

Prepared for
Bridgend Public Services Board (PSB)

PSB Wellbeing Consultation report

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1. Overview

A public consultation reviewing the Bridgend Public Services Board's (PSB) Wellbeing Plan was undertaken over a 12 week period from 31 October 2017 and 23 January 2018. The consultation received 329 responses from a consultation survey. This paper details the analysis associated with the consultation.

2. Introduction

Bridgend Public Services Board (PSB) brings together public, private and third sector organisations to improve the social, economic, environmental and cultural well-being of Bridgend now and in the future.

We do this by working together in a way that improves well-being for people today and for future generations.

The survey considered the things that Bridgend Public Services Board (PSB) will focus on over the next five years, including our wellbeing objectives and the steps we will take to achieve them.

Our wellbeing objectives are:

1. Best Start in life
2. Support communities in Bridgend to be safe and cohesive
3. Reduce social and economic inequalities
4. Healthy choices in a healthy environment

Before we developed this plan we undertook a wellbeing assessment, through talking to communities and looking at a wide range of information and data. This assessment has guided us in choosing these objectives.

In total there were 8 questions, for the respondents to complete and all survey responses offered the option of anonymity.

Comments regarding the consultation were invited via letter, email, events and phone call.

3. Promotional tools and engagement methods

3.1 Social media

Information was posted to the council's corporate Facebook and Twitter channels within the consultation period to raise awareness of the consultation and to encourage residents to share their views on the draft plan.

The council currently has 9,722 followers on its corporate Twitter account and 9,381 followers on its Facebook page, and while content is most likely to be seen by these users, it is also displayed

to users who are not connected to the accounts. During the period, the authority ‘tweeted’ publically which was seen 1151 times. Facebook posts were seen by a total of 5,799 users.

3.2 Online and paper survey

The online survey gave respondents the ability to respond on a variety of devices including laptops and smart phones. The surveys were accessible by visiting www.bridgend.gov.uk/consultation. A qualitative section within the survey allowed respondents to share any further comments about Bridgend Public Services Board’s (PSB) Wellbeing Plan.

Paper copies of the survey were made available at all local libraries.

3.3 Engagement activities

Date	Activity	Audience
31.10.17	BAVO circulated link to their members	(400 orgs)
31.10.17	Email with links to PSB consultation and ways to respond	PSB members PSB PAs
03.11.17		Statutory consultees
01.11.17	Posted on NRW website	Public, wider networks
01.11.17	Link to consultation survey emailed to DWP Social Media Team for promotion via their Twitter feed,	DWP Twitter followers, comprising Departmental staff and customers.
01.11.17	Direct email with information and survey link sent to Bridgend Carers Centre with a request to promote to their staff/service users and via their website/newsletters. Offer made to attend forthcoming meeting/event to discuss the Wellbeing Plan and objectives.	Carers Centre staff/service users.
30.10.17	Agreement gained to hold a pilot focus group with single parents and economically inactive families around wellbeing objectives.	DWP PaCE Project participants.
01.11.17	Direct email with information and survey link sent to DWP PaCE Advisers working within Bridgend Local Authority area to support survey completion with customers during appropriate 121 interventions.	DWP PaCE Project participants.

01.11.17	Attended the DWP Money Matters Event in Porthcawl Jobcentre on the 16/11/17.	DWP customers and partner organisations.
03.11.17	Direct email with information and survey link sent to Mental Health Matters with a request to promote to their staff/service users and via their website/newsletters. Offer made to attend forthcoming meeting/event to discuss the Wellbeing Plan and objectives.	Mental Health Matters staff/service users.
20/11/17	Direct email sent with info and survey link to the Consultation team's residents list.	1,242 residents These are residents who have opted into receiving information about important consultations.
03/11/17	Forwarded email to ESF network meeting to <ul style="list-style-type: none"> • promote consultation • direct members to survey • request members cascade information to clients and participants 	<ul style="list-style-type: none"> • Bridgend College • WCADA • DWP • Inspire to work • Careers Wales • SWP • AWEN • Learning in Work org • WCVA • Remploy • Bridges Into Work2 • Chwarae Teg • Synergyachievements • Careers Women Wales • Heronsbridge Headteacher • SOVA • NSAAfan • Llamau • KPC • The Wallich • Communities 1st • Disability Advice Project
03.11.17	Forwarded email to network to <ul style="list-style-type: none"> • promote consultation • direct members to survey • request members cascade information to clients and participants 	Target local businesses and various organisations via BELP etc
07.11.17	Email to PSB task & Finish group members Promote within organisation – use on website	Participation group

	and social media	CYP group
	Assist engagement with claimants, clients and customers	Skills & Apprenticeship group
	<ul style="list-style-type: none"> Engage with young people 	
14.11.17	promote consultation via NRW yammer to staff	NRW Staff to raise awareness and promote feedback to consultation
14.11.17	Email to AWEN with <ul style="list-style-type: none"> link to online survey PDF bilingual hard copy of questionnaire Promotional post 	Encourage online completion of the survey or offer hard copy for completion to visitors to the Library
20/11/17	Workshop with year 9, CCYD	3 classes of young people - Workshop facilitated by dynamix gaining feedback on priorities
	Year 10 & 11 pupils to complete the online survey during their IT session	57 pupils
22/11/17	Presentation to Bridgend Equality Forum	Membership of 42
	Asked to promote consultation through their networks, customers	people - 12 attended
		Presentation, provided link to survey on business cards,
		email with link and supporting material sent to all 42 BEF members
27/11/17	Member Training	30 members attended presentation of WFG Act Email out to all 52 members with link to survey. Business cards handed out and asked to complete survey.
04/12/17	Stand in Coop in Porthcawl with White Ribbon campaign	21 people took printed surveys and agreed to complete them and send them back
		50 business cards with links handed out.
05/12/17	Hate Crime forum	Attended meeting and provided email link to survey Asked to complete survey and have ongoing link to delivery
		Email to all forum members with link to

		survey
		AbFAB representative offered to circulate the link via social media accounts.
15/12/17	ESF membership Group	Presentation and encouraged to complete the survey.
15/12/17	prompt key BCBC staff and teams to feed into the consultation	link sent to internal managers all directorates via business support managers targeting most relevant managers for the objectives
29/12/17	ABMU Disability Reference Group	plan shared electronically prior to meeting
09/01/18	town centre manager circulated link and surveys	80 traders in Bridgend Town Centre link and printable survey sent out
10/01/18	ABMU Stakeholder Reference Group	plan shared electronically before meeting
16/1/18	BCBC CMB meeting, discussion prompted on objectives and steps	CMB members at meeting covering report and wellbeing plan sent
17/01/18	ABMU Youth	plan circulated electronically before meeting
24/01/18	ABMU Partnership Forum	plan circulated electronically before meeting
25/01/18	ABMU Third sector network	plan circulated electronically before meeting
29/01/18	ABMU Disability Reference Group	plan circulated electronically before meeting

4. Response rate

There were 329 responses to the consultation survey overall. All submissions were received online.

There were six email responses, one report by Dynamix (gained from Coleg y Dderwen event with pupils on 20th November 2017) and no comments by telephone.

5. How effective was the consultation?

The Bridgend Public Services Board (PSB) consultation was conducted over a twelve week period. The below table demonstrates the age range of the respondents to the survey.

Age	#	%
14 - 17	124	38%
18 - 24	1	0%
25 - 64	31	9%
65+	4	1%
did not give age	169	51%
Grand Total	329	100%

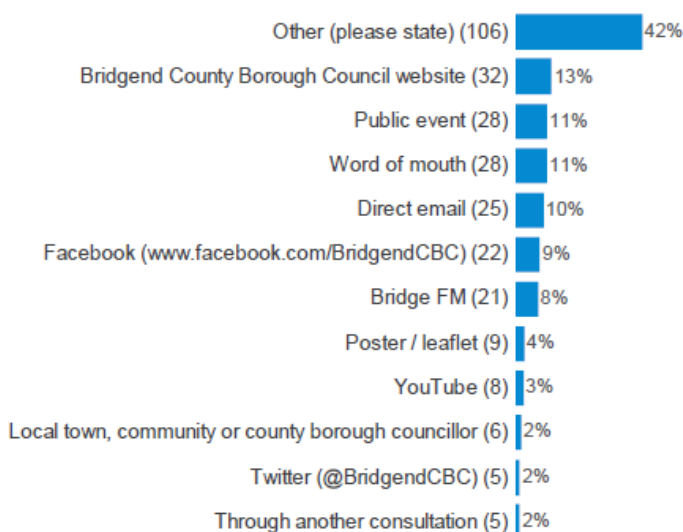
It is noted that the majority of respondents to the survey did not disclose their age range to the survey (169), most popular respondent age range was 14-17 (124). The data collection methods which include the online survey and a paper survey were all developed using plain English to increase understanding. These response methods were also designed to give a full opportunity for respondents to respond in order to encourage consistency.

Overall there were more responses from females (48.94%) compared to males (18.84%) with (28.88%) no response to the equality question about 'what is your gender'

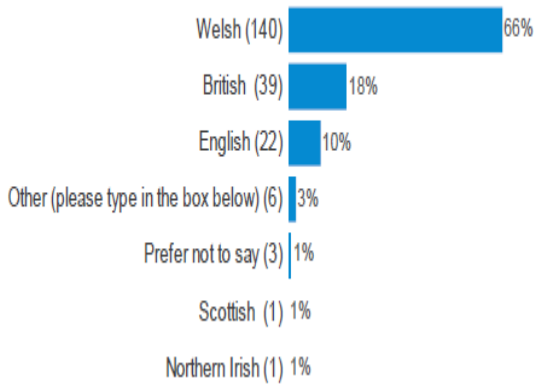
	Female	Male	Other	Prefer not to say	Blank
#	161	62	7	4	95
%	48.94%	18.84%	2.13%	1.22%	28.88%

Respondents were asked 'how they had heard about the survey', the majority of respondents had heard about the survey via 'other' (42%) means of engagement e.g. Schools and Stroke Club.

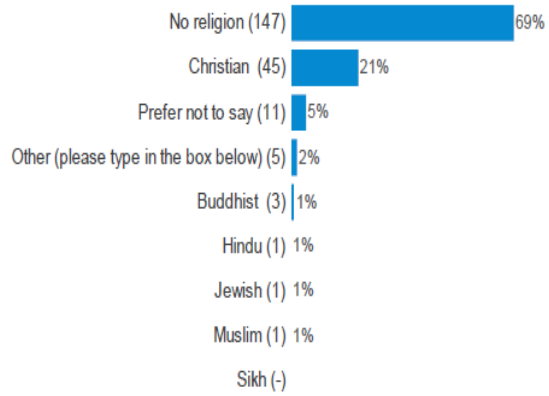
There were eleven equalities questions within the survey that respondents were asked to fill in, seven of which detailed below. Others such as gender are detailed further into the report.



How would you describe your nationality? Please select one option only.



What is your religion or belief? Please select one option only.



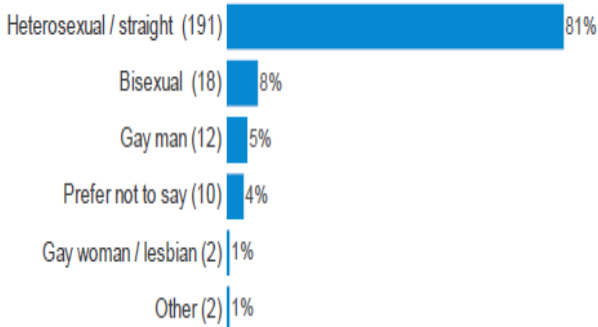
Is your gender the same now as that which you were assigned at birth? Please select one option only.



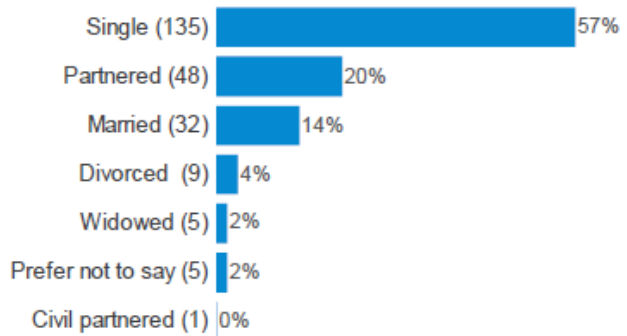
Are you pregnant? Please select one option only. (Are you pregnant?)



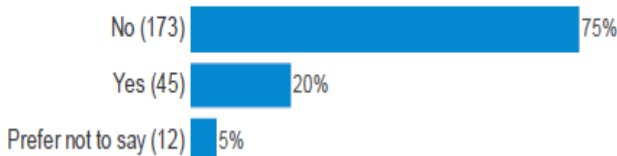
What is your sexual orientation? Please select one option only.



What is your marital status? Please select one option only.



Are you a carer? Please select one option only.



6. Headline figures

6.1 table of findings

Objective	Priority	Are these there right things? % (no.)		
		yes	don't know	no
Best start in life	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.	66 (205)	33 (101)	1(4)
Support communities in Bridgend to be safe and cohesive	We work together to create safe, confident communities and tackle crime, disorder and all aspects of anti-social behaviour	63(189)	33(100)	4(12)
	We will work together to improve community cohesion so that people in communities get on well together and differences are respected and tolerated	62(191)	32(99)	7(20)
Reduce social and economic inequalities	We will maximise the health and wellbeing of the Bridgend workforce	64(201)	31(96)	6(18)
	We will work to improve the skills level of the workforce in Bridgend to reduce economic inequality	58(180)	37(114)	6(17)
Healthy choices in a healthy environment	We will work together to maximise the benefit from cultural, built and natural assets	58(167)	37(107)	5(13)
	We will promote a more resource and energy efficient way of living and working	55(159)	37(106)	8(22)

6.2 Key findings

- 6.2.1 205 Individuals agreed with our priority to work together to make sure that children, young people and their families have a positive start in life and a positive future.
- 6.2.2 189 individuals agreed with the steps proposed by the PSB ‘to work together to create safe, confident communities and tackle crime, disorder and all aspects of anti-social behaviour’.
- 6.2.3 191 individuals agreed with the proposed steps to ‘work together to improve community cohesion so that people in communities get on well together and differences are respected and tolerated’.
- 6.2.4 201 individuals agreed with the priority to maximise the health and wellbeing of the Bridgend workforce.
- 6.2.5 180 individuals agreed with the steps to work to improve skills level of the workforce in Bridgend to reduce economic inequality
- 6.2.6 167 individuals agreed with the steps outlined in our priority to work together to maximise the benefit from cultural, built and natural resources.
- 6.2.7 The majority of people who responded to the steps in objective 4; Healthy choices in a healthy environment ‘we will provide a more resource and energy efficient way of living and working’ said they agreed with the steps (159 individuals).

7. Question and Analysis - Consultation Survey

Section seven of the report looks at the questions asked in the consultation survey – with 329 respondents in total.

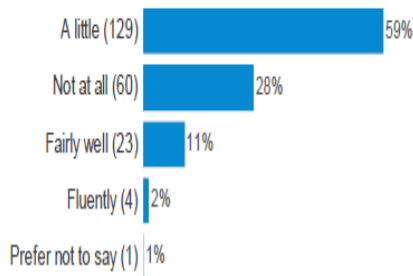
7.1 Selection of a language to begin the survey.

Respondents to the consultation survey were initially asked which language they would like to complete the survey in. Overall 99.7 per cent of respondents selected English with 0.3 per cent selecting to complete the survey in Welsh.

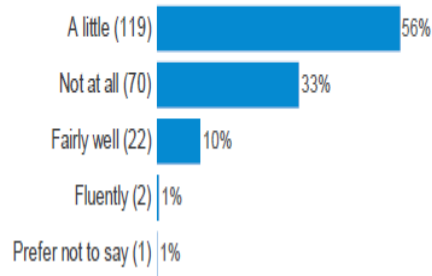
Language	#	%
English	328	99.7
Welsh	1	0.3
Total	329	100.0

When looking at the respondents within the survey on their ability to read, speak and write Welsh it was noticed that majority of responses had ‘a little’ ability to read (119), speak (129) and write (117) Welsh as demonstrated below.

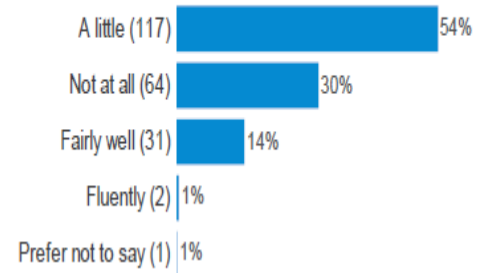
Are you able to...
Please select one option per row. (speak Welsh?)



Are you able to...
Please select one option per row. (read Welsh?)



