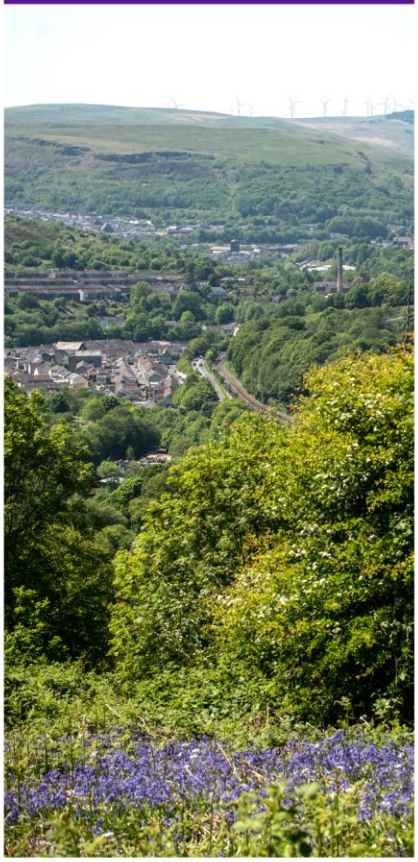
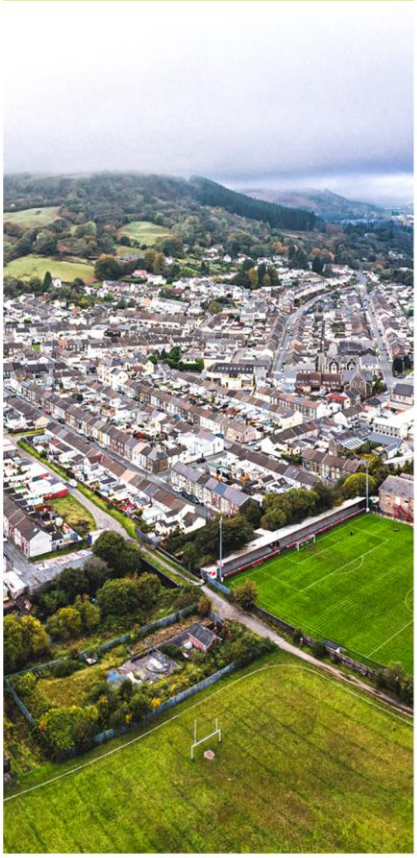
SWYDDI CYNGOR
RHONDDA CYNON TAF
COUNCIL JOBS

RHONDDA CYNON TAF







Pecyn Gwybodaeth i Ymgeiswyr

Candidate Information Pack

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1. WELCOME LETTER TO CANDIDATES

Dear Applicant,

Director of Children's Services

I am delighted that you have asked for more information about this exciting and critical role in the Council.

Rhondda Cynon Taf Council is an ambitious local authority where its Members and officers are committed to the delivery of high-quality public services that are vitally important to local people.

With a challenging backdrop facing local government and the public sector in general, the Council is focused on continuing its approach to strong financial management, its ethos of continuous improvement, and to continue to seek new and innovative ways of delivering services with our partner organisations.

Our Members and officers are committed to facing these challenges directly with the strategic approach and determination necessary to ensure Rhondda Cynon Taf, and the services we provide continue to improve and deliver what our communities need.

Over the last decade, the Council has had a major impact in improving the life chances of local people and it has transformed its services, through the largest investment programme in Wales. This has included investing in new schools, parks, playgrounds, sports and leisure facilities, highways infrastructure, new Extra Care Homes, new supported living accommodation, thousands of new social houses, and significant improvements to our town centres.

We have a strong leadership team and great pool of talented and flexible staff here in Rhondda Cynon Taf who consistently go the extra mile for the Council and our communities. If you believe you are up to the challenge of working in a forward thinking, innovative and vibrant Council, believe strongly in the value of public service and have a similar 'can do' attitude to deliver on our strategic priorities, I welcome your application for this exciting opportunity.

