Development Plan (LDP). It'll decide what can be built in Wrexham over the next few years. And where. 01978 292013
- Buy local and stay local. Support local businesses whenever you can.
- Help stay warm in winter and cool in summer. Make your home more energy efficient. energysavingtrust.org.uk

question: what can we do?

So you're doing your bit. What will Wrexham LSB do? Try this.

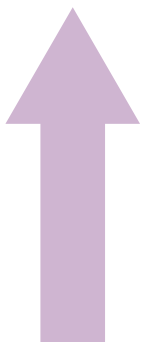
- Work hard to put the 'buzz' into Wrexham and make it a happening place that people want to visit.
- Encourage entrepreneurs and support new businesses across the County Borough.
- Nurture social enterprises and help 'third sector' organisations – like charities and community groups – adapt to change.

- Help communities tap into learning and business opportunities.
- Work together to help children and young people achieve their potential. Particularly youngsters from vulnerable families.
- Help people get into further and higher education.
- Make it easier for people to find high quality, affordable childcare.
- Provide more opportunities to learn employment skills.
- Make best use of land across Wrexham by getting our Local Development Plan spot-on.
- Invest in our heritage to encourage tourism.
- Help communities prepare for climate change.

Want to know exactly how we'll do these things? Skip to the end of this document. The bit called *Nice words. Where's the detail?*

3. making Wrexham a place that's safe and where everyone feels included

question: by 2024, how will we know we've made a difference?



More people will:

- Feel safe in Wrexham.
- Feel they belong in their neighbourhood and Wrexham County Borough.
- Be consulted and influence how local services are delivered.
- Use their right to vote.
- Volunteer.
- Feel Wrexham LSB listens to them.



There will be fewer:

- Crimes.
- Incidents of anti-social behaviour.
- Incidents of re-offending.
- Deliberate and accidental fires.
- People using drugs and alcohol.
- Road traffic collisions.
- People feeling isolated.

question: what can you do?

Help us make it happen.

- Report crime and anti-social behaviour.
- Book a free fire-safety check.
- Keep your home, garage and shed safe and secure.
- Be a good neighbour.
- Respect your community.

0800 169 1234

- | | |
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| <ul style="list-style-type: none"> ■ Talk to someone if you're worried about a relative, friend or neighbour | <p>01978 292066 Contact Wrexham
0808 800 5000 NSPCC
08450 549822 Age Concern</p> |
| <ul style="list-style-type: none"> ■ Join your Neighbourhood Watch Scheme. | |
| <ul style="list-style-type: none"> ■ Report community tensions. | |
| <ul style="list-style-type: none"> ■ Have your say on decisions that affect you. Join a consultation panel | <p>wrexham.gov.uk (Peoples Voice)
Youngwrexham.co.uk
The big P (Senedd yr Ifanc)</p> |
| <ul style="list-style-type: none"> ■ Help run and promote community events. | |
| <ul style="list-style-type: none"> ■ Get involved in your community find out how from the Wrexham Family Information Service, check out the What's on in Wrexham guide or contact AVOW. | <p>01978 292094
wrexham.gov.uk (What's on)
avow.org</p> |

question: what can we do?

Try this for starters.

- Work together to tackle crime, disorder and anti-social behaviour.
- Team-up to promote fire safety.
- Tell people how we can protect vulnerable adults and safeguard children in our communities.
- Encourage good relations between people across Wrexham.
- Listen to you. Then act on what you tell us.
- Encourage volunteering.
- Work together to make Wrexham an accessible place.

nice words. where's the detail?

Detail. You maybe thinking “where’s the detail?
How’s it going to happen?”

It’s a fair question. And here’s the answer.

This document is designed to give you a straight-forward, no-nonsense overview. We have another document called a delivery plan. Based on what’s in here, it maps out exactly what we’re going to do. And when we’re going to do it.

Trouble is, it’s hard to make that sort of thing interesting. Figures, tables. You know the kind of thing.

But if you do want to see it that’s no problem. Just look on our website **wrexhamlsb.org**.

What’s more, we’ll closely monitor progress with the delivery plan and publish an annual summary. So you can keep tabs on how things are going.

do it for yourself. do it for wrexham.

Like we say. You can make a difference.

You CAN help make this plan happen by looking after your health, shouting about the good things across the County Borough, and all the other things we’ve talked about.

Do it for yourself. Do it for Wrexham.

And if we – Wrexham LSB – do our bit too, we’ll get there.

The best things happen when people work together.

a final thought from us

The LSB believes in Wrexham County Borough. And we will work together to make our services the best they can be for local people.

That means everyone. From the very young to the very old, and everyone else on this journey through life.

There are certain things that really matter to us. 'Values' that will guide us as we put this plan into action.

One of those values is pride. Pride in Wrexham, its Welsh language and other languages. Its history, faith, culture and the diversity of the people who live, work, visit and study here.

Another is friendship. It's important that Wrexham is a peaceful place where people get along. A place that welcomes newcomers and visitors. And where people understand their rights. And responsibilities.

If you read the One Wrexham Charter of Belonging (wrexham.gov.uk), you'll know what we mean.

It won't be easy. Wrexham isn't perfect. The world isn't perfect and never will be. Not least because of the economic climate and other changes such as welfare reform. Things are tough right now.

But if we believe in the possible, we'll make good things happen, and build a better place not only for ourselves – but for future generations. That's important.

This plan is a work in progress. We'll keep improving it and review our priorities at least every four years to make sure it stays fresh and relevant in a changing world.

But there is one thing that will never change. This plan is about working together to create a better quality of life in Wrexham. It always will be.

Dawn Docx

Chair of Wrexham LSB

accessible formats

This document will be published on the LSB's website in English and Welsh.

It will be in Microsoft Word and pdf formats in Arial font size 12 as standard. Other formats include large print, Braille, BSL DVD, easy-read, audio and electronic formats. Other languages will be available upon request. Please see the LSB website for details wrexhamlsb.org or call 01978 292273.

in case you were wondering

The pictures on the cover are from the "Re-Imagine Wrexham" exhibition held at the Oriel Wreccsam over the summer of 2012.

This was a great project asking people to get creative by re-imagining Wrexham on a large canvas skyline. What you see is a unique, vibrant image of Wrexham, created by residents of all ages. We love it.

Thanks to Sue McGrane, Creative Lens Media student at Glyndwr University for providing the photos.

thank you

Time is precious.

So thank you for your time. Thank you for reading this plan and thank you for doing your bit.