



OUR WELL-BEING PLAN

A More Equal
Cwm Taf Morgannwg



2023 | 2028



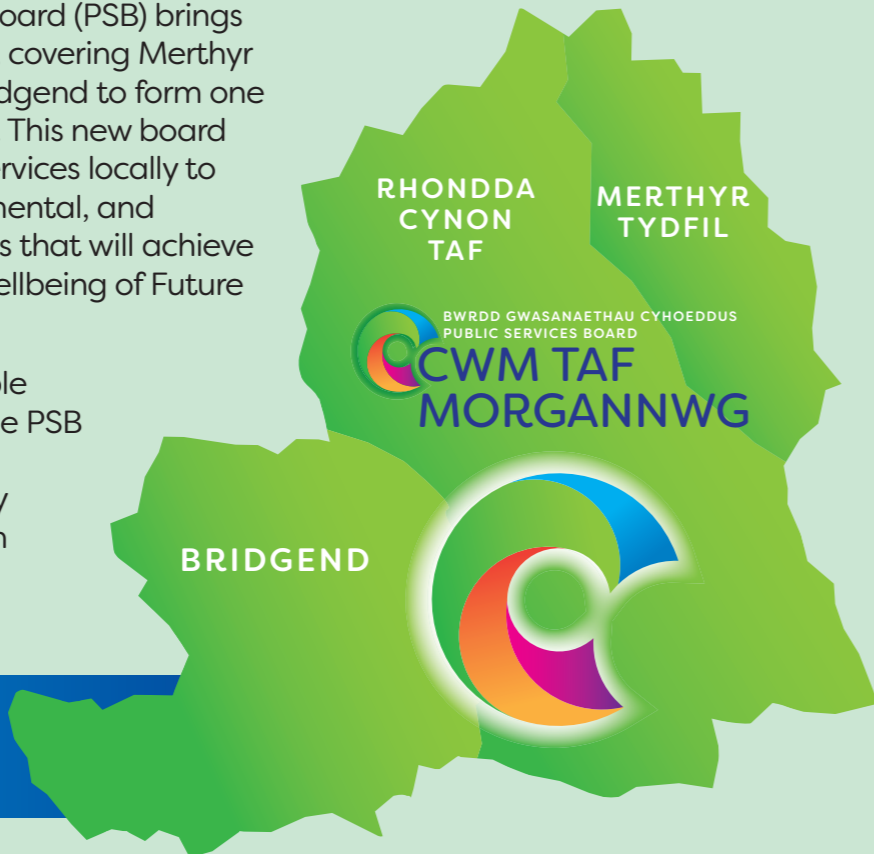
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Cwm Taf Morgannwg Public Services Board (PSB) brings together the previous PSBs in Cwm Taf, covering Merthyr Tydfil and Rhondda Cynon Taf, and Bridgend to form one PSB for the Cwm Taf Morgannwg area. This new board comprises public bodies, who deliver services locally to improve the social, economic, environmental, and cultural well-being by setting objectives that will achieve the Well-being Goals outlined in the Wellbeing of Future Generations 2015 Wales Act.

We must do this by using the sustainable development principle which means the PSB needs to make sure that when making decisions they consider the impact they could have on people living their lives in Wales in the future.



We use the following five ways of working from the Act to help us to do this:



LONG TERM



PREVENTION



INTEGRATION



COLLABORATION



INVOLVEMENT

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Over 450,000 people live in the Cwm Taf Morgannwg Area. Well-being is about quality of life, and how that is connected to the environment, the economy, the services we need and the culture we share. Many things have shaped our communities and our well-being—such as industrial heritage, the landscape and shared interests in sport and the arts, giving a rich history and future opportunity. These can be considered as social, economic, environmental, and cultural factors.

Our **Well-being Assessment** provides the evidence base for this Well-being Plan, the data and information gathered has been used alongside what local communities and people have told us about life in Bridgend, Merthyr Tydfil, and Rhondda Cynon Taf.

The overarching theme of our Well-being Plan is **'A More Equal Cwm Taf Morgannwg'** and that drives every aspect of the Public Services Board's work.

Our Well-being Assessment told us that the communities in Bridgend, Merthyr Tydfil and Rhondda Cynon Taf have a lot to be proud about. However, not all communities have fair access to opportunities and face different challenges that impact on well-being. We have learned from our Well-being Assessment to identify how we will work together locally to tackle these inequalities in relation to our lifestyles, our communities, and our environment to improve the well-being for people living here now and building towards a fair future.