Yours sincerely,



NEIL ELLIOTT,
DIRECTOR OF SOCIAL SERVICES

2. THE COUNCIL

2.1 CULTURE

The Council's Corporate Plan

"Working with our Communities" sets out our four Well-being Objectives and underpinning priorities.

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, HERITAGE AND WELSH LANGUAGE** - Recognising and celebrating RCT's past, present and future.

The Corporate Plan also sets out our Vision for an RCT where *'All people, communities, and businesses can grow and live in a healthy, green, safe, vibrant, and inclusive County Borough where they can achieve their full potential in all aspects of their lives and work, both now and in the future'.*

Our Vision, Well-being Objectives and priorities can only be delivered by a well-run Council. This means, a Council that has a positive organisational culture, that values its staff, manages its resources wisely and looks to continually improve what we do to have the best impact for residents and meet the many challenges we face. Within the Plan, we have also set out commitments to residents, staff and partners.

All Councils in Wales must comply with many laws that guide our work. These laws include the Well-being of Future Generations (Wales) Act 2015 (WFG Act) which among other things, requires Councils to set Well-being Objectives. The Well-being

Objectives set out within our Corporate Plan are clearly aligned to improving the economic, social, environmental and cultural Well-being of RCT.

The Council's Corporate Plan | Rhondda Cynon Taf County Borough Council

2.2 COLLABORATION

The Council prides itself on its effective collaborations, some key examples can be seen here; Working with others | Rhondda Cynon Taf County Borough Council (rctcbc.gov.uk) . On a regional footprint, key partnerships are;

- The Cwm Taf Morgannwg Public Services Board that represents the partner organisations of the region. Its members include the Chief Executive and Leader of Rhondda Cynon Taf County Borough Council; the Chief Executive and Leader of Merthyr Tydfil County Borough Council; the Chief Executive and Leader of Bridgend County Borough Council, the Chair and Chief Executive of Cwm Taf Health Board; the Chief Constable of South Wales Police; the Chairs of Merthyr Tydfil's and RCT's County Voluntary Councils; and representatives from Welsh Government, the Fire Service, Probation Service, and Natural Resources Wales;

- The Cwm Taf Morgannwg Regional Partnership Board brings together health, social services, housing, the third sector and other partners taking forward the effective delivery of integrated services in Cwm Taf Morgannwg. The Cwm Taf Morgannwg Regional Commissioning Unit works on behalf of the Regional Partnership Board.

- The Cwm Taf Morgannwg Safeguarding Board (CTMSB) is a statutory partnership made up of the agencies that are responsible for safeguarding children and adults at risk in the Cwm Taf Morgannwg area. The Board ensures that agencies in the region have effective arrangements in place to ensure that people of all ages, living in the region, are protected from abuse, neglect or other kinds of harm. This also involves preventing abuse, neglect or other kinds of harm from happening.

- The Cardiff Capital Region/SE Wales Corporate Joint Committee – the ten councils in South East Wales have committed to a £1.2billion City Deal with the UK and Welsh Governments to raise the economic output of the Region. The regional collaboration transitioned to a new Corporate Joint Committee in April 2024 with responsibility for strategic development planning, regional transport planning, and promoting economic well-being across the region

2.3 CHILDREN'S SERVICES OVERVIEW

Responsible for the financial, personnel and physical resources of the Division, including the following key service areas:

- Family Support and Care Planning
- Partnerships and Safeguarding
- Fostering, Residential and IFSS
- Youth Justice Services
- Emergency Duty Team

3. THE ROLE OF THE DIRECTOR OF CHILDREN'S SERVICES

3.1 ADVERT

DIRECTOR OF CHILDREN'S SERVICES

SALARY: £108K

Every child deserves to be safe, to belong and to have the opportunity to thrive. As our new Director of Children's Services, you will build on the achievements of the current Director and help turn that ambition into lasting change for children, young people and families across Rhondda Cynon Taf. As a Council, we are looking for an ambitious, values-led leader who brings vision, professional credibility and the determination to strengthen families resilience, champion excellent practice and improve life chances for children and young people.

