



DRAFT WELL-BEING OBJECTIVES 2018 – 2019

► Improve education outcomes so that every child achieves and contributes more than they thought possible

What?

We want to

- Improve performance at Foundation Phase
- Continue to improve attainment at Key Stage 4 (GCSE)
- Close the gap in attainment between pupils entitled to free school meals and those that are not
- Build the resilience of young people

Why?

This is an existing well-being objective. Improved educational attainment means more young people, especially those on low incomes, will achieve their potential. It is also key to the long term prosperity of Pembrokeshire.

How?

We will do this by implementing actions under the framework of our vision for Education and Learning. There are seven thematic strategies in this framework to delivery our objectives for the next two years. These are overseen by a programme board. The thematic strategies are:

- Learning and Achievement
- Leadership
- Well-being
- Digital Competence
- Achievement for pupils entitled to free school meals
- School Organisation
- Ambitions and Skills

Expected impact

More confident and better skilled young people. In the long term, employers will find it easier to fill vacancies.

How we will measure this

- Measures of attainment and education data
- Our Schools and Learning Overview and Scrutiny Committee will monitor the implementation of the Education Vision and its seven thematic strategies
- We will need to develop measures for the resilience of young people

► Further modernise our approach to social care and promote healthy lifestyles to improve well-being

What?

We want to

- Take significant steps to shift our approach from treatment to prevention
- Develop our approach to safeguarding
- Promote physically active lifestyles to improve mental and physical well-being. Within this we will promote active travel. We will also encourage people to have a safe approach to being active

Why?

This is an existing well-being objective. Giving people voice, choice and control over the care services they receive will result in better quality services. Emphasising prevention will enable people to take more control over their well-being and has the potential to reduce the demand on services.

How?

Through continued implementation of the Social Services and Well-being Act. Projects include creating joint (pooled) budgets with neighbouring authorities and Hywel Dda University Health Board, improving information, advice and advocacy services. We will also develop a new Leisure Strategy to develop the services that we offer to keep people fit and active.

Expected impact

Improved quality of life and sense of well-being for everyone

How we will measure this

- There are a range of well-being measures that have been introduced for social care called the performance measurement framework
- We have a range of measures for leisure and sports
- There are outcome measures for healthy lifestyles in the Wales National Survey

► **Support the right environment for businesses to grow and to assist secure and sustainable employment**

What?

Our ideas include:

- Deliver training and skills projects
- Grow sectors with greatest potential for delivering well-paid jobs and further economic prosperity. Working through Swansea Bay City Deal will be one of the ways we achieve this
- Regenerate town centres. We are undertaking more work on the scale of investment that is needed in order for it to be effective and how this investment might be resourced. We will make sure that any commitments in the final plan are realistic
- Support the rural economy, for instance tourism.

Why?

A strong and prosperous economy underpins well-being. Whilst our unemployment rate is low, local jobs tend to be low paid. Training and skills projects help ensure that everyone benefits from the local economy and inequalities are reduced.

How?

We will do this by working with businesses, training providers and funders:

- Through Futureworks, part of our Regeneration Service
- Working through the Swansea Bay City Region
- Working with local partners

Expected impact

It is not easy to make an impact in this area. It is also difficult to trace our actions through to an impact in the local economy. We would hope to see: higher levels of pay and productivity, a reduction in inequalities in pay and low pay. If we pursue town centre regeneration, we want to see a more attractive retail environment.

How we will measure this

- We need to develop measures for success in this area.

► **Support individuals and communities to become more resourceful and self-reliant**

What?

Our ideas include:

- Better understand the assets within our communities and how people want to make best use of them
- Better understand communities' appetites for getting more involved in delivering our services.
- Encourage people to get more involved in directing how council services are delivered
- We will need to make progress on affordable and appropriate housing (see draft objective 5) in order to deliver on resourceful communities.

Why?

This is a long term project that will help strengthen our long term approach to providing many services, and in particular, social care. Resourceful communities will be better placed to support themselves and maintain day-to-day social contact between people.

How?

We will do this by working with our partners in the Public Services Board.

Expected impact

It is not easy to make an impact in this area and we anticipate that changes will take some years to be apparent. We anticipate that people will be more willing to help, or seek help, from their neighbours

How we will measure this

- We need to develop measures for success in this area and we will build on existing measures within the National Survey for Wales.