This draft plan sets out how we will work together to achieve this.



How we developed the Plan

To develop our Well-being Plan we used findings from the Well-being Assessment, messages from the engagement and consultation, worked with PSBs and their wider networks and stakeholders at a series of workshops to develop the objectives and draft plan, benefited from support and formal feedback from the Future Generations Commissioner and reflected on our own experience of delivering the previous Well-being Plans.

The Well-being Assessment was a real collaboration of PSB members, partners, and stakeholders from across the Cwm Taf Morgannwg area and wider to bring together data and information to provide a picture of the state of well-being in the area. There was a Community Assessment Action Group that steered the work, with engagement and data sub-groups that included specialists from across our partner agencies and partnerships. The published Assessment and a series of summary sheets are available [here](#).

A report on our engagement and consultation as part of the Well-being Assessment, published [here](#), shows the wide range of conversations

about well-being with diverse communities. We worked with the Regional Partnership Board that helped facilitate conversations and acted as a critical friend to ensure the outcomes were utilised. We met people in their own spaces, in community centres, in town centres, shops and bus stations. Through the Hackathons we used music, poetry, drama, and art as a way of drawing out and reflecting on experiences.

The Our Futures Festival workshop reflected on the findings of the Well-being Assessment and considered where the PSB can make the most difference. Our Stakeholder Conference reflected on our past performance and ways of working. The Three horizons workshop led by Natural Resources Wales helped us to picture the future we want and how the PSB can work together to get there. We have considered how the Objectives of the Well-being Plan relate to the plans of our partners and partnerships to see how shared outcomes can help us to integrate better.

Future Voices

Throughout the Well-being Assessment and the development of the Well-being Plan we have committed to improving our engagement and making co-production part of our culture. In the development of this Well-being Plan we built on the earlier engagement for the Assessment, going back to those groups, networks, and places to check that the Well-being Objectives and our analysis was right. Through this process we have been supported by the Co-production Network for Wales and will work with them through the life of the plan to develop our approach and skills to make sure community voices really shape and influence the way we work.

To underpin the delivery of our plan we will be focusing on developing our understanding of how local neighbourhoods work and how the environment and climate change impacts on well-being. Our Assessment tells us this will not be the same for everyone so we will develop how

we work with different population groups to see where there is inequality.

We will bring together a network of engagement across our partners and partnerships to improve collaboration and share good practice to support delivery of this plan.

We will build on our work through the previous plans and have a long running programme through the life of this Plan to bring in the voice of our future generations – local children and young people, to make sure they act as our conscience so that we have the courage and ambition for our work to secure the future they want.

Our assessment recognised the rich local culture of our area. We will maximise our opportunities such as the Eisteddfod Genedlaethol and other festivals and events to celebrate our Welsh language and the culture, language, and customs of our diverse communities.



Working Differently

The PSB membership, partnerships and networks bring together a wide range of organisations and groups. In working together on our objectives in this Well-being Plan, each will be able to make a different contribution. In all our activities we are guided by the ways of working in the Well-being of Future Generations Act

Specifically, for the achievement of the plan, PSB partners make the following commitments



Involvement and citizen voice will shape the design and delivery of the plan. We will maximise opportunities for working in a more inclusive and co-productive way by working with Coproduction Network for Wales.



PSB organisations are rooted in their communities. Through their size and reach, they can contribute to our local area in many ways beyond delivering services. We will maximise our contribution to improving well-being through using our assets to support communities through procurement, reducing our carbon footprint and as big employers of local people,



