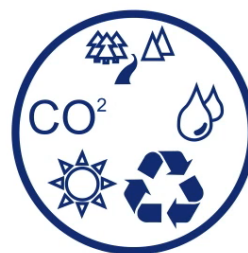


# Bridgend Public Services Board

## Draft Well-being Plan

### 2018-2023



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## Introduction

Welcome to the draft Wellbeing Plan for Bridgend

Public, third and business sectors have come together in Bridgend to form a Public Services Board (PSB). Bridgend PSB is committed to working together to improve wellbeing in Bridgend County Borough now and in the future. This draft plan outlines the things that Bridgend PSB will work together on, over the next five years, our wellbeing objectives and steps, and how we want Bridgend to look in 10 years' time. More information about Bridgend Public Services Board can be found [here](#).

Working in partnership is not new and Bridgend public, third and business sectors have a long history of successful partnership working.

In 2015 Welsh Government made a new law called the Wellbeing of Future Generations (Wales) Act. Before they made the law they had lots of conversations across Wales with many thousands of people on the 'Wales we want'. These conversations identified a number of areas that concerned people and affected their wellbeing. These included climate change, the environment, jobs and skills, health and culture and these areas became seven wellbeing goals for Wales:



This video clip explains it through [Megan's story](#)

The new law has the sustainable development principle at its heart. This means that we need to work in a way that improves well-being for people today without doing anything that could make things worse for future generations.

Bridgend PSB has used the sustainable development principle and the new five ways of working to develop our draft plan. The plan has a 10 year vision, which tell us how we want Bridgend to look in the **long term**. The plan helps us to work together to understand the underlying causes of problems that can help us **prevent** those getting worse or happening in the future. Bridgend PSB have worked together to make sure we know how our objectives **integrate** with each other and how they integrate with the objectives of each of the PSB members. The objectives in this plan can only be met if PSB members **collaborate** with each other and **involve** people and communities in the delivery of the plan.

### How Did We Develop the Draft Wellbeing Plan?

Before we developed this Plan, we undertook a wellbeing assessment through talking to communities and looking at a wide range of information and data. The assessment was published in May 2017 and is available on Bridgend County Borough Council's [website](#).

We then further analysed the data and information in the wellbeing assessment, engaged with communities and special interest groups and held thematic workshops with public services. We also took into account other research and up-to-date information, including Welsh Government's [Future Trends Report](#), [Public Health Wales Adverse Childhood Experiences Report](#), and the [Western Bay Population Needs Assessment](#).

We have looked at how services work together now and how they might work together, better in the future. We also asked a cross section of individuals and organisations in the public and third sectors who plan and deliver services to find out how we might change the way we work together to make sure we deliver good services today and improve services in the future.

Our wellbeing assessment identified a number of strengths and challenges that affect wellbeing in Bridgend. We have agreed to develop a focused plan that only includes actions that require a partnership approach, that can make a real difference, and that we are confident to deliver or make progress on over the period covered by the plan. So things that are being dealt with by individual public or third sector bodies or can be dealt with by only one to three partners working together are not included.

We have taken all this and used it to develop four **draft** wellbeing objectives and actions which Bridgend PSB will work together to deliver over the next five years. Realising these objectives will contribute to the seven national well-being goals as well as our long-term vision for Bridgend. Our four well-being objectives are:

- Objective 1 Best Start in Life
- Objective 2 Support Communities in Bridgend to be safe and cohesive
- Objective 3 Reduce Social and Economic Inequalities
- Objective 4 Healthy Choices in a Healthy Environment

Our draft plan identifies our priority areas for action over the next five years. Once we complete the consultation and know these are the priorities we should be focussing on, we will develop delivery plans and ways to measure success.

## Draft Wellbeing Objective 1: Best start in life

### Why is this important?

From our wellbeing assessment we know that for many children, growing up in Bridgend is a positive experience. Our children continue to do well in school compared with other areas in Wales. The number of children and young people who are not in education employment or training is going down and the number of children who are obese is less than the national average.

We know that positive early years' experiences have a long lasting impact on individuals and families and shape the future for children as they grow up, how they do in school, their ability to get a job, how they bring up their own children, and their health.