Our ambition is simple: the right help, at the right time, in the right place. You will lead our work to help children remain safely within their families wherever possible, with timely, evidence-informed support that draws on the strengths of families and communities. Prevention will be central to your approach, alongside relationship-based, strengths-based and trauma-informed practice and safe reunification where appropriate. For children and young people who need care, you will continue in our development of high-quality care and accommodation close to home, giving care experienced children and young people greater stability, trusted relationships and better opportunities.

This is a role where strategic leadership, transformation and excellent frontline practice must go hand in hand. You will lead children's social care, including regional youth justice services, providing both strategic direction and operational oversight. With clear accountability for quality, performance, statutory responsibilities, workforce development and the effective use of resources, you will turn ambition into quality, responsive, financially sustainable services.

Children's rights, voices and lived experiences will be at the heart of your leadership, shaping decisions, service design and how we judge success. You will bring together elected Members, colleagues and partners across education, health, housing, the police and the voluntary sector to strengthen our shared responsibility for safeguarding and corporate parenting. Above all, you will champion the aspirations of care experienced children and young people, helping improve their transition to adulthood and removing barriers to better outcomes.

You will be a credible, compassionate and inspiring leader, with significant senior leadership experience in children's services and a track record of delivering sustainable improvement. You will know how to lead complex change, manage substantial budgets and build effective partnerships with elected Members, regulators and regional and national partners. Sound professional judgement, political awareness and a clear commitment to safe practice are essential.

You will not be doing this alone. You will join an experienced Children's Services management team within the Council's Social Services Department, supported by an ambitious Senior Leadership Team and Council Cabinet. As the Director of Children's Services you will contribute to the leadership of the whole Council, working across service boundaries to deliver shared priorities. Your leadership will create space for reflective learning, constructive challenge and professional development, building a culture of continuous improvement where staff feel valued and supported to do their best work.

Ready to help shape what comes next for children, young people and families in Rhondda Cynon Taf, we would like to hear from you. Bring your ambition for children and young people, your compassion and your resolve to lead through complexity and help turn a shared vision into excellent, sustainable services that make a lasting difference.

For further details on this role and the application process please contact James Eddison, Moxie People on 029 2280 2222 or via email at james@moxiepeople.com

The deadline for receipt of applications is midnight on Sunday 3rd January 2027.

Assessment Centre will take place on Wednesday 13th & Thursday 14th January 2027.

Group:	Social Services
Division:	Children's Services
Post Title:	Director of Children's Services
Grade:	Director (Level 2)
Responsible to:	Director for Social Services
Posts Reporting to this Post:	Children's Services SMT
Team:	
DBS Required Level:	Enhanced
Location:	Ty Catrin, Pontypridd
Date of Description:	November 2026

3.2 JOB DESCRIPTION & PERSON SPECIFICATION

KEY OBJECTIVES

- To support the Chief Executive, Director and Cabinet in developing and delivering the Council's strategic policy agenda and community leadership role, as set out in the Council Corporate Plan, 'Making a Difference'.

- To provide strategic leadership for Children's Services, fulfil all statutory duties and responsibilities, and ensure services are safe, effective, high quality and aligned with national and local priorities and community needs across Rhondda Cynon Taf.

- To work with Council colleagues and partners in education, health, the police, the third sector, and regional and national organisations to develop new ways of working, optimise resources and improve outcomes for children and young people, keeping them safe and promoting their wellbeing.

- To ensure children's, young people's and families' views are heard and acted on in all work with children, young people and families across the division and wider Council.

- To ensure effective workforce development and succession planning for Children's Services, creating motivated, empowered teams that can excel and consistently deliver high standards through effective supervision and support.

