

**Pembrokeshire Public Services Board**  
**Bwrdd Gwasanaethau Cyhoeddus Sir Benfro**



**21<sup>st</sup> November 2017 at 10am – Stackpole Outdoor Learning Centre**

1. Welcome and apologies
2. Minutes of last meeting
3. Action log
4. Well-being Plan
  - a) Executive summary: Future Generations Commissioner written advice
  - b) Partnerships Overview and Scrutiny Committee 31.10.17
  - c) Delivery arrangements for Well-being Plan
  - d) Carmarthenshire & Ceredigion Well-being Plans
  - e) Pembrokeshire Co-production Network
5. Membership of the PSB: Town and Community Councils
6. Communities First review
7. PCC Local Development Plan
8. Pembrokeshire Cultural Heritage Strategy – stakeholder workshop
9. AOB

**Date and time of next meeting:**

8<sup>th</sup> February 2018 @ 10am – Haverfordwest Fire Station



**21 Tachwedd 2017 am 10am – Canolfan Dysgu Awyr Agored Stagbwll**

1. Croeso ac ymddiheuriadau
2. Cofnodion y cyfarfod diwethaf
3. Pwyntiau gweithredu
4. Cynllun Llesiant
  - a) Crynodeb gweithredol: cyngor ysgrifenedig Comisiynydd Cenedlaethau'r Dyfodol
  - b) Pwyllgor Trosolwg a Chraffu Partneriaethau 31.10.17
  - c) Trefniadau cyflwyno'r Cynllun Llesiant
  - d) Cynlluniau Llesiant Sir Gâr a Cheredigion
  - e) Rhwydwaith cyd-gynhyrchu Sir Benfro
5. Aelodaeth o'r BGC: Cyngorau Tref a Chymuned
6. Adolygiad Cymunedau'n Gyntaf
7. Cynllun Datblygu Lleol CSP
8. Strategaeth Treftadaeth Ddiwylliannol Sir Benfro – gweithdy rhanddeiliaid
9. UFA

**Dyddiad ac amser y cyfarfod nesaf:**

8 Chwefror 2018 @ 10am – Gorsaf Dân Hwlfordd

**Pembrokeshire Public Services Board**  
**Bwrdd Gwasanaethau Cyhoeddus Sir Benfro**



**MINUTES OF PEMBROKESHIRE PUBLIC SERVICES BOARD**  
**TUESDAY 26<sup>th</sup> SEPTEMBER 2017 at 10.00am**  
**PLANED Offices, Narberth**

**Present:**

Tegryn Jones	Chief Executive, PCNPA (Chair)
Ian Westley	Chief Executive, Pembrokeshire County Council
Alec Don	Chief Executive, Port of Milford Haven
Sarah Jennings	Director of Governance, Communication and Engagement, Hywel Dda University Health Board
Natalie Pearson	Head of Engagement, Welsh Government
Caroline James	Director of Finance and Community Services, Pembrokeshire College
Christine Harley	Head of Dyfed Powys Local Delivery Unit, National Probation Service
Jessica Morgan	PLANED
Anna Bird	Head of Strategic Partnership Development, Hywel Dda UHB
Ros Jervis	Director of Public Health, Hywel Dda University Health Board
Dr Steven Jones (SPJ)	Director of Development, Pembrokeshire County Council
CI Amanda Diggins	Dyfed Powys Police
Andrea Winterton	SW Operations Manager Pembrokeshire, Marine and Monitoring, Natural Resources Wales
Ian Scale	Consultant in Public Health, Public Health Wales
Iwan Cray	Area Manager, MAWW Fire and Rescue Service
Cllr. David Simpson	Leader, Pembrokeshire County Council

**In attendance**

Claire George	Partnership and Scrutiny Support Co-ordinator, PCC
Amy Richmond	Engagement, Planning and Performance Manager, Mid & West Wales Fire and Rescue Service
Rhys Burton	Programme Manager, Co-op Group (part of meeting)
James White	Head of Performance and Community, PCC (part of meeting)
Dr Polly Sills-Jones	Regional Well-being Plan Co-ordinator

**Support/Secretariat**

Nick Evans	Partnership & Scrutiny Support Manager, Pembrokeshire County Council
Lynne Richards	Partnership and Scrutiny Support Co-ordinator, Pembrokeshire County Council

**Apologies**

Sue Leonard	Chief Officer, PAVS (Vice-Chair)
Bernadine Rees	Chair, Hywel Dda University Health Board
Sharron Lusher	Principal, Pembrokeshire College
Dafydd Llywelyn	Police & Crime Commissioner, Dyfed Powys
Supt. Ian John	Dyfed Powys Police
Jonathan Feild	Employer and Partnership Manager, DWP

The meeting commenced at 10.00am.

## **1. Welcome and Apologies**

Introductions were made and apologies received from those listed above.

## **2. Minutes of last meeting**

The minutes of the last meeting held on Tuesday 18<sup>th</sup> July 2017 were agreed as an accurate record.

## **3. Action Log**

### Regional Meeting of PSB Chairs/Vice-Chairs and Support Officers

PSB members briefly discussed the suggestion made at the last meeting and raised the issue of some members having to attend multiple meetings. It was agreed that following consultation NE would meet with regional colleagues to discuss further the option of meeting to discuss common areas within action plans and also whether it would be useful to have an annual meeting of regional PSBs to receive updates on areas of interest to all. In the meantime it was agreed that the Well-being Plans of Carmarthenshire and Ceredigion would be put on the agenda for the next PSB meeting in November for discussion.

**NE for  
agenda**

### All Wales Public Service Graduate Programme

NE provided a brief update on the progress of the above programme, which would operate on a broader footprint than originally thought. Further updates would be provided when available.

## **4. Draft Well-being Plan for Pembrokeshire**

NE introduced the draft Plan by reminding colleagues of discussions that had taken place at the last meeting when the Well-being Objectives for Pembrokeshire had been agreed. He outlined the programme of research, evidence gathering and engagement that had gone into developing the draft Plan and gave an overview of the structure of the document. NE also thanked PS-J for her invaluable work in developing the draft Plan.

NE noted that it was important not to see short, medium and long term activities as a sequence of when work would end and start but rather as way of looking at the likely time it would take to see the impact or positive outcomes of the work. He stressed that the document is a strategic plan and that the PSB should not be too prescriptive in terms of the detailed activity as it was important to provide the delivery groups with the space and opportunity to develop bold solutions and be innovative. Written formal advice from the Future Generations Commissioner's office was anticipated but had not yet been received. NE said he was in contact with the FGC office and the message to PSBs was to be bold and ambitious, to take well-managed risks and to not be afraid to fail. The advice had

not been about compliance and had been useful in terms of the support available from the FGC's Office going forward. PS-J noted that the advice to Ceredigion and Carmarthenshire had been similar.

Members of the PSB then discussed and commented on the document in general terms (for example, the appearance and structure) and also across the four work streams; Living and Working; Resourceful Communities; Tackling Rurality; and Protecting Our Environment. The document was then discussed in greater detail and the draft Plan was agreed subject to the suggested amendments discussed.

PS-J noted that all three counties (Pembrokeshire, Carmarthenshire and Ceredigion) would be adhering to the same 12-week consultation period and Carmarthenshire would once again be hosting a survey as part of the consultation process. She asked that all partners promote the survey widely through their own organisations. NE noted that a paper would be brought to the next meeting outlining proposals for how the Plan will be delivered and supported.

## **5. Defibrillators Project**

AR gave an overview of the work undertaken to date on the project. The project would be marketed as a PSB project and partners were asked to send information on their communication teams to the PSB team. Several funding sources which could be used to provide training were mentioned including LEADER and Health Charity Funding. JM and SJ would look into these possible funding options in further detail. A further update would be provided at the next meeting.

**All**

## **6. Pride in Pembrokeshire**

SJ gave an overview of progress to date in delivering the Pride in Pembrokeshire initiative. He noted that discussions would need to re-start regarding funding in terms of the future work of the PSB as difficulties were emerging in taking forward even basic pieces of work.

PSB members briefly discussed the issue and agreed to provide a list of what they could offer in in-kind services e.g. translation. NE was also asked to re-visit the work from 12 months ago where financial contributions from PSB members were sought. He said he would go back to the original responses from members and follow-up with those who had offered a contribution to see if they were still prepared to do so.

**All  
NE**

## **7. Communities First Review**

At its last meeting in July, the PSB had received a report on the work being undertaken to phase out the Communities First programme and use of the Legacy Fund. The Review team had agreed to bring a report to the next PSB meeting to consult on the findings of the review and its recommendations for future deployment of the Legacy Fund.

RB provided a brief overview of consultation that had taken place with key stakeholders and noted that further engagement would take place during October to inform the final report. A further report would be presented to the November meeting of the PSB with final recommendations.

