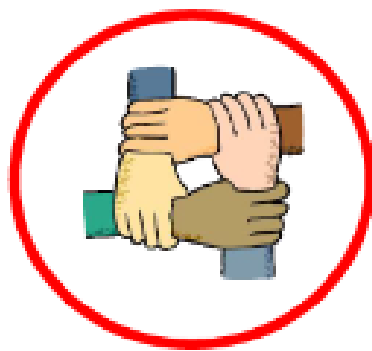




Bridgend Public Services Board  
Well-being Plan  
2018-2023



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## Introduction

### Welcome to the 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 now and in the future. Working in partnership is not new and we have a long history of successful partnership working. Our wellbeing 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](#).

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:

<b>A Prosperous Wales</b>	<b>A Resilient Wales</b>	<b>A Healthier Wales</b>	<b>A More Equal Wales</b>	<b>A Wales of Cohesive Communities</b>	<b>A Wales of Vibrant Culture and Thriving Welsh Language</b>	<b>A Globally Responsible Wales</b>
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The new law has the sustainable development principle at its heart. This means that we need to work in a way that improves wellbeing for people today without doing anything that could make things worse for future generations. This video clip explains it through [Megan's story](#). We have used the sustainable development principle and the new five ways of working to develop our plan.

We have developed four well-being objectives, which are:



Best Start in Life



Support Communities in Bridgend to be Safe and Cohesive



Reduce Social and Economic Inequalities



Healthy Choices in a Healthy Environment

These wellbeing objectives are designed to complement each other and be part of an **integrated** way of working to improve wellbeing for people in Bridgend County. We have made sure that we know how they work with the wellbeing objectives of PSB members and neighbouring PSBs. The priorities and steps we have chosen under each objective in the plan will focus on addressing the underlying causes of problems and **preventing** them getting worse or happening in the future. We know we can only do this if PSB members **collaborate** with each other and **involve** people and communities at every stage.

We know that the impact of issues such as climate change, population change and economic trends over the next 25 years will influence how living, working and visiting Bridgend will be in the **long term** and this has helped us to set the 10 year vision and the objectives and steps in this plan.

### How Did We Develop the Wellbeing Plan?

Before we developed this plan, we undertook a wellbeing assessment through looking at a wide range of information and data and talking to communities about what they felt was important to their wellbeing. We looked at how services work together now and how they might work together better in the future. We identified a number of strengths and challenges that affect wellbeing in Bridgend.

We then further analysed the data and information in the wellbeing assessment, engaged with communities and special interest groups and held thematic workshops with services and stakeholders. 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](#). The wellbeing assessment, and more detail on how we worked together as the PSB to identify the objectives for the plan can be found on Bridgend County Borough Council's [website](#).

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 that we can 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 consulted with citizens, partners, staff, groups and networks linked to these priorities to find out if these are the right things for us to be focusing on. This feedback along with advice from the Future Generations Commissioner and our PSB scrutiny committee has helped us shape the final plan, identify the steps we will take, and is guiding us in developing ways of working that will make a difference to how we deliver this plan. You can see more detail on this consultation in our report [here](#).

## Wellbeing Objective: Best start in life



### Why is this important?

From our wellbeing assessment we know that for many children, growing up in Bridgend County 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, but year 13 leavers are still more likely to be NEET in Bridgend County than in Wales as a whole. 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 multiple difficult or traumatic experiences such as living in a household where there is domestic violence, substance misuse or mental health issues or suffer physical or emotional abuse this can often (but not always) lead to poor outcomes for them as children and adults. These are known as Adverse Childhood Experiences (ACEs). More information about ACEs can be found [here](#). As the number of ACEs experienced increases so does, for example, poor education attainment and work performance, health harming behaviours, obesity and teenage pregnancy.

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. It is a period when we see the most rapid brain development and where foundations are laid for future wellbeing. This is known as the First 1000 days. We want all children and young people in Bridgend County to enjoy positive early years' experience to give them the best start in life to reduce social, economic and health inequalities.