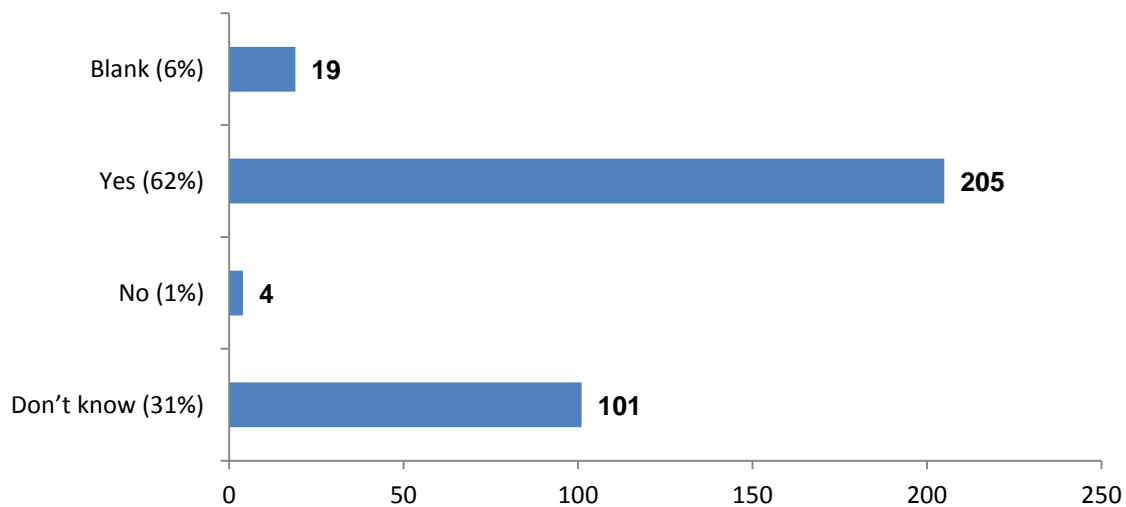
Are you able to...
Please select one option per row. (write Welsh?)



7.2 Questions about the Wellbeing Plan.

7.2.1 Objective 1; Best start in life (We will work together to make sure that children, young people and their families have a positive start in life and positive future).

When looking at the steps the PSB will take in regards to best start in life through; change the way that early services from different organisations work together so that they support children and parents better, find out how we can change to better support children, work together to prevent unwanted pregnancies in young women under 18 and communicate better with families. It is noted that (62%) of respondents believed that ‘yes’ this was the right step and (31%) of respondents ‘don’t know’. The least favourite response was ‘no’ (1%).



Of those who gave their age, the majority of people who responded ‘yes’ (71) came from the age range of 14-17. It can also be seen that within the same age range the responses to ‘don’t know’ was its highest (43). From this you can gather that (57.26%) of respondents aged 14-17 believed ‘yes’ this is the correct steps and (34.68%) of the same age group did not know if it was the correct step.

Age	Yes	No	Don't know	No response
14 - 17	71	0	43	10
18 - 24	1	0	0	0
25 - 64	27	1	3	0
65	4	0	0	0
No response	102	3	55	9

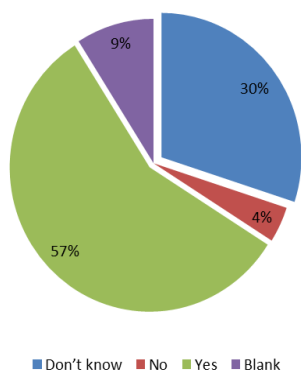
As an associated additional question the respondents were asked 'feel free to tell us more about your answer'. In total there were fifty comments to analyse, from this qualitative data gained from the associated multi choice question they were then themed and scored as per below.

Theme	#	%
Need more free, accessible services within the community	3	6%
Other	8	16%
Work together	9	18%
Not relevant	6	12%
More help for struggling families	5	10%
More awareness on various illnesses and addictions	3	6%
Don't understand the question	6	12%
Support all families not just social services	2	4%
Prevent unwanted pregnancies	6	12%
Better communication	2	4%

7.2.2 Objective 2: Support communities in Bridgend to be safe and cohesive (We will work together to create safe, confident communities and tackle crime, disorder and all aspects of anti-social behaviour)

Respondents were asked if the steps they proposed to take via; collect and analyse information, data and intelligence to focus on crime, violence and substance misuse. Work with neighbouring local authorities to implement violence against women, domestic abuse and sexual violence strategy. Use our understanding of how for some people childhood experiences affects offending behaviour to extend the way we work together to prevent reoffending were the right steps. Respondents were given a multi choice question on whether these were the right step. The data that was gained demonstrated that majority of respondents (189) 57% believed 'yes' these were the correct steps and (100) 30% of respondents 'don't know'. The least favourite response was 'no' (12) 4%.

There was a 100% response rate to the question, where majority of responses were female (161) with (62) male responses. The below table show the general information in relation to this question.



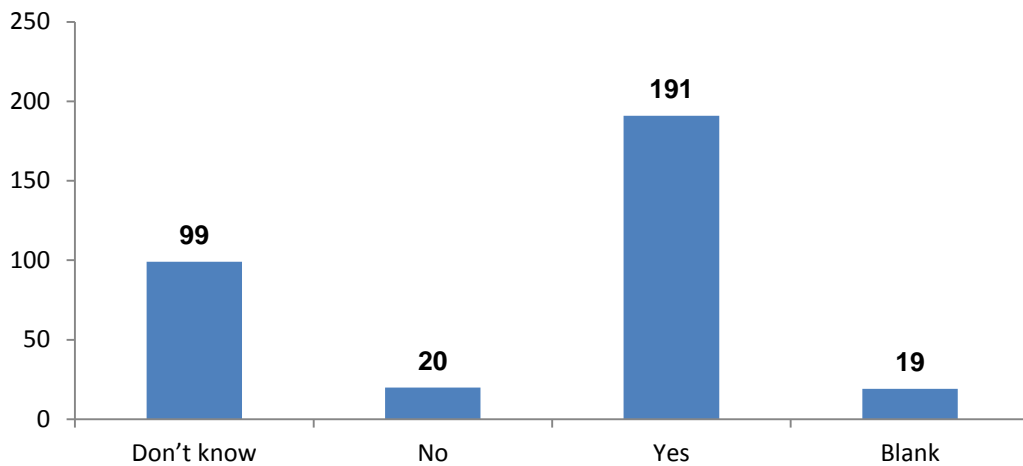
	Yes	No	Don't know	No response
Male	37	1	22	2
Female	99	6	46	10
Other	3		2	2
Prefer not to say	1	1	1	1
No response	49	4	29	13

Respondents who selected 'yes', 'no' or 'don't know' to the multi choice question were asked to add any comments relating to the question. There were 301 responses to this multiple choice question with an additional 46 qualitative 'comments' responses. These were then themed into 11 response categories. The majority (38%) of comments were not relevant to the survey, (11%) believed 'communities need to come together'.

Theme	#	%
Enhance safe spaces within communities	4	9%
Communities need to come together	5	11%
Earlier intervention	3	7%
Happy	2	4%
Improve environment	3	7%
More support needed	1	2%
Need more interaction with police	2	4%
Not relevant	17	38%
Support people long term	1	2%
Support young people to make better decisions	4	9%
Unhappy	3	7%

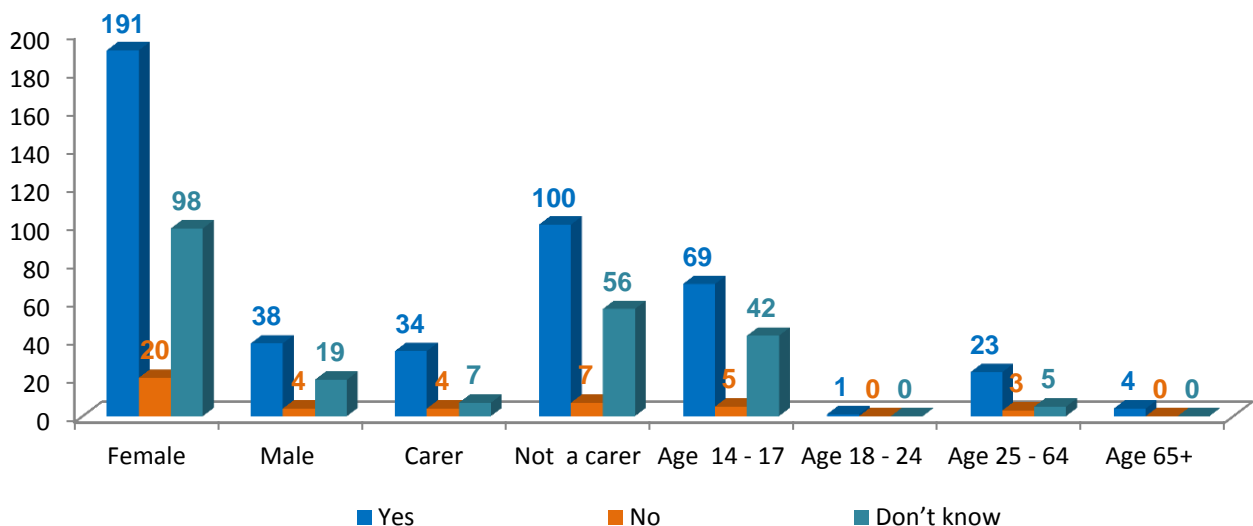
7.2.3 Objective 2; Support communities in Bridgend to be safe and cohesive. We will work together to improve community cohesion so that people in communities get on well together and differences are respected and tolerated.

Of the 310 responses to the question the majority of responses (191) 58% of respondents believed the steps we will take to work with members of our communities, in particular equality groups such as disabled people and the LGBT community to better understand what causes tensions and use this learning to ensure there are communication and other mechanisms in place to identify and address issues across communities and prevent escalation were the right things to focus on. (99) 30% of the respondents 'don't know' if these are the correct steps, with the least popular response (20) 6% believe 'no' they were not.



Whilst the majority of respondents did not give their age, while cross referencing the responses against the demographics of the respondents, it can be seen that the age range of 14-17 (69) felt the steps described in the questionnaire was the right way, however this age range also demonstrated that they 'don't know' (42) whether they were the right steps. The age range of 25-64 saw a more significant differences within their responses where (230 demonstrated 'yes' these are the correct steps and only 50 felt they 'don't know'..

When combining all the demographic responses together (through gender, carer and age range), it can be established that overall (63%) of respondents believed 'yes', (6%) believed 'no' and (31%) believed they 'don't know' whether these were the correct steps.



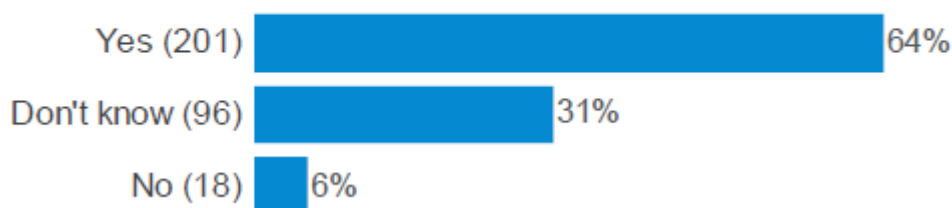
There were (41) qualitative comments gained from the associated question 'feel free to tell us more about your answer'. These were then converted into (8) themes, where the majority of respondents comments were themed as (14) 'equality issues'.

Theme	#	%
Community meeting places	5	12%
Equality issues	14	34%
Happy	2	5%
Negative behaviour in young people	2	5%
Not relevant	8	20%
Obtain views of all young people	2	5%
Other	6	15%
Work with community groups	2	5%

7.2.4 Objective 3; Reduce social and economic inequalities. We will maximise the health and wellbeing of Bridgend workforce.

The steps outlined within the question were; ‘support our staff and identify where we can do things together; improve workplace culture to promote better health for staff; develop coordinated health and wellbeing activities to improve the health of the public sector workforce and their families’. Through this the respondents were asked ‘are these the right steps’ with a multi choice response consisting of ‘yes’, ‘no’ and ‘don’t know’.

Are these the right steps?



There was an overall total of (215) responses out of the (329) respondents that disclosed their gender who had responded to the multi choice question, giving a (65%) gender response rate.

	Yes	No	Don't know
Male	43	2	17
Female	102	7	44

There was a total of (46) qualitative comments relating to the question, creating a (15%) additional response rate from the multi choice responses. These comments were then themed accordingly, which demonstrated that the most popular themed response (9) was ‘focus on everybody not just BCBC staff’, and (7) ‘community exercise equipment/ activities’.

Theme	#	%
Affordability	5	11%
Staff need support in personal and professional development	2	4%
Better education on health and lifestyle	2	4%
Community exercise equipment/activities	7	15%
Focus on everybody not just BCBC staff	9	20%
Focus on existing community exercise programmes	2	4%
Focus on high crime places	1	2%
Free courses	1	2%
More health support for staff	5	11%
Not relevant	8	17%
Staffing issues	2	4%
Uncertainty	1	2%
Work with private sector	1	2%

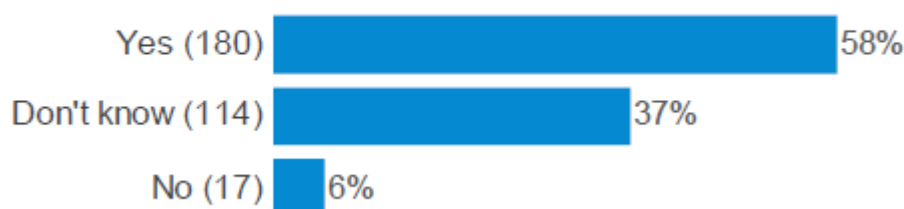
7.2.5 Objective 3; Reduce Social and economic inequalities. We will work to improve the skills level of the workforce in Bridgend to reduce economic inequality.

The steps that were described within the question were;

- Develop a common recruitment process for apprenticeships including developing joint apprenticeship recruitment events.
- Coordinate approach to widen access to vacancies across PSB members and extend this to small and medium businesses
- Develop a joined up approach to junior or pre-apprenticeship programmes to provide an introductory step to apprenticeship
- Improve access to working skills for adult programmes to tackle in work poverty and low skills levels.
- Develop ICT/ Digital skills package for public sector workers

When analysing the data on whether the respondents believed these were the right steps or not, it was demonstrated that (180) 'yes' (17) 'no' and (114) 'don't know' responses.

Are these the right steps?



A total of (18) people did not respond to this multi choice question.

Of those who made a response, when cross referencing the (152) responses against the age range it can be seen that overall throughout the age range majority (88) respondents believed 'yes' these were the right steps.

Age range	Yes	No	Don't know
14 - 17	62	2	53
18 - 24	1	0	0
25 - 64	21	5	4
65+	4	0	0

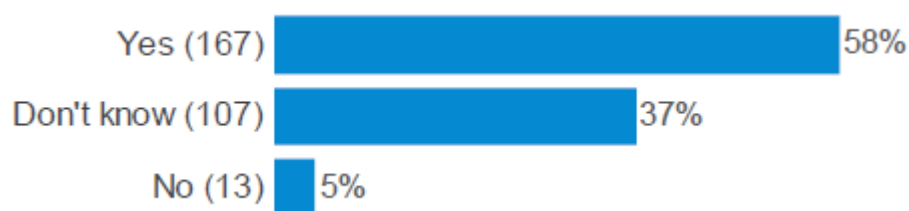
There were total of (41) comments out of the (311) responses to the multi choice question on whether they feel these were the right steps. These comments were converted into (27) themes. The comments gained from the additional qualitative question were widespread, however the most common themed responses were; (4) job security and (6) add more skills.

Themes	#	%
Access to IT support/training	2	5%
Better support for people who claim benefits	1	2%
Retain and value current staff	1	2%
Job security	4	10%
Volunteering in third sector	1	2%
Happy	1	2%
Not relevant	4	10%
More advertisement of apprenticeships	1	2%
Focus on long term mentoring and development	1	2%
Support private sectors	1	2%
Support voluntary groups	1	2%
Employment for disabled	1	2%
Add more skills	6	15%
More college evening classes	1	2%
Remove State Regulation	1	2%
Improve ICT in school	1	2%
Access to libraries	1	2%
Supportive links with school leavers and employees	1	2%
Need more emphasis on over 50's to work	1	2%
Access to better services	1	2%
Taxpayers shouldn't pay for extended education	1	2%
Need more information	1	2%
More accessible route into self-employment	1	2%
More apprenticeships	2	5%
Private and public sectors should work together	1	2%
Improve education for autistic children	1	2%
Positive with apprenticeships	2	5%

7.2.6 Objective 4 healthy choices in an healthy environment: We will work together to maximise the benefit from cultural, built and natural assets.

All the respondents were asked to select whether they agreed with the following steps;

- Implement the Bridgend Nature recovery plan to protect plants, animals and insects.
- Work towards green flag status by improving our green spaces in towns and villages
- Record all our historic and cultural heritage sites and buildings so that we can protect and improve them.
- 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 cycles paths to get there (active travel).
- Find out how GPs and others can direct people to using these assets to help improve their health and wellbeing (social prescribing)
- Commit to implementing the Aging Well in Bridgend Plan.



Of the (287) response to the multi choice question which created a total of (42) no responses to the question. The most common response (58%) agreed 'yes' these are the right steps, (37%) 'don't know' and (5%) 'no'.

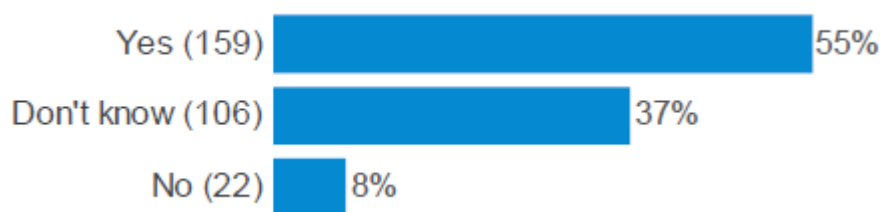
In total there were (44) comments associated to the multi choice question, which were analysed and put into (25) key themes. (9%) of comments were themed as 'maintain public footpaths' and (9%) 'too difficult with limited funding'.