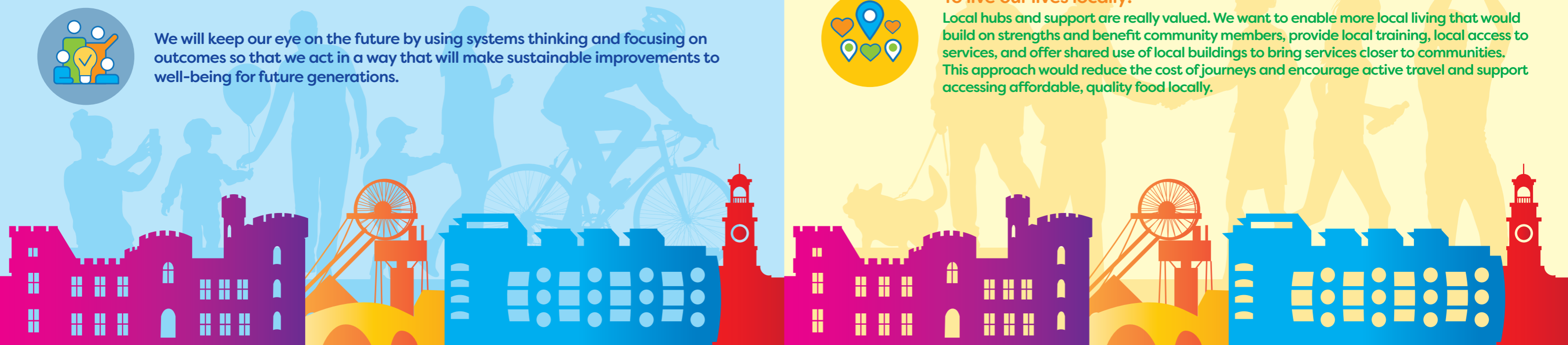
Establishing a regional governance at the PSB that drives local delivery (based on need and improving equity) and campaigns at a national level on behalf of our communities.



Improving intelligence across the region, agencies, and partnerships so that we recognise and build on the many strengths of the area and understand the causes behind the challenges we face.



We will keep our eye on the future by using systems thinking and focusing on outcomes so that we act in a way that will make sustainable improvements to well-being for future generations.



Objective One

Healthy local neighbourhoods

A Cwm Taf Morgannwg where our communities are inclusive and feel cohesive and people feel safe, supported, and valued. Our Well-being Assessment told us that we want:



To feel Connected:

During lockdown our local communities came together with voluntary organisations and partners to make sure that everyone had the support they needed. We are proud of our culture and heritage and our strong local communities, but we know that loneliness can affect anyone, and young people said they felt disconnected. We know that taking part in our community is good for our mental health, and there are great local activities and opportunities but some people, including those with disabilities, feel excluded and cost and transport can be a barrier.



Healthy places:

There are great opportunities to keep fit and healthy in our community, but physical activity rates are low, we have high levels of diabetes and obesity, and people in more deprived neighbourhoods are less likely to make use of the green and blue spaces around us. Having safe local spaces and affordable opportunities to be active is important, including play for children and young people. Having access to healthy food locally is also important.



To feel and be safe:

Cwm Taf Morgannwg is a safe place to live with good work being done to tackle crime and anti-social behaviour, but we know that some people feel unsafe in some spaces or at certain times. Recent figures also show an increase in reports of hate crime and domestic abuse. We recognise the impact this can have and want to create communities where everyone feels safe and has a sense of belonging.



To live our lives locally:

Local hubs and support are really valued. We want to enable more local living that would build on strengths and benefit community members, provide local training, local access to services, and offer shared use of local buildings to bring services closer to communities. This approach would reduce the cost of journeys and encourage active travel and support accessing affordable, quality food locally.

By working together on this objective, we will:



Support communities to be inclusive so that:

- more people say they feel connected;
- fewer people say they feel lonely; and
- there is a range of community activities for everyone in the language of their choice.



Promote healthier lifestyles in our communities so that:

- more people are active;
- fewer people, particularly children, are obese; and
- there are more opportunities to be active locally and affordably.



Work with communities to build a sense of belonging so that:

- more people report feeling safe in their local area;
- fewer people experience anti-social behaviour; and
- there are opportunities to act together to tackle problems when they occur



Help people to access to support, services and opportunities in their local neighbourhood so that:

- more people use active travel;
- fewer people face long / costly journeys to access services; and
- there are community buildings for everyone to access and use.

We believe working in this way will also positively contribute to the seven national Well-being goals:

A prosperous Wales	Reducing the reliance on costly transport to live locally and having access to low cost or no cost opportunities to come together in the local area. Supporting our town centres
A resilient Wales	Reducing our carbon footprint by being able to access the services we need by walking or using active travel.
A healthier Wales	By promoting healthier lifestyles and enabling access to local opportunities to be active and come together.
A more equal Wales	By understanding the barriers that some people face in feeling connected to their communities
A Wales of cohesive communities	Helping everyone feel safe in their local area by acting on substance misuse and domestic violence
A Wales of vibrant culture & thriving Welsh Language	By enabling everyone to have access to a range of activities and opportunities to take part in our rich local culture of sports, music, arts and language.
A globally responsible Wales	By working to make sure that everyone who comes to the area has a warm welcome and the support they need.