## 8. AOB

SPJ noted that a Poverty in Pembrokeshire seminar for elected Members would be held on 27<sup>th</sup> October in County Hall. He said that there were a limited number of spaces for PSB members to attend if they wished.

**PSB  
members  
to contact  
LR**

IW noted that he had recently met with the Equalities and Human Rights Commissioner and discussed her Working Forward programme, which he briefly outlined. He said that a report would be brought to the next meeting if this was something that the PSB were interested in signing up to.

**IW**

JM noted that the deadline for LEADER funding for the next financial year was 31<sup>st</sup> October.

Partnership Governance Framework – SJ noted that this had been developed by Hywel Dda and was a toolkit to assess the effectiveness of partnerships. She would forward this to PSB members for information following the next Hywel Dda Board Meeting.

**SJ**

The meeting ended at 1.00pm.

**Pembrokeshire Public Services Board**  
**Bwrdd Gwasanaethau Cyhoeddus Sir Benfro**



**COFNODION BWRDD GWASANAETHAU CYHOEDDUS SIR BENFRO**  
**DYDD MAWRTH 26<sup>ain</sup> MEDI 2017 am 10.00am**  
**Swyddfeydd PLANED, Arberth**

**Presennol:**

Tegryn Jones	Prif Weithredwr APCAP (Cadeirydd)
Ian Westley	Prif Weithredwr Cyngor Sir Penfro
Alec Don	Prif Weithredwr Porthladd Aberdaugleddau
Sarah Jennings	Cyfarwyddwr Llywodraethu, Cyfathrebu ac Ymgysylltu
	Bwrdd Iechyd Prifysgol Hywel Dda
Natalie Pearson	Pennaeth Ymgysylltu Llywodraeth Cymru
Caroline James	Cyfarwyddwr Cyllid a Gwasanaethau Cymunedol
	Coleg Sir Benfro
Christine Harley	Pennaeth Uned Cyflawni Lleol Dyfed Powys
	y Gwasanaeth Profiannaeth Cenedlaethol
Jessica Morgan	PLANED
Anna Bird	Pennaeth Datblygu Partneriaeth Strategol BIP Hywel Dda
Ros Jervis	Cyfarwyddwr Iechyd Cyhoeddus BIPrifysgol Hywel Dda
Dr Steven Jones (SPJ)	Cyfarwyddwr Datblygu Cyngor Sir Penfro
CI Amanda Diggins	Heddlu Dyfed Powys
Andrea Winterton	Rheolwr Gweithrediadau De-O Sir Benfro, Morol a Monitro,
	Cyfoeth Naturiol Cymru
Ian Scale	Ymgynghorydd Iechyd Cyhoeddus, Iechyd Cyhoeddus Cymru
Iwan Cray	Rheolwr Ardal, Gwasanaeth Tân ac Achub CaGC
Y Cyng. David Simpson	Arweinydd Cyngor Sir Penfro

**Yn bresennol**

Claire George	Cydgysylltydd Cymorth Partneriaeth a Chraffu CSP
Amy Richmond	Rheolwr Ymgysylltu, Cynllunio a Pherfformiad
	Gwasanaeth Tân ac Achub Canolbarth a Gorllewin Cymru
Rhys Burton	Rheolwr Rhaglenni, Co-op Group (rhan o'r cyfarfod)
James White	Pennaeth Perfformiad a Chymuned CSP (rhan o'r cyfarfod)
Dr Polly Sills-Jones	Cydgysylltydd Cynllun Ffyniant Rhanbarthol

**Cymorth / Ysgrifenyddiaeth**

Nick Evans	Rheolwr Cymorth Partneriaeth a Chraffu Cyngor Sir Penfro
Lynne Richards	Cydgysylltydd Cymorth Partneriaeth a Chraffu Cyngor Sir Penfro

**Ymddiheuriadau**

Sue Leonard	Prif Swyddog PAVS (Is-gadeirydd)
Bernadine Rees	Cadeirydd Bwrdd Iechyd Prifysgol Hywel Dda
Sharron Lusher	Prifathrawes Coleg Sir Benfro
Dafydd Llywelyn	Comisiynydd yr Heddlu a Throsedd Dyfed Powys
Supt. Ian John	Heddlu Dyfed Powys
Jonathan Feild	Rheolwr Cyflogwyr a Phartneriaethau, DWP
Helen Matthews	Uwch-reolwr Cysylltiadau Allanol, DWP
Rowland Rees-Evans	Cadeirydd Awdurdod Tân CaGC

Dechreuodd y cyfarfod am 10.00am.

## **1. Croeso ac Ymddiheuriadau**

Gwnaed cyflwyniadau a derbyniwyd ymddiheuriadau'r rhai a restrwyd uchod.

## **2. Cofnodion y cyfarfod diwethaf**

Cytunwyd bod cofnodion y cyfarfod diwethaf a gynhaliwyd ar ddydd Mawrth 18<sup>fed</sup> Gorffennaf 2017 yn gofnod cywir.

## **3. Cofnod Gweithredu**

### Cyfarfod Rhanbarthol Cadeiryddion / Is-gadeiryddion a Swyddogion Cymorth y BGC

Trafododd aelodau'r BGC yn fyr yr awgrym a wnaed yn y cyfarfod diwethaf gan godi'r mater bod rhai aelodau'n gorfod mynychu cyfarfodydd lluosog. Cytunwyd y byddai NE yn cyfarfod cydweithwyr rhanbarthol ar ôl ymgynghori i drafod mwy ar ddewis cyfarfod i drafod meysydd cyffredin o fewn cynlluniau gweithredu a hefyd a fyddai'n ddefnyddiol cael cyfarfod blynyddol o BGC rhanbarthol i gael diweddariadau ar feysydd o ddiddordeb i bawb. Yn y cyfamser cytunwyd y byddai Cynlluniau Ffyniant Sir Gâr a Cheredigion yn cael eu rhoi ar agenda cyfarfod nesaf y BGC ym mis Tachwedd i'w trafod.

**NE ar  
gyfer yr  
agenda**

### Rhaglen Graddedigion Gwasanaeth Cyhoeddus Cymru Gyfan

Rhoddodd NE ddiweddariad cryno ar gynnydd y rhaglen uchod, a fyddai'n gweithredu'n ehangach nag a feddyliwyd yn wreiddiol. Byddai diweddariadau pellach pan fyddant ar gael.

## **4. Drafft Cynllun Ffyniant Sir Benfro**

Cyflwynodd NE y Cynllun drafft trwy atgoffa ei gydweithwyr o drafodaethau a fu yn y cyfarfod diwethaf pan gytunwyd ar Amcanion Ffyniant Sir Benfro. Amlinellodd y rhaglen ymchwil, casglu tystiolaeth ac ymgysylltu a wnaed ar gyfer datblygu'r Cynllun drafft a rhoddodd olwg dros strwythur y ddogfen. Diolchodd NE hefyd i PS-J am ei gwaith hynod werthfawr wrth ddatblygu'r Cynllun drafft.

Nododd NE ei bod yn bwysig peidio â gweld gweithgareddau tymor byr, canolig a hir fel dilyniant o'r adegau y byddai gwaith yn darfod a dechrau ond yn hytrach fel ffordd o edrych ar yr amser tebygol a gymrai i weld effaith neu ganlyniadau cadarnhaol y gwaith. Pwysleisiodd mai cynllun strategol yw'r ddogfen ac na ddylai'r BGC fod yn rhy orchmynnol o ran y gweithgaredd manwl oherwydd ei bod yn bwysig rhoi lle a chyfle i'r grwpiau cyflawni ddatblygu atebion mentrus a bod yn arloesol. Rhagwelwyd cyngor ffurfiol ysgrifenedig o swyddfa Comisiynydd Cenedlaethau'r Dyfodol ond nid oedd eto wedi cyrraedd. Dywedodd NE ei fod mewn cysylltiad â swyddfa CCD ac mai'r neges i'r BGC oedd bod yn fentrus ac uchelgeisiol, mentro dan reolaeth a pheidio â bod ofn methu. Nid oedd y cyngor wedi bod ynghylch cydymffurfio ac roedd wedi bod yn ddefnyddiol o ran y gefnogaeth sydd ar gael o Swyddfa CCD at y dyfodol. Nododd PS-J bod y cyngor i Geredigion a Sir Gâr wedi bod yn debyg.

Yna trafododd aelodau'r BGC y ddogfen yn fras a gwneud sylwadau arni (er enghraifft, ei golwg a'i strwythur) a hefyd ar draws y pedair ffrwd waith: Byw a Gweithio; Cymunedau



Dyfeisgar; Ymosod ar Wledigrwydd; a Gwarchod Ein Hamgylchedd. Yna trafodwyd y ddogfen yn fanylach a chytunwyd ar y Cynllun drafft yn amodol ar y gwelliannau a awgrymwyd yn y drafodaeth.