Themes	#	%
Support carers	2	5%
More advertisement of mental health services	1	2%
Lack of mental health resources	2	5%
Happy	3	7%
Not relevant	2	5%
Protect heritage sites	2	5%
Miscellaneous	2	5%
Maintain public footpaths	4	9%
Maintenance of cycling routes	1	2%
Too difficult with limited funding	4	9%
Keep green spaces	3	7%
Services for youth	1	2%
Education	2	5%
More advertisement of services	1	2%
Get children involved	1	2%
A walking/ cycling/ transport map	1	2%
Give GP's more information	1	2%
Town centre regeneration	2	5%

Access to cheaper leisure activities	1	2%
Litter issues	1	2%
Use brownfield sites	1	2%
More parks and pitches	2	5%
Better marketing to encourage older people to the area	1	2%
Improve Transport and accessibility	2	5%
Future-proofing local communities	1	2%

7.2.7 Objective 4; Healthy choices in a healthy environment. We will promote a more resource and energy efficient way of living and working.

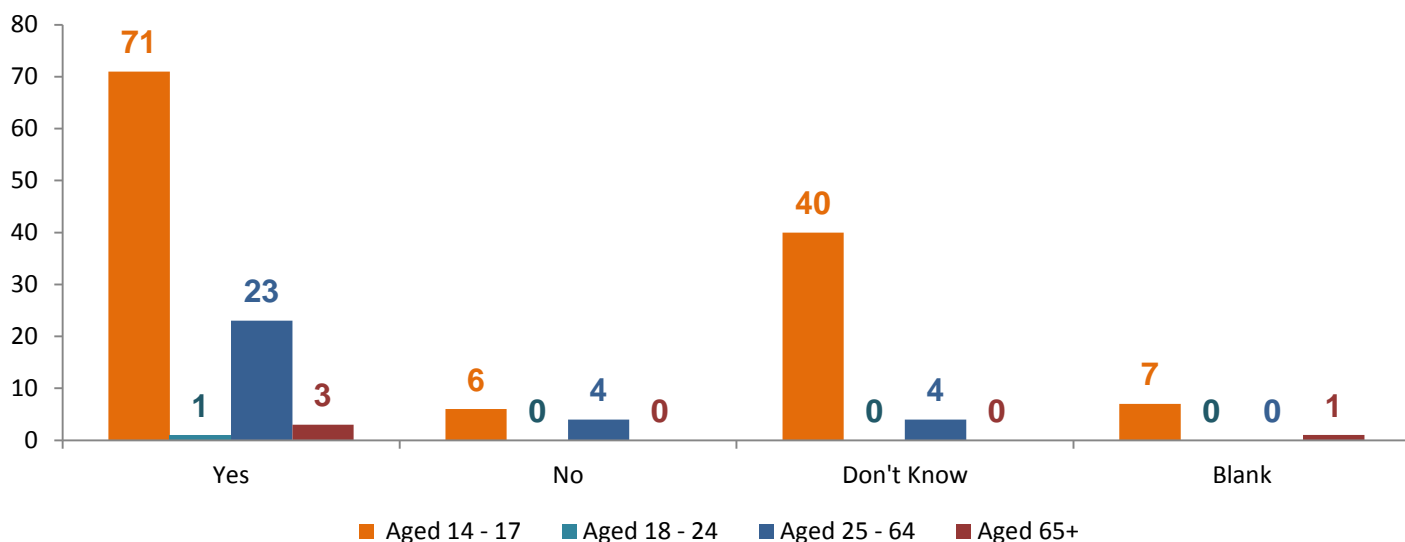
When analysing the multi choice question to the steps we will take of; develop an understanding of what a circular economy in Bridgend would look like, minimise waste, the use of resources and energy. Within this question there was (287) responses creating (42) no responses. It was noticeable that 'yes' was the most popular response (159), followed by 'don't know' (106), from this we can see that there was only a total of (53) difference between the two responses. The lowest response rate was given to 'no' (22).



When comparing the results against the gender, it was established that (50%) of 'females' and (58%) of males believed in 'yes' these were the correct steps, compared to (43%) who disclosed their gender as 'other'.

	Yes	No	Don't Know	Blank
Male	36	5	20	1
Female	80	6	48	27
Other	3	1	1	2
Prefer Not To Say	1	1	1	1
No Response	39	9	36	11

When cross referencing the multi choice question by age range, you can notice that majority of the respondents did not disclose their age (168). In regards to the response rate from people who did disclose their age, it was demonstrated that the highest response rate came from the group aged between 14-17 years old (124) followed by the group aged between 25-64 (31) and (4) aged 65+.



All the respondents were asked if they had any comments in addition to the multi choice question. Overall there were (37) comments. These were converted into themes, which are provided below. The qualitative themes gained were generally constructive advice, with majority of the themes (17%) commented to 'improve recycling services' and (11%) 'Improve recycling in supermarkets'.

Theme	#	%
Not relevant	4	11%
Improve recycling in council buildings	2	6%
Unemployment causes depression	1	3%
Happy	1	3%
Support people more	1	3%
Better advertisement	1	3%
Public sector leading	1	3%
Needs more ambition	1	3%
Put words into action	1	3%
How do they intend to do this	3	8%
Improve recycling in supermarkets	4	11%
Improve recycling service	6	17%
More disability access	1	3%
Education on litter and recycling	2	6%
Industry clean up pollution	1	3%
Inform residents beforehand	1	3%
Need more information	2	6%
Plan for the future	2	6%
Bring wellbeing and energy efficiency agendas together	1	3%

8. Email responses

Social/ Cultural email

Received from Hub Cymru Africa- see appendix
Community Health Council- see appendix
Arts Council of Wales- see appendix

Environment email

Received from Wales Biodiversity Partnership Local Nature Partnerships leader response- see appendix

Assessment email

Future generations commissioner- see appendix
Received from Welsh Government- see appendix
PSB overview and scrutiny panel response- see appendix

9. Dynamix Assessment

Dynamix consulted with 3 groups of year 9 pupils in Coleg y Dderwen on 20 November 2017, each consultation lasted 1 hour.

- Group 1 - 20 pupils
- Group 2-16 Pupils
- Group 3- 21 pupils

The consultation for Bridgend public service bodies Coleg y Dderwen can be seen in the appendix.

10. Conclusion

A response rate of 329 respondents to the survey questions is robust and is subject to a maximum standard error of +5.4 per cent at the 95 per cent confidence level. This means that if the total population of Bridgend County Borough had taken part in the survey and a statistic 50 per cent was observed, we can be 95 per cent confident that the actual figure lies between 43.88 per cent and 56.12 per cent.

Overall the wellbeing objectives were supported by respondents.

11. Appendices

Wales Biodiversity Partnership Local Nature Partnerships leader response.....	Appendix 1
Hub Cymru Africa.....	Appendix 2
Community Health Council.....	Appendix 3
Welsh Government.....	Appendix 4
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Appendix 1- Wales Biodiversity Partnership Local Nature Partnerships leader response

Bridgend Public Services Board Draft Well-being Plan 2018-2023				
Wales Biodiversity Partnership Local Nature Partnerships leader response				
This response acknowledges the considerable effort in producing the draft plan and the challenges of addressing well-being and identifying opportunities for collaboration and new ways of working in Bridgend. This response focuses on the environment and biodiversity based on the respondent's expertise but recognises that integration and innovation will be key to the delivery of well-being in the area across all the well-being goals.				
Objectives	Actions	Comments on the actions	Opportunities	General Comment's
<p>Four well-being objectives:</p> <p>Best Start in Life</p> <p>Support Communities in Bridgend to be safe and cohesive</p> <p>Reduce Social and Economic Inequalities</p> <p>Healthy Choices in a Healthy Environment</p>	<p>10 year vision</p> <p>Draft plan identifies our priority areas for action over the next five years</p> <p>As the draft plan notes, further details need to be developed and worked up into a delivery plan which demonstrates integration across the objectives</p> <p>Overall a delivery framework that delivers a healthy resilient environment where wildlife thrives will deliver across many of the objectives</p>	<p>'Healthy Choices in a Healthy Environment' objective is welcomed</p> <p>Commitment to the Bridgend Nature Recovery Plan welcomed. In addition to improving the green asset base, measures to enhance biodiversity and ecosystem resilience are advised. This will address the decline identified in the 'State of Nature report' 2016 and SoNaRR respectively in addition to addressing the national WFG 'Resilience Goal'</p> <p>Commitment to develop adaptation and mitigation responses to the impacts of climate change welcomed- how will this be taken forward?</p>	<p>Outstanding natural environment and unique wildlife in the county including Kenfig NNR</p> <p>The Biodiversity and resilience of ecosystems duty is a statutory mechanism under the Environment Act that the PSB bodies can use to maintain and enhance biodiversity and in doing so promote the resilience of ecosystems. This in turn this contributes to social, economic, cultural and environmental well-being.</p> <p>Bridgend has a long standing and successful Nature Partnership which can add considerable value to realising the ambitions of the plan (as noted in Objective 4). Also, Bridgend is</p>	<p>The plan has ambition but needs to be 'fleshed out' in terms of detail</p> <p>Acknowledgement that high quality green infrastructure supports social and economic resilience</p> <p>Ambition in the draft plan for collaborative working</p> <p>An inventory/pictogram of the key environmental, cultural and community make-up of the county would be useful</p> <p>Overall the draft plan is light on detail</p>

Sean McHugh Wales Biodiversity Partnership Local Nature Partnerships lead

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		<p>The ambition to develop coordinated health and wellbeing activities to improve the health of the public sector workforce and their families welcomed-how will this be taken forward?</p> <p>Opportunities for social and natural prescribing- build on the ambition noted in Objectives 3 & 4</p>	<p>an active and valued partner in the Glamorgan Biodiversity Action Group</p> <p>A network of local nature reserves in the county</p> <p>A network of sites for importance for nature conservation often close to communities</p> <p>Large areas of upland grassland/heath (often close to communities) if brought into better management would help with carbon and water storage in addition to biodiversity benefits (i.e. build on the <u>Coity Wallia</u> work)</p> <p>Easily accessible green space- useful for community & corporate volunteering (build on the ambition noted in Objective 4)</p> <p>Opportunities to use the outdoors and build on the current successful</p>	
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Sean McHugh Wales Biodiversity Partnership Local Nature Partnerships lead

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Appendix 2- Hub Cymru Africa



Hub Cymru Africa

Judith Jones
Partnerships, Operations and Partnerships Services
Bridgend Borough County Council
Angel Street
Bridgend
BF31 4WB

23rd January 2018

Dear Judith,

I am writing in response to your formal consultation into your Well-being objectives.

Hub Cymru Africa is a partnership funded by Welsh Government's Wales for Africa programme that supports the Wales-Africa and fair trade communities in Wales. We are a focal point and a funder for people and groups from all over Wales who want a positive future for Africa. We are supporting public bodies across the country to build on Wales' commitment to be a globally responsible nation.

We noticed that your wellbeing assessment's consideration of the global impacts of your work in Bridgend did not fully address the social impact that your activities have on people in poverty across the globe. While protection and restoration of the environment and active travel are crucial issues for people in Wales, there are plenty of additional ways to pursue the goal of a globally responsible Wales beyond this which touch upon fair work, environmental management and one planet living which could impact people in developing countries.

When the Commissioner reviewed Well-being Assessments from across Wales she said "*The purpose of the Globally Responsible Wales well-being goal is to recognise that in our inter-connected world what we do in Wales can have positive and adverse impacts outside of Wales.*"¹ The concept driving this goal doesn't mean that public bodies have to send staff to run projects in developing countries, though several have done this effectively. Everyone can make a contribution by adjusting activities so as to reduce negative and support positive impacts on people living in poverty across the globe.

The commissioner herself outlines some of the things public service bodies could do: "*a key area where public bodies can impact (positively or adversely) at a global level is through the procurement of products and services. [relationships] between schools and charities supporting syllabus content on education for sustainable development and global citizenship (ESDGC); a reflection on global volunteering links between health boards and African hospitals; African placements with the Welsh Government's International Learning Opportunities Programme*".

This chimes with actions already taken by public, voluntary and private sector organisations and individuals within Bridgend. For example: The county has a collection of Fair Trade schools as well as

¹ Well-being in Wales: Planning today for a better tomorrow. Learning from Well-being Assessments 2017

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Hub Cymru Africa



Sussed, a Fair Trade shop in Porthcawl. In addition, a councillor is involved in the Fair Trade County group and there's an active Fair Trade Group in Porthcawl as well as frequent events held in Bridgend. In addition, there are several impactful voluntary projects run from the county including Friends of Monze, a link with Zambia, Anza, working in Tanzania and Valley and Vale working in Ethiopia and Kenya. All of these links have routes into local schools and churches across the county and present opportunities to raise the aspirations of individuals and support cohesive communities.

To build upon this, we would recommend you reflect the human and global dimension within your objectives. To do this you could focus not just upon the consideration of climate change and the environment, but to also consider issues such as: ethical and Fair Trade procurement, promotion of global citizenship with people of all ages and to welcome and support refugees and asylum seekers in the area.

We would like to support and encourage you to consider these and act upon them. In particular, a focus on sustainable procurement could be the first step and could include:

- i) Collating information on sustainable procurement;
- ii) Procuring Fairtrade where possible;
- iii) Procuring FSC approved wood;
- iv) Procuring MSC approved fish;
- v) Procuring 100% recycled paper;
- vi) Procuring renewable energy.

I would be happy to support you in this endeavour and would be willing to come and discuss this with you about this at your earliest convenience.

Yours sincerely

Hannah Sheppard
Grants and Policy Manager
Hub Cymru Africa

Cc Sophie Howe
Future Generations Commissioner for Wales

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Our response

Your local priorities

Draft Wellbeing Objective 1: Best start in life.

We welcome your aspiration to take a more integrated approach to support children and your plan to pilot approaches within

Bridgend. We would like to see a specific commitment to work with and involve children and communities in shaping these pilots. We look forward to working with partners to promote and ensure engagement and involvement of people in any proposed changes to the way that NHS services are delivered as part of this work stream.

Draft Wellbeing Objective 2: Support communities in Bridgend to be safe and cohesive.

We welcome any proposal to work with communities and ensure they are at the forefront of creating solutions and shaping developments. This objective does not appear to extend to health services, however in so far as it touches on our remit we would wish to support this approach.

Draft Wellbeing Objective 3: Reduce social and economic inequalities.

We welcome the aspiration and recognise the clear link between economic status and health.

We further recognise the potential to raise the economic status for some through the development of additional public sector apprenticeship and pre apprenticeship programmes.

That said, we have some concerns that the health improvement actions are focused solely on public sector employees and their families. Whilst we support the actions identified we are not

convinced that they are best placed to deliver on this objective nor that there will be an automatic dissemination of any benefits to the wider community.

More could be done to work with those who are most at risk of poor health outcomes, poverty and social exclusion to ensure that their experiences and views drive improvements and shape integrated services. This would include working with people who are out of the labour market or in insecure, part time or temporary jobs outside the public sector.

Draft Wellbeing Objective 4: Healthy choices in a healthy environment.

We welcome the commitment to delivering against the 'Ageing well in Britain plan' and identifying and building opportunities for social prescribing.

It would be helpful to have additional information about the specific actions you will take and a clear framework for evaluating the impact of these actions on the health of our communities.

Contact us

Abertawe Bro Morgannwg Community Health Council
First Floor
Cimla Health & Social Care Centre
Neath
SA11 3SU
Tel: 01639 683490

Appendix 4- Future generation's commissioner



By email

27/10/17

Advice from the Future Generations Commissioner for Wales to Bridgend PSB

Dear Bridgend Public Services Board and supporting officers,

Thank you for seeking my advice on how you might take steps to meet your draft well-being objectives. My team have found regular conversations with your supporting officers very helpful in giving them an understanding of how you work together as a PSB; the method you have taken to well-being planning and your intentions to deliver the objectives and take steps in a different way. As they will have discussed with you, I was keen that my advice would be useful to you and the context within which you work, so I hope you have also found these regular touch-points helpful and that they have given you some guidance along the way.

Thank you for sharing a copy of your draft well-being plan with the team. I am basing this advice on the draft objectives and steps you have set to date. My advice is in two parts – firstly, to help you consider how you might do this effectively. Secondly, based on your themes and draft objectives it provides prompts, resources and contacts to help you demonstrate through your well-being plan that you have used the five ways of working and seven well-being goals to shape your steps. The purpose of this advice is not to give you my opinion on your well-being objectives. These are determined and owned by you, as a collective PSB.

I would encourage you to read this in conjunction with my response to your well-being assessment. I was keen that it was a 'feed-forward', rather than 'feedback', helping you to consider how to approach continuous assessment and well-being planning. As you know, I have recently published '[Well-being in Wales: Planning today for a better tomorrow](#)', which highlights key findings and recommendations for all PSBs and public bodies on the key areas of change needed to make better decisions for future generations. Both of these resources are also intended as advice to you.

I understand that you have held assessment workshops as a PSB and expert working groups to determine your draft objectives, which are:

1. Objective 1: Best start in life.
2. Objective 2: Support communities in Bridgend to be safe and cohesive.
3. Objective 3: Reduce social and economic inequalities.
4. Objective 4: Healthy choices in a healthy environment.

Adopting different ways of working to take steps to meet your draft objectives:

Setting objectives and steps is not business as usual. In the past, we have drawn out themes and priorities and written plans that show what we are doing anyway. Achieving the ambitions of this Act is about the 'what' and the 'how' i.e. what are you doing to contribute to our shared vision of the seven national well-being goals? The goals acknowledge that sustainable development connects the environment in which we live, the economy in which we work, the society in which we enjoy and the cultures in which we share, to people and their quality of

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life, so what are you going to do differently together? And, how you are applying the sustainable development principle to shape your actions for Bridgend?