When children have difficult or traumatic experiences such as living in a household where there is domestic violence, substance misuse or mental health issues, this can often (but not always) lead to poor outcomes for them as children and adults. These are known as Adverse Childhood Experiences (ACEs). For more information about ACE view this 5 minute [animation](#).

We know prevention makes the best sense, but if we cannot always prevent things happening we can act early to stop them getting worse. Research tells us that the early years, especially from pregnancy to age two, are an important time of development. This is known as the First 1000 days. We want all children and young people in Bridgend to enjoy positive early years' experience to give them the best start in life.

Although decreasing, Bridgend still has a high level of conceptions amongst young women under the age of 18. Being pregnant at an early age can have negative effects. For example, young mums often drop out of education which can lead to poorer employment choices and lower incomes in later life, and this can impact on the future of the child as well. We want to break this cycle. Research tells us that preventing ACE's can reduce the number of teenage conceptions by up to 40%.

### What we will do

**Our 10 year aim is that every child and family in Bridgend will benefit from integrated services that support their development in early years.**

***Our priority is to work together to make sure that children, young people and their families have a positive start in life and a positive future.***

Evidence tell us that investing in early years support for children can cost less than providing services needed to deal with problems later in life caused by ACEs. We believe that preventing ACEs and helping children and young people to be more resilient to events in their lives can have a positive impact.

### The steps we will take:

- We will work together to better understand how the different kinds of services that support children and parents in the first 1000 days of life operate and link together now, and to identify gaps and or duplication.
- We will use studies and pilots to investigate how we can support children and young people who have had an adverse childhood experience and prevent a cycle developing.
- We will investigate how services can work together to prevent unwanted pregnancies in young women under 18.
- We will use information from the mapping, studies and pilots to work with children, parents and parents to be to help us to improve the way we work together by developing joint information systems, communicate better with families and develop the workforce, including all front line staff across the public and third sectors.

We will contribute to the following well-being goals, as ticked, through delivering this objective:

✓ A Prosperous Wales	A Resilient Wales	✓ A Healthier Wales	✓ A More Equal Wales	✓ A Wales of Cohesive Communities	A Wales of Vibrant Culture and Thriving Welsh Language	A Globally Responsible Wales
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## Draft Wellbeing Objective 2: Support communities in Bridgend to be safe and cohesive.

### Why is this important?

In Bridgend, the strength of our social wellbeing comes from our communities. People in Bridgend have told us they feel that contact with neighbours, friends and family helps them live a full life and deal with life's challenges. They say they value the environment, culture and heritage of the area.

Attractive communities where people get on well with each other can reduce the prevalence of crime, violence, and anti-social behaviour; improve educational attainment, and support health and wellbeing. We know that in the future people will live in smaller households and that our communities will be more diverse.

Although crime and anti-social behaviour rates are low in the County Borough and decreasing, people still believe that there is a problem. Most residents surveyed said they do not feel informed about what the police and others are doing to tackle local issues.

We know that working together works. For example, since 2007-08, the number of young people offending for the first time has decreased and this is largely due to partner agencies working together with young people to providing early interventions.

Whilst not as prevalent in Bridgend as in some other areas, violence, substance misuse, and in particular domestic violence have a devastating impact on individuals, their families and undermine confidence in communities.

Our wellbeing assessment found that there has been an increase in reporting of sexual offences and domestic violence. Whilst this increased reporting may partly be due to increased trust in Police and other services it is still likely that many victims do not seek help. We see the link to adverse childhood experiences and want to prevent a cycle of such behaviour in future generations.

### What we will do

#### Our 10 year aim is for people living, working or visiting Bridgend to feel safe and be safe

We have defined two priority areas for this objective for the next five years.

#### **1. We work together to create safe, confident communities and tackle crime, disorder and all aspects of anti-social behaviour**

We have seen the benefit that working together can have in preventing crime and we will use this experience to continue to change the way we work together to address future challenges in our communities.