- To act as an ambassador for the Council, enhancing its influence at local, regional and national levels.

SPECIFIC RESPONSIBILITY

Responsible For:

The financial, personnel and physical resources of the Division, including the following key service areas:

- Family Support and Care Planning
- Partnerships and Safeguarding
- Fostering, Residential and IFSS
- Youth Justice Services
- Emergency Duty Team

KEY ACCOUNTABILITIES

Strategic Management

- To make an active and positive contribution to the Council's strategic plans and policies, as well as to the process for implementing cultural change and organisational development and facilitate the creation of a common purpose across the organisation, by team working as a member of the Senior Management Team.

- To seek innovative and creative solutions to meeting the Council's need to bring about change and improvement within limited resources.

- To promote equality of opportunity and access in service delivery and in the employment of staff, as part of the Council's social inclusion strategy.

Service Management

- To act as the Council's expert and head of profession for a related group of key services, and to provide high-quality advice on their development and operation.

- To set standards, frameworks, and protocols for service functions and to ensure that these are effectively implemented and complied with.

- To ensure that all corporate policies, objectives, and processes are implemented and complied with, and are communicated to all staff within the service area in a timely and effective way.

- To provide clear direction and purpose for staff at all levels, by translating political decisions into achievable service delivery targets and processes.

- To actively manage and enhance the performance of senior managers, service managers and team leaders, particularly in terms of their participation in the activities of the Senior Management Team and multi-disciplinary corporate project teams.

- To implement and maintain an effective framework of formal delegation of responsibility to service managers and team leaders.

Service Quality and Performance Management

- To ensure that services are planned and delivered in a co-ordinated way, and in compliance with the Council's scrutiny and continuous improvement processes.

- To ensure the formulation, implementation, monitoring, and evaluation of service plans for each service area; identifying, analysing, and responding to changing trends, patterns of demand, and performance issues, as necessary.

- To ensure that service delivery and planning take account of and is benchmarked against national and local performance indicators and contributes to the targets set out in the Council's Plans.

- To put in place effective arrangements for agreeing personal targets for Service Managers and Team Leaders, and for regularly appraising and reporting on their performance.

- To identify and provide opportunities for meeting the professional development needs of senior managers within the service area.

- To be accountable for personal performance, through meeting agreed personal targets and through undertaking planned programmes of professional development.

Resource Management

- To regularly review and evaluate the resource requirements of the service area, in terms of both maintaining essential service delivery and bringing about necessary improvements and developments.

- To ensure the efficient and imaginative management of all resources, (people, finance, property and information), in support of the Council's agreed targets for service delivery and improvement.

- To demonstrate an entrepreneurial approach to identifying, and pursuing as appropriate, all additional sources of funding or other resources, which could be used to augment those provided by the Council, ensuring that any special accounting or evaluation requirements involved are complied with, and that such resources are integrated fully into the Council's processes.

- To make an active contribution to the formulation and delivery of the Council's strategy for the deployment of funding, to improve the economic, social and environmental well-being of local communities.

- To work closely with other agencies and partners to improve the impact of the way in which budgets are spent and resources are allocated.

Partnership Working and Communication

- To develop and maintain the wider networks and partnerships the Council needs to deliver its community leadership role and to enhance services to its local communities.

- To actively foster and develop positive relationships with all local agencies and partners, including the voluntary sector and local businesses, as well as with other statutory bodies at regional and national levels, including the Welsh Government.

- To communicate the Council's vision, strategy, and processes effectively, both internally to staff, and externally to partner agencies and the public.

- To develop and implement effective arrangements for formal consultation with local agencies and partners, and with the public, on service planning and delivery issues, and for ensuring that comments received feed into policy and decision making, as appropriate.

- To contribute to the Council's strategy for maintaining positive relationships with the media, dealing with, and responding to enquiries, and taking advantage of public relations and media opportunities as appropriate.

To undertake such other duties and responsibilities commensurate with the grade, as may be reasonably required by the Service Director, or as a mutually agreed development opportunity.