To adapt your ways of working in this way requires a fundamentally different approach. My team have been developing a 'Future Generations Framework' in partnership with the New Economics Foundation, to assist thinking. The purpose of this framework (originally intended for projects concerning infrastructure) is to help public bodies use the Well-being of Future Generations Act as a framework for thinking when developing projects; it can also be used to review progress as the project develops. We are working on ensuring the framework is applicable to a wider range of projects including policy/programme development and it will be available shortly. We would be interested to hear any feedback on its usefulness to your work.

Academi Wales' [Sustainable Futures Architecture](#) articulates succinctly how leadership behaviours need to change in line with the principles. You need to give yourselves the time and space as a PSB to question whether current approaches to public service delivery are fit for the future and explore key pressures and tensions in delivery for each of your objectives. Practically, I am advising that PSBs take a dedicated meeting or create sessions for each of your draft objectives to be discussed in an honest forum. In general, for each of your draft objectives, I would like to understand what the steps mean for Bridgend, and how this is a different way of working to what you would have done before.

I would advise that you will need to demonstrate how your PSB has considered the following in relation to each of your objectives:

- **Long-term:** What do you understand about the long-term trends, opportunities, risks and likely scenarios for this issue? What are they and have you explored their impact on your steps? Are there current gaps in your data or understanding? What fore-sighting or future trends information do you need to understand this issue better? What capacity, confidence and expertise do you need to fill gaps in knowledge? Your draft well-being plan currently looks ten years into the future. My statutory role is to act as the guardian of future generations to meet their needs and to encourage public bodies to take greater account of the long-term impact of the things they do. I am advising public bodies to think beyond the next five, ten or fifteen years and think about future generations, in twenty-five, thirty, thirty-five years' time.

To inform the action you take, you will need to adequately map and consider the future trends for each of your objectives. My office is working with others to build capacity in this area and, as your support team are aware, Welsh Government have been adding to the 'Future Trends' report resources, which you should make most use of by accessing through Objective Connect or by contacting David Thomas. [The Oxford Martin 'Now for the long-term'](#) report shows global and national future trends that we all need to react to in carrying out sustainable development.

- **Prevention:** In considering this issue, do you have an understanding of what you are trying to prevent? What are the root causes of the issue and when and where would be the best point to intervene? Are you clear on whether it is primary prevention i.e. seeking to prevent something before it has even occurred; secondary prevention i.e. preventing something from getting worse; or tertiary prevention i.e. softening the impact of something that has ongoing effects; that is needed? This is the difference between encouraging someone to wear a bicycle helmet (primary prevention of head-injury); putting someone in



the recovery position if they have fallen from their bike (secondary prevention of the injury worsening) and counselling after the accident (tertiary prevention to help ongoing injuries from worsening).

Many PSBs haven't used their assessments to fully understand both the current situation and the scale and nature of the response required. I appreciate you might not know the full picture yet, but I want to see all PSBs exploring how they break cycles and dig deeper into data to see the implicit messages in the data to better understand the causes and effects of key issues and trends to inform your steps.

- **Collaboration:** I understand you are collaborating more across Local Authority boundaries and have regional support. As recommended in my report on the Well-being Assessments, now is a timely opportunity to review the invited membership of the PSB and consider who are the 'unusual' suspects that you may need to work with to take steps to meet your objectives? It is important that the people who sit around the PSB table can bring the best range of insights, constructive challenge, data and solutions to the PSB. Have you got the right people around the table, at the right level to make decisions around an issue? Who else might you need to be collaborating with to better understand this?

In delivering the steps, how might your organisations collaborate? You will need to demonstrate how your PSB is considering the steps that need to be taken together and across organisational boundaries in order to effectively meet your objectives. This could include co-locating staff, breaking down traditional structures, arranging job-swaps and secondments and, importantly, pooling resources. I will want to see how you have considered these benefits and how the steps you will take move you towards achieving this collaboration.

- **Integration:** For each objective, how are you going to move away from just doing something that meets the objective, and instead, demonstrate that you are taking steps which maximise your contribution to each of the goals? I am telling all PSBs to deliberately and explicitly consider the interconnections between your objectives to help inform your decisions about the most effective steps. Instead of looking at this issue in a traditional and general sense, have you looked at the definition for each of the goals to widen your understanding of well-being for this issue and the opportunities which might exist for meeting these goals through each of your objectives? How well do you understand the contribution your organisation makes at the moment to this objective? And do you understand how different is the contribution you will need to make going forward for this objective?

How can you plot what's going on elsewhere in your organisations, the strategies and plans at a regional or a national level, to connect and lead with others on achieving this objective? I understand you have acknowledged the relationship between your Board and that of the regional Social Services and Well-being Board. Integration means ensuring that the other partnerships understand and contribute to each other's work. The PSB should not be seen as a separate entity. Have you yet acknowledged the barriers or tensions that have arisen and what steps can you (or others) take to remove them? Who else is needed around the PSB table to help you interconnect decision-making and improve well-being for this issue?

- **Involvement:** My response to your well-being assessment suggested that you build on the engagement work to date as a PSB. I want to see a demonstrated focus now from all PSBs of going beyond the usual

consultation and ad-hoc engagement. PSBs will need to demonstrate how they are seeking to understand the lived experiences of people in the area and how this is shaping your actions. How are you now actively seeking better ways of involving people in decision-making? How can you collaborate with members of the community in meeting these steps? As with the Social Care Wales Board, what options are there for involving people with lived experience on Boards and partnership groups?

I must emphasise that your leadership is required to adopt a new way of working. As leaders, I am sure that you are part of many partnership structures, meetings and initiatives, but the PSB is meant to be the opportunity for integration and collaboration at a senior and influential level. To create ownership and collaborative action at PSB, you need to build understanding and respect for each other's professions and debate your motivations as organisations. This needs to permeate through every level of your own organisations. As such, I have made the recommendation in ['Well-being in Wales: Planning today for a better tomorrow'](#) that we move away from seeing PSBs as a local authority-led meeting in Council committee rooms. The PSB should be about a new way of working, not driven by any one organisation's culture. The Chair of the PSB, how and where meetings are held and how the PSB is supported can all shift mindsets and allow for healthier challenge to 'business as usual'. In order to explore the tensions and opportunities of working together to deliver your objectives, the PSB needs to be a place of action, not a place of interesting presentations.

I am encouraged to hear that many of you are taking responsibility for work at the PSB, but it remains that there are organisations across Wales not fully collaborating. A consistency in representation is vital to build these relationships and how you take messages from the PSB back to your own organisations is important to create action. Communicating why the work of the PSB matters to your own senior management teams and using the well-being plan to challenge current practices within your own departments is central to creating the culture change your team acknowledge is needed. I have a role to recognise and mitigate barriers, but so do you – as senior leaders, in challenging your managers to work differently and be 'safe to fail'.

Alongside this, you will also need to demonstrate how each of your organisations are taking all reasonable steps in the exercising of their functions to meet the PSB's objectives. I want to see that the work of the PSB is not seen as something separate to the priorities of all members bodies. The Act sets out seven areas for change: corporate planning, financial planning, workforce planning, procurement, assets, performance management and risk. Often, officers do not understand the work of the PSB in these areas of work, yet these are the core organisational activities where applying the five ways of working would ensure the sustainable development principle frames how you work.

It follows that co-ordinating this work needs to be recognized by all of you as members of the PSB. I am interested in how different PSBs are supported and it appears that when support is multi-agency, resourced and committed to by different partners, collaboration and integration across departments and structures becomes easier. As with other areas, you now have a regional officer to co-ordinate this work. Some PSBs are already adopting closer working arrangements, a multi-agency virtual team with a senior leader or more formal secondments and co-location. There are several resources that may be of use, such as [Designing Multi-Agency Partnerships: Leading Culture Change](#) and [Stepping up: a framework for public sector leadership on sustainability](#). This will require you, people in positions of leadership, to play your part and be brave in driving the changes needed.

This advice should be taken by all PSBs, but I appreciate every PSB has taken a different approach to drafting their well-being objectives and will be going about delivering their well-being plan in the context that is right for them. The second section my advice seeks to help you demonstrate through your well-being plan that you have used the five ways of working and seven well-being goals to shape your steps.

Advice on how you might take steps to meet your draft objectives:

From the regular conversations you have had with my team, I know your supporting officers have worked hard over the summer to draw on your assessment findings, synthesize key messages and draft your objectives and steps. I am encouraged that you are looking at the strengths of Bridgend and have developed a focused draft plan, with actions that can make a real difference to well-being. Explicitly recognising the inter-connections between your draft objectives is important; you should consider how they individually, and as a collective set, maximize their contribution to all of the well-being goals. I advise you to look at the definitions of the seven well-being goals and look for ways that maximise your contribution to all seven, for each objective. Ask yourselves – what more could we do? By exploring connections to the goals, you will not only gain a more a holistic picture of the issue you are trying to resolve but you also can maximise the range of resources and opportunities you can draw on to help you find solutions.

- *Draft objective 1: Best start in life.*

Most PSBs have drafted objectives linked to this topic, recognising the importance of investing in future generations. It is good to see that you are focusing on your roles in ensuring services that families access are integrated and preventative. I have asked each PSB setting similar objectives: what is going to change at all levels to make this happen? How will services aimed at prospective parents and families change locally? What local evidence will you use to understand the successful service models and the preventative interventions that work? How might focusing on preventing adverse childhood experiences (ACEs) as a PSB play out in reality for your organisations and services? Who might you need to involve to understand this better? Who needs to be around the table to make it happen?

You have a clear advantage as a PSB in that Alyson Francis is a member of your PSB and Bridgend has also been a pilot site for multi agency work on ACEs funded through the Police Innovation Fund. I would like to see how you intend to build on this work and ensure that this does not remain a small scale localised project but that informs the design planning commissioning and delivery of local services which at relevant to tackling ACEs going forward. We have worked together recently to write to PSBs outlining that ACEs are not another thing to do, but an opportunity to reconsider how we deliver services together that make sense for the families receiving them. The ACE Support Hub could also act as a central place for PSBs to share practice. We have worked with the Good Practice Exchange Wales to create a [webinar on understanding ACEs](#) on the 7th November; Alyson and I will both be on the panel and questions can be provided to us live.

As you have identified, the costs of the worst start in life are enormous, both to the individual's life and to public services. [Late intervention services for young people are estimated to cost England and Wales £17bn per year](#) (£6bn on child protection and safeguarding, £5.2bn on crime and anti-social behaviour, £3.7bn on youth economic inactivity, £680m on school absence and exclusion, £610m on child injuries and mental health

problems, and £450m on youth substance misuse). I want to see that your organisations recognise it is part of all of their responsibilities to collaborate in preventing poor outcomes. The Public Health Wales' [First 1000 days](#) work shows how investing in a child's life from the very beginning can break cycles and have benefits to their long term well-being. How might local services have to change if you redirect investment? What does this mean in the context of communities in Bridgend?

As public services, we often treat the symptoms of ACEs, such as mental illness, substance misuse and domestic abuse at great cost to our organisations and to people's lives. We fail to treat the root causes and tend to deal with people in service user categories, such as victim, substance misuser, problem tenant or criminal, rather than seeking to understand the full picture. This means we fail to join up dots and take action when needed – in a preventative, integrated and collaborative way. Therefore, although having workforces that are ACE-aware, able to spot warning signs and provide some support is important; tackling ACEs must be seen as a responsibility of the whole system, not just in terms of awareness but in terms of how the system actually operates. Making people and those who work with them aware of the signs and able to adopt a trauma informed approach is important, but I want to see how you intend to address services as a whole. It is important that you consider how well the services which currently respond to families where ACEs are a factor are responding and whether they are fit for purpose in terms of preventing on ongoing adverse experiences for children and families. Applying the five ways of working to this issue would mean that services for families in criminal justice, housing, social services, early years, substance misuse, domestic abuse and others would be commissioned, reviewed and integrated in preventing and responding to ACEs.

Although rates are decreasing, Bridgend recently had the highest rate of teenage conceptions in 15-17 year olds and you have identified the impact of teenage pregnancy on outcomes of mothers and their children. As a complex issue, impacted by social, economic and cultural values, I would encourage you to understand the lived experiences of teenage mothers to realise how best to enable young people to make informed choices. As well as understanding this in the context of Bridgend, the Joseph Rowntree Foundation produced [a report on 'Planned teenage pregnancy'](#) in disadvantaged parts of England. Public Health Wales continue to look at this issue in a [Welsh context with recommendations](#) on how organisations need to take a multi-agency approach. [International studies](#) have found that encouraging children to value their education and providing them with alternative opportunities of learning also help to delay parenthood.

It is time that we stopped seeing pregnancy and early years purely as a 'health' or an 'education' issue, and explore the opportunities that exist in challenging current service delivery with this objective as a focus and the seven national well-being goals as a guide. Children live within families, that live within communities and they access many services. Involving people and understanding is central to understanding and challenging the whole system; only by understanding the lived experiences of people can we design services that are fit for current and future generations. The case studies [contained in this report by Locality](#) demonstrate the financial and social costs of not taking this holistic and preventative approach to people's lives.

Many things impact on the life chances of children and young people and it is important for the PSB to understand where they can have most impact. For example, a [2013 review carried out by the London School of Economics for the Joseph Rowntree Foundation](#) found that children in lower-income families have worse cognitive, social-behavioural and health outcomes. Crucially, this study demonstrated that it was in part because

they are poorer, not just because low income is correlated with other household and parental characteristics. The [New Economics Foundation 'Backing the Future' report](#) highlights how we have a role in addressing both material well-being and external circumstances – such as housing, poverty, and schooling – as well as psychosocial well-being and inner resources, which links to the natural environment we grow up in, connected communities, high quality jobs and health. Your consideration has to be wider than what early years, education or health services can do. Linked to your draft objective on reducing social and economic inequalities, how can the PSB collaborate with others to improve the economic well-being of families across the region? Your well-being assessment highlighted pockets of deprivation in parts of the county. How can these communities, in particular, be focused on? If we know that by the time children in some areas reach reception class in school, the circumstances of where they live already affects well-being, then we need to be intervening at a much earlier stage in responding to these trends.

As well as income, we know that maternal and familial health has a big impact on a child's life, linking to your other objective on healthy choices. Between 10% and 20% of women develop mental health problems during pregnancy or within a year of giving birth. These illnesses are one of the leading causes of death for mothers during pregnancy and the year after birth. Despite this, women in around half of the UK have no access to specialist perinatal mental health services and in other geographical areas, services are inadequate. Considering the impact of services like this on young families is important if you are to take a cross-sector approach. The ['Mums and Babies in Mind' project in England](#) has given a focus to local leaders to create a pathway across sectors that provide expectant and new mothers with the right support at the right time.

These forms of disadvantage can have long-lasting effects on children and young people's well-being and can severely impact their prospects of securing a prosperous, healthy, safe and socially active future. Childhood is a key window of opportunity and I have been working with the Children's Commissioner to advise that public bodies and PSBs should give a greater focus to children's rights and well-being in their ongoing assessment work and well-being planning. A focus on children's rights can help PSBs in consultation, decision-making and programme-planning. This would include developing a children's rights policy focus, enabling children to learn about their rights and empowering them to play an active role in their communities. To support this work, a toolkit is being tested and will be available before the end of the year. The Children's Commissioner's office would be happy to advise on engaging with children and young people and taking a child-rights approach to securing well-being for future generations. Involving children and young people in understanding how you approach this should be central to your work.

I am encouraging collaboration between PSBs to share learning and ideas. Most PSBs have identified draft objectives connected to early years, giving children a good start in life and preventing ACEs including Cwm Taf, Caerphilly, Blaenau Gwent, Newport and Conwy / Denbighshire.

- *Draft objective 2: Support communities in Bridgend to be safe and cohesive.*

You have defined two draft priority areas for this objective, committing to working together to “create safe, confident communities and tackle crime, disorder and all aspects of anti-social behaviour” and “improving community cohesion so that people in communities get on well together and differences are respected and tolerated.” Your well-being assessment does not identify crime as a particular problem in Bridgend, but states

that perception of crime is a challenge. As you have stated, there is increased reporting of domestic abuse and sexual violence over the last decade in Bridgend, but this is a positive step given this crime often goes hidden and unreported. Tackling crime and particularly the root cause is clearly complex, but the five ways of working in the Act provide a blueprint for looking at problems and can provide a focus for you, as a PSB. Linked to your first objective, you will need to consider how you can take a preventative approach across your organisations – which organisation is best placed to intervene at an earlier point in the cycle of crime and indeed beforehand to prevent the issues occurring? Getting better at prevention by integrating services, listening to where people need support or have concerns, and preventing issues from escalating will be crucial. Understanding the reasons for perceived crime is crucial in creating “safe, confident communities” and you will need to involve a diversity of people to dig deeper into your data on this issue. Involving the people who live there could help you to gain a clearer picture of why there are problems, but also provide you with insight into the assets of that community and provide you with solutions.

For each of your draft objectives and steps, you will need to demonstrate how you have considered the relevance for different communities – outside of the current delivery of public services. How can you work together, using the seven well-being goals as a frame, to understand how services can be delivered differently? Your well-being assessment looks at crime on at a Local Authority level, so as your draft steps outline, you need to understand how this differs across Bridgend in order to properly assess the action you need to take. You may need to collaborate with partners to share information and data on what sorts of issues are pertinent in certain areas. Are the causes of this properly understood?