#### The steps we will take:

- We will collect and analyse information, data and intelligence to focus on crime in particular violence and substance misuse
- We will work with neighbouring local authorities to implement the Violence against Women, Domestic Abuse & Sexual Violence strategy.
- We will use our understanding of how for some people childhood experiences affects offending behaviour to extend the way we work together to prevent reoffending.

#### **2. We will work together to improve community cohesion so that people in communities get on well together and differences are respected and tolerated**

We want to understand and address the things that damage a person's sense of security and belonging to their community. Whilst we have mechanisms in place to deal with those tensions that place communities at significant risk, we want to ensure that all local people benefit from the supportive communities that our citizens are so proud of.

#### The steps we will take:

- We will work with members of our communities, in particular equality groups such a disabled people and the LGBT community to better understand what causes tensions.
- We will use this learning to ensure there are communication and other mechanisms in place to identify and address issues across communities and prevent escalation.

We will contribute to the following well-being goals, as ticked, through delivering this objective:

✓ A Prosperous Wales	✓ A Resilient Wales	✓ A Healthier Wales	✓ A More Equal Wales	✓ A Wales of Cohesive Communities	✓ A Wales of Vibrant Culture and Thriving Welsh Language	✓ A Globally Responsible Wales
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## Draft Wellbeing Objective 3: Reduce social and economic inequalities

### Why is this important

Our assessment tells us that adults living in Bridgend have similar health habits and are generally as health conscious as those in the rest of Wales. However, life expectancy and healthy life expectancy in Bridgend County is below the Wales average and there are significant differences in life and healthy life expectancies between the most and least deprived areas. This inequality has increased over the last decade. In our survey local people said they thought physical activity contributed to their wellbeing, but evidence shows that not many of them are acting on this. In 2013-14, on average, Bridgend people only exercised on 2 days per week rather than the recommended 5 days.

Collectively public sector PSB member organisations account for around a third of working people in Bridgend. Improving the lifestyles of our workforces would not only benefit them but also encourage healthier lifestyles in their families and communities now and in the future.

While Bridgend has a higher percentage of people who are economically active and employed than the average for Wales, our citizen engagement work has revealed a divide in terms of economic well-being. For those with a relatively comfortable life, well-being is seen as having spare resources for a few luxuries, and for those living at the economic margins, well-being is about sufficiency to meet their basic needs. Financial security is a key pressure for those on low incomes, on low paid temporary contracts, or unemployed. People say they are concerned about the lack of employment opportunities locally for young people.

Between 2011 and 2015 the gap in qualifications held by Bridgend people and Wales as a whole increased. We also saw a reduction in the numbers of people in managerial and senior positions and an increase in the number of people in low skilled jobs. This is opposite to what is happening across Wales. There are skills shortages now in public services. As our working population ages, this situation is likely to worsen. We want to do more to grow our own skill pool through apprenticeships for young people and adults and by raising the skills levels of those in low wage jobs.

Getting more people into work, getting people into better paid jobs and increasing skills not only improve the ability of individuals to support themselves and their families but also narrow the gaps of inequalities and enhances the wellbeing and the prosperity of their communities.

### What we will do

**Our ten year aim is that the workforce in Bridgend will enjoy better health and be better equipped with the skills they need to prosper and meet the changing needs of the future labour market**

We have defined two priority areas for this objective for the next five years.

#### 1. We will maximise the health and wellbeing of the Bridgend workforce

We can see that there is potential to work together on improving the health and wellbeing of staff, and see wider benefits for their families and communities.

##### The steps we will take

- We will learn from each other about what we can do to support our staff and identify where we can do some things together.
- In particular we will investigate how we can act to improve workplace culture to promote better health for staff.
- We will learn from our investigation to develop coordinated health and wellbeing activities to improve the health of the public sector workforce and their families.

#### 2. We will work to improve the skills level of the workforce in Bridgend to reduce economic inequality

We see that by changing the way we work together we can increase the opportunities for apprenticeships across PSB partners and improve skill levels. We are already using apprenticeships as a way to train new recruits and upskill staff.