Who can help Us? – Our key links for delivery

- Regional Community Cohesion Officers and community cohesion networks including Black Asian and Minority Ethnic and LGBTQI+
- Community Safety Partnership, Area Planning Board for Substance Misuse, Regional Safeguarding Board and engagement networks and groups
- VAWDASV Steering Group (violence against women, domestic abuse and sexual violence)
- Public Health Wales Healthy Weight, Healthy Wales Programme
- Regional Partnership Board
- RIC (Regional Innovation Communication) Hub Cwm Taf Morgannwg University Health Board
- Regional Social Prescribing Steering Group
- Play sufficiency groups and sports development teams
- Local Development Plans
- Workforce well-being
- Local Authority Elected Members and Town and Community Councillors
- Community hubs, organisations, and neighbourhood networks



Objective Two

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. Our Well-being Assessment told us that we want:



To protect and enjoy our natural green and blue spaces responsibly:

We love green and blue spaces around us but we could be managing and using them better for a wide range of benefits such as climate adaption, physical exercise, coming together or just being outside. When we do use them, and in all the things we do and the decisions we make, we want to make sure that we're not doing anything that could negatively impact on the spaces around us. We need a healthy ecosystem for water and food however many of our local species of plants, animals and insects are in decline.



To increase opportunities for active travel and using public transport:

We find that travelling for work, shopping, appointments, and socialising can be costly and difficult without a car. Where more of the services, businesses, and activities we use are in our local neighbourhoods, we can use active travel like walking and cycling to get to them which can improve our health and reduce the number of journeys that rely on vehicles.



To reduce carbon use and waste:

At present, we are using our resources in an unsustainable way, and this is contributing to the climate and nature emergencies. We already have good rates of recycling but there is more we must do to reduce the amount of waste we produce. There are good examples of how we are reducing carbon and we must all support plans to become carbon neutral. We all have a role to play in global climate mitigation: reducing our consumption and waste and energy use to create a cleaner, greener Cwm Taf Morgannwg.



To tackle Climate Change and its impact:

We are already seeing the impact of Climate Change in our communities. Many residents have experienced devastating flooding and we are also seeing rising temperatures in the summer. Wales has declared both Climate and Nature emergencies and we know that extreme weather has greater impact in areas with a lower income. Climate adaptation is needed to make our most vulnerable communities resilient. We must change how we use and manage our urban and natural spaces to help us respond to climate change and the risks it poses.

By working together on this objective, we will:



Improve, use, enjoy and protect our natural local spaces so that we see:

- more local, accessible green and blue spaces;
- fewer incidents of pollution and fly tipping; and
- more resilient, healthier ecosystems and natural environment in our local area, including our rivers and hillsides.



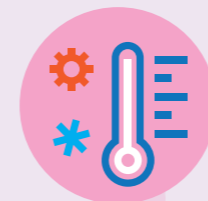
Support communities by increasing opportunities for more active travel in their daily lives so that we see:

- more of the things we need and use being nearby;
- fewer journeys being undertaken by car; and
- an improvement in air quality and health.



Understand how we can all use resources more sustainably so that we see:

- more re-use and recycling of a range of materials;
- reduced energy consumption; and
- improved management of our land and coastline to reduce carbon emissions and increase carbon capture.



Work with communities identify opportunities for Climate Change mitigation and adaptation and understand potential risks from climate change so that we see:

- more awareness, knowledge and skills across communities;
- fewer people, communities, and properties at risk; and
- increased confidence in our ability to respond to future challenges



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We believe working in this way will also positively contribute to the seven national Well-being goals:

A prosperous Wales	Reducing negative impacts on our local spaces to create a healthy eco-system
A resilient Wales	By understanding how we can use resources more sustainably
A healthier Wales	Promoting use of green and blue spaces for physical activity and active travel for healthier lifestyles
A more equal Wales	By recognising the limitations on some communities and improving accessibility, knowledge, and skills
A Wales of cohesive communities	By improving awareness, knowledge, and skills across communities in terms of climate change and active travel options
A Wales of vibrant culture & thriving Welsh Language	By improving accessibility to green and blue heritage spaces
A globally responsible Wales	Making a change across communities to use what we have responsibly

Who can help Us? – Our key links for delivery

- RCT Climate Action Network
- VAMT green spaces network
- RCT Neighbourhood networks
- Biodiversity Action Plans
- Bridgend Green Network
- City Deal partners
- A local climate change risk assessment
- Cwm Taf Nature Network
- Public Health Wales Healthy Weight, Healthy Wales
- Play sufficiency groups and sports development teams
- Economic Partnerships
- Valleys Regional Park
- Transport for Wales

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How will we deliver the plan?