The advantage of working as a PSB means you are able to look at a problem from a number of perspectives and collaborate with different partners to find quite simple solutions, often by redesigning services together and with the people who receive them. The work of [Professor John Shepherd around the night time economy](#) in Cardiff involved looking at the problem of alcohol related violence from a number of perspectives and introduced measures that reduced crime. We are so often dealing with the crisis issue that impacts on our service, we forget to look around us and recognise that there should be another preventative way to look at the problem. Information sharing and evidence based work is hugely important in preventing criminal and extremist behaviour which, of course, relies on community knowledge, trust and confidence. [Nesta and the Alliance for Useful Evidence have published 'Using Research Evidence'](#) as a guide to public bodies to encourage a confidence in taking new approaches. short, sharp interventions by empowered individuals.

Seeking to maximise your contribution to the seven well-being goals may help you to look at different means of bringing communities together and increasing cohesion. The definitions of the well-being goals illustrate that cohesion is about attractive, viable, safe and well-connected communities. Therefore, how can you celebrate the assets of the area? Bringing people together with their different cultures, cooking, art and performance creates cohesion and a sense of belonging. Many people will only get involved in something if it's fun and of benefit to them. How can you use sport, heritage, language, traditions and natural environment to enable people to participate? There is a real opportunity here for you to think about how you maximise your contribution to the national goals. As we know, sport can be extremely powerful in bringing people from all walks of life together. Sport Wales are keen to work with PSBs on how they can maximise their contribution to the seven well-being goals. [The Arts Council for Wales' strategy, which](#) outlines some of the benefits involvement in creative activity can have on the health, cohesion and skills of the population could help you recognize how projects can have

multiple benefits for your organisations. The [Cultural Commissioning Programme, funded by Arts Council England](#) seeks to help commissioners of public services understand how they can improve outcomes by integrating arts and cultural activities into a range of services, including mental health and well-being, older people and place-based commissioning.

As leaders of local agencies, you have a key role to play in promoting and supporting community cohesiveness. The potential for your role in this area goes beyond building community capacity through facilitating networking and coordination and providing training for community groups and employees. These aspects of community support can only go so far in addressing the problems that people and communities face. How are you tackling some of the systemic barriers that stop people, communities and employees from using their training or knowledge or prevent them from accessing services that can help? Have you considered how you could reform current services so they could deliver a preventative approach- stopping problems such as ACEs before they happen- through commissioning these services differently? The research documented in ['What Works in Community Cohesion'](#) provides a useful reference for PSBs on the different dimensions of community cohesion. Might working with communities provide new solutions to helping people to feel safe?

Involving people in a more meaningful way is at the centre of achieving this objective and I would advise each of your organisations to commit to the National Participation Standards. You may wish to contact [Participation Cymru](#), who can support your officers in gaining the skills vital for effective and meaningful involvement. [Co-production Network Wales](#) could help you consider time banking schemes, provide examples of good coproduction and help you to identify and engage community leaders. Locally, how can children and young people, schools, colleges and the Town and Community Councils and the third sector play an important role in connecting people? How are different voices represented at the PSB? [WCVA produced wider information](#) on how the third sector play a role in contributing to the Act including resources on the seven well-being goals. How have, or will, the assets of the area been explored beyond what public services exist and more about the heart and soul of the community? The [Centre for Regeneration Excellence Wales' 'Deep Place' study in Tredegar](#) gives evidence on how an understanding of place can have multiple benefits on well-being. Giving communities that small encouragement, through for example, schemes that reward volunteering, or small grants to create attractive community spaces can lead to much bigger outcomes - shown by the work that ['Nurture Development' do around Asset Based Community Development](#).

Deepening your understanding of communities is best learnt from the lived experiences of people who live there. Involving your staff, getting out and about to speak to people and collaborating with them to deliver projects is a way of winning the trust of communities and seeing positive results. Similar work is already being done through the Big Lottery funded [Building Communities Trust](#) across Wales. You may not know who the potential community leaders and connectors are in some areas, so if you are committed to this, you should re-purpose your resources to do more work in communities, to begin to know a place as the people who live there know it. How have you also thought about the long-term trends of this? Communities take different forms and online communities are now often how people connect – particularly those that perceive they are in the minority. This recent report on [Digital Childhoods](#) from Barnados shows the pace at which technology is moving and the way children now consume information. How are your organisations harnessing the power of technology to help you meet this objective? Currently, research shows that children aged between five and 16 years spend an average of six and a half hours a day in front of a screen; [28% of young people use social media](#) as their primary news source;



[43% of 'millennials' are driven to make financial donations through social channels.](#) What sort of changes might you need to make to your organisational systems and policies to enable people to get more involved in communities and shape local services? There is a real opportunity to engage with people that is most convenient to them and is part of their daily life, not an additional chore. "[Monmouthshire Made Open](#)" is an example of an online platform that has anticipated how people might contribute to improving their area in the future, with opportunities to share ideas, ask the community, start a project and seek volunteers or resources. Matthew Gatehouse, working with Monmouthshire PSB, would be able to share their learning with you on establishing this website.

A number of PSBs are drafting objectives to encourage safer, more cohesive and connected communities including Flintshire; Cardiff; the Vale of Glamorgan; Newport; Powys; Cwm Taf; and Monmouthshire.

- *Draft objective 3: Reduce social and economic inequalities.*

You identified through your well-being assessment that inequalities exist in the well-being of people across Bridgend. As I have already advised you, understanding the lived experiences of people is critical in helping to prevent inequalities. This example '[Why poor people don't plan long-term](#)' provides an insight into the barriers people face in overcoming inequality and how they are often overlooked. You stated that you would be doing a follow up piece of work to your assessment to research the impact of poverty at a community level and understand the differences between how localities and people experience poverty. If this work hasn't already been done, I advise you to use the five ways of working in planning and undertaking the work – it will prove useful for ensuring children have the best start in life and creating safe and cohesive communities. The Royal Town Planning Institute's report on '[Poverty, Place and Inequality](#)' includes several recommendations around why place-based approaches are key to tackling inequality between and within communities.

As public services, you employ a significant chunk of the population and many of your workers will have families living in the area also. More than a third of your population work in public administration, health or education. I have advised every PSB that the change begins with them and their own organisations; so I am encouraged that you are looking at your own organisations' approach to health, well-being and reducing economic inequality. I advise that you start with the seven areas of change in the Act to think about what impact you can have: corporate planning, financial planning, workforce planning, procurement, assets, performance management and risk are the core organisational activities where applying the five ways of working would ensure the sustainable development principle frames how you work. I would also advise you to appreciate the influence you can have over other organisations too.

There are many different ways of taking steps to meet this objective and examples across the world of innovative approaches. It not only makes financial sense (the conservative cost of work-related ill health in Wales is £500m per year) but can improve environmental, social and cultural well-being for the residents. Are there opportunities to start schemes that bring employees together and contribute to the well-being goals? For example, some organisations have introduced tree planting and bee-keeping, which contributes to a more globally responsible Wales, a resilient Wales and a healthier Wales. Change often 'sticks' when people are involved in wider social and cultural activities together; for example, the [Nudjed 'Behaviour Change is a Team Sport'](#) report found getting

people together increased exercise patterns. Their work has included successfully working with young mums in the South Wales Valleys to get them involved in more physical activity.

Ideas can be found in the [Sunday Times compile an annual list of the 100 best companies](#) to work for; with the ability to filter by which ones are top for 'well-being' and countries like [Sweden](#) have been ahead of Britain in how they ensure their staff are well and working to their best abilities. Closer to home, the collaboration between Welsh Government, Public Health Wales and Cardiff University, '[Healthy Working Wales](#)', is full of resources and guides to helping you collaborate in creating a well workforce. Public Health Wales have established a national '[Health and Sustainability Hub](#)' to co-ordinate their own work around the Act and, through your PSB representative, you might find it useful to link with the national team for further evidence and knowledge.

Sport Wales, Public Health Wales and Natural Resources Wales are increasingly collaborating to improve well-being and [Sport Wales have just published data](#) that shows the significant positive association between sport and good mental health. Evidence suggests that enabling people to make healthy choices is linked to their economic status, their environment and how they connect with others. Your fourth draft objective clearly links to this, in improving your natural environment helping people to managed their health. Collaborating with other organisations to explore these links is the purpose of the PSBs. As I'm sure you've recognised there are opportunities for you to work with organisations such as the National Trust and Wildlife Trusts to develop a county-wide approach. The [Natural Resources Wales' 'Actif Woods'](#) project is an example of getting people outside, protecting their environment and enjoying the positive effects on health and well-being. Alternative ways of improving well-being are growing and this [study on social prescribing in Bristol](#), provides information on different models and gives some insight into the improvements in mental and general physical health. The recent BBC documentary, '[The doctor who gave up drugs](#)', showed several examples of how alternative approaches to prescribing pills can have a more holistic, long-lasting positive impact on someone's life – with people getting physically fitter and healthier mentally without the reliance on prescriptions. This is inherently a preventative approach, as the [University of Essex have shown](#) in research into volunteering with the Wildlife Trust – mental health improved for participants after three months. Collaborating with different organisations to understand and evaluate these methods could have a transformative effect on our current approaches to health.

Your assessment identified that Bridgend has a higher rate of people employed than the Welsh average, but that there are a declining number of skilled roles – particularly in Bridgend North. The recent [Dying from Inequality](#) report from the Samaritans highlighted the increased suicide risks for those in lower-skilled jobs and living in areas of deprivation. Many could be identified at a young age, as those with low educational attainment are often at higher risk, drawing links with your first objective around giving children and young people the best start in life. As with [many areas across Wales](#), there is a belief that young people are migrating from the area. If this is the case and linking to your other draft objectives, what can you do to encourage opportunities that would allow them to stay? Rural communities in Japan and Canada have seen a recent upsurge of younger people staying in their place of birth, both with improved technologies, but also by celebrating the way of life and introducing sustainable tourism. [This World Economic Forum article](#) suggests that some of the answers may lie in bottom-up community initiatives, where young people take a sense of pride and ownership in telling others about their heritage and environment, starting small scale businesses that benefit from visiting tourists. With healthy business growth in Bridgend, how can the PSB can foster growth through its influence and involve local young people undertaking apprenticeships or training?

In looking at your assets, one of your growing areas of employment is in distribution, hotels and restaurants – clearly linked to tourism. What opportunities are there to expand the sector and bring in more high-quality jobs? Encouraging people to the area boosts other local economies and creates the conditions for growth. Who might you need to collaborate with to encourage greater numbers of tourists? Improving your natural environment and collaborating regionally could have benefits for your area. Maximising your contribution towards a Wales of vibrant culture and thriving Welsh language and seeking to contribute to 'Cymraeg 2050' means the ability to speak Welsh is increasingly important for businesses. Alun Davies AM [announced funding for growing bilingual small businesses](#) recently to increase visibility of Welsh in our communities. The Welsh Language Commissioner's team are also seeking to support PSBs in how they encourage and support the growth of Welsh across Wales – please let my team know if you would like specific support from them.

I would advise that, as public service leaders, you consider what actions you can take or influence to meet this objective. I am pleased that you are seeking to develop common process for recruiting apprenticeships and an introductory apprenticeship programme across partners. Other things you should consider in order to maximise your contribution to the goals are whether all of your organisations are currently living wage employers? How can your procurement policies seek to support local business and focus on more than economic value? How can you be more globally responsible by procuring organic produce, Fair Trade and, where possible, cutting down on transportation in line with protecting your environment? [Forum for the Future](#) have published reports on this and my office are working with [Value Wales](#) to pilot new approaches to procurement in the context of the Act. How can you integrate your support for these businesses and how are your plans to do this linked with policy and service delivery opportunities at a national and regional level? How about introducing business support initiatives that stipulate people set up sustainable enterprises that maximise their contribution to the seven goals?

How are you thinking long-term in seeking improve skills levels? The future of employment and how we see 'work' is changing; the [Future of Work report](#) predicts that 65 percent of the children who are now starting school will find themselves working jobs as adults that don't even exist yet. Project-based work is likely to become more widespread, with skills like creativity, connectivity, communication and problem-solving being far more important than specific knowledge. [Furthermore, according to McKinsey](#), technology could automate 45 percent of the tasks people are currently paid to do. This is both an opportunity and a potential risk, as [this article suggests](#) we have a responsibility in recognising this and thinking about advantages. What action can you take now, as public service providers, to encourage learning and jobs in the foundational economy, around local care, retail and food industries, which are jobs less likely to be automated in future and good for the local economy? A [recent report by the Joseph Rowntree Foundation](#) highlights the value of the social economy in creating jobs, strengthening skills and employability. How have you considered these long-term trends in setting your steps and enabling people to adapt their skills for future earning?

Who do you need to collaborate with to create high-quality education and skills? How can this maximise your contribution to the seven goals? For example, schools are often at the heart of a cohesive community and the right package of skills can lead to a much more equal society. How can you work with schools, colleges and Universities to explore what this means in the context of Bridgend? How are you involving businesses in understanding the issue? How might you encourage local businesses to use their social responsibilities and enable better learning for younger and older people?

Linking to your other objectives and aiming for 'equality', you will also need to identify specific considerations you have taken to maximising your contribution to a more equal Wales. Your assessment identifies significant pay differences between women and men. What can you do to encourage more women into higher skilled and paid roles? This should be considered as part of your duties to the Equality Act and your strategic equality objectives. For instance, less [than 1% of apprenticeships in Wales are taken up by disabled people](#) and, there remains an average [disability pay gap of 13.7%](#) across Great Britain. The [Equalities and Human Rights Commission in Wales](#) have several research reports highlighting the wider issue around disability, ethnicity and gender pay gaps. Considering how this message is realised from place to place is important in this respect, to understand what steps you might need to take where. For instance, what might this mean for flexible childcare in particular communities? How can accessibility be improved? How are opportunities being held back by digital infrastructure? As more employment will become reliant on digital connectivity, how can the PSB influence private sector providers to improve the digital infrastructure of the counties? How can you collaborate with businesses to provide a financial case for change?

The Cardiff Capital Region clearly provides an exciting opportunity to improve skills, but I have previously expressed concern that the deal is being progressed with those involved seeing the Well-being of Future Generations Act as something you assess your actions against, rather than shaping how things are planned and agreed. You should seek to integrate this work with the work of the PSB as you play a central role in steering these opportunities as a place benefitting from the investment. I would advise that, as people in positions of leadership, you need to influence the current negotiations with the economic, environmental, social and cultural well-being of people across the region in mind. The Joseph Rowntree Foundation estimates that poverty costs the whole region £2.2 billion per year. Increasing GDP has little impact on reducing inequalities, and in eight out of the ten Local Authority areas in the region, child poverty is above the Welsh average. So, interpreting the value of the City Region as purely economic would be misplaced. Yes, this is a positive economic opportunity but how can we balance our responsibilities to develop a city region that is sustainable and puts people at the centre. My [letter to those involved in December 2016](#) hopefully provides you with some advice on the matter and [I also recently commented](#) in response to Dr Mark Lang and Professor Terry Marsden's recent report "[Re-thinking Growth: Toward the Well-being Economy.](#)" I look forward to further working with you in advising you on these matters.

I have advised most PSBs to start with their own organisations and employees in improving well-being; Neath Port Talbot PSB have also set a draft well-being objective around workforce well-being. Several PSBs are seeking to improve skills and some are looking at joint apprenticeship schemes, such as Cwm Taf.

- [Draft objective 4: Healthy choices in a healthy environment.](#)

I am pleased that in seeking to improve physical and mental well-being through improving the way you use our natural resources, you have set draft steps that not only relate to how health can be improved but link to people's built and natural surroundings, their income and their community life – all of which are wider determinants of health. I advise you actively use the definitions of the seven well-being goals, as they are intended to show you how we can have multiple benefits on well-being through actions we take. Your well-being assessment describes the natural assets of Bridgend and many of your residents talked about how their well-being is improved by their

surroundings and by being outside. Thinking of the long-term trends for your area, protecting these assets and promoting the biodiversity of the county is becoming increasingly important. [Zero Carbon Britain's recent 'Making it Happen'](#) report sets out what responsibilities we all have to future generations to acting on climate change now.

I would advise you to think about your own roles in protecting this environment for future generations, which will need to be clear in the steps you will take to meet this objective. This will include how you plan, design and locate future developments (as part of your Local Development Plan and your work with the Cardiff City Region), buildings, infrastructure and other public and community spaces. What can you do, as Chief Executive, Chair or Leader, now to mitigate the effects of our loss of environment and be more globally responsible? For instance, decisions made by public sector organisations around infrastructure can have an impact on emissions, air quality and health. Although the public sector only accounts for a relatively small amount of Wales' emissions, you are uniquely placed to influence emissions far more widely in areas such as transport, energy, land use and procurement. [The Welsh Government recently published](#) carbon emission levels subdivided by Local Authority and also released a [Call for Evidence](#) to explore the most effective mechanisms for achieving a carbon neutral public sector by 2030. You will have been invited to an event I am hosting on the 9th November, in partnership with Welsh Government and Natural Resources Wales to: explore how the public services in Wales can involve people in collaborating and integrating their work, to take greater account of the long-term carbon implications of their activities, and help prevent the effects of climate change becoming even worse.

How are you considering the potential economic effect of a changing climate? If you are seeking to use your natural resources for economic benefit, how have you considered the long-term impact of extreme weather events on these resources? How can you use scenarios to imagine what preventative action you could take to protect critical infrastructure, agriculture, water supplies and transportation in the event of extreme weather? Your assessment identifies that Maesteg, in particular, is at significant risk of flooding and other communities were affected in 2012. Expected annual damage [to residential properties from flooding is estimated to be £22 million](#), so, understanding how different weather events impact on different geographical and demographic communities is crucial to prevention. Flooding also impacts on people's physical and mental well-being long after the event itself, which is difficult for those involved and inevitably costs other services.