To comply with the Council's Health and Safety Policies and procedures and undertake any relevant health and safety duties in accordance with local arrangements.

To support the Council to play its part in tackling Climate Change and meeting its Carbon Reduction targets across the services it delivers and also in the goods and services it buys or commissions from other organisations.

All staff have a valuable and vital role in keeping people safe. Any person with concerns regarding the safety of a child or adult at risk, OR the behaviour of a colleague towards a child or adult at risk, has a responsibility to report this immediately. This should be done via the person's Line Manager, Designated Safeguarding Lead or contact the Cwm Taf Multi Agency Safeguarding Hub.

THE CONTENTS OF THE DOCUMENT WILL BE SUBJECT TO REVIEW FROM TIME TO TIME IN CONSULTATION WITH THE POST HOLDER. JOB

DESCRIPTIONS MAY BE AMENDED TO REFLECT AND RECORD SUCH CHANGES.

PERSON SPECIFICATION

This person specification sets out the knowledge and / or qualifications, past experience and personal competencies that would be ideal for this particular post.

The **knowledge / qualifications and experience** sections describe what is required in terms of the technical ability that is needed to do this job successfully. The **competencies** section describes the kinds of non-technical skills, abilities and personal characteristics that the ideal person for this particular role would have. The competencies describe how that person would ideally work with other people and how they would approach their responsibilities. The **special conditions and professional requirements** section describes any other qualities appropriate to the particular circumstances associated with this role.

ATTRIBUTE	ESSENTIAL	DESIRABLE
KNOWLEDGE / EDUCATION	• Degree or equivalent • Relevant professional qualification • Thorough knowledge of legislative and regulatory framework • Detailed knowledge of relevant area(s) of service delivery • Level 1 Welsh Language skills (with induction from Welsh language tutor if needed)	• Understands the political context at national, regional and local levels • Understands the application of commercial and business concepts and techniques

EXPERIENCE	• Experience of running a major service, at chief officer level or the equivalent • Substantial experience of leading management of change successfully in a large and complex organisation • Managing large and complex financial budgets successfully • Making a major contribution to corporate strategy successful management of industrial relations	• Extensive experience of working closely with elected members or the ability to demonstrate that such political sensitivity could be acquired quickly • Dealing with the media over sensitive issues • Service and business planning, including service review and use of Service Level Agreements

COMPETENCIES	
1. Developing and Motivating People	Inspires others by being passionate and enthusiastic and having a positive 'action-focused' attitude, and empowers people by giving space, freedom, flexibility and trust, where appropriate.
2. Working in Partnerships and Teams	Builds lasting, positive & constructive relationships with a wide variety of people and constantly looks for opportunities to improve service provision through working with other service areas and beyond the Council.
3. Communicating Effectively	Demonstrates open, honest and regular communication with all those who might need it, whilst tailoring their style and language to different groups of people e.g. customers, Councillors, staff. Communicates early to flag up potential 'surprises' in advance.
4. Leading Change	Understands and embraces the need for change and responds positively to a modernising agenda. Supports innovation with appropriate structures and frameworks and Accepts responsibility and takes on the role of 'team captain'.
5. Working Strategically	Drives strategic priorities based on real need, grounded on well-informed evaluation of data. Is aware of, and acts on, emerging issues, trends and implications for Appreciates why decisions have been made and sees them in the wider context their service and the Council.
6. Managing Resources	Develops creative and radically different approaches to maintain high quality delivery with fewer resources (Workforce Planning) and finds efficiency savings without compromising service delivery (Workforce Planning). Is positive about what can be achieved with existing resources (Workforce Planning).

