

BRIDGEND COUNTY BOROUGH COUNCIL

INFORMATION REPORT TO COUNCIL

18 JANUARY 2023

REPORT OF THE CHIEF EXECUTIVE

CONSULTATION BY BRIDGEND AND CWM TAF PUBLIC SERVICES BOARDS ON THE DRAFT WELL-BEING PLAN FOR CWM TAF MORGANNWG

1. Purpose of report

- 1.1 The purpose of this report is to inform Council of the public consultation of the draft Well-being Plan by Bridgend and Cwm Taf Public Services Boards.

2. Connection to corporate well-being objectives/other corporate priorities

- 2.1 This report assists in the achievement of the following corporate well-being objectives under the **Well-being of Future Generations (Wales) Act 2015**:
- **Supporting a successful sustainable economy** – taking steps to make the county borough a great place to do business, for people to live, work, study and visit, and to ensure that our schools are focussed on raising the skills, qualifications and ambitions for all people in the county borough.
 - **Helping people and communities to be more healthy and resilient** - taking steps to reduce or prevent people from becoming vulnerable or dependent on the Council and its services. Supporting individuals and communities to build resilience, and enable them to develop solutions to have active, healthy and independent lives.
 - **Smarter use of resources** – ensure that all resources (financial, physical, ecological, human and technological) are used as effectively and efficiently as possible and support the creation of resources throughout the community that can help to deliver the Council's well-being objectives.

3. Background

- 3.1 The Well-being of Future Generations (Wales) Act 2015 (“the Act”) gives a legallybinding common purpose to improve the economic, social, environmental and cultural well-being of their area by contributing to the achievement of the 7 national well-being goals.
- 3.2 The Act places a well-being duty on specified public bodies including local authorities, local health boards, fire and rescue services and Natural Resources Wales to act jointly via Public Services Boards (PSBs).
- 3.3 PSBs are required to:
- assess the state of economic, social, environmental and cultural well-being in their areas (the Well-being Assessment)

- use that Assessment to set local well-being objectives (the Well-being Plan)
 - act together to meet those objectives.
- 3.4 Through the sustainable development principle, the Act details the ways in which specified public bodies and PSBs must work to ensure that decisions made today do not impact on the ability of future generations to act to improve their well-being. To do this, public bodies are guided by the five ways of working under the Act: long term, collaboration, involvement, prevention and integration.
- 3.5 Changes to the health board footprint created the Cwm Taf Morgannwg University Health Board covering Rhondda Cynon Taf, Merthyr Tydfil and Bridgend local authority areas. It was agreed that the two PSBs covering that area should merge to become a single PSB to reduce duplication and enable more effective joint working to improve well-being for people in the area.
- 3.6 As a foundation for this change, the Well-being Assessment was prepared to cover the Cwm Taf Morgannwg area and was done in close collaboration with the Regional Partnership Board in the development of their Population Needs Assessment. The Well-being Assessment was published in April 2022 and is available on the PSB webpages: <https://www.bridgend.gov.uk/my-council/bridgend-public-services-board/assessments-of-well-being/>
- 3.7 Following the Assessment, the two PSBs have worked together this year to develop a single draft Well-being Plan for the Cwm Taf Morgannwg region by:
- using the findings from the Well-being Assessment
 - bringing across messages from the engagement and consultation on the Well-being Assessment
 - learning from our own practice on the current Well-being Plan
 - working together across the PSB framework in a series of workshops to develop the well-being objectives
 - Working with the Future Generations Commissioner for Wales Office on the development of the well-being objectives.

4. Current situation/proposal

- 4.1 The overarching theme of the Well-being Plan is 'A More Equal Cwm Taf Morgannwg' that drives every aspect of the Public Services Board's work. The Well-being Assessment told us that the communities in Bridgend, Merthyr Tydfil and Rhondda Cynon Taf have a lot to be proud about. However, not all communities have fair access to opportunities and face different challenges that impact on well-being.
- 4.2 The draft Well-being Plan attached as **Appendix 1** has two objectives:
- Healthy local neighbourhoods - A Cwm Taf Morgannwg where our communities are inclusive and feel cohesive and people feel safe, supported and valued
 - Sustainable and resilient local neighbourhoods - A Cwm Taf Morgannwg where we value and use what we have responsibly and take climate change and its impact on our communities seriously.
- 4.3 The emphasis of the plan is very much about having a regional framework but focusing on the small geographical areas that are neighbourhoods. Our Well-being

Assessment and our experience through the Covid-19 pandemic has shown us how proud local people are of their communities and how important local communities are to their well-being.

- 4.4 As set out in the Act, how we work is equally important as what we focus on. The draft Well-being Plan makes five commitments for the way the single PSB will work together and these will be the core principles for the PSB that will guide and challenge activity throughout the PSB structure:
- Involvement and citizen voice will shape the design and delivery of the plan. We will maximise opportunities for working in a more inclusive and co-productive way by working with Coproduction Network for Wales.
 - PSB organisations are rooted in their communities. Through their size and reach, they can contribute to our local area in many ways beyond delivering services. We will maximise our contribution to improving well-being through using our assets to support communities through procurement, reducing our carbon footprint and as big employers of local people.
 - Establishing a regional governance at the PSB that drives local delivery (based on need and improving equity) and campaigns at a national level on behalf of our communities.
 - Improving intelligence across the region, agencies and partnerships so that we recognise and build on the many strengths of the area and understand the causes behind the challenges we face.
 - We will keep our eye on the future by using systems thinking and focusing on outcomes so that we act in a way that will make sustainable improvements to well-being for future generations.
- 4.5 The draft Well-being Plan is currently out for a 12 week public consultation until 10 February 2023 and is available via the following link: <http://www.ourcwmtaf.wales/draft-well-being-plan-2023>. Consultation methods include:
- Online survey
 - Group workshops
 - Online presentation and ‘jamboard’
 - Attending events, community spaces, forums and engagement opportunities
 - Statutory consultees and internal colleagues
 - Presentations and tools for partners to use
 - Linking back to those responding to the Well-being Assessment consultation and engagement.
 - BCBC Member Information Session
- 4.6 Each of the statutory members of the PSB must formally agree the Well-being Plan. The final plan will then be presented to Council in April 2023 for consideration and approval prior to publication in May 2023. The plan must be reviewed each year and an annual report prepared and published.
- 4.7 The Act also places a responsibility on the PSB statutory bodies.e.g local authorities, health board, fire and rescue services and Natural Resources Wales to act to improve wellbeing. The Council’s Corporate Plan sets out how what we do as a Council contributes to the national well-being goals. The PSB Support Team