How can you get communities themselves involved in delivering this objective? Linked to your earlier objectives, getting people involved around a place and a common cause can be extremely powerful. Getting people outdoors with some knowledge and the empowerment to take action can help to make the local environment more resilient. How can you facilitate this to happen and, using the definitions of the seven well-being goals, have a bigger impact? [NESTA has a guide](#) to working with communities to tackle climate change, including the 'Big Green Challenge', where participants changed their lifestyles to reduce their carbon footprint. Projects such as ['Rainscape' through Dwr Cymru](#) suggest ways that we can all mitigate the effects of floods, and an extreme example includes the [Isle of Eigg in Scotland](#), where the community are having a positive impact on their environment by introducing renewable community energy schemes, building sustainable businesses and improving biodiversity.

Collaborating with businesses in how you take steps to meet this objective will also be important to protect and enhance the land and halt declining biodiversity. The main causes of poor air quality are urbanization and

associated deforestation, manufacturing, industry (particularly the burning of fossil fuels) and traffic levels. Air pollutants have a significant effect on our health, including links to respiratory diseases, cancer and organ damage. For each of your steps, use the definitions of the well-being goals to think about how you can do something differently to achieve maximum impact, and integrate across many of your draft steps. For example, how can you encourage agile working policies, cutting down on the use of cars? Some PSBs themselves are introducing electric charging points and electric pool cars into their organisations to encourage this modal shift. How can you enable corporate volunteering opportunities that seek to enhance the resilience of the natural environment? How can people encourage equality through their volunteering and cohesion within some of your communities? [Business in the Community](#) has a range of practical ways for businesses to work together and take action to help tackle some of the key environmental and social issues facing society.

Transport and energy are two of the biggest things we can influence to effect climate change. You have a responsibility around transport, planning and infrastructure and you must now consider this from the perspective of the seven well-being goals and how the five ways of working are framing your thinking. How can you plan, design and locate future developments (as part of your Local Development Plan) in a way that contributes to a more globally responsible Wales and a resilient Wales? How can you seek to create communities that promote equality, have a vibrant culture and thriving Welsh language at their core and are safe, cohesive well-connected and viable?

You have identified that you want to promote your duty on active travel. This requires behaviour change also, which can be determined by infrastructure. The city of [Freiburg](#) is often held up as an example of urban development that has public and active transport integrated into the heart of its design. Besides prioritizing active transport and sustainable, affordable, reliable public transport, a traffic avoidance strategy means it is a city of short distances, where people's needs are met within short distances. An example of rural and less populated areas can be found in the Netherlands, where demand responsive transport schemes mean a commercial shared taxi service are provided at 111 train stations – it is financially supported by Dutch Railways.

How can planning infrastructure promote wider benefits, such as [‘solar roads’ generating renewable electricity](#) or roads made from [recycled plastic](#), such as those being trialed in Rotterdam? How can this be linked to creating green, connected community spaces – in line with your other key messages? The [Shape My Town](#) tool from the Design Commission for Wales is an interactive resource for community place-making that prompts you to think through some of these possibilities. The [Wildlife Trust in Wales report into green infrastructure](#) outlines how green infrastructure delivers a wide range of proven, tangible, and cost-effective economic, social and environmental benefits. The [Design Commission for Wales](#) also has case studies and resources on design that focuses on users, maximises energy efficiency and has been shown to significantly improve patient recovery in health. In each of these areas my office can connect you to these people and organisations who may be able to assist you as you develop your work.

In developing skills for the future (your third draft objective), how can your responsibilities around infrastructure also create high quality jobs through application of the Act? How can you influence the work of the City Region in this respect? [The Closing the Circle](#) report on the circular economy and the Welsh Environment by Constructing Excellence in Wales demonstrates a potential economic opportunity of an additional £1 billion per annum by 2035 through the practical application of circular economy principles and give practical examples in where the

public sector can look to minimise waste and resources in future projects. This is an increase of 12.5 per cent in the turnover of the Welsh built environment sector and generates 7,300 jobs (gross). The [Good Local Economies website](#) suggests how public sector and community organisations can work together to have multiple benefits for their areas in housing, energy, procurement, finance and local economies.

The UK has pledged to have zero emissions by 2050 and every Welsh Government has pledged for more green jobs. But despite Wales being a place of great potential in providing natural energy, only 10% of Wales' electricity in 2013 was provided through renewable energy. How have you considered the potential of marine, wind and solar energy as a PSB? In creating a low carbon economy, how can you consider the impact of energy use on Bridgend? Last year, the National Assembly for Wales Environment and Sustainability Committee produced '[A Smarter Energy Future for Wales](#)', with 19 recommendations for how Wales could transform its approach to energy. More recently, Smart Energy GB have produced a report on '[A Smart Energy Future for Rural Areas](#)', giving examples and case studies of rural areas across the UK who are making that transition. [The Policy Forum for Wales](#) keynote seminar takes place on the 7th December this year, with a focus on priorities for energy policy, growing the sector in Wales and increasing investment in renewables.

You have a role in planning, housing and transportation of creating places that are adaptable and able to change for at least the next two generations. By 2036, 29% of housing stock in Wales will be over 90 years old. I advise that the seven well-being goals are used as a frame to shape the thinking of planning and development and consider your other objectives and steps around transport, the environment and enabling people's health and well-being to improve. Housing forms the cornerstone of well-being; how it is built, affordability, where it is located and how suitable it is to the needs of its inhabitants now and for the future can have a massive impact on health, equality, community cohesion, the environment. Most of the older housing in Wales falls short of energy efficiency. Homes are being built for families and without flexibility of use and we are consistently seeing large estates being built with little appreciation for active travel; far from walking distance to shops, pubs, green or blue space, or public services.

How are you considering demographic change on planning and development? Older people should be seen as an asset – contributing to the economy, providing unpaid care, skills and volunteering. The work of the [Older People's Commissioner](#) is particularly helpful in exploring how you help people to age well in Bridgend and includes her recent guidance to PSBs. I want to see how you are taking a long-term and preventative approach. How are you thinking about the growing number of older people living and moving to the area? How are you seeking to create connected and viable communities through development and transport? [This report by the Young Foundation](#) provides inspiration on 'Innovating better ways of living late in life', creating flexible and age friendly communities and environments that can prevent people from needing social care, from becoming isolated, from suffering ill-health or having an accident at home.

Programmes like the [World Health Organisation's Age Friendly Cities](#) initiative have encouraged and recognised those cities that have made themselves more age-friendly adapting buildings, transport and planning rules, which enable older people to stay healthy and connected to things that matter to them for longer; [Laguna woods](#), the first city exclusively for older people in the US and the Marjala suburbs in Finland are examples of design suited to multiple abilities, contributing to a more equal society. In Singapore, young people are given a \$50,000 grant if they move within 1km of their aged grandparents. Linked to your objective on cohesion, in some areas,



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community organisations have been funded to act as community coordinators for older people – linking them with local activities and services in their area and helping them to stay active and well. How can volunteering attract this sort of role?

Technology could also change the way we live and where homes are developed. The 'Hypervillage' concept developed by FutureScape imagines villages connected by their assets, [encouraging people in rural communities to capitalise on technology](#). There are also global projects encouraging co-housing, supported housing and homeshares - many of them connecting people through the internet. For example, students [are living rent free in nursing homes](#) in exchange for socialising and providing basic care to the older residents; Australia and New Zealand have introduced 'HomeShare' schemes, and, as part of their national government's demography strategy, [Germany](#) has introduced intergenerational housing for older people and young families in need. I would really encourage you to think creatively about this issue and seek to collaborate with unusual suspects in the third sector, further education and digitalisation to understand how you can take a different approach. We are unlikely to get different results by doing the same things.

There are many PSBs seeking to protect their environment including Blaenau Gwent; Caerphilly; the Vale of Glamorgan; Powys; Carmarthenshire and Ceredigion. There are also PSBs seeking to encourage active travel and thinking about planning in the context of changing demographics, including Neath Port Talbot; Cardiff and Flintshire.

I hope you have found this advice helpful in moving forward towards publishing a well-being plan for formal consultation. Please get in touch with my team if you want further contact details for any of the organisations and reports mentioned in this letter.

I am also learning the best ways to advise, support and monitor how public bodies are seeking to apply the five ways of working and maximise their contribution to the seven well-being goals, so I would welcome any feedback from you, supporting officers and the Bridgend PSB Scrutiny Committee on how I have chosen to approach this statutory duty and the advice I have given.

I look forward to receiving further drafts of your well-being plan and please keep in touch with me and my team.

Kind regards,

Sophie Howe

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By email

9th January 2018.

Dear Bridgend PSB and supporting officers,

Thank you for contacting me and providing me with the opportunity to comment on your draft well-being plan, as part of this formal consultation period.

In fulfilling my statutory duty of advising Public Services Boards (PSBs) on how they might take steps to meet their draft objectives, I have recently written a personalised, individual letter to you as a Board. This advice is intended to be used as you develop your well-being plan and consider delivering your objectives and steps. I appreciate the challenging timescales between receiving my letter of advice and publishing your draft well-being plan for consultation. I can see that my advice has not been included yet, but I expect to see it reflected in your final plan for publication. I attach this advice to reiterate this in responding to this consultation.

As you are aware, my role is centred on promoting the sustainable development principle, acting as a guardian of the ability of future generations to meet their needs and encouraging you to take greater account of the long-term impact of the things you do. For that purpose, I have a duty to monitor and assess the extent to which well-being objectives set by public bodies are being met. I would like to restate that the work of the PSBs should not be seen as something separate and isolated from the work of its member bodies. In particular, I will be looking at how the objectives of individual public bodies can contribute to the delivery of your well-being plan.

My team will continue to work with you and others to understand how best to fulfil my duty to providing advice and assistance. As well as the events and training that have already taken place, we are working with others to plan other events and 'tools' that will hopefully provide you with assistance.

In particular, I have recently published a 'Future Generations Framework for Projects' to help ensure public bodies, and others, use the Act as a framework for thinking: <https://futuregenerations.wales/documents/future-generations-framework/>

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It will be useful for you to use this framework and other tools as a prompt to enable you to identify the extent to which the steps you propose to take to meet your objectives are attempting to maximise your contribution to the seven well-being goals and five ways of working in the Act.

We would welcome feedback on how useful you find this and any suggestions for improving it.

Please contact me if you have specific queries or concerns.

A handwritten signature in black ink, appearing to read "Sophie Howe".

Sophie Howe



Appendix 4-Welsh Government (areas of development)

Areas for development

Category A

Maximising contribution to the national well-being goals (see Integration and Prevention)

Category B

Considering future trends, and discussing further the short, medium and long term actions (see Timescales)

Reflecting extent of engagement undertaken (see Involvement)

Involving other partners (see Collaboration)

Clarity about who will deliver the actions (see Collaboration)

Balance across the pillars of well-being (see Balance and Comprehensiveness)

Targeting particular areas for intervention (see Balance and Comprehensiveness)

Discussing impact and ambition of the interventions (see Reflective and Critical Approach)

Conveying how objectives and steps were formulated and how they will be measured (see Reflective and Critical Approach)

Category C

Enhancing current approaches or pursuing new ones? (see Balance and Comprehensiveness)

Placing the Plan in the wider partnership landscape (see Balance and Comprehensiveness)

Understanding of gaps as a result of the Assessment of Local Well-being (see Reflective and Critical Approach)

Appendix 5- Arts Council of Wales

December 2017

Dear Darren

Bridgend Public Service Board Well-being Plan

Thank you for inviting us to contribute to your consultation about the Well-being Plan being developed by your Public Service Board.

We're writing to support you in this work and to offer our advice about the many ways that the Arts might help you in the delivery of your Plan.

We won't comment specifically on the individual objectives in the Plan – these are matters for your local citizens and partners to decide. However, we feel that there are opportunities for us to work collaboratively with you to find innovative ways of using arts and creativity to embed the sustainable development principles that are so fundamental to the Well-being of Future Generations (Wales) Act.

As you'd expect, we're passionate in our belief that the arts make a clear contribution to citizens' well-being.

The arts illuminate and give life to the wide range of strategies that underpin public life. From arts and health to cultural tourism, public art to town centre re-generation, the arts bring meaning, authenticity and enjoyment to our everyday lives. They create and sustain jobs, enrich education services, bring people together, improve our quality of life. The arts matter.

We have attached a briefing note designed to do four things:

1. We highlight why the arts matter and how they can support the 7 goals of the Wellbeing of Future Generations (Wales) Act
2. We illustrate through case studies what might be possible through collaboration with artists or arts organisations in your locality
3. We provide you with a list of possible partners in your area should you need grassroots support or ideas to move your ambitions forward with creative ideas
4. We provide links to other resources that you might find useful

The Well-being of Future Generations (Wales) Act is challenging us all to think more imaginatively about sustainability and quality of life. I hope that you'll be persuaded that the arts can play an important role in achieving these goals. We wish you every success as you develop your plans and look forward to working with you as your ambitions move forwards to delivery.

With best wishes

Nick Capaldi

Nick Capaldi
Chief Executive

cc. Councillor Huw David, Bridgend County Borough Council
Councillor Dhanisha Patel, Bridgend County Borough Council
Councillor Richard Young, Bridgend County Borough Council
Mark Shepherd, Bridgend County Borough Council
Richard Hughes, Awen Cultural Trust

**Consultation for
Bridgend Public Service Bodies
Coleg y Dderwen**

20th November 2017



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3. Methodology and Objectives	5
4. Results	7

1. About Dynamix

Dynamix is a Welsh social enterprise that provides education and gives people a say and has built up an excellent reputation in this field through its 27 year history. Dynamix specialises in giving people a voice using participative activities to engage inclusively.

Dynamix makes use of consultative, participative activities to ensure participants feel able to give their opinions. A range of techniques are used to cater to every person's individual preferences for giving their opinions, be that physically, visually, verbally, or in the written form. This results in participants feeling comfortable and confident enough to participate fully in the experience using facilitated consultation, to feel included and to know that their thoughts and opinions count and are counted.

It is also important to note that information is gathered in a non-standardised way and so statistical analysis is not appropriate. Instead, it delivers a rich, qualitative narrative, useful insights and valuable information, and a positive experience for those taking part.

Dynamix draws on a range of activities that have been tried and tested over many years.

Dynamix methodologies are underpinned by our values of engagement through participation and enjoyment, respect, inclusion, co-operation and empowerment along with the cooperative values & principles. Dynamix is also a strong advocate of the 12 Welsh National Principles of Public Engagement and the 7 National Standards of Children and Young People's Participation.

2. Introduction to the Consultation

We consulted with 3 groups of Year 9 pupils at Coleg y Dderwen, each consultation lasted 1 hour.

Group 1 – 20pupils

Group 2 – 16 pupils

Group 3 – 21 pupils

Due to the limited time frame and rapid turnover of pupils the questions had to be quite fast paced and accessible to ensure that all the participants were able to not only understand what was expected of them, but also that they felt able to get their ideas across.

The 4 objectives we were consulting on were arranged in a carousel formation around the room. We used an introductory activity for each objective which meant pupils began to get an understanding of the theme, we were then able to go into more depth with them and then ask them to vote on what they thought about each objective.

We adapted the wording of the questions to make sure all the young people understood them – see appendix

3. Executive Summary

OBJECTIVE 1

Pupils were very vocal about sex education and ideas around preventing teenage pregnancies. Some of the main points that came up included;

Anonymity for young people when they wanted to find out more information or to access protection

Abstinence was promoted, but it was agreed that if young people were having sex then they would do it anyway, and therefore appropriate and early sex education was necessary. They said that they didn't think the school's sex education provision was sufficient, practical or early enough.

Parental responsibility is important

More information about sex abuse, especially for young people in care

It was concerning that some pupils had confusion about what the morning after pill was called, with one assuming it was an antibiotic. General discussion showed that many young people viewed the morning after pill as a form of contraception

OBJECTIVE 1 VOTING

A significant percentage of pupils agreed with the aims of objective 1. Less pupils agreed with trying to reduce unwanted teenage pregnancies, comments surrounding choice were common on this theme. It would be important to approach this from the perspective of information and improved education on the subject so pupils fully understand what happens if you fall pregnant whilst still in compulsory education, whether by choice or not.

OBJECTIVE 2

Many pupils talked about the sale of drugs on the street and levels of crime in their area

The general state of the area and the facilities provided were not liked

Lack of facilities for young people to go when it rained, and just general lack of places for young people to spend free time together in. Many asked for there to be more things to do for children and young people

There were many aspects about where they lived pupils viewed as positive, family and good food outlets were most appreciated, as was being a quiet area to live in.

OBJECTIVE 2 VOTING

Almost all pupils wanted crime to be looked at and reduced, this reflected the comments from the previous activity

Reduction in violence against women was also widely supported but every group asked about the male element, pointing out that men can suffer from abuse and violence too.

The significant split in question 3 was due in the main to pupils feeling that once a young person starts getting into trouble it is unlikely that they will be able to break that cycle. Points were made once again about parental influence and upbringing, so it could be suggested that early intervention and parental support would benefit young people in this situation.

Many pupils felt strongly that helping people get on with each other and accepting all members of a community was important and there was a lot of awareness around these kinds of problems within the groups.

Some pupils felt that they were immediately targeted for blame by the police and that talking to young people would be beneficial to sorting some situations out.