7. Achieving Results	Understands the implications of performance metrics in a broader context. Prioritises to get the best out of the available time. Is able to make tough decisions. Reviews outcomes in order to make improvements and learn from mistakes.
8. Political Knowledge & Awareness	Understands how political decisions are made and is aware of political sensitivities but maintains non-political objectivity. Helps politicians to see the wider strategic picture when making decisions. Take opportunities to build stronger relationships with politicians and share information
SPECIAL CONDITIONS AND PROFESSIONAL REQUIREMENTS	Ability to travel throughout the County Borough to meet the requirements of the post.

3.3 EQUALITY, DIVERSITY AND INCLUSION

The Council will provide equality of opportunity for all, where all staff feel valued and can reach their full potential. As a Senior Leadership Team member, you should support our values and commitment that:

- We recognise that to meet the needs of future generations of staff and communities we need to lead change and to be brave in what we can achieve.
- We will create a safe working environment where people are able to be who they really are, feel listened to, and are able to raise concerns, knowing we have their backs to do so.
- We will communicate the rationale for decisions so that people understand why actions have been taken and decisions made.
- We will take action to support the experience and career progression of under-represented groups and support everyone to understand the benefits of equity for all.
- We recognise that people's experiences across the organisation differ, and we will build a culture where everyone has a great experience.

- We will call out behaviour that harms or devalues people and there will be clear consequences for behaviour that falls below our organisation's standards.
- We commit to listening and seeking to understand the experiences of all. We will support and listen to staff to enable them to outline the culture they want to see.

The Council has a dedicated team that deals with equality, diversity and inclusion. The team deal with corporate policies and strategies such as the equal opportunities policy, dignity at work policy, and the strategic equality plan and work with both internal and external partners to deliver the Council's commitment to achieving equality for all.

If you are interested to hear more about the work they do, please contact the Diversity & Inclusion Team on 01443 444529 or by Email: equality@rhondda-cynon-taff.gov.uk

4. RECRUITMENT TIMETABLE

CLOSING DATE FOR APPLICATIONS	**Sunday 3rd January 2027 (midnight)** ***Shortlisted Candidates will be contacted by the 8th January 2027***
ASSESSMENT CENTRE	**DAY 1 - Thursday 13th January 2027**
	DAY 2 - Friday 14th January 2027

5. WHY WORK FOR RHONDDA CYNON TAF COUNCIL?

Rhondda Cynon Taf Council is one of the largest Local Authorities in Wales. Our vision is for a Rhondda Cynon Taf where "All people, communities, and businesses can grow and live in a healthy, green, safe, vibrant, and inclusive County Borough where they can achieve their full potential in all aspects of their lives and work, both now and in the future".

If you work for us, your work contributes to making a positive difference in our communities.

We are committed to creating a rewarding and inclusive working environment that reflects our values and priorities.

We provide excellent induction, training, and development programmes to help you grow within your role and career. You'll be challenged and supported through new opportunities to build new and transferable skills whilst making an impact.

Wellbeing and Work-Life Balance

In our comprehensive Workforce Wellbeing Strategy, which recognises the many elements influencing overall wellbeing. We offer a wide range of benefits and support services to help you thrive in the workplace.

In addition, you will have access to a wide range of staff benefits including discounted 'Leisure for Life' membership, 'Vectis Card' for discounts on hundreds of products and services, Cycle to Work scheme and a technology purchase scheme.

We commission an **Employee Assistance Programme** (EAP) which gives access to 24/7 wellbeing support as well as a wealth of online resources including self-help workbooks, podcasts and health assessments.

Our **pension scheme** offers competitive benefits, with additional financial savings to be had with discounts on hundreds of products and technology and car purchase schemes providing additional ways to manage personal finance, all available through the **staff benefits** platform. There are further opportunities to boost financial wellbeing by learning more via the **Salary Finance** workshops.

In addition, we support work-life balance through flexible, family friendly policies and a generous annual leave entitlement, starting at 26 days (pro rata) rising to 31 days after 5 years of service, (Chief Officers 35 days) plus 8 public holidays and the option to purchase additional annual leave (up to 10 days pro rata). Our inclusive workplace also celebrates diversity with staff networks for employees including the Allies Network, Disability and Carers network, Pershin (LGBTQ+ Network) and Spotlight (open to Black, Asian, and minority ethnic staff).