Our research into the First 1000 days found that while systems and networks are complex, there are good working relationships across services. We have established three 'early help hubs' to help the flow of information and improve responsiveness for children and their families which is important because prompt and appropriate support to a family affected by ACEs can lessen damage, reduce long term impact and break generational cycles of ACEs. We know that community networks and participation improves resilience and mental wellbeing and is a protective factor to the impact of ACEs. We also know we have strong roots of volunteering in Bridgend County. Libraries, and other places where people come together for social or cultural reasons provide a supportive network that helps increase resilience to ACEs and other challenging life events. These venues also provide opportunities to identify issues and support young families in a community setting, and can be sensitive to an increasingly diverse population.

Our wellbeing assessment also told us that, although decreasing, Bridgend County still has a high level of conceptions amongst young women under the age of 18. Young people in our workshops told us that although conception can be accidental, sometimes some young people plan to start a family. The same young people also felt that getting pregnant at a young age could limit future opportunities. We know that young mums often drop out of education which can lead to poorer employment choices and lower incomes in later life. This can impact on the future of the child as well. We want to break this cycle. Research tells us that preventing ACEs can reduce the number of teenage conceptions by up to 40%.

In our consultation you told us a focus on the best start in life was a high priority.

### What will we do?

**Our 10 year aim is that every child and family in Bridgend County 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. 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 build on the findings of our multiagency network<sup>1</sup> event and ongoing learning from membership of the F1000 Days Collaborative Programme to develop a work plan which will help us improve the universal and targeted services that support children and parents in the first 1000 days of life. We will identify how, and take action to, increase the involvement of both parents, as we know the involvement of both parents is important in the early years.
- We will improve information sharing across our systems so we are working holistically with families. In the longer term this programme will ensure systems and support for parents will be much simpler and clearer to navigate, and will be designed to spot the need for support at the earliest opportunity, breaking intergenerational cycles of ACEs and of inequality.

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<sup>1</sup>Event held to map professional contact from pregnancy to two years

- We will learn from our recent Policing Vulnerability Early Intervention and Prevention Project <sup>2</sup> to find new ways of working together to respond to ACEs. We will use this information and other research to investigate how we can better support children and young people who have had an adverse childhood experience and prevent a cycle developing.
- Working with communities we will seek to further strengthen and expand our community infrastructure to improve support for children, families and communities, with the long term aim of improving wellbeing and resilience to deal with the challenges of life.
- We will engage with young parents to better understand why there are very high numbers of teenage pregnancies in Bridgend County. We will use this information to:
  - help improve the wellbeing and outcomes of teenage parents and their children
  - prevent unwanted pregnancies

**Meeting this well-being objective will contribute to the well-being goals as described below:**

✓ A Prosperous Wales	Improved educational outcomes for children and young people leading to a well-educated and skilled population to meet future skills needs.
✓ A Resilient Wales	Break long term cycles to secure better outcomes for people and communities. Stronger individuals and communities are more resilient to change.
✓ A Healthier Wales	Improved future physical and mental well-being, by reducing health harming behaviours and chronic stress from experiencing ACEs.
✓ A More Equal Wales	Helping all children and young people to reach their full potential, by improving their early years experiences and ensure access to information to help make informed decisions. Improving outcomes for teenage parents and their children.
✓ A Wales of Cohesive Communities	Increased number of confident secure young people playing an active positive role in their communities.
✓ A Wales of Vibrant Culture and Thriving Welsh Language	Cultural settings provide support sensitive to our increasingly diverse communities and help us identify opportunities to increase the number of Welsh speakers.