Nododd PS-J y byddai pob un o'r tair sir (Sir Benfro, Sir Gâr a Cheredigion) yn cadw at yr un cyfnod ymgynghori o 12 wythnos ac y byddai Sir Gâr unwaith eto'n cynnal arolwg fel rhan o'r broses ymgynghori. Gofynnodd i'r holl bartneriaid hyrwyddo'r arolwg yn eang trwy eu sefydliadau eu hunain. Nododd NE y byddai papur yn cael ei gyflwyno i'r cyfarfod nesaf yn amlinellu cynigion ar gyfer sut i gyflawni a chefnogi'r Cynllun.

## **5. Prosiect Diffibrilwyr**

Rhoddodd AR olwg dros y gwaith a wnaed hyd yma ar y prosiect. Byddai'r prosiect yn cael ei farchnata fel prosiect y BGC a gofynnwyd i bartneriaid i anfon gwybodaeth am eu timau cyfathrebu i dîm y BGC. Soniwyd am amryw ffynonellau arian y byddai modd eu defnyddio i roi hyfforddiant gan gynnwys LEADER a Chyllid Elusennau Iechyd. Byddai JM a SJ yn edrych yn fanylach ar y dewisiadau cyllido hyn. Byddai diweddariad arall yn cael ei roi yn y cyfarfod nesaf.

**Pawb**

## **6. Balchder yn Sir Benfro**

Rhoddodd SJ olwg dros gynnydd hyd yma wrth gyflawni menter Balchder yn Sir Benfro. Nododd y byddai angen i drafodaethau ailddechrau ynghylch cyllid o ran dyfodol gwaith y BGC oherwydd bod anawsterau'n ymddangos wrth geisio dwyn ymlaen hyd yn oed darnau sylfaenol o waith.

Trafododd aelodau'r BGC y mater yn fyr gan gytuno darparu rhestr o beth allent gynnig mewn gwasanaethau e.e. cyfieithu. Hefyd gofynnwyd i NE edrych eilwaith ar y gwaith a wnaed 12 mis yn ôl pan ofynnwyd am gyfraniadau ariannol gan aelodau'r BGC. Dywedodd y byddai'n mynd yn ôl at ymatebion gwreiddiol yr aelodau a dilyn gyda'r rhai oedd wedi cynnig cyfraniad i weld a oeddent yn dal yn barod i wneud hynny.

**Pawb**

## **7. Adolygiad Rhoi Cymunedau'n Gyntaf**

Yn ei gyfarfod diwethaf ym mis Gorffennaf, roedd y BGC wedi derbyn adroddiad ar y gwaith sy'n cael ei wneud i raddol ddiddymu rhaglen Rhoi Cymunedau'n Gyntaf a defnyddio'r Gronfa Etifeddiaeth. Roedd y tîm adolygu wedi cytuno i ddod ag adroddiad i gyfarfod nesaf y BGC i ymgynghori ar ganfyddiadau'r adolygiad a'i argymhellion ar ddefnyddio'r Gronfa Etifeddiaeth yn y dyfodol.

Rhoddodd RB olwg byr dros yr ymgynghori oedd wedi digwydd gyda rhanddeiliaid allweddol a nododd y byddai rhagor o ymgysylltu'n digwydd yn ystod mis Hydref ar gyfer yr adroddiad terfynol. Byddai adroddiad ychwanegol yn cael ei gyflwyno i gyfarfod mis Tachwedd y BGC gydag argymhellion terfynol.

## **8. UFA**

Nododd SPJ y byddai seminar Tlodi yn Sir Benfro ar gyfer aelodau etholedig yn cael ei gynnal ar 27<sup>ain</sup> Hydref yn Neuadd y Sir. Dywedodd fod nifer cyfyngedig o leoedd i aelodau'r BGC fynychu os oeddent yn dymuno.

**Aelodau'r  
BGC i  
gysylltu â  
LR**

Nododd IW ei fod yn ddiweddar wedi cyfarfod y Comisiynydd Cydraddoldeb a Hawliau Dynol pryd y trafodwyd y rhaglen Working Forward, a rhoddodd amlinell gryno ohoni.

**IW**

Dyweddodd y byddai'n dod ag adroddiad i'r cyfarfod nesaf os oedd hyn yn rhywbeth yr oedd gan y BGC diddordeb yn hynny.

Nododd JM mai dyddiad cau cymorth ariannol LEADER ar gyfer y flwyddyn ariannol nesaf oedd 31<sup>ain</sup> Hydref.

Fframwaith Llywodraethu Partneriaethau – nododd SJ y datblygwyd hyn gan Hywel Dda fel cist offer i asesu effeithiolrwydd partneriaethau. Byddai'n anfon hyn at aelodau'r BGC er gwybodaeth yn dilyn Cyfarfod nesaf Bwrdd Hywel Dda.

**SJ**

Daeth y cyfarfod i ben am 1.00pm.

DRAFT

**ACTION LOG**  
**Pembrokeshire Public Services Board Meeting, Tuesday 26<sup>th</sup> September 2017**  
**PLANED Offices, Narberth**

<b>Present</b>	<p>Tegryn Jones  Ian Westley  Alec Don  Sarah Jennings  Natalie Pearson  Caroline James  Christine Harley  Jessica Morgan  Anna Bird  Ros Jervis  Dr Steven Jones (SPJ)  CI Amanda Diggins  Andrea Winterton  Ian Scale  Iwan Cray  Cllr. David Simpson</p> <p><u><i>In attendance</i></u>  Claire George  Amy Richmond  Rhys Burton  James White  Dr Polly Sills-Jones</p> <p><u><i>Support/Secretariat</i></u>  Nick Evans  Lynne Richards</p>	<p>Chief Executive, PCNPA (Chair)  Chief Executive, Pembrokeshire County Council  Chief Executive, Port of Milford Haven  Director of Governance, Communication and Engagement, Hywel Dda University Health Board  Head of Engagement, Welsh Government  Director of Finance and Community Services, Pembrokeshire College  Head of Dyfed Powys Local Delivery Unit, National Probation Service  PLANED  Head of Strategic Partnership Development, Hywel Dda UHB  Director of Public Health, Hywel Dda University Health Board  Director of Development, Pembrokeshire County Council  Dyfed Powys Police  SW Operations Manager Pembrokeshire, Marine and Monitoring, Natural Resources Wales  Consultant in Public Health, Public Health Wales  Area Manager, MAWW Fire and Rescue Service  Leader, Pembrokeshire County Council</p> <p>Partnership and Scrutiny Support Co-ordinator, PCC  Engagement, Planning and Performance Manager, Mid &amp; West Wales Fire and Rescue Service  Programme Manager, Co-op Group (part of meeting)  Head of Performance and Community, PCC (part of meeting)  Regional Well-being Plan Co-ordinator</p> <p>Partnership &amp; Scrutiny Support Manager, Pembrokeshire County Council  Partnership and Scrutiny Support Co-ordinator, Pembrokeshire County Council</p>
<b>Apologies</b>	<p>Sue Leonard  Bernadine Rees  Sharron Lusher  Dafydd Llywelyn  Supt. Ian John  Jonathan Feild  Helen Matthews  Rowland Rees-Evans</p>	<p>Chief Officer, PAVS (Vice-Chair)  Chair, Hywel Dda University Health Board  Principal, Pembrokeshire College  Police &amp; Crime Commissioner, Dyfed Powys  Dyfed Powys Police  Employer and Partnership Manager, DWP  Senior External Relations Manager, DWP  Chair, MAWW Fire Authority</p>

No.	Action	Owner	Target Date	Resolution
1.	Draft Well-being Plans for Carmarthenshire and Ceredigion to be put on agenda for next meeting	NE for agenda	November 2017	On agenda item 4d
2.	Send details of own organisations communications teams to PSB team to progress actions relating to defibrillators project	ALL	November 2017	RQ / AR verbal update at meeting
3.	NE to revisit correspondence around financial contributions to PSB work and update list of organisations able to contribute	NE	November 2017	Ongoing
4.	Contact LR if wish to attend Poverty in Pembrokeshire seminar on 27 <sup>th</sup> October	ALL	20 <sup>th</sup> October 2017	Seminar postponed – to be arranged in New Year
5.	Update on Equalities and Human Rights Commissioner's Working Forward programme at next meeting	IW NE for agenda	7 <sup>th</sup> November 2017	Deferred to next meeting
6.	Circulate Partnership Governance Framework to PSB partners	SJ	November 2017	Completed



**Item 4a**

<b>DATE OF MEETING</b>	21 <sup>st</sup> November 2017
<b>REPORT TITLE</b>	<b>Well-being Plan - Executive summary: Future Generations Commissioner's written advice</b>
<b>PURPOSE</b>	<p>Under s.42 of the Well-being of Future Generations Act, the PSB is required to seek the advice of the Future Generations Commissioner (FGC) on how to take steps to meet the objectives in its Well-being Plan. The FGC is required to provide this advice in writing.</p> <p>An executive summary of the FGC's written advice has been provided by our Regional Co-ordinator, Polly Sills-Jones, is attached. This captures the main pieces of 'feed-forward' the PSB might find useful in developing the Well-being Plan further.</p> <p>The FGC's written advice, which was circulated to partners on receipt, can be found in full at appendix A.</p>
<b>RECOMMENDATION(S)</b>	That the PSB considers the written advice from the Future Generations Commissioner in the further development of the Well-being Plan.
<b>AUTHOR</b>	Nick Evans, Partnership and Scrutiny Support Manager

## **Executive Summary: Future Generations Commissioner's written advice**

### **Part 1 – Working Differently & Applying the Well-being Act**

- **What** are we doing to meet the 7 Goals
- **How** are we applying the 5 ways of working to shape the actions

#### **Long Term**

We have considered the long term trends for each of the objectives/work streams during the planning preparation phase and the development of the actions.