We will make sure the priorities and steps in our Wellbeing Plan are delivered through:

- Strong leadership – PSB will collectively lead the delivery of this plan, with a nominated lead for each of the priorities. The new regional PSB for the Cwm Taf Morgannwg area will give a refreshed drive for improving well-being in our communities and also influencing at regional and national level.
- Good governance – delivery will be coordinated through a small core delivery structure led by PSB members that will provide regular reports on progress.
- Accountability – A new regional PSB scrutiny committee, including elected members, will provide democratic accountability through reviewing progress on delivery of the well-being plan and providing advice and support to the PSB.
- Joint resources – Different partners are able to bring different contributions to delivery of the well-being plan. This will include aligning resources across PSB members and making best use of partnership and external funding sources, either directly or through partners.
- Delivery plans – that will be developed for each priority and will include targets, responsibilities, timescales and measures for progress.
- Collective commitment to delivering the plan – The wellbeing objectives, priorities and steps in this plan will be reflected in the individual corporate and business plans of PSB members and link to the priorities of key strategic partnerships.
- Community and stakeholder involvement – for each objective our plan highlights how we will work with different stakeholders at a community level. Community and stakeholder involvement will be embedded in all our steps and action plans.
- Links to key strategic partnerships – through having common outcomes and working jointly through existing mechanisms to avoid duplication and add value to joint work on improving well-being in our communities
- Sharing intelligence – building our common understanding of well-being in our area by sharing information and working together to analyse what this means for our future communities.



How our objectives link together

- Using our green and blue spaces and having a healthy local ecosystem enables us to live healthy lives in our local communities and make healthy lifestyle choices
- Using active travel helps us to be more physically active and have closer day to day contact with other people in our communities.
- Coming together to enjoy our natural spaces helps us to feel more connected and secure in our communities.
- By responding to the challenges of climate change we can prevent damaging impacts on our health and come together as communities to be more resilient to future challenges.
- Thinking more widely about how we use our community assets will help us to reduce our carbon footprint.

How will we know if we are successful?

We have chosen a small number of quality-of-life outcomes for each of our Well-being Objectives. We will use qualitative and quantitative information to evidence our impact on these well-being outcomes in our area. Our delivery plans will include specific steps, outputs, outcomes, and time-bound performance measures that we will use to evaluate progress.

At the end of each year, we will publish an annual report.



A Reflection of our Public Services Board Journey

Collaboration:

Collaborative working enables the growth of networks and knowledge. It has allowed us to reach more diverse groups that help to inform our plans and assessments. It is also through collaborative working that we have learned new methods for engagement and communication. Some examples of this are:

- We have been able to share expertise, learning and collaborate through working with the Regional Partnership Board and supported by the Community Action Group in the development of the Well-being Assessment and Population Needs Assessment.
- Bringing in wider partners, such as Lloyds Bank Foundation who are working in Merthyr Tydfil to build positive relationships with residents, service commissioners, third sector, charities, private sector, and community groups. This work will focus on children and young people's mental health.
- Working across our partner networks and partnerships such a Community Safety Partnership, Area Planning Board for Substance Misuse and and VAWDASV (Violence against Women, Domestic Abuse and Sexual Violence) Steering Group has given a better understanding of well-being such as the white ribbon campaign against domestic violence, providing advice and support on keeping safe and providing training such as the far-right extremism training through the regional community cohesion officer
- Sharing resources such as the nature and well-being web pages where links to partners opportunities and materials help everyone enjoy using our natural spaces and learn more about nature.