**How are these steps linked to our other objectives?**

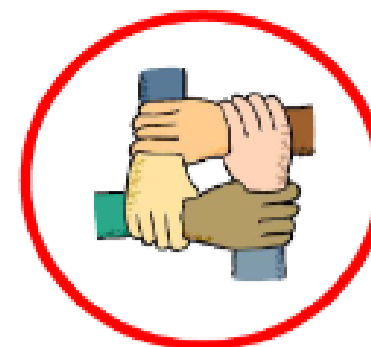
- Working with communities we will seek to further strengthen and expand our community infrastructure to improve support for children, families and communities, with the long term aim of improving wellbeing and resilience to deal with the challenges of life. This step will also strengthen local culture which is strong across our communities. We will also be able to consider how we use the wealth of our natural environment to improve physical activity, helping to improve overall health. This step will also provide stronger infrastructure to support social prescribing.
- Having a best start in life enables better educational outcomes and future skills. Being born in an economically stable household helps a better start in life.
- Having a good start in life and by building strong foundations at the outset we can reduce the current 9 year gap in life expectancy between the most and least deprived areas in Bridgend County, and improve people's health and wellbeing.

**How will we measure success?**

Priority	Measures for success
<b>Our priority is to work together to make sure that children and young people and their families have a positive start in life and a positive future.</b>	<ul style="list-style-type: none"> <li>❖ A targeted strategic evaluation with service users and key stakeholders linked to the Policing Vulnerability Early Intervention and Prevention and First 1000 days projects</li> <li>❖ Rate of conceptions per 1000 by women under the age of 18</li> <li>❖ Percentage of pupils achieving the expected outcome at the end of the Foundation Phase</li> </ul>

<sup>2</sup>[http://www.publichealthnetwork.cymru/files/9414/9138/5233/Alyson\\_Francis.pdf](http://www.publichealthnetwork.cymru/files/9414/9138/5233/Alyson_Francis.pdf)

## **Wellbeing Objective: Support communities in Bridgend County to be safe and cohesive.**



### **Why is this important?**

In Bridgend County the strength of our social wellbeing comes from our communities. In our assessment people in Bridgend County 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. Being active in our communities offers us the opportunity to keep healthy, enjoy our environment, maintain social networks and embrace our culture and language. We know that in the future people will live in smaller households and that our communities will be more diverse. In consultation, citizens felt that it was particularly important to challenge discrimination in communities. The British Crime survey finds that in the UK disabled people have an increased risk of being victims of violence.

Although crime and anti-social behaviour rates are low in the Bridgend County 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. In consultation, citizens felt that communities have an important role to play in addressing crime and antisocial behaviour. They would like to have more opportunities to talk about issues important to them and their communities freely.

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 provide early interventions. The risk factors for youth offending and substance misuse within the family, community, school overlap to a very large degree with those for educational underachievement, young parenthood, and adolescent mental health problems. Actions to prevent these risk factors therefore helps to prevent a range of negative outcomes for young people, families and communities now and in the future.

Whilst not as prevalent in Bridgend County 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, both geographical and other communities. Young people in our workshop were particularly concerned about substance misuse.

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 will we do?**

#### **Our 10 year aim is for people living, working or visiting Bridgend County 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 and its impact on citizens and all kinds of communities.
- 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 all members of our communities, in particular equality groups such as 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 so that communities feel informed and we can identify and address issues and prevent escalation.
- We will work with communities to help them improve the local environment and increase opportunities to come together to promote a sense of ownership and security.

**Meeting this well-being objective will contribute to the well-being goals as described below:**

✓ A Prosperous Wales	Improve future outcomes for young people including educational attainment, cohesive safe communities are more attractive and easier places to do business.
✓ A Resilient Wales	Communities place a greater value on their environment and more people get involved in local issues and recognise the importance of green space in wellbeing and as a prevention factor.
✓ A Healthier Wales	Reduction in substance misuse. Promotes more involvement in communities to benefit mental health, social and physical activity.
✓ A More Equal Wales	Recognising that communities are becoming more diverse. Addressing barriers that some groups have in feeling part of communities.
✓ A Wales of Cohesive Communities	Primary aim of this objective.
✓ A Wales of Vibrant Culture and Thriving Welsh Language	Importance of culture and language as a focus for communities coming together. Bringing more people from different cultures together. More people identifying with their community.
✓ A Globally Responsible Wales	Diverse, confident communities are resilient to change. Promotes a better knowledge of different cultures and a better knowledge of the local environment.