are working closely in conjunction with the Corporate Policy and Public Affairs Team to identify links between the Well-being Plan and the Corporate Plan using common outcomes and related measures.

- 4.8 The two PSBs are current developing the new Terms of Reference and delivery structure for the new single PSB and this will be in place when the new Well-being Plan comes into force in May 2023.

5. Effect upon policy framework and procedure rules

- 5.1 The Council is a statutory partner for the PSB which is obliged to publish and deliver the Well-being Plan. Partnership working forms part of the policy framework. Once approved by the Council and other statutory members of the PSB, the plan becomes part of the Council's policy framework.

6. Equality Act 2010 implications

- 6.1 A full Equality Impact Assessment will be undertaken as part of the development and consultation on the draft Well-being Plan. The outcomes of this assessment will be taken into consideration in the preparation of the final plan.

7. Well-being of Future Generations (Wales) Act 2015 implications

- 7.1 The well-being goals identified in the Act were considered in the preparation of this report. It is considered that there will be no significant or unacceptable impacts upon the achievement of well-being goals/objectives as a result of this report.
- 7.2 The Well-being Plan is prepared in line with the statutory guidance for PSBs. It sets out the well-being objectives and outcomes for the PSB and how the PSB will work towards the national well-being goals.

8. Financial implications

- 8.1 There are no direct financial implications from this report.
- 8.2 The PSB currently receives funding from Welsh Government to support collaboration in line with the ways of working in the Well-being of Future Generations Act. This is provided to the region for the two current PSBs to work together on the new plan and engagement.
- 8.3 The PSB does not have an operational budget. Bridgend County Borough Council provides officer support for Bridgend PSB.

9. Recommendation

- 9.1 It is recommended that Council note the report and that the final Well-being Plan will be presented to Council for consideration and approval prior to publication in May 2023.

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January 2023

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Background documents: None

Our Well-being Plan

A More Equal Cwm Taf Morgannwg

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

We must do this by using the sustainable development principle which means the PSB needs to make sure that when making decisions they consider the impact they could have on people living their lives in Wales in the future. We use the following five ways of working from the Act to help us to do this:



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

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

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

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

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

Working Differently

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

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



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



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



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



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



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

Objective One - Healthy local neighbourhoods

A Cwm Taf Morgannwg where our communities are inclusive and feel cohesive and people feel safe, supported and valued.

Our Well-being Assessment told us that we want:

To feel Connected:



During lockdown our local communities came together with voluntary organisations and partners to make sure that everyone had the support they needed. We are proud of our strong local communities, but we know that loneliness can affect anyone, and young people said they felt disconnected. We know that taking part in our community is good for our mental health, and there are great local activities and

opportunities but some people, including those with disabilities, feel excluded and cost and transport can be a barrier.

Healthy places:



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

locally is also important.

To feel and be safe:



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

To live our lives locally:



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

By working together on this objective, we will

Support communities to be inclusive so that:



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

Promote healthier lifestyles in our communities so that:



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

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



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

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



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

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

A prosperous Wales	A resilient Wales	A healthier Wales	A more equal Wales	A Wales of cohesive communities	A Wales of vibrant culture & thriving Welsh Language	A globally responsible Wales
✓	✓	✓	✓	✓	✓	✓

Objective Two – Sustainable and resilient local neighbourhoods

A Cwm Taf Morgannwg where we value and use what we have responsibly and take climate change and its impact on our communities seriously.

Our Well-being Assessment told us that we want:



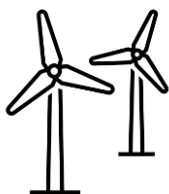
To protect and use our natural spaces:

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



To do more active travel and use public transport:

We find that travelling for work, shopping, appointments, and socialising can be costly and difficult. Where more of the services, businesses, and activities we use are in our local neighbourhoods, we can use active travel like walking and cycling to get to them which can improve our health and reduce the number of journeys that rely on vehicles.



To reduce carbon and waste:

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



To tackle Climate Change and its impact:

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

By working together on this objective, we will:

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



- more local, accessible green and blue spaces;
- fewer incidents of pollution and fly tipping; and
- an improvement in the health of our surroundings, including our rivers and hillsides.

Support communities to use more active travel in their daily lives so that we see:



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

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



- more re-use and recycling of a range of materials;
- a reduced demand for energy; and
- an improved use in our land and coastline to help 'trap' carbon.

Work with communities to understand the different impacts and opportunities for Climate Change mitigation and adaptation so that we see:



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

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

A prosperous Wales	A resilient Wales	A healthier Wales	A more equal Wales	A Wales of cohesive communities	A Wales of vibrant culture & thriving Welsh Language	A globally responsible Wales
✓	✓	✓	✓	✓	✓	✓

Tell Us What you think

We would like you to tell us if you think these are the right things for us to be working on. You can find out more about PSBs and find a link to our online consultation [here](#)