Please see our career pages to find out more about working for us.

6. LIVING IN RHONDDA CYNON TAF

Places and attractions

Rhondda Cynon Taf has much to offer, whether you are looking for culture, history, shopping, sport or leisure opportunities, there is a huge variety of activities on the doorstep.

Heritage

There are plenty of museums and heritage sites to visit in the region. In the Welsh Mining Experience at Rhondda Heritage Park, Trehafod, you can immerse yourself in the great days of the nineteenth-century coal boom, as well as its decline. For Pontypridd's story, pay a trip to the Pontypridd Museum, found beside the single-arch pack-horse bridge, built in 1756. Fact finders may also be interested to learn that the Welsh National Anthem, Hen Wlad fy Nhadau (Land of my Fathers), was composed here in 1856, and a monument to this can be found in the beautiful Ynysangharad War Memorial Park in Pontypridd.

The Great Outdoors

If you love walking, countryside, scenic views and mountain hikes you couldn't come to a better place. But it's not just walkers who will enjoy our spectacular views. If you prefer a less energetic approach to appreciating the great outdoors, you're also in luck. Near Aberdare, you'll find the beautiful Dare Valley Country Park, an easily accessible slice of the Welsh Valleys.

We have some of the highest main roads in the UK, with viewpoints at all the summits, such as the Bwlch and Rhigos mountains, providing sweeping vistas of the picturesque Brecon Beacons and the sea. Rhondda Cynon Taf is also home to a section of the Brecon Beacons National Park. The magnificent stretch of country to the south of the main peaks slopes west to the limestone country at the head of the Hepste and Mellte valleys. You can even walk into Powys on a path passing behind the picturesque 100-ft Sgwd yr Eira waterfall.

For those that enjoy adventure, visitors can immerse themselves in the experience of Zip World. Home to Phoenix and the Tower Coaster, Zip World Tower is the 4th Zip World site to open and is the 1st to be situated in South Wales. Nestled in the Rhigos

mountain range, and boasting stunning panoramic views, this adventure hub is situated at the old Tower Colliery coal mining site and had created a new lease of life for this historic and widely loved base. Phoenix is the world's fastest seated zip line, with 4 parallel lines in 2 separate zip zones. This zip line will see you flying across the Welsh countryside. The Tower Coaster is the only one of its kind in Europe, boasting a side-by-side kart, making it possible for two people to ride at once.

Visitors can also enjoy Dare Valley Family Gravity Bike Park which is the First Family Bike Park in the UK , boasting rollable blue trails with uplift and bike hire. Located within the Dare Valley Country Park, The Dare Valley Gravity Bike Park in Aberdare, South Wales has miles of blue graded cross country trails designed for adventurous families and beginner and intermediate riders. There are also three fun pump tracks across the bike park providing plenty of options for your way down. However, it's the very efficient uplift service from the bottom back to the trail head, that makes all the difference – you really can maximise your riding fun.

Sports

Pontypridd's Rugby Club is well known the world over, however there are numerous Rugby clubs in the area catering for all age groups starting with the under 7s through to seniors. Considerable investment has gone into modernising and upgrading many of our sports centres and gyms. There are a variety of sporting clubs such as football, netball and boxing in Rhondda Cynon Taf that cater for all tastes. The Council has also invested significantly in 3G pitches, to ensure sports are able to be played in all weathers, and throughout the year.

Shopping and going out

There are a large variety of shops in Rhondda Cynon Taf, everything from craft and gift shops to town-centre stores, retail parks to traditional markets and independent retailers. There is also Talbot Green shopping centre, where you will find many of the major chains.