**How are these steps linked to our other Objectives?**

- By working with young people at risk of entering the youth justice system, or young offenders we will promote better achievement at school and better prospects for employment, improved relationships within families and communities, and healthier lifestyles.
- Being within a supportive community is a protective factor for young people who have experienced ACEs, but also help adults deal with challenges throughout their lives be that ill health, becoming unemployed, losing a partner in older age, becoming a parent, or changing gender.
- Our green spaces, heritage buildings, Welsh language and social and learning opportunities can provide a focus for community activity that develops and strengthens networks as well as protecting habitats and species and increasing Welsh language speakers.
- Preventing violence against women, domestic violence and substance misuse will lessen the ACEs young children are subject to, the impact of which may be played out in communities and in the workplace in later life.

**How will we measure success?**

Priority	Measures for success
<b>We work together to create safe, confident communities and tackle crime, disorder and all aspects of anti-social behaviour</b>	<ul style="list-style-type: none"> <li>❖ Percentage of people feeling safe at home, walking in the local area and when travelling</li> <li>❖ first time entrants to the criminal justice system</li> <li>❖ offences per 1000 population</li> </ul>
<b>We will work together to improve community cohesion so that people in communities get on well together and differences are respected and tolerated</b>	<ul style="list-style-type: none"> <li>❖ Percentage of people agreeing that they belong to the area; that people from different background get on well together; and that people treat each other with respect.</li> <li>❖ Percentage of people satisfied with local area as a place to live.</li> <li>❖ People who feel they can influence decisions in their local area</li> </ul>



## Wellbeing Objective: Reduce social and economic inequalities

### Why is this important?

Our assessment tells us that adults living in Bridgend County 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 consultation local people said they thought physical activity, such as using our green spaces and coast for walking and cycling contributed to their wellbeing. Evidence shows, however, that many are not acting on this. In 2013-14, on average, Bridgend County people only exercised on 2 days per week rather than the recommended 5 days. Mental health issues, diabetes and dementia are predicted to continue to increase in the longer term. Action to promote healthy living can have a positive impact on these things, reduce the gap in life expectancy across communities and extend healthy life in our aging population

Collectively public sector PSB member organisations account for around a third of working people in Bridgend County. Improving the lifestyles of our workforces and promoting a healthy work place would not only benefit them and our business, but also encourage healthier lifestyles in their families. We think this is a good place to start and as we progress with this objective we will and bring in other partners and share what we have learned with private and third sector employers as well.

In consultation local people tell us that their working experience and concern over security of employment and income have an impact on their health. We recognise that wellbeing at work is different for different people and is influenced by disability, mental health, health issues related to maternity, aging workforce or caring responsibilities which may be an ongoing issue or change over time.

The third sector is a key partner not only as a local employer but through the groups that provide sports, cultural and social activities, volunteering opportunities and support for people with health issues.

While Bridgend County 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 defining economic well-being. For those with a relatively comfortable life, well-being is seen as having spare resources for a few luxuries. 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.

Our assessment found that between 2011 and 2015 the gap in qualifications held by Bridgend County 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. Future trends across Wales are for continued increases in high skilled employment as well as caring, leisure and other services. There are skills shortages now in public services. 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. We will work with local employers on the foundation economy that provide essential local goods and services to plan to meet future skills needs.

In consultation, citizens felt it was important that these opportunities were available to older people and people with disabilities. Pupils in our workshop were very keen to see opportunities available to become apprentices and to benefit from training and support. By aligning mechanisms for recruiting and training apprentices we can widen access to apprenticeships for PSB members and the SME business community locally.