We are invited to consider gaps in understanding, and the specific future trends. Several useful links included.

#### **Prevention**

It is crucial to understand what we are trying to prevent, what the causes are and what would be the best time to intervene. We must understand if we are tackling:

- primary prevention - stopping something from happening
- secondary prevention - stopping the worsening
- tertiary prevention - softening the impact of something ongoing

We must use our Assessment of Local Well-being and continued research and understanding to ensure that our actions are directly linked to cause and effect of the key issues.

#### **Collaboration**

This is a chance for the PSB to do things differently; we are encouraged to reconsider our PSB terms of reference; this means considering the membership of the groups at strategic and operational levels, and considering the organisational or structural boundaries to best fit with our objectives. We are strongly invited to innovate in terms of who we involve, the systems we put in place and how we do what we are going to do!

#### **Integration**

Throughout the development of our objectives, we have been working to maximise our contribution to the seven Well-being Goals. The commissioner asks that we are deliberate and conscious in our efforts; that we do not merely try to deliver the objective but make meaningful steps to genuinely maximise the contribution. This requires an understanding of what is done already across our organisations and what it is that we are doing to add value. Our understanding must include a local, regional and national perspective, and consider the barriers that may exist in our work at both strategic and operational levels.

#### **Involvement**

We developed exploratory principles as part of our planning process; these were Listening, Understanding and Changing. We have committed to make engagement with all those who live in our county, a priority for our work. But have we considered how best to ensure we 'listen' to our citizens? Again this is an opportunity for use to demonstrate that we are doing

things differently in order to facilitate those best placed to involve all those who will inform, support and enhance our work.

## **Changing Cultures**

The Commissioner is fully supportive of our commitment to 'challenge the foolishness', the ways in which we have done things in the past... and how we want to do things going forward. Our steps in choosing non-statutory partners for our Chair and Vice Chair and the variety of venues for hosting our meetings go some way towards embodying the change, but we need to continue to deliver on this commitment. This means making the change throughout our organisations to encourage a more flexible and supportive environment and one that fosters feeling 'safe to fail'. (There are several links around leadership and cultural change that might be useful here).

## **Part 2 – Well-being Objectives**

### **Tackling Rurality**

We are invited to consider wide and ranging aspects through the lens of rurality:

- Inequalities in health
- Inequalities in standards of living
- Infrastructural resilience
- Accommodating population change
- Limited resources for social care
- Under-provision of housing
- Those living in poverty
- Natural resource depletion

Moreover, it is crucial to look at these aspects from where we are now in terms of existing services and the gaps along with understanding long term impact.

The commissioner recommends that we are place-based focussed here, more so than in the Assessment, in terms of strategies and interventions to tackle the issues. And that we balance understanding community strengths and assets with identifying innovative solutions such as new technologies. We are invited to utilise the knowledge base from universities in the area or rural well-being.

### **Protecting the Environment**

Having a more comprehensive place-based understanding will not only help in supporting community climate change resilience but also in enhancing the relationship our citizens have with their environment, whether that is for economic, social, health etc. benefit. We are invited to be more critically realistic about the long term impact for the environment in order to structure our responses now. This means identifying the economic impacts on tourism, agriculture etc. and the appropriateness of our current infrastructure to support ourselves long term.

We are invited to take stock of how we as organisations are leading by example and championing a circular economy, being carbon neutral and being more environmentally aware. She fully advocates bringing in key (and unusual) partners to help shape and drive this agenda and has included examples from all sectors and the public.

## **Living and Working**

The advice recognises the challenge of recruitment in Pembrokeshire (it is a Wales wide problem). She invites us to consider the how... it may not be as straight forward, she gives case studies of how younger people have been encouraged to stay through establishing pride/commitment to place/a good life/being global citizens/cultural understanding all supported through technological advances and promoting new enterprise. Housing is key, as is digital connectivity.

## **Resourceful Communities**

We are on the right track in terms of our direction here, but we must keep in mind action not strategy in our support of communities. We must understand our communities on a local level and that includes hearing from children and lived experiences from those who live in our county. We must increase engagement through making it 'fun' so that people want to be involved. There are links here with Living and Working and how we intend to encourage young people to stay or return. We can build on the fact that people associate their creativity, language and heritage with their well-being. The pride of Pembrokeshire awards are a good step towards contributing to this objective.

We are also invited to understand the use of technology in the county and find a balance between too much and none or poor access, and to consider what aspects contribute to well-being and how they can be promoted.



By email

28/09/2017

Advice from the Future Generations Commissioner to Pembrokeshire PSB

Dear Pembrokeshire 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, which currently are:

- **Where we live:** We want to protect and enhance our natural assets whilst optimising economic prospects, accessibility and health for all. Underpinned by:
  - Tackling rurality; and
  - Protecting the environment.
- **Who we are:** We want to help our people, communities and organisations so that we can support ourselves and each other. Underpinned by:
  - Living and working; and
  - Resourceful communities.

Your draft plan also identifies agreed guiding principles of listening, understanding and changing.

My team have found that talking to you regularly, meeting with some of you last month and seeing your work as it progresses has given them a valuable understanding of how you work together. Thank you for arranging these opportunities and I hope you have also found these regular touch-points helpful in giving you advice along the way.

As my team 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 would encourage you to read this in conjunction with my response to your well-being assessment. I was keen that my reviews of the assessments were 'feed-forward', rather than 'feedback', helping you to consider how to approach continuous assessment and well-being planning. As you know, I have also 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 resources are also intended as advice to you.

The purpose of this advice is not to give you my opinion on your well-being objectives or your draft plan. These are determined and owned by you, as a collective PSB. Instead, this advice is intended to help you challenge the way things are done and demonstrate how you are doing so through your well-being plan. Therefore, the first part of my advice is about how you might work together differently, apply the sustainable development principle and use the five ways of working to challenge business as usual. The second part of my advice is based on your draft objectives and 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.

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

I have said to every PSB that, in setting their steps and publishing a well-being plan, I would like to understand what this means for their area specifically and how this is different to what has been done before. By this, I mean what services will be affected, what commitments you have made and how things are changing for the people of Pembrokeshire. 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 life, so what are you going to do differently together? And, how you are applying the sustainable development principle to shape your actions for Pembrokeshire?

As I have said to PSBs, I know you don't have all of the answers yet as you are developing your approach to working together differently and consulting on your draft plans. But I am encouraged to see that you have started to relate the rationale behind your objectives and steps to the context of Pembrokeshire and the five ways of working in the draft plan you have sent us. I would encourage that you build on this approach for your well-being plan and as you go about delivering your steps. The questions below hopefully help you to demonstrate you are doing this and challenging yourselves to think differently.

**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? 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 available 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 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. At the moment, it is not clear how services and resourcing will change in Pembrokeshire to be more preventative. 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:** 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 this issue? Who else might you need to be collaborating with to better understand this? 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 this objective?

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 jointly funding support, 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 stop just doing something that meets the objective, and instead, demonstrate that you are taking steps which maximise your contribution to each of the goals? 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? 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:** Making 'listening' one of your guiding principles as a PSB is a positive step. I want to see a demonstrated continued focus on this for all PSBs. In fulfilling this, how are you taking steps to understand the lived experiences of people in your area and how is this shaping your actions? How are you 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?

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. Even now, despite the evidence in the assessments showing a range of alarming trends, it seems PSBs are only engaging in safe and non-contentious territory. To adapt your ways of working requires a fundamentally different approach and 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. It is time to explore key pressures and tensions in policy and delivery that you are dealing with every day as leaders of your own organisations. You told my team that the PSB needs to be a place to 'challenge the foolishness' i.e. why is it public services work the way they do? Is it really common sense for the citizen? How can the PSB help you to navigate these issues?