► Enable and facilitate a range of affordable and market housing in urban and rural areas

What?

We want to:

- Develop additional social housing for rent
- Improve the quality of the service we offer to our own housing customers.
- Improve the services that we offer to support people to remain in their own homes if they become frail
- Increase the availability of housing in all communities (reducing empty homes, working with private landlords)

Why?

Decent housing underpins individuals' own health and well-being. It also helps create strong and vibrant communities (see draft objective 4).

How?

We will do this investing money in our own social housing. We will also work with partner organisations to provide more social housing. We have additional funding to deliver actions because of: a) extra funding from the Second Homes Council Tax premium b) needing to charge higher council house rents as a result of Welsh Government guidance.

Expected impact

We want to increase the choice of housing available for people in communities. We want to make sure that we continue to invest in our homes so that they are fit for the future.

How we will measure this

- Delivery of units of affordable housing.
- Use information in our Housing business plan to measure investment in our own homes
- Private sector housing measures such as satisfaction with Disabled Facility Grants and housing adaptations

► **Protect our environment**

What?

We want to:

- Make progress on developing a replacement Local Development Plan (LDP). You can give your views on the delivery agreement, which sets out the timetable for this, between November 2017 and January 2018.
- Further develop wildlife corridors along land that we control
- Increase recycling rates whilst ensuring the cost of waste services is affordable.
- Reduce our carbon emissions
- Implement key climate change adaption projects, for instance at Newgale.

Why?

We all depend upon our environment for our well-being. It is clear from the Pembrokeshire Public Service Board's well-being assessment and from Welsh Government's Future Trends report that we cannot ignore climate change. We also need to continue to improve our recycling and waste performance in order to meet stringent targets.

How?

We will need to undertake a wide range of tasks. These include refreshing our strategic long-term plans for the sorts of development we want and where it should be located, considering how waste services are delivered, through to undertaking infrastructure projects.

Expected impact

We want to reduce the amount of stress that we are putting on the environment. This will lead to fewer long-term environmental costs being transferred to future generations

How we will measure this

- LDP Delivery Agreement
- Waste measures.
- CO2 emissions
- We will need to further develop how we pull together measures for bio-diversity

► Provide integrated and connected services that support rural communities

What?

Our ideas include:

- Designing a new blueprint for how we providing access to services in rural areas, or in the small towns and that serve them
- Further develop the range of services and information that we can offer via the web (Customer Offering)
- Work with partners to maintain connectivity in rural areas , for instance for Transport and Broadband provision

Why?

There is evidence that people in rural experience higher costs when accessing services. There is also evidence that the range of services and facilities available in rural areas is reducing. We anticipate that cost of providing transport in rural areas will increase.

How?

We will deliver many of these improvements as part of our Transformation programme. More details on this are in our Corporate Plan on pages 23 to 25. We will need to work with a wide range of partners and use external funding in an innovative way in order to improve the connectivity of rural areas.

Expected impact

We want to ensure that people are not disadvantaged by living in a rural community and are able to easily access the services they need, when they need them.

How we will measure this

- Progress on transformation work-streams are monitored by our Transformation Board and reported to Cabinet.
- We need to develop a measure on rural connectivity. This could include: the number of customers accessing digital channels to transact with the council; or the range of services that we offer an appointment for.

► Help tackle poverty

What?

Our ideas include:

- Establish a clearer picture of poverty and low pay in Pembrokeshire, particularly in rural areas.
- Work with partners to reduce the impact of the introduction of Universal Credit
- Establish which other actions we can take to tackle this issue, including who we need to work with.

Why?

Poverty restricts people's well-being. Poverty often has a generational impact: children brought up in poverty are more likely to be in poverty as adults and, in turn, are more likely to bring up the next generation in poverty.

How?

Many of the services that we deliver have a positive impact on tackling poverty and disadvantage e.g.:

- Reducing the difference in attainment between young people who are entitled to free school meals and those that are not
- Providing affordable housing
- Training, especially training focussed on deprived areas

Expected impact

We want to ensure that the generational cycle of poverty and disadvantage is broken.

How we will measure this

- We will need to develop measures that reflect the programme of work that we adopt
- Existing measures for the gap in attainment between children in poverty and those that are not are already measured