Whilst remaining broadly static over the last few years across the UK, income inequality is expected to deteriorate as welfare reforms take effect, particularly on low income families. We know that being born into a family that is economically stable supports a better start in life and security in a developing career promotes wellbeing and supports good mental health.

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

### What will we do?

**Our ten year aim is that the workforce in Bridgend County 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 County 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**

- PSB member organisations have shared examples of how they promote a healthy workplace. We will learn from each other and from our staff about what we can do to support them and identify where we can do some things together as PSB organisations and partners in the third and private sectors.
- 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 enable a programme of coordinated health and wellbeing activities at the workplace and in communities 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 County to reduce economic inequality

We see that by changing the way we work together we can increase the opportunities for apprenticeships across PSB partners in the public, private and third sectors 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 and promote apprenticeship to our diverse communities and under-represented groups by using a range of approaches 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 programmes that provide an introductory step by helping young people who need additional support to get skills for employment and have a route to progress to an apprenticeship.
- We will coordinate our approach to accessing learning, including working skills for adult programmes, to tackle in work poverty and low skills levels.
- We will develop ICT/Digital skills packages

✓ A Prosperous Wales	Increase productivity, employment and skills. Encourage a lower carbon economy.
✓ A Resilient Wales	Healthy active people in resilient communities, volunteering, keeping young people in the local area, reducing travel to work, increased use and awareness of green spaces.
✓ A Healthier Wales	Focus on healthy lifestyles and workplaces, increased income linked to health.
✓ A More Equal Wales	Address income inequality and health inequality, focus on disability, older people and other equality groups, focus on increasing income and reducing the skills gap.
✓ A Wales of Cohesive Communities	Healthy active people in resilient communities, keeping young people and skills in the local area, tackling poverty as a barrier to engagement in community life A supportive network, developed through initiatives at work, can help to support staff through challenging times in their lives.
✓ A Wales of Vibrant Culture and Thriving Welsh Language	Encourage take up of sports, arts and recreation initiatives through the workplace. Ensure Welsh culture and language are a part of this. Welsh language skills are beneficial to businesses and in increasing demand.
✓ A Globally Responsible Wales	Healthy lifestyles include cultural activities that promote understanding of diversity of communities, different cultures, races. Promote apprenticeships to people from different backgrounds.

### How are these steps linked to our other objectives?

- Healthy lifestyles promote healthier older age, helping older people to continue to contribute economically, in their communities and maintain their relationships that support themselves, their friends and their communities to be more resilient.
- Promoting more active use of green spaces can develop an interest in improving them and preserving their use for future generations. Encouraging walking and cycling instead of car use can reduce carbon emissions and air pollution.
- Promoting healthier more active family life provides a better healthier start in life for the children in that family and their friends.
- Healthy lifestyles, active social life, playing a sport and enjoying the outdoors are protective factors that help children and adults cope with challenges in their lives such as ACEs.
- Secure employment and a healthy workplace can help adults be more resilient and prevent future ill-health.
- Having more employment and training opportunities for young people can help them to see positive futures. Increased income in a family supports healthy lifestyles. Increased income through life prevents poverty in older age. There may also be in a delay of the age of first pregnancy.

### How will we measure success?

Priority	Measures for success
<b>We will maximise the health and wellbeing of the Bridgend County workforce</b>	<ul style="list-style-type: none"> <li>❖ Healthy life expectancy at birth including the gap between the least and most deprived</li> <li>❖ Percentage of adults who have fewer than two healthy lifestyle behaviours</li> <li>❖ Percentage of children who have fewer than two healthy lifestyle behaviours</li> </ul>
<b>We will work to improve the skills level of the workforce in Bridgend County to reduce economic inequality</b>	<ul style="list-style-type: none"> <li>❖ Percentage of adults with qualifications at the different levels of the national qualifications framework by age group (annual population survey)</li> <li>❖ Employment rate, by age group</li> <li>❖ Gross Disposable Household Income (GDHI)</li> </ul>

## Wellbeing Objective: Healthy choices in a healthy environment



### Why is this important?

Bridgend County has attractive woodlands, beautiful landscapes, coastline and wildlife. People come from far and wide to experience them. Well managed green spaces give us all a better quality of life and opportunities to enjoy the outdoors and provide access to nature where we live and work. In our assessment, local people told us they value the green spaces in our towns and villages. This objective is about valuing and maximising benefit from our natural, cultural and built assets.