I know you have used the goals to form your objectives, but they are also there to help you, as different organisations with different motivations, to explore these tensions and opportunities of working together to achieve a better public service for Wales. Over the next few months, I want to see PSBs demonstrating how all members can maximise their contribution to, for example, a low carbon society, healthy functioning ecosystems, safe and well-connected communities or protecting the Welsh language, through the objectives and steps they have set. You will need to demonstrate how each of the public bodies represented at your PSB are taking all reasonable steps in the exercising of their functions to meet the PSB's objectives. I appreciate that during the first phases of implementation of the Act this may be challenging, as the objectives of individual public bodies have been set. But, whilst I am sympathetic to the needs of PSBs and public bodies to have time to work towards alignment I will want to see that the work of the PSB is not seen as something separate to the priorities of its member bodies.

To have these conversations, it is important that PSBs become a place of action, not a place of interesting presentations. 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 committee meeting, with PSBs building a mutual understanding and respect of each other's professions. 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'. I hear your approach of nominating the Chief Executive of the National Park as Chair and the Chief Officer of Pembrokeshire

Association of Voluntary Services as Vice Chair is prompting all partners at the PSB to take a leadership role. This is to be commended; and I will be interested to hear how this affects the culture of your PSB over the coming year.

This leadership at PSB needs to permeate throughout your organisations at all levels. 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. How can other partnerships be sorted out and tasked with collaborating to take steps to help you meet your objectives? 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 crucial to creating the culture change your draft plan advocates. Across Wales, I have been hearing that this particularly applies to middle management, who are perhaps struggling to compromise current frameworks with the Act. 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'.

For your organization to truly own this plan and ensure the steps you set are understood, acted upon and undertaken by your staff through using the five ways of working is a challenge – but vital to the success of improving well-being for future generations. Making this happen depends upon co-ordination of work being the responsibility of all of your organisations. As my advice below advocates, you should move to closer working arrangements across your organisations, 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. I hope you continue to lead an intelligence-based approach to finding different solutions to how things have been previously done.

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 and run workshops to gather professional knowledge to draft your objectives and steps. In general, I reiterate my feedback to the well-being assessment, I think seeking to understand the differences across Pembrokeshire as you go about taking steps to meet these objectives will be important and explaining how different things might be impacted e.g. What local services will be impacted if you redirect investment? Are there long-term trends for particular communities that you believe will get worse if you don't take action? Which communities would benefit and how? What can you do differently that contributes to

each of the seven goals? I understand you will be continuing to work on this throughout the next year or so and I suggest you work together to make this more explicit in your well-being planning or state why you don't have the answers yet and what you're going to do about it.

- *Where we live: We want to protect and enhance our natural assets whilst optimising economic prospects, accessibility and health for all; through [tackling rurality](#).*

Across Wales, rurality is both our unique selling point and a difficulty for many. It's encouraging to see that you have looked at the data more closely in your well-being assessment to understand that the rurality of your area does cause inequalities for some, in spite of traditional methods for measuring poverty. It is also encouraging to see the interconnections between your draft objectives, that the PSB wish to tackle these issues, to create resourceful communities that combat rurality through connectedness, to attract more people to live and work in Pembrokeshire, whilst protecting and celebrating the natural environment.

As I said in my response to your well-being assessment, understanding this issue from the perspective of your organisational change means looking at the long-term challenges for Wales, such as inequalities in health and standard of living, infrastructural resilience, accommodating population change; limited resources for social care; under-provision of housing; people living in poverty; and natural resource depletion through the lens of rurality. The life course approach you took to your well-being assessment was helpful in showing the touch points in people's lives with public services, but in your well-being planning, you need to go further to understand this. Now that you have draft objectives, I would advise you to dig deeper into the data on this issue. Is current provision enough? Are there gaps? Are these issues currently managed adequately and in what areas might they need more collective action? Inequalities in access to services, housing, connectivity and transport are critical to understand well-being in different parts of Pembrokeshire. How does rural poverty manifest itself? Are roads resilient? How fit for purpose is IT provision? What are the limitations on public transport provision? What pressure does rurality place on social services? In this respect, how is the PSB working with the Social Services and Well-being Act Regional Partnership Board in considering their response to rurality across the region? What can the PSB do to influence this work to help you take steps to meet this objective?

The recent report '[Health and Wellbeing in Rural Areas](#)' produced by Public Health England and the Local Government Association highlights issues of rurality in England, but also includes several useful case studies, such as the Fish Well Improvement project in Norfolk, that aims to improve health and well-being in these local areas. Furthermore, the Royal Town Planning Institute's report on '[Poverty, Place and Inequality](#)', includes several recommendations around why place-based approaches are key to tackling poverty and inequality. One recommendation in particular identifies the role that universities should play in local poverty reduction, giving the [case study](#) of the Westfield Action Research Project carried out in partnership with the University of Sheffield.

Across the globe, governments are seeking to address inequalities caused by rurality with, arguably much more challenging circumstances than in Wales. What is common to successful projects is a collaborative approach with the communities living in rural areas, breaking down a traditional relationship between service provider and



receiver, so people become part of finding the solution. [Projects in Bolivia have a success story](#) in encouraging rural women to take the lead in their communities and organizations and lift themselves and their families out of poverty – the communities themselves prioritise and investments and manage funds. Where services are needed, technologies like drones delivering medical supplies, video calls instead of GP appointments and virtual classrooms are all happening now, never mind in the future. The '[Hypervillage](#)' concept developed by FutureScape imagines villages connected by their assets, [encouraging people in rural communities to capitalise on technology](#). How have you thought about the long-term possibilities of employing technological solutions for this issue?

The [Rural Coalition](#) point out that the assets enjoyed by rural communities can improve economic well-being. Rural areas have huge potential for providing essential resources of food, water and energy; for developing the green economy; and for embracing a much wider range of economic activities – especially those linked to IT and home-working. Their report contains recommendations on how communities can become more sustainable for the future. Understanding the assets of these communities and how people connect now and in the future, is important before taking any steps to try to 'fix' the issue.

You will be aware that Ceredigion and Carmarthenshire PSBs have also considered rurality in their well-being planning; Powys PSB are seeking to address connectivity also.

- *[Where we live: We want to protect and enhance our natural assets whilst optimising economic prospects, accessibility and health for all; through protecting the environment.](#)*

You have rightly recognised that Pembrokeshire has an outstanding natural environment, with a coastal National Park, a wealth of green spaces, rivers and mountains. The county has a valuable asset to the well-being of its residents and visitors and the decline of traditional industry means your natural environment is being increasingly looked upon to support alternative, sustainable businesses particularly wave, wind and tidal energy. Similarly, the agricultural, food and tourism sectors are significant employers in the County and have concentrated local supply chains. These draw heavily on the quality of the natural environment to develop and sustain their products and services.

The threat of climate change and extreme weather events to the environment, habitats and ecosystems, therefore, represents a massive focus for the PSB. The steps you have drafted to understand, enable and change include undertaking a climate change and environmental risk assessment for community level and development of educational programmes; utilising the environment to promote nature connectedness and linking your objective on resourceful communities, championing those that are engaged in protecting the environment through the PSB's promotion and sponsorship.

As I have noted above, understanding the differences between communities enables you to take the best possible action to mitigate climate change. As your well-being assessment outlines, Pembrokeshire is at risk of both river and coastal flooding, with at least 500 homes at risk at this moment from tidal flooding. Flooding regularly causes disruption to the area, with damage caused to properties in Milford Haven, Pembroke Dock, Haverfordwest and

Neyland in 2013 and 2014. Expected annual damage to residential properties is [estimated to be £22 million](#), and flooding impacts on people's wider well-being long after the initial event, therefore, understanding how different weather events impact on different communities is crucial to prevention and understanding collaboration through a risk assessment.

I understand your draft steps will evolve as you analyse issues more and seek to deliver. At present, they acknowledge the community input to protecting the natural environment but do not address the long-term impacts of climate change that you have identified. You recognised the long-term trend that climate change is going to cause issues for water quality, tourism, grassland productivity and fuel costs in Pembrokeshire. I would like to see the PSB considering the specific effects for Pembrokeshire more in their short, medium and long-term actions. In the future, the effects of climate change are likely to cause droughts in the summer, meaning a shortage of water, declining bio-diversity and a knock-on effect for agriculture. The people of Pembrokeshire rely on the environment for their income, food, water, recreation and much of the land is agricultural or coastal (both of which are highly susceptible to climate change), so I would suggest you factor the aspects most at risk and in need of more management to the steps you are taking as a PSB. Using the seven well-being goals to frame your approach can help all partners understand their contribution to this significant issue. The long-term vision of some of your communities could be that they are eroded into the Irish sea, some are cut off from fresh water supplies and some are isolated from resources. I would suggest you need to look at critical infrastructure at risk from flooding. Are current approaches adequate to cope? Can soil quality continue to support agriculture? How can you use scenarios to imagine what preventative action you could take to protect agriculture, water supplies and transportation in the event of extreme weather?