There was also a small but vocal number who didn't want to have organisations 'interfering' in what they saw as their own problems and wanted to be left alone to sort things out.

OBJECTIVE 3

Pupils said that having a criminal record was the main reason for not getting a job. Lack of education and qualifications was also viewed as a strong reason.

Discrimination and the way people chose to or did look was also a significant reason, this included disability, race, mental illness, the way you dress, sexuality, weight, sexism, tattoos and piercings were all mentioned more than once.

Pupils were also aware of their own attitude, plus lifestyle choices such as drug and alcohol usage being a factor.

Once in employment, students felt that pressures from bullies' overtime were the biggest reasons for not being healthy and happy in work.

Once again discrimination towards people was also highlighted numerous times

OBJECTIVE 3 VOTING

Priority 1

Pupils agreed strongly that PSB's should work together to help all their workers and keep them healthy and happy. Pupils were less sure about sharing ideas between all PSB's stating that it did depend on the idea and that one idea may not work for all organisations.

Priority 2

This was an area that all pupils felt very passionate about, it obviously affects them as they begin to think about their future career paths once leaving school. They were very keen for opportunities to become apprentices, have training and central support provided if that was what young people wanted to do once they had left school. They also agreed with courses being available to skill up adults which lead to better paid jobs.

There was more uncertainty regarding training and apps around ICT skills, some pupils were unsure about the reliability of apps.

OBJECTIVE 4

Most pupils said that provision of sports facilities would help get them outdoors and active more, walking was also a popular outdoor activity, whether due to being an active choice or a means of transport.

Their main concerns surrounding what would spoil the places they visit were vandalism, drugs and dog and cat mess. Rain was also mentioned, as there were no covered shelters for them to go to when outside with friends.

Places being closed down was also a concern.

OBJECTIVE 4 VOTING

Pupils agreed that buildings and outdoor areas in Bridgend should be looked after recognising that it is important for young people to keep things working and tidy. They also felt strongly that people should understand the importance of being active and how this would help with weight problems and help people to live longer. Some pupils did say that they didn't feel they should be made to do things they didn't want to do. This was a common theme throughout the consultation in that they felt they should have a choice in all of these things and not feel pushed into things.

The Bridgend Nature Recovery Plan was also well supported, and they felt positive about the prospect of birds and wildlife being more abundant in the area, as well as it being accessible with good paths.

Climate change is something that all young people are very aware of and working together to save energy and reduce, reuse and recycle was something a great number agreed with, comments backed this up as they recognised it was important for the younger generation. There were concerns about some people not knowing how to recycle properly and that there should be education on this topic.

COMMENTS

It is important to remember that this consultation was undertaken in a very short space of time and students were limited in their time to be able to ask questions and clarify things they may have been uncertain about. This type of situation could also have led to some young people copying what others had said or done, Dynamix workers were aware of this potential and as such did continually remind pupils to give their own opinions.

Although pupils comments were recorded throughout each session, again it is important to remember that due to the time constraints we were unable to gather as much qualitative data as we would have like to support the quantitative data shown.

3. Methodology

To get ideas and suggestions from the students, as well as hearing their views on the proposed objectives, we used a series of participative methods to introduce the objectives and hopefully ensured that students felt more able to give informed opinions.

Objective 1

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.

Method: Puppets Childhood

For this activity we introduced Kath (a puppet) and asked the students what sorts of things could have a negative effect on her as she was growing up, the students would suggest issues Kath could be going through and then Dynamix Facilitators would link their suggestions to particular ACES. By using this method (Kath as a third person) we often find that young people feel more at ease talking about the possible issues facing other young people and take any spotlight away from themselves.

Objective 2

We will support communities in Bridgend to be safe and cohesive.

Method: Bridgend Map

For this activity we asked the young people to first stick a dot to a large-scale map of Bridgend that corresponded to the area they lived in. We then asked them to list all the things they liked and some of the things they disliked about living in their area. The young people were able to start thinking about the issues facing local communities, and make more informed judgements when it came to make comments on the proposed objectives.

Objective 3

Fairer shares for everybody Reduce social and economic inequalities

Method: Mannequin Stickers and Bricks in the wall

We used two methods to expand on this objective;

- (1) For the mannequin stickers section we asked the young people to think of all the possible barriers to people getting the job they wanted, they would write a barrier on a sticker (e.g. no qualifications) and then stick it to one of our mannequins, they were able to start thinking about the issues facing people starting or continuing their careers.
- (2) For the bricks in the wall activity we asked the students what would get in the way of someone being as happy and healthy as they could be in the work place. The students wrote down a barrier on a brick (e.g. no time for breaks) and place on our large wall.

Objective 4

Healthy choices in a healthy environment

Method: Fruits and Trees

For this activity we asked the young people to think of all the different things they could do in their community that would get them out, about and active. We asked them to put more emphasis on more natural spaces to get active e.g. Bike trails, parks etc but we obviously allowed them to suggest more fixed/indoor spaces like gyms, swimming pools etc.

Again, the idea was to get them in the right frame of mind to make informed decisions on the possible objectives.

Voting on possible steps to meet the 4 objectives

Method: Dot voting

After every method we asked the young people to vote on whether they thought the steps within each objective would be effective, they did this by sticking dots onto a paper section with either Yes (agree) No (disagree) or Maybe (not sure). This way we could get an idea on whether or not the group thought the steps would work. We also allowed some room for students to make small comments or suggestions.

5.Results

OBJECTIVE 1 – Best start in life

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 asked pupils about Adverse Childhood Experiences and how we could support families where ACES take place:

- Make sure parents get fully trained / More support for parents
- Support parents by experienced parents talking to them
- Give parents good information face to face not just online
- Talk to people about domestic violence
- Make social services not jump to conclusions and see both sides of the story
- Explain more about ACES to school
- More support groups for young people x2
- Young carers support group
- Teachers should know what to look for

Extra comments:

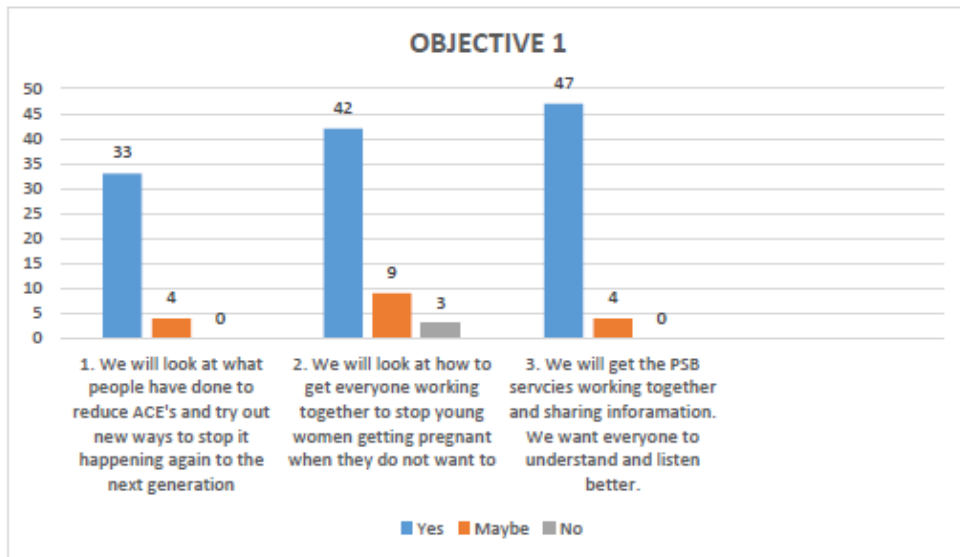
- Brothers and sisters influence single parents and create ACES too
- Friends can give us support if ACE's happen to you

We asked pupils about avoiding teenage pregnancy:

- Private anonymous apps not info at local doctors
- I've heard Implants lead to birth defects
- Just don't do it
- Know what your kids are doing
- Knowing your responsibility each year
- Every adult should be treated the same
- Wear protection
- protection should be free, or we should know where to get them from
- Always same info in sex-ed. It's boring and it should be renewed.
- we were told about diseases but not how to prevent them
- Should be anonymous protection
- Teach people how to keep safe
- Sex education in school, have not had it yet
- Don't have sex
- More info about sexual abuse for young people in care so they know what it is
- Non-binary options if being asked if M and F

Extra notes

Antibiotics were confused with morning after pill by one year 9 pupil.



COMMENTS

Question 1:

YES – You would be improving children’s lives for the future – giving them support

Question 2:

YES – You will get extra support from social services

People who don’t get pregnant at a young age will have better opportunities

NO – If they’ve made a choice then it’s up to them. As long as they are in a stable relationship, are not on benefits and have lots of support.

There shouldn’t be a limit on when you can have a baby, it’s your life to choose. If you make a mistake you should learn from it.

Question 3:

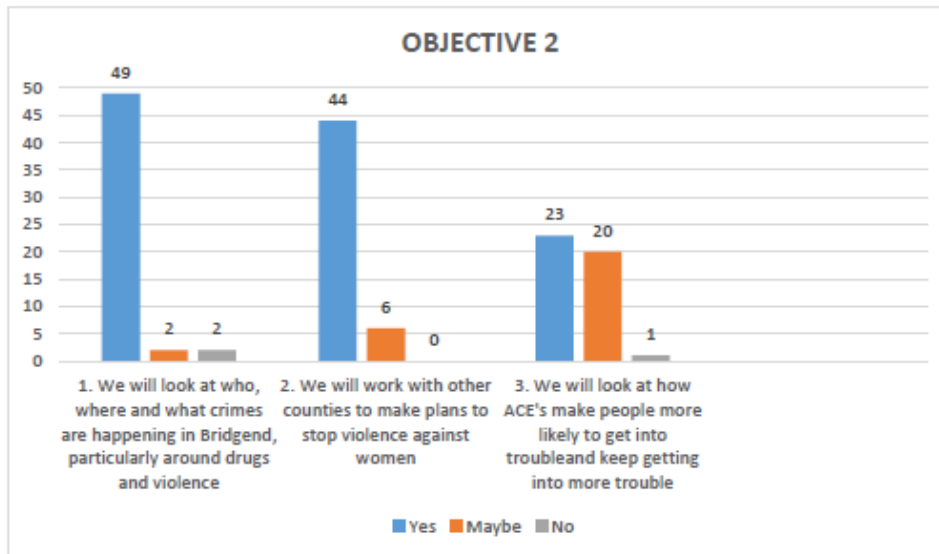
YES – It would show people that the police are just like them

OBJECTIVE 2 – Safe local communities that get on with each other.

We will support communities in Bridgend to be safe and cohesive.

We asked pupils about their community:

Things I like in my community	Things I'm not so keen on
<p>Nice area Nice chips and pizzas lots of sports events and holiday events – Bonfire nights – Garw parades Bob's shops Chippy and pizzas – Halo youth club – activities – panto Live close to community centre – live close to my best friend – live by the shops Fishing and the usual stuff There's a park Take away Load to do for all different people My family lives up here The forest I'm around my friends – good area Roller skating club Lots to do The college Gym / swimming pools Food places / fast food There's a lot to do, fairs, parks, shops, gym, food places It has helpful services close by like the police – it has lots of crime Lots of McDonalds Near to all my family – quiet Good food places, but it very rough I like where I live because it is quite private and quiet.</p>	<p>There's nothing to like parks or anything Nothing much to do Very quiet and secluded, a lot of ruins. Mean politicians – druggies – alcoholics Drug users Druggies Quite a rough area Deaths Only one of my friends lives by me – a lot of crime – a lot of people being very loud late at night Boring in the valley – nothing to do with my friends, live in Betws Community not helpful and sometimes rough Not much to do Communities small Not a lot of things to do The amount of drug use – all the violence on the streets The amount of drug use I don't like anything about where I live Not much to do In Betws there is a Drug dealer and alcoholics everywhere. I like Betws because that's where my house is. Nowhere to go if it's raining The rubbish School buses are smelly and dirty School Rough people, live near me No friends live around there, it's quiet.</p>
<p>Things I'd like more of: Working more with kids and making more places to go. Less violence and drugs in teenagers More places for people to hang around Better shops More toilets and public buses More things for children to do More places to have animals – another nature reserve More parks More things for kids to do More things to do around Bridgend More fun physical activities – slip and slide</p>	



Question 1:

YES – Drugs can affect the younger generation

It will hopefully stop it from happening in the future

NO – People will always do drugs because they're dealing with bigger issues

OTHER COMMENTS –

It's too easy to get them

Some people are afraid to grass or snitch

It's really easy to get drugs. There are loads of people dealing weed and coke.

There isn't a problem in schools

Police should go on social media to catch them as there is always stuff about drugs for sale

It's not a problem for people who aren't into drugs.

They are quite cheap, but the pills are the most expensive

Question 2:

YES: And men...

Men can be abused too

There should be stronger sentences for violence against men

Obviously yes women, but that doesn't mean always women. It should be everyone is protected

What about violence against men?

QUESTION 3:

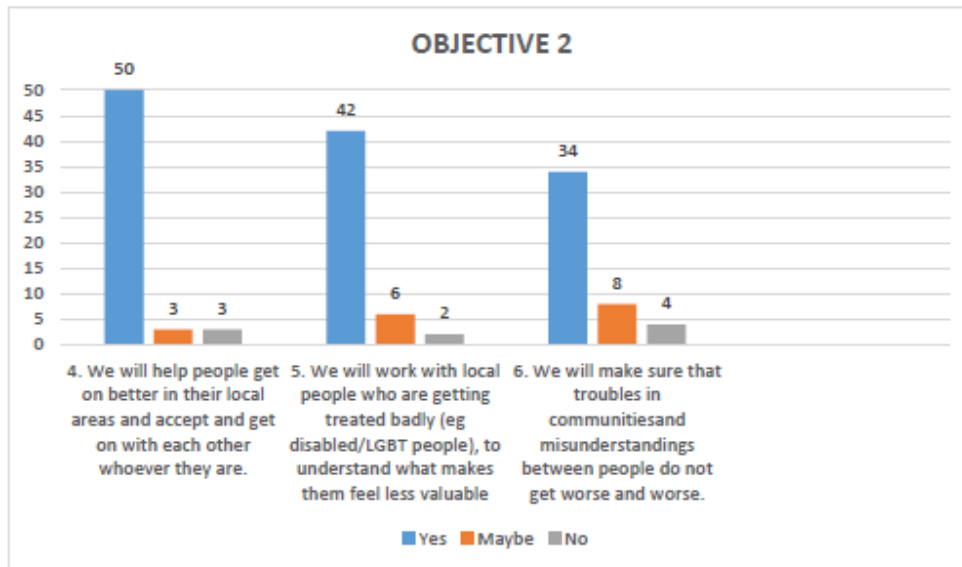
YES – Can try and prevent it

It depends on the parents

If you have a good upbringing, then you are less likely to get into trouble

MAYBE – Some people just can't help it

NO – We want to be left alone



COMMENTS

Question 4:

YES - G in our class has come from Syria

People are being bullied for how they look, their religion etc

MAYBE - People who bully each other shouldn't be allowed in the community

NO – Sometimes there are reasons they don't like somebody

Question 5:

YES – They feel left out and alienated

Everyone should be accepted for who they are

MAYBE - they could be over exaggerating the issue

Question 6:

YES – There were people fighting outside school

Police should question young people first and not just jump to conclusions about what has happened

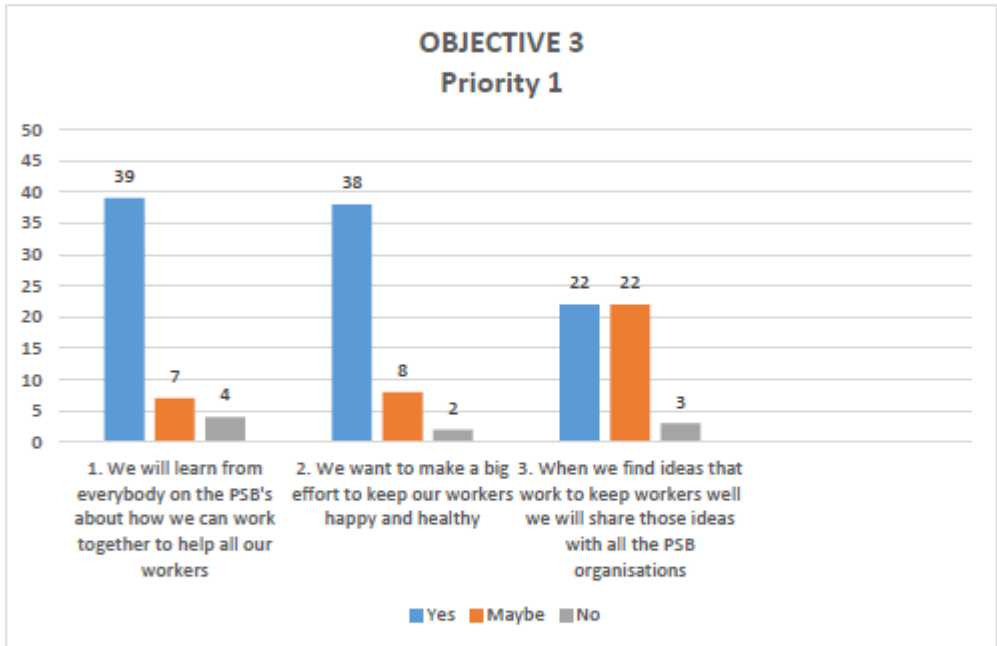
NO – Leave us alone to deal with our own problems

OBJECTIVE 3 - Fairer shares for everybody Reduce social and economic inequalities

What Prevents you getting a job? (Sticky label mannequin's activity)	What stops a job being great / what stops you being healthy in work?
<p>Criminal record x11 Lack of education x10 Tattoos x9 Disability x7 Religion x5 Skin colour / Race x5 Drugs x5 Appearance / The way you dress x3 Mental illness x3 Qualifications x3 My attitude x3 Swearing x3 Piercings x3 Size weight x3 No car can't get to work x2 / can't drive x2 Lack of experience x2 Bad interview x2 Sexuality x2 Gender x2 / Sexism x2 Low IQ x2 Bad upbringing bad past Turrets (Tourette's) Fitness How to speak smoking Alcohol illness Having children Not listening in school No maths and English Can't afford UNI Can't get to medical school Don't like blood (being a nurse) Life style If you're an Immigrant Language barrier Your sense of Humour Terror attacks War famine Bosses People from other countries taking our jobs Tourism Homeless</p>	<p>Bullies x6 Too much work/ overtime x5 Harassment x3 Skin colour x3 Family problems x3 Late all the time not enough sleep x2 Students harassing teachers x2 My appearance x2 Disabilities x2 Religion x2 Sexism x2 / Racism / Homophobia Singled out x2 Stupid boss / Bosses / Evil boss (baby) Horrible co-workers Made fun of by way you look Bad service Bad attitude No friends Health Dyslexia Not being clever Being abused I must change the way I look, forced to wear clothes I don't like Sexual beliefs Favouritism (other people being treated more favourably) Losing a friend or loved one Poor work environment (not healthy surrounding) No healthy food Unequal wages Money problems No supporting friend Too late for people (times of the shifts) Under paid Getting fired Not liking what you do Fake rubbery chees Too much cheese No time to socialise No time to exercise Being dull</p>

Priority 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.