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 County 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 places where citizens, visitors and businesses want to be and where cultural, built and natural assets contribute to their health and wellbeing. Research on ACEs tells us that participation in social activity and sports and recreation can help young people and adults cope with traumatic experiences in their lives.

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 well-being 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 County.

Making best use of local resources can combat loneliness. As our population increases in age, more people may live alone. We know that households will become smaller in the future. As the population changes more people will take on caring responsibilities which can be isolating. Parents with small children can feel isolated too.

Our cultural, built and natural 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. By working together we can protect and improve assets that support tourism and the rural economy. Local people have told us they were keen to use their green spaces and to see them protected from development for the future, but that they need to be well managed, accessible and safe for all to use. In our workshops young people told us they wanted to protect and see more wildlife in their communities. Climate change is something that all young people were very aware of and working together to save energy and reduce, reuse and recycle was something a great number agreed with.

There are good examples of activity by communities and volunteers, public sector partners and local businesses that is improving green space and promoting the use of our natural, cultural and historic assets. We want to protect these assets, maximise their benefit and prevent their loss. There are challenges in this, as respondents to our consultation identified, with the future demand for housing and development on our urban green spaces.

We all have a role to play in reducing carbon emissions; individually, as organisations and collectively. 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 to one where we look to keep getting benefits from the resources used. We repair, recycle or reinvent our assets, use renewable sources where possible and find ways to use waste from one process as a resource for another. In consultation local people felt that recycling waste was particularly important. We see that there are opportunities for business and social enterprise in a circular local economy.

### What will we do?

#### **Our ten year aim is to support the well-being of the people of Bridgend by improving the way we use, maintain and grow 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 use, manage and grow 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 build on the evidence base, e.g. the [Bridgend Nature Recovery Plan](#), to identify opportunities to improve the quality and extent of natural assets available, and develop a programme to take forward these opportunities in collaboration with local communities and business.
- We will improve the public estate and green spaces, in urban areas, by encouraging award of green flag status and through community involvement (e.g. [Spirit of Llynfi Woodland](#)).
- We will develop our understanding of our rich and varied historic and cultural heritage by mapping sites and buildings.
- We will promote the use of the Welsh language when accessing our natural, cultural and historic assets.

- We will promote awareness and understanding of the multiple benefits of the use of these assets by making 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) which is good for them and for the environment.
- 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

By rethinking the way we produce, work and buy we can generate new opportunities and create new jobs whilst reducing waste and protecting the environment.

### The steps we will take

- We will develop an understanding of what a circular economy in Bridgend County would look like and how to move towards achieving this.
- 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.

### Meeting this well-being objective will contribute to the well-being goals as described below

✓ A Prosperous Wales	Promote sustainable business and reduced carbon use from business practices in the public sector and wider. Protect assets that support rural businesses and tourism
✓ A Resilient Wales	Preserve and protect habitats, promote sustainable management of green spaces, prevent loss of assets. Mitigate against climate change, biodiversity decline and flood risk.
✓ A Healthier Wales	Promote physical activity, social and supportive networks, reduce car use to reduce carbon air emissions
✓ A More Equal Wales	Provide safe and accessible cultural and green assets for older people, carers, disabled people, young families, children
✓ A Wales of Cohesive Communities	Encourage community interaction by providing safe and accessible cultural and green assets. Communities feel connected to and engaged with their environment
✓ A Wales of Vibrant Culture and Thriving Welsh Language	Promote Welsh heritage, culture and language awareness and use. Promote sport and recreation linked to natural environment
✓ A Globally Responsible Wales	Reduce carbon emissions. Promote sustainable use of resources. Reduce biodiversity decline.