Fans of the performing arts are well catered for, too, with the Coliseum Theatre in Aberdare and the Park and Dare Theatre in Treorchy. The Council is also working to regenerate the Muni Arts Centre in Pontypridd to transform it into a hub for performing arts and entertainment in South Wales. In Llantrisant – one of Wales' oldest towns –

the Model House is well worth a visit. Originally a workhouse, it's now a centre for exhibits and the sale of crafts of all kinds.

Facts and figures

The County Borough of Rhondda Cynon Taf is made up of three parts – the Cynon Valley, Rhondda Valleys and the Taff Ely area. Situated in the heart of South Wales just north of Cardiff, between the Brecon Beacons and the M4 Motorway, we are the third largest local authority in Wales, with approximately 240,000 people living in 424 square miles. While the region grew with the coal industry, it is all change in the 21st century. The coal tips have long gone and today you will find a wide range of landscapes. There are many valleys in Wales, but nowhere is there such pride and passion, and nowhere will you find so warm a welcome.

Housing

Here in Rhondda Cynon Taf, you will find a wide range of housing, from budget rental accommodation through to large detached executive homes. Although property prices have been rising in recent years, prices still remain relatively competitive in Rhondda Cynon Taf, compared to other areas in the UK.

Transport

Rhondda Cynon Taf, offers excellent public transport services. The region sits in the core of the Valley Lines rail network, and the creation of the South Wales Metro will see significant improvement to rail infrastructure, reductions in travel time, and more frequent rail services, with Pontypridd seeing 24 trains per hour passing through the station.

The road network has also seen lots of change, with major projects being delivered to improve journey times and reduce congestion. Rhondda Cynon Taf is well placed for the M4 motorway, with easy access to Cardiff and beyond, as well as the A465 Heads of the Valleys road which provides easy access to the Midlands. We're also keen to promote walking and cycling in Rhondda Cynon Taf, and believe that introducing walking and cycling into the daily routine will help improve public health, at the same time protecting the environment.

Access to the rest of Wales

Wherever you are in Rhondda Cynon Taf, you are always within easy reach of Cardiff, thanks to excellent road and rail links. In Wales' capital, you can enjoy a rich and varied cultural environment including provision at centres such as the New Theatre, St David's Centre and the Cardiff Motorpoint Arena. There is also the Principality Stadium which is widely regarded as one of the best sporting and entertainment venues in the world. Along with international rugby and football games, it is host to some of the biggest music stars. Cardiff Castle is located in the heart of the city and enjoys a history spanning nearly 2,000 years. The castle is one of Wales' leading heritage attractions and a site of international significance.

There is also Europe's Largest Waterfront Development in Cardiff Bay. Transformed by the Cardiff Barrage that impounds the Rivers Taff and the Ely a massive fresh-water lake has been created. Cardiff Bay is home to a number of attractions such as Techniquest Science Discovery Centre - ideal for all the family, Craft in the Bay, the historic Pierhead Building, The Senedd – the Welsh Parliament building, the Norwegian Church Arts Centre, the Wales Millennium Centre - a world class theatre and arts venue, and a huge range of food and drink outlets.

The Glamorgan Heritage Coast stretches for 14 miles from Barry to Porthcawl. With plunging cliffs, tiny, secluded coves and breath-taking views make the Heritage Coast a must for walkers, cyclists or anyone with a love of the countryside. The whole coastline is fringed with delightful towns, small villages and miles of footpaths and country lanes. You are also close to the Gower Peninsula that is both beautiful and unspoilt. There are many historic features located over an area that measures just sixteen miles by seven miles wide.

Not surprisingly, such an enclosed peninsula surrounded by the Bristol Sea and Atlantic Ocean, has become a haven for some of the richest wildlife and varied habitats in the UK. Scattering the landscape in Gower are historic reminders of the past, from castles, medieval churches, Iron Age fortifications, and prehistoric standing stones. All this against an awe-inspiring, natural backdrop of hills, valleys, beaches and cliff tops, commons, woodland, dunes, marshes and caves.