COMMENTS –

Question 1:

No – Leave them as they are to do their own thing

Question 3:

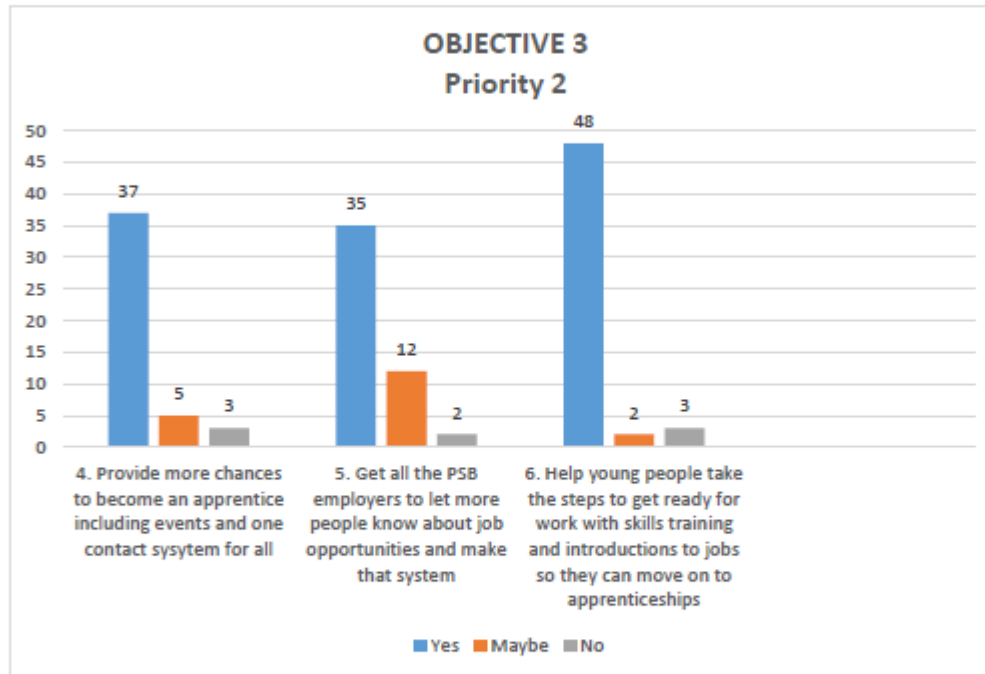
No – Depends on the ideas

If it's your idea you should just do it

Priority 2:

We will work to improve the skills level of the workforce in Bridgend to reduce economic inequality
We will teach workers skills to help make things fairer in Bridgend.

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.



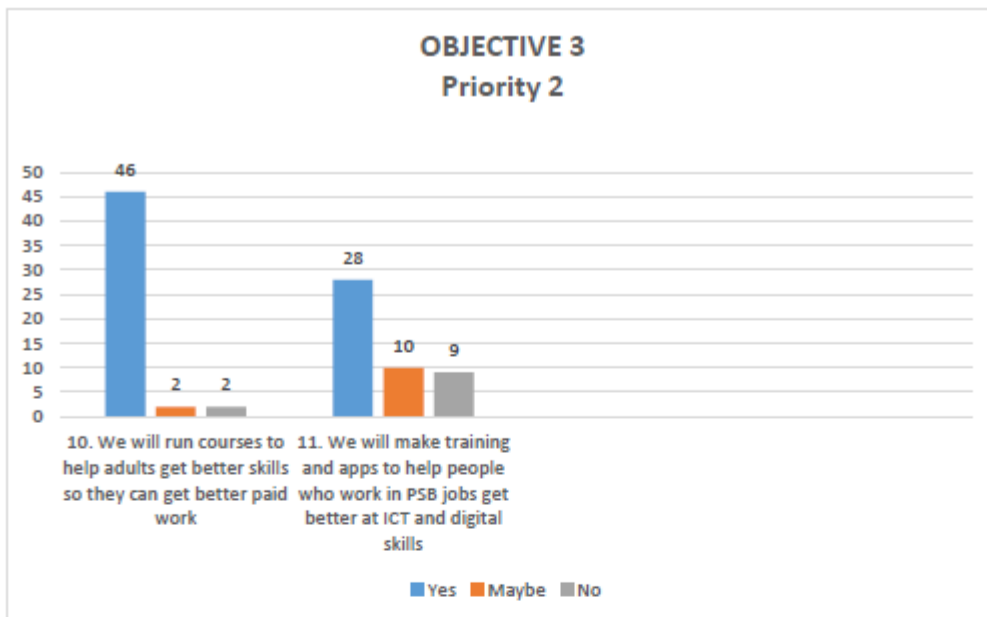
COMMENTS –

Question 5:

YES – They know there's always an option, don't stress, there's always jobs available

Question 6:

YES – If it's what they want – they've had enough of school, gives you a chance to learn on the job



COMMENTS –

Question 10:

YES – Important that we have good skills, we’ll have a better life

NO – Some people might not be interested in re-training. They might think it’s my life and I’m happy doing it

Question 11:

MAYBE – It may increase anti-social behaviour and lack of social skills

NO – Apps aren’t reliable, workshops are better and working with professionals

Objective 4 - Healthy choices in a healthy environment

We asked the pupils what would get you outdoors and active more?

FOOD

- Running to get a McDonalds x2
- The only time you’d see me running is if someone is chasing me or the ice cream van is going x2
- Walk to the chippy, walk to the shop
- There are local food places to go to and exercise your jaw

SPORT

- Gyms x9
- Swimming x9
- Football and rugby x8
- Football pitches x3
- Youth clubs x3
- Activities out of school x3

- there's a park there are fields for sport x3
- Netball clubs football clubs near you. more needed x3
- Rugby clubs x2
- Hockey on a field x2
- Running x2
- There are local gyms and swimming pools that are easy to get to
- Parks and fields to play football
- Dancing
- Sports events as a community
- Run down the track
- Running with friends or in school
- Roller skating
- Skate parks

WALKS

- Walk my dogs x5
- Walking up the mountainsx3
- Walking and cycling paths x3
- Walking to school x5
- Walk to the shop x2
- Walk to the bus x2
- Walks x2
- Walk to the lines
- Walk in the forest
- Walking to and from my Nans
- Walk my Nan's dog to the shop

PLAY

- Going out after school with your friends x4
- Dancing and singing x2
- Pokémon Go x2
- Go out to play
- Brass band and orchestra
- Weekend activities
- youth centre

SHOPPING

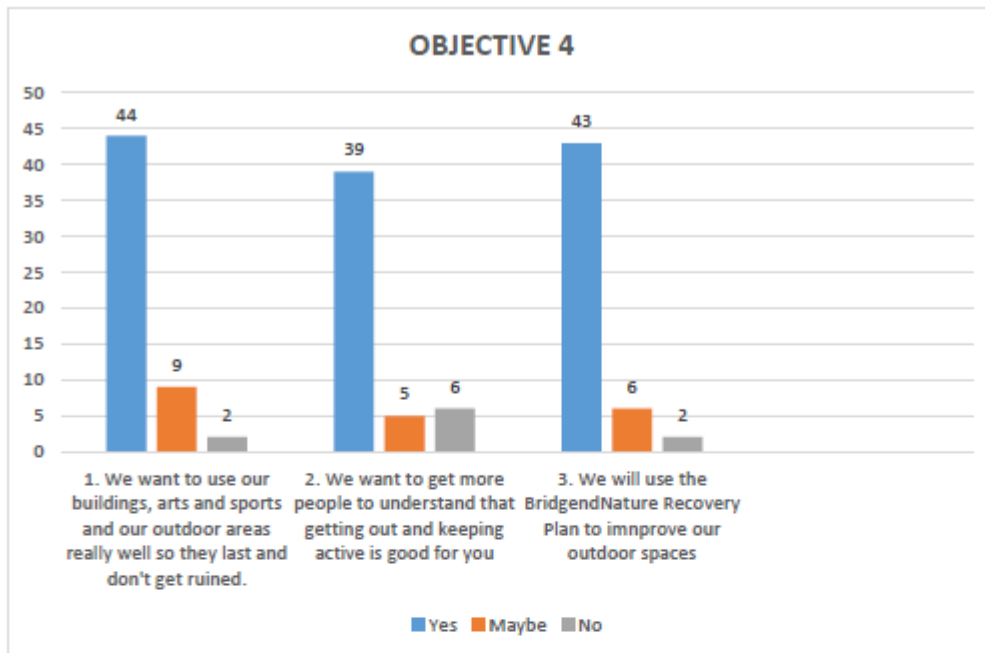
- Spending money x2
- Shopping x2
- New Look and Primark

We asked the pupils what would spoil the places that you visit?

- Vandalism x6
- stop the drugs x5
- Dog poo x5
- Rain x3
- bigger fines for littering x2
- Alcohol x2
- places being closed down x2
- Cat pat x2
- too much phone use x2
- Green spaces
- Places to go in the rain
- park is full of rubbish
- not looked after
- I would like to spend more time if there were more facilities
- Dog paths that are cleaner
- More dog bins
- No Swimming pools
- No shelter
- disrespect
- If it was sunny more
- Turn off PS4
- Less pubs

Suggestions to make Bridgend more active

- More activities closer to where I live x2
- Water parks slip and slides
- Go karts
- More football pitches
- Older people
- Skate park
- Drinking water
- 3g area
- Halo discount cards



COMMENTS

Question 1:

YES - It's good for the younger generation to keep things working and tidy

NO – I don't worry too much about breaking stuff

Question 2:

YES - It would stop people getting obese and live longer

Health problems with being over weight

To go and get fit

MAYBE – If you had a disability – I'd like it if there was opportunity for them to get involved

NO – Don't think you should be made to do stuff that you don't want to do

Don't want to leave my house

Question 3:

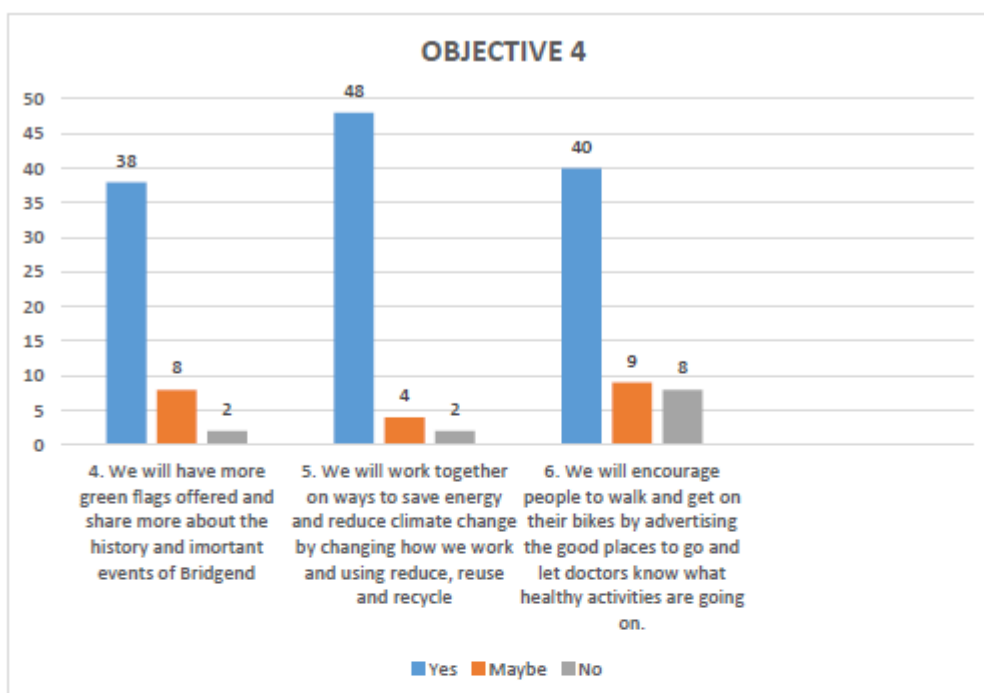
YES – Maybe improve it by putting paths in

We want to keep the lush greenery

See birds in wildlife

Can bring back wildlife to the area

MAYBE – Might/could bring more



COMMENTS

Question 5:

YES: There should be more stuff for girls like netball courts. There are loads of football pitches. I'd like places to go when it's raining

It could help stop obesity

MAYBE: It's tough because we're battling with the weather

NO: There's nowhere to ride your bike

I don't like exercise, it should be up to people

Question 6:

YES: It's important for the younger generation

MAYBE: Some people don't know how to recycle

There should be more education on what to do – teach them to recycle

I live in a care home – they don't recycle there. Some people there don't know how to do it

NO – I don't like recycling

Appendix 7- Scrutiny Response

Date of Meeting	Item	Members wished to make the following comments and conclusions.	Response/Comments
27-Oct-2017	Bridgend Public Service Board Draft Well-being Plan 2018-2023	Whilst overall the Panel agreed with the objectives listed within the plan, Members strongly recommend that additional detail needs to be provided to evidence how the Public Service Board will implement the steps; what agency will be responsible for carrying out the action and stipulate clear timelines. This will ensure each member is aware of their individual role and provide effective monitoring of progress to safeguard achievement of each objective.	Thank you for your comments. PSB are holding a workshop in January 2018 to discuss: What do PSB need to do to deliver the wellbeing plan, who owns each of the objectives and steps, how will the plan be resourced, how will progress be measured, PSB to nominate individuals committed to making the plan work, in changing the way we work together, what links are needed to member organisations corporate and service planning arrangements, how will PSB members inform and engage within their own organisation to support delivery of the PSB objectives. The results of the workshop will form the basis of the delivery mechanism for the wellbeing plan and should address the comments raised by the Scrutiny Panel.
		Additional information requested	I have provided this information - GJ
		<ul style="list-style-type: none"> For background information, the Panel asked to receive a copy of the Assessment of Well-being document; For comparison, Members request to obtain other Local Authorities draft Well-being plans; The Panel agreed that it would be helpful to receive information on what work the Public Service Board are currently undertaking; For reference, Members asked to receive a copy of the past and current report the Children's Commissioner for Wales. 	FYI the Wellbeing Plan for Cardiff and VoG has been provided for comparison - GJ
	Forward Work Programme	Members of the Panel agreed to await the additional information requested above before making a decision on what to receive at the next meeting.	I have provided this information - GJ

Appendix 8- Individual email response from an officer of ABMU Health Board Bridgend Public Services Board Draft Well-being Plan Consultation Response

Bridgend Public Services Board (PSB) plans to focus on the following wellbeing objectives in the next five years.

The wellbeing objectives are:

1. Best start in life
2. Support communities in Bridgend to be safe and cohesive
3. Reduce social and economic inequalities
4. Healthy choices in a healthy environment

The Primary Care & Community Services Delivery Unit and Primary Care colleagues support the objectives and agree with their overarching intention in line with our Primary Care & Community Services Strategy 2017 – 2022. This strategy provides a framework in the context of The Social Services and Well-being (Wales) Act, and includes the importance of improving the well-being of people who need care and support, and carers who need support, and for transforming social services in Wales.

We also recognise and agree with the values expressed and the importance of the Wellbeing of Future Generations Act, which outlines the statutory need for the development of the objectives as listed, and focusses on improving the social, economic, environmental and cultural well-being of Wales. We welcome the vision to think more about the long term, work better with people, communities, and each other, look to prevent problems and take a more joined-up approach to do things in a more sustainable way. This approach is intrinsic to the work of our unit including our key delivery mechanisms namely primary care clusters, which seek to embed this approach.

However, it is felt that in order to provide a detailed response of the wellbeing objectives as outlined, further supporting information is required which articulates how these objectives will be achieved.

It is also important to note the measurement of the four priorities in their current format will be challenging because both baseline and future views recorded can only be viewed as subjective as it not possible to collate objective data based on the statements provided.