Your own responsibilities as organisations needs to be clear in the steps you take to meet this objective. How can you, as senior officers, create organisations that are more globally responsible and contributing to a resilient Pembrokeshire? To do this, you will need to understand each other's roles and motivations, and understand the significance of issues and the impact it could have on your organization and resources. The role of Natural Resources Wales and the National Coastal Park could be to help you see the collaborative opportunities to maximize your contribution to the seven well-being goals and connectivity to your other objectives. I am speaking at the National Parks Wales seminar next week, where topics to be covered include the challenges facing rural Wales, how national parks work with other public bodies and the scrutiny of their management plans. Together, you also have a large amount of public sector estate and this includes how you plan, design and locate future developments (as part of your Local Development Plan), buildings, infrastructure and other public and community spaces. [The Closing the Circle](#) report on the circular economy and the Welsh Environment is a useful report by Constructing Excellence in Wales, giving practical examples of where the public sector can look to minimise waste and resources in future projects. You can also take inspiration from some of the projects mentioned in the recent [Constructing Excellence Awards](#), such as the Active Classroom. Having a consideration of how 'green' these buildings are, both in terms of energy efficiency and sustainable construction, is a quick win for you as a PSB. 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.



As with other areas, the air quality in Pembrokeshire is impacted by industry and private transport. 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 of goods and people, use and investment in energy, land use and procurement. [The Welsh Government recently published](#) carbon emission levels subdivided by Local Authority. The Welsh Government also released a [Call for Evidence](#) to explore the most effective mechanisms for achieving a carbon neutral public sector by 2030 and I wrote to you urging you to consider and contribute. I will be hosting an event on the 9<sup>th</sup> November, in partnership with Welsh Government and Natural Resources Wales to: explore how the public service 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.

But it is not just down to you. As you have rightly recognized, involving unusual suspects in meeting this objective is critical. What involvement have the PSB had with representatives of the farming community? The impact of agriculture on the environment can be positive and negative, as you've stated there are directives in place to protect water quality from agricultural polluting sources in the county. What are the implications of these water bodies continuously failing standards and not meeting the 2027 commitment? How is industry and business involved in these conversations? Understanding different perspectives can often offer different solutions to the way we have always done things. Your draft steps are currently based on the role communities can play. [Zero Carbon Britain's recent 'Making it Happen'](#) report sets out what responsibilities we all have to future generations to act on climate change now. As you've discovered, restoring woodland, encouraging people to use their cars less frequently and waste less has an impact on your emissions. The [WWF environmental footprint calculator](#) serves a sharp reminder to us all of our potential to impact change.

[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. Your well-being assessment suggests that reducing resources are having an impact on the preventative work to sustain the quality of beaches and bathing water – what role can communities play in helping you keep the awards you currently enjoy for residents and tourists?

Your well-being assessment identifies strong renewable energy capacity in the county. I can understand you are balancing the environmental benefits of these schemes, but I would advise you to consider how you encourage this. We have clear commitments to meet in terms of carbon reduction, 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. 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.

Other PSBs seeking to protect their environment and undertake further work to understand the risks for their communities include Blaenau Gwent; the Vale of Glamorgan; and I am aware you are already working closely with Carmarthenshire and Ceredigion, who have identified similar draft objectives.

- ***[Who we are: We want to help our people, communities and organisations so that we can support ourselves and each other; through living and working.](#)***

I understand that this draft objective arises from an identified issue in your well-being assessment, around attracting people to live and work in Pembrokeshire. Your draft objectives are all connected, in the rurality of the county sometimes being a bonus and a drawback in this context. As your assessment recognizes, the accessibility of Pembrokeshire can be seen as a barrier and, that despite Pembrokeshire's outstanding natural environment, people and businesses are often reluctant to relocate to there. House prices and suitability are also issues for young people. According to your research, this impacts on the abilities of employers to fill specialist vacancies or to recruit people with sufficient skills.

Tourism continues to be a huge driver of economic activity, with the culture and environment of the area playing a big part in attracting the millions of visitors to Pembrokeshire every year. This inevitably means small to medium enterprises driving the local economy and younger people leaving the county for opportunities elsewhere - [a trend being seen across Wales](#). Comparably, 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. These already exist in Pembrokeshire and should be involved in understanding how the PSB can foster growth through its influence; as your draft plan suggests, could this involve young people undertaking apprenticeships or training?

I would advise that, as public service leaders, you consider what actions you can take or influence to meet this objective. It is encouraging to see you considering how you can create opportunities to retain people in the county. How can your organisational policies seek to help sustainable local businesses? How can you integrate your support for these businesses and link with policy and service delivery opportunities at a national and regional level? For instance, how can your procurement procedures be the maximum of what you can do to contribute to a globally responsible Pembrokeshire, and how can you work across the PSB to achieve this? Can your organisational policies seek to help sustainable local businesses, cutting down on transporting goods, rather than focussing on cost alone? [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. In return, what social

responsibilities do businesses have to their communities? How can the PSB take advantage of these to meet their objectives?

How can you champion equality by attracting talent back or into the county? How can your organisations seek to grow the Welsh language in the area? Alun Davies AM [announced funding for growing bilingual small businesses](#) recently to increase visibility of Welsh in our communities. Can you adopt a business support system based on businesses maximising their contribution to the seven well-being goals?

As such, in approaching this objective, you should consider what innovative approaches you can take. Your assessment is built on traditional models of employment, of people travelling to work and of public services providing employment. The future of work and patterns of employment is quite different to the jobs we are familiar with now. 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. [And, according to McKinsey](#), technology could automate 45 percent of the tasks people are currently paid to do. Have you considered how this could impact on your local economy? How can you act for the long term now and seek to instill skills in young people that are fit for the future? Your well-being assessment highlights how important this is to young people across Wales and they themselves have pointed out that teamwork, communication and confidence are as valuable to young people as good grades when entering the workplace (in the [Prince's Trust recent Results for Life report](#)).

One of your draft steps is in identifying alignment between education and training provision. As a PSB, you must involve local employers, Pembrokeshire College and organisations like the Department of Work and Pensions to collaborate on taking innovative solutions together. This will inevitably mean stopping some things, but your well-being assessment is intended to show you where the focus for public services is needed now and in the long term. For instance, 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? This relates to your draft objective around resourceful communities and making the most of the activism that exists in Pembrokeshire. In the future, work / life balance will become more important and a recent [World Economic Forum blog](#) asks 'What is the meaning of work?' and quotes: "I believe in a future where the point of education is not to prepare you for another useless job, but for a life well lived."

Your young people are also worried about their housing needs in the future, which impairs them from staying in Pembrokeshire. The [Resolution Foundation](#) finds that across the country, [millennials are spending three times as much as their grandparents on housing](#), with today's 30-year-olds half as likely to own a home as their parents - a long term trend now worsening for future generations. As well as developing housing that meets demographic change, Wales also has an opportunity to develop housing that better meets modern conceptions of what it means to live well, adopting technology to allow people to live low-carbon lives. The [Welsh Government has launched a £20 million innovative housing fund](#). Over the next two years, the fund will support both the supply of affordable housing and the improvement of the quality of housing that is delivered. PSBs should be seeking to

influence how this fund is utilised and understand the impact it has on Wales to inform their long-term steps on housing.

People are already reliant on digital infrastructure and this is likely to increase over time in their social and professional lives. Your draft objective around tackling rurality links to the impact that inadequate phone and internet connectivity can have and your engagement survey reflected that people felt improved mobile phone network coverage would enhance their well-being. I would encourage you to consider what influence you can have on private sector business. Neighbouring PSBs are also considering how they can influence digital infrastructure for your areas and I would advise you come together to create a case for better access. Other PSBs drafting similar objectives and steps include Powys; Cardiff; Monmouthshire; and Caerphilly.

- ***Who we are: We want to help our people, communities and organisations so that we can support ourselves and each other; through resourceful communities.***

Your well-being assessment suggests that Pembrokeshire already has resourceful communities. It is an area where people feel a sense of belonging, contribute positively to their communities and are active in living their lives. This is demonstrated by the micro-businesses in your county borough, the 77 community councils and the relatively high levels of volunteering. Creating resourceful communities is about empowering people, building confidence and capability and giving up some of your duties and control as public sector organisations. As you have started to do in your draft plan, you should consider what meaningful positive steps you can take for residents to realise their own strengths, which should be about taking action rather than writing strategies or creating red tape.