Integration:

As we come together as a regional Public Services Board integration is critical to the way we work going forward as it helps to ensure we increase productivity and reduce duplication. As shown in the annual reports linked above, we have worked with many partners on approaches and plans with successful outcomes:

- Working together to understand shared challenges such as the project with CLES on procurement to see where we spend our money and how more of that can be with local businesses.
- Having a common commitment, such as working towards the real living wage brings organisations together as employers
- Being together to share thoughts and ideas in our series of workshops at the Waterton Centre, Orbit Centre Merthyr Tydfil, Fire Service Headquarters and Bridgend College for the Our Futures Festival
- We have a good foundation through our networks and sub boards such as the Assets Sub Board and Workforce Well-being Sub boards in Bridgend.
- Benefiting from learning from other areas such as Project Dewi with the Co-production network for Wales where we are sharing experiences and ideas across a number of PSBs who want to build in co-production into their culture whilst working as regional PSBs

Involvement:

Our commitment to improve how we involve our communities in our work will continue because we know the importance of hearing the voices of local communities and service users. We have benefited from the skills of our partners to guide and lead on some of the involvement activity as they provide a new perspective and understanding of our diverse communities and a wider network of connections.

Some examples of involvement are:

- We have had young people design and lead their own engagement through the mind our futures – snakes and ladders project which has focused on the mental health impact from lockdown.
- Using different forms of media in the Hackathons with the Regional Partnership Board where service users and providers came together using craft, song, spoken word, drama, poetry, and illustrations to bring out what is important to their well-being.
- Making sure we have less heard voices by working with people who use mental health services, adults with a learning disability, carers, veterans, victims of domestic violence, drug users, and children and young people.
- Having conversations with people where they are – town centres, community halls, shops, life centres, bus stations, parks, Viva fest with people with a learning disability, college canteens, community hubs

Long term:

Partners are increasingly aware through policy development and collaborative approaches to tackling some of our sustained challenges that long term thinking is vital in the planning and delivery of services and the conversations we have with our communities. This has been developed over the life of the first plan, and here are some examples of how we have adopted long-term thinking in our work:

- Carrying out a 'Three Horizons' session with Natural Resources Wales to consider the Cwm Taf Morgannwg of safe, resilient, healthy communities that meet the challenges of life in 2030'. This allowed us to think about how we need to change, and how we must work and do things differently.
- Working with Public Health Wales on their System Change work linked to the Healthier Wales programme, which includes creating healthy environments and active travel. An integrated approach to this work also recognises how this contributes to improving our health and social care system in the long term.
- Young people from across the region told us what they wanted to see in their futures and told us what needs to change to get there.
- Improving green spaces across the region through our Green Networks and 'prescribing' them to communities as ways of promoting good physical and mental health in future generations
- Circular Economic Innovation Communities have helped PSB partners work towards reducing waste

Prevention:

By taking a preventative approach to delivering services and working with our workforce, we have enabled an increased understanding among the workforce of their own well-being and lifestyle choices and developed services to prevent some of our most vulnerable residents from experiencing further risk factors. This has been achieved by:

- Delivering the CHOICE project, which offers advice and support to vulnerable women in our communities to access long-acting reversible contraception (LARC). The programme has been expanded to include a CHOICE street-based service, supporting homeless clients. As of the 31 January 2023, the project has supported 1,121 clients.
- Developing the Vulnerability Profile work, led by Cwm Taf Morgannwg University Health Board, which is nearing completion. This work focuses on supporting the sharing of characteristics between the Health Board and Rhondda Cynon Taf County Borough Council pilot area, to recognise the socio-economic and health barriers that a child and their families face in having the best start in life. The project has informed planning of school places, helped with supporting child vaccination and health screening.
- PSB are partners learning from each other on how to support staff with Mental health issues and promote healthy lifestyle choices.



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Taking this learning forward

During the development of the Well-being Plan and the establishment of the new regional PSB, members of both boards have met and reflected on the things that are important to them to keep from the previous plans and from the previous PSBs in terms of ways of working. We have valued coming together to learn from each other, share approaches and have collaborative conversation. We have trusted relationships to build on that meant that we could respond during covid, cutting through bureaucracy to respond to community need.

We recognised that communities have solutions, and we want to work towards a future where the community trusts and works closely with the PSB. We have benefited from the expertise and strengths of all kinds of partners across all areas of the delivery of the well-being plans. Through the PSB our professional networks are important and valuable. We also recognise that there are challenges in balancing the longer-term preventative focus with short-term organisational demands.

Keep in Touch

We will always welcome contact from anyone interested in improving well-being in the Cwm Taf Morgannwg area. There are lots of different ways to get involved. You can find out more about PSBs and a link to our contact details [here](#)