##### The steps we will take

- We will explore how we can work together to develop a common recruitment process for apprenticeships including developing joint apprenticeship recruitment events.
- We will use a coordinated approach to widen access to vacancies across PSB members and extend this to small and medium businesses.
- We will develop a joined up approach to junior or pre-apprenticeship programme that provides an introductory step by helping young people who need additional support to get skills for employment and have a route to progress to apprenticeship.
- We will coordinate our approach to access learning including working skills for adult programmes to tackle in work poverty and low skills levels.
- We will develop ICT/Digital skills package for public sector workers.

We will contribute to the following well-being goals, as ticked, through delivering this objective:

✓ A Prosperous Wales	✓ A Resilient Wales	✓ A Healthier Wales	✓ A More Equal Wales	✓ A Wales of Cohesive Communities	✓ A Wales of Vibrant Culture and Thriving Welsh Language	✓ A Globally Responsible Wales
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## Draft Wellbeing Objective 4: Healthy choices in a healthy environment

### Why is this important?

Bridgend has attractive woodlands, beautiful landscapes, coastline and wildlife. People come from far and wide to experience them. Well managed green spaces gives us all a better quality of life and opportunities to enjoy the outdoors and access to nature where we live and work. Local people have also told us they value the green spaces in our towns and villages.

These places are vital for our survival and provide us with the basic things we need to live: clean air, clean water, and food. They create jobs for people like farmers, foresters, and tourist operators, creating wealth and prosperity. Bridgend has an interesting and diverse built environment, an engaging history and a strong cultural identity. All these elements are closely linked with Welsh culture and language.

Evidence tells us that well-being is heavily influenced by where people live, work and visit. We want our communities to be ones where citizens, visitors and businesses want to be and whose cultural, built and natural assets contribute to their health and wellbeing.

We know that in the future our communities will have a greater percentage of older people. Building age-friendly communities requires an integrated approach to thinking about the places where people live and how best to promote older people's wellbeing and engagement with their physical and social environments. We see that our rich cultural, built and natural assets have a part to play to helping people age well in Bridgend.

These assets are under pressure, from climate change and changes in the way we manage them. We need to make sure we are making the best of our resources and work together to ensure our built, cultural and natural environment remains resilient in future. If we don't do this it will not be there for us and for our children in the future.

### What we will do

**Our ten year aim is that people have improved mental and physical wellbeing through improving the way we use our local resources**

We have defined two priority areas for this objective for the next five years.

#### 1. *We will work together to maximise the benefit from cultural, built and natural assets*

By working together we have the knowledge, expertise, and passion to manage our cultural, natural and physical resources sustainably.

We need to make sure that as many people as possible know about the mental and physical benefits of spending time outdoors.

#### The steps we will take:

- We will identify opportunities to improve the green asset base by implementing the [Bridgend Nature Recovery Plan](#).
- We will improve the public estate and green spaces in urban areas by encouraging award of green flag status.
- We will develop our understanding of our rich and varied historic and cultural heritage by mapping sites and buildings.
- We will make sure that people know where they can go and what they can do to use these assets and encourage them to use footpaths and cycle paths to get there ([active travel](#)).
- We will explore how we can use these assets to provide opportunities for GPs and others to direct people to activities that will help improve their health and wellbeing (social prescribing).
- We will commit to implementing the [Aging Well in Bridgend Plan](#).

#### 2. *We will promote a more resource and energy efficient way of living and working*

We think that by changing the way we work, and looking for ways to work together we can contribute to the resilience of our area to climate change. A circular economy is about moving away from the 'take, make, use and throw away' approach and about reducing waste and protecting the environment. By rethinking the way we produce, work and buy we can generate new opportunities and create new jobs.

#### The steps we will take

- We will develop an understanding of what a circular economy in Bridgend would look like.
- We will explore how we can work together and with others to minimise waste and the use of resources and energy to provide a more sustainable approach for our communities.

We will contribute to the following well-being goals, as ticked, through delivering this objective:

✓ A Prosperous Wales	✓ A Resilient Wales	✓ A Healthier Wales	✓ A More Equal Wales	✓ A Wales of Cohesive Communities	✓ A Wales of Vibrant Culture and Thriving Welsh Language	✓ A Globally Responsible Wales
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