As my team discussed with your Vice Chair, 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 in [Hubberston and Hakin](#) through the Big Lottery funded Building Communities Trust. You may not know who the potential community leaders and connectors are in some areas, so if you are committed to this, re-purpose your resources to do more work in communities, to begin to know a place as the people who live there know it. No doubt that doing this will help you in understanding how tackling rurality might be approached on a place-basis and give you an understanding of the environment in that locality too. Again, involving 'unusual suspects' in the work of the PSB, schools, colleges, the Community Councils and the third sector play an important role in connecting people. In some areas, community organisations have been funded to act as community coordinators for older people through the Social Services and Well-being Act – linking them with local activities and services in their area and helping them to stay active and well. How can the PSB task the Regional Partnership Board to help them meet this objective when it comes to preventing loneliness, ill-health and being independent? The third sector have a wealth of knowledge and experience in this respect. [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 are you involving young people in these discussions? I have been working closely with the Children's Commissioner for Wales, to produce advice on taking a child's rights approach to maximising contribution to the seven national well-being goals. It is important to recognise children's rights across each of the well-being goals and how they should inform Wales' approach to implementing the five ways of working. Poverty, abuse, discrimination and other 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 the positive interventions Wales puts in place now to protect and provide for children will help to secure a more prosperous, healthy and cohesive future for Wales. Public bodies and PSBs should therefore give a greater focus to children's rights and well-being in their ongoing assessment work and Well-being planning. Consideration should be given to how well public bodies and PSBs factor children's rights into processes for consultation, decision-making and programme-planning. This will include developing in 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.

The population of older people in Pembrokeshire is an asset with almost a quarter of the population aged 65 or over, set to be 34% of the population by 2039. As you acknowledge, this part of the of the population are often the volunteers, community activists and participants in civic life. [The Older People's Commissioner](#) recently wrote to you outlining how you could recognise the potential of this part of the population. Is this objective also seeking to prevent people becoming frail and isolated? Loneliness and social isolation affect people of all ages, particularly in rural communities. But as your assessment shows, older people particularly value feeling connected to their communities. Linking this to the objective on rurality, research [by Ageing Well Wales](#) has shown that loneliness in older people is closely linked to poor mental and physical health, how can you maximise the benefits of increased involvement to improve the health of older people in your area? The example I have been citing to other PSBs is your own [Solva Care](#), but there are also examples like [Men's Sheds Cymru](#), happening across Wales that the PSB could encourage and support.

Many people will only get involved in something if it's fun and of benefit to them. It is encouraging to see that you are considering how the cultural assets of Pembrokeshire can be used to enable people to get involved. How can you use the 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. [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. Your assessment found that people associate their creativity, their language and their heritage with their well-being. The Welsh Language Commissioner's team have been working with my office, considering



how they best help PSBs to consider the role they can play in growing the Welsh language, as set out in ['Cymraeg 2050'](#). Please let my team know if you would like to connect with relevant individuals in these organisations.

The national bodies working to the Act are also keen to integrate their work with that of PSBs and your objective provides an opportunity to consider what role Sport Wales, Arts Council for Wales, National Museum and National Library of Wales, may be able to play in how your steps to meet this objective could maximise contribution to each of the goals.

Putting the power in the hands of people who know their area best often has unexpected positive results, shown by the work that ['Nurture Development' do around Asset Based Community Development](#); and the [Centre for Regeneration Excellence Wales' 'Deep Place' study in Tredegar](#) shows how an understanding of place can have multiple benefits on well-being. In the steps you take, you should demonstrate how using evidence has informed the way you are maximising your contribution to the goals. For example, asset based community development projects have been shown to increase community cohesion, encourage community input into maintaining the biodiversity and habitats of the area and contribute to maintaining the vibrant culture of communities. Your ['Pride in Pembrokeshire' awards](#) are a good way of encouraging community projects of this kind to maximise their contribution to the goals and I would encourage you to publicise and build on this. This often has wider benefits for health and economic well-being, as people make new networks, social connections and learn new things. Projects that encourage this behaviour change exist within your organisations, such as the [Natural Resources Wales' 'Actif Woods'](#) project, which gets people outside, connecting with nature, protecting their environment and enjoying the positive effects on health and well-being. How can you better integrate to support projects like this?

Involving people is central to achieving this objective and there are links to your other objectives and steps. In involving people in taking steps to protect the environment, tackle rurality and provide a great place to live and work, I would predict growing community involvement and activism in Pembrokeshire. 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. How have you considered how people might want to get involved in future? What changes might you have to make to your organisational systems and policies to enable people to get more involved in communities and shape local services? This recent report on [Digital Childhoods](#) from Barnados shows the pace at which technology is moving and the way children now consume information.

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](#); and [according to the 2017 ONS survey](#), 87% of all adults in Wales were recent internet users (meaning they had used the internet in the last three months).

Although some people are currently offline, and there is clearly a need for a tailored approach, 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. This makes the point about digital connectivity for Pembrokeshire even more pertinent. "[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.

You will not be surprised to note that other Public Services Boards are also considering setting objectives around engagement, developing / sustaining strong social networks, fostering belonging and shaping services. In particular, you may wish to share ideas with Vale of Glamorgan; Ceredigion; Newport and Powys PSBs, who have supplied me with similar draft objectives.

**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 Pembrokeshire PSB Scrutiny Committee on how I have chosen to approach this statutory duty and the advice I have given.

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

Yours sincerely,



Sophie Howe







**Item 4b**

<b>DATE OF MEETING</b>	21 <sup>st</sup> November 2017
<b>REPORT TITLE</b>	<b>Well-being Plan – Partnerships Overview and Scrutiny Committee 31.10.17</b>
<b>PURPOSE</b>	<p>Under s.35 of the Well-being of Future Generations Act, a local authority must designate one of its overview and scrutiny committees with responsibility for scrutinising the PSB. In Pembrokeshire, the Partnerships Overview and Scrutiny Committee has been designated with this statutory function.</p> <p>One of the key duties of the Committee in this regard is to consider the PSB's Well-being Plan, at both draft and final version stages, as a statutory consultee. The Partnerships Overview and Scrutiny Committee met on 31<sup>st</sup> October to consider the draft Plan and made the following comments, recommending that these be fed back to the PSB:</p> <ul style="list-style-type: none"> <li>• That the PSB needed to support our communities by doing things differently</li> <li>• That the use of community assets and community buildings should be maximised</li> <li>• That the Committee supported ideas such as job swaps to encourage grassroots change</li> <li>• That there was a need to involve the workforce whenever significant change was being considered</li> <li>• That the Committee supported the development and growth of social enterprises for maximum economic benefit</li> <li>• That the PSB should improve its methods of engagement and ensure people can join in the bits of the conversation they are interested in</li> </ul>
<b>RECOMMENDATION(S)</b>	That the PSB considers the feedback from the Partnerships Overview and Scrutiny Committee in the further development of the Well-being Plan.
<b>AUTHOR</b>	Nick Evans, Partnership and Scrutiny Support Manager





**Item 4c**

<b>DATE OF MEETING</b>	21 <sup>st</sup> November 2017
<b>REPORT TITLE</b>	<b>Well-being Plan - delivery arrangements</b>
<b>PURPOSE</b>	To start discussions as to how the 4 work streams set out in the PSB's Well-being Plan will be managed and delivered.
<b>RECOMMENDATION(S)</b>	<p>1. That the PSB establishes four co-ordinating groups under each of the four work streams set out in the Well-being Plan</p> <p>2. That the co-ordinating groups begin the process of planning and scoping the activity which will be needed to deliver the respective work streams</p>
<b>AUTHOR</b>	Nick Evans, Partnership and Scrutiny Support Manager

## Well-being Plan - delivery arrangements

The PSB's draft Well-being Plan (currently at consultation stage) sets out four delivery **work streams** sitting under the two high-level Well-being Objectives (two under each as set out below):

Well-being Objectives	
Who we are: We want to help our people, communities and organisations so that we can support ourselves and each other	
Where we live: We want to protect and enhance our natural assets whilst optimising economic prospects, accessibility and health for all	

Who we are	Where we live
Living and Working	Tackling Rurality
Resourceful Communities	Protecting our Environment

The challenge facing the PSB is to set out and agree how it intends to deliver on these work streams and the processes it will put in place to do this.

As a starting point, it is proposed that the PSB establishes **four co-ordinating groups** (one under each work stream) to undertake the immediate task of scoping activity under each respective work stream.

The co-ordinating groups will, in the first instance, be comprised of a minimum of **2 PSB members**. A **provisional** allocation of lead responsibilities is set out below:

Living and Working	Alec Don / Steven Jones
Resourceful Communities	Sue Leonard / Jess Morgan
Tackling Rurality	Ian John / Sarah Jennings / Rob Quin
Protecting our Environment	Tegryn Jones / Andrea Winterton

Each co-ordinating group will be supported by **two officers** from PSB member organisations. The current pool of known officers available to support PSB work can be found overleaf. PSB will note there is a need to source additional officers from partner organisations to support this work, to bring this cohort to the requirement of 8.

The co-ordinating groups will report back to the next meeting of PSB in early February and be tasked with producing what will in essence be first draft project plans, setting out at a broad level (and in view of the 5 ways of working, Future Generations Commissioner's written advice, scrutiny feedback and consultation responses):

- What actions will be taken
- Who needs to be involved
- Who will deliver and how
- Outline milestones / timescales
- How will progress be monitored

This work will support the production of the final version of the Well-being Plan and provide greater clarity and detail as to the steps the PSB intends to take to meet its objectives.

## **Pool of support officers**

Nick Evans, PCC

Claire George, PCC

Lynne Richards, PCC

Anna Bird, HDUHB

Amy Richmond, MWWFRS

Kate Collins, NRW





**Item 4d**

<b>DATE OF MEETING</b>	21 <sup>st</sup> November 2017
<b>REPORT TITLE</b>	<b>Carmarthenshire &amp; Ceredigion Well-being Plans</b>
<b>PURPOSE</b>	<p>At the last meeting the PSB asked to be sighted on the emerging Well-being Plans for Carmarthenshire and Ceredigion in view of possible synergies and opportunities for collaborative working.</p> <p>These are attached and can also be accessed electronically at the links below:</p> <p><a href="http://www.thecarmarthenshirewewant.wales/get-involved/draft-well-being-plan-consultation/">http://www.thecarmarthenshirewewant.wales/get-involved/draft-well-being-plan-consultation/</a></p> <p><a href="https://www.ceredigion.gov.uk/English/CeredigionForAll/hscw/Pages/Well-being-in-Ceredigion.aspx">https://www.ceredigion.gov.uk/English/CeredigionForAll/hscw/Pages/Well-being-in-Ceredigion.aspx</a></p> <p>A high level summary of some of the cross-cutting common themes in the three regional plans can be found at appendix A.</p>
<b>RECOMMENDATION (S)</b>	That PSB considers the Well-being Plans for Carmarthenshire and Ceredigion.
<b>AUTHOR</b>	Nick Evans, Partnership and Scrutiny Support Manager





# DRAFT - Carmarthenshire Well-being Plan: The Carmarthenshire We Want - 2018-2023







# Contents

- 1. Foreword..... 3
- 2. Well-being of Future Generations (Wales) Act 2015 – the requirements ..... 4
- 3. Carmarthenshire’s Public Services Board..... 5
- 4. Carmarthenshire at a Glance ..... 6
- 5. Carmarthenshire’s Well-being Assessment ..... 10
- 6. Carmarthenshire’s Well-being Plan ..... 10
- 7. Other key considerations..... 11
- 8. How the actions to deliver the objectives were developed ..... 12
- 9. Setting out the Plan ..... 12
- 10. Carmarthenshire’s Well-being Objectives ..... 13
- 11. Delivery and Monitoring ..... 19
- 12. Further Information..... 20
- Appendix 1 ..... 21

## 1. Foreword

It gives me great pleasure to present the first draft of the Carmarthenshire Well-being Plan on behalf of Carmarthenshire Public Services Board (PSB). The PSB brings together a number of different organisations providing services to the public of Carmarthenshire and our aim is to improve the economic, social, environmental and cultural well-being of our residents by working collectively to add value to each other's services but also to develop new and innovative approaches to address the needs of our people and communities. This Plan, as required through the Well-being of Future Generations (Wales) Act, is the first step for the PSB and has been developed following significant engagement with front line staff, residents of all ages, county and community councillors and other stakeholders. This engagement has identified four key well-being objectives that the PSB will focus its attention on delivering through collective action over the next few years:



### Healthy Habits

People have a good quality of life, and make healthy choices about their lives and environment



### Early Intervention

To make sure that people have the right help at the right time; as and when they need it



### Strong Connections

Strongly connected people, places and organisations that are able to adapt to change



### Prosperous People and Places

To maximise opportunities for people and places in both urban and rural parts of our county

This first draft for consultation provides an opportunity for you to let us know if you think the objectives and actions we are proposing for the PSB will make a difference to the well-being of the people of Carmarthenshire. The consultation on this draft will conclude on 3 January 2018 and the feedback received will be used to further develop the plan and to prepare a detailed delivery plan outlining how we intend to make progress against our actions, fully taking into account the five ways of working of the Well-being of Future Generations (Wales) Act and identifying indicators that we can measure our progress against.

It is very important for me that we as public service providers work together to make Carmarthenshire the best place it can be for you our residents and I can assure you that with the support and collaboration of the PSB members and other stakeholders we'll do all that we can to deliver this ambitious plan.

I look forward to receiving your feedback.



**Barry Liles,**  
Chairman of Carmarthenshire  
Public Services Board

## 2. Well-being of Future Generations (Wales) Act 2015 the requirements

The Act gives a legally-binding common purpose of seven Well-being Goals and five Ways of Working, based on the sustainable development principle, designed to support and deliver a public service that meets the needs of the present without compromising the ability of future generations to meet their own needs. The objectives and actions outlined in this well-being plan have all been formulated with a view to making a wider contribution to achieving the national well-being goals.

With the Well-being Goals and five Ways of Working as a framework the Act sets an expectation on Public Services Boards to set a shared vision on how it will improve the economic, social, environmental and cultural well-being of its area and this is what we've outlined in this first Carmarthenshire Well-being Plan: The Carmarthenshire We Want.

### National Well-being Goals

Goal	Description of the goal
<b>A more prosperous Wales</b>	An innovative, productive and low carbon society which recognises the limits of the global environment and therefore uses resources efficiently and proportionately (including acting on climate change); and which develops a skilled and well-educated population in an economy which generates wealth and provides employment opportunities, allowing people to take advantage of the wealth generated through securing decent work.
<b>A resilient Wales</b>	A nation which maintains and enhances a biodiverse natural environment with healthy functioning ecosystems that support social, economic and ecological resilience and the capacity to adapt to change (for example climate change).
<b>A healthier Wales</b>	A society in which people's physical and mental well-being is maximised and in which choices and behaviours that benefit future health are understood.
<b>A more equal Wales</b>	A society that enables people to fulfil their potential no matter what their background or circumstances (including their socio-economic background and circumstances).
<b>A Wales of cohesive communities</b>	Attractive, viable, safe and well- connected communities.
<b>A Wales of vibrant culture and thriving Welsh language</b>	A society that promotes and protects culture, heritage, and the Welsh language, and which encourages people to participate in the arts, and sports and recreation.
<b>A globally responsible Wales</b>	A nation which, when doing anything to improve the economic, social, environmental and cultural well-being of Wales, takes account of whether doing such a thing may make a positive contribution to global well-being.



## Five Ways of Working

As a PSB we must ensure that everything we do has taken the five ways of working into consideration.

### Long term



The importance of balancing short-term needs with the need to safeguard the ability to also meet long-term needs.

### Prevention



How acting to prevent problems occurring or getting worse may help public bodies meet their objectives.

### Integration



Considering how the public body's well-being objectives may impact upon each of the well-being goals, on their objectives, or on the objectives of other public bodies.

### Collaboration



Acting in collaboration with any other person (or different parts of the body itself) that could help the body to meet its well-being objectives.

### Involvement



The importance of involving people with an interest in achieving the well-being goals, an ensuring that those people reflect the diversity of the area which the body serves.

## 3. Carmarthenshire's Public Services Board

The Well-being of Future Generations Act puts a well-being duty on specified public bodies across Carmarthenshire to act jointly and establish a statutory Public Services Board (PSB). The Carmarthenshire PSB was established in May 2016 and is tasked with improving the economic, social, environmental and cultural well-being of Carmarthenshire. It must do so by undertaking an assessment of well-being in the County and then preparing a county Well-being Plan to outline its local objectives, the steps it proposes to take to meet them and how they contribute to the achievement of the well-being goals.

Members of the Carmarthenshire PSB are senior representatives from the following organisations:

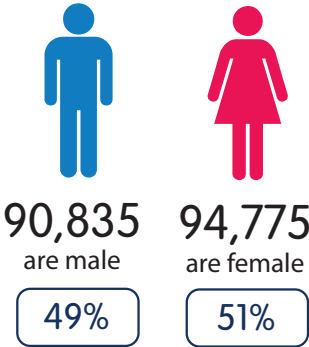
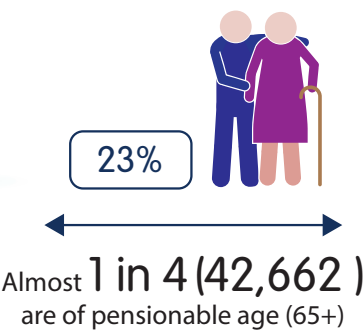