### How are these steps linked to our other objectives?

- Our steps will result in improved cultural, social and recreational activities, which can assist children and young people become more resilient to adverse childhood experiences.
- We will help to create safer and cohesive communities by encouraging people to use their local environment by improving urban green spaces
- We will reduce health inequalities by helping health professionals to use cultural and green assets to improve the health and wellbeing of local communities.

### How will we measure success?

Priority	Measures for success
<b>We will work together to maximise the benefit from cultural built and natural assets</b>	<ul style="list-style-type: none"> <li>❖ Percentage of people who are lonely by age group</li> <li>❖ Increase in number of Green Flag awards</li> <li>❖ Volunteering by age group</li> <li>❖ Average number of days of 30 minutes or more moderate to vigorous activity by age group</li> <li>❖ Percentage of people who can speak Welsh</li> </ul>
<b>We will promote a more resource and energy efficient way of living and working</b>	<ul style="list-style-type: none"> <li>❖ Air quality – levels of nitrogen dioxide pollution in the air</li> <li>❖ ecological footprint</li> </ul>

## How will we deliver the plan?

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

- Good governance – delivery will be coordinated through a small number of flexible groups, led by PSB members that will provide regular reports on progress.
- Accountability – The PSB scrutiny committee, including elected members, will provide democratic accountability through reviewing wellbeing plans and providing advice and support to the PSB.
- Strong leadership – PSB will collectively lead the delivery of this plan, with a nominated lead for each of the priorities.
- Joint resources – Resource realignment across PSB members and identification of external funding sources, either directly or through partners.
- Delivery plans-that will be developed for each priority and will include targets, 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.
- 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.

Wales is leading on its focus on future generations and our plan has developed, and will be delivered, in an evolving and learning environment. Throughout delivery we will be evaluating and questioning our activity, informed by different practices, research and evidence from diverse sources. Our important links will be with national policy, such as WG strategy Prosperity for all, with regional working such as Western Bay, national and international research such as Joseph Rowntree Foundation, World Health Organisation, links with other PSBs and local knowledge and experience through staff, citizens and partners in the community, private and third sectors.

The five ways of working enshrined in the Act will guide us to embed sustainability and we will use them to plan, deliver and evaluate our activity.

## How will we know if we are successful?

We have chosen a small number of quality of life indicators for each of our wellbeing objectives. These will help us to see changes to wellbeing in our area. Our action plans will include performance measures that we will use to judge progress throughout the year.

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

We continue to welcome your comments and contribution to the delivery of this plan to ensure that it continues to reflect local needs, aspiration and ambition.

### Contact details

Email: [PSB@Bridgend.Gov.UK](mailto:PSB@Bridgend.Gov.UK)

Tel: 016656 642759

Post: PSB Support Team, c/o Bridgend County Borough Council, Civic Centre, Angel Street, Bridgend, CF31 4WB

Please go to the PSB [website](#) to find more information on:

- ✓ Bridgend Public Services Board
- ✓ PSB member organisations
- ✓ Minutes of PSB meetings
- ✓ The Bridgend Wellbeing Assessment
- ✓ The Bridgend Wellbeing Plan



Best Start in Life



Support Communities in Bridgend to be Safe and Cohesive



Reduce Social and Economic Inequalities



Healthy Choices in a Healthy Environment

<b>A Prosperous Wales</b>	<b>A Resilient Wales</b>	<b>A Healthier Wales</b>	<b>A More Equal Wales</b>	<b>A Wales of Cohesive Communities</b>	<b>A Wales of Vibrant Culture and Thriving Welsh Language</b>	<b>A Globally Responsible Wales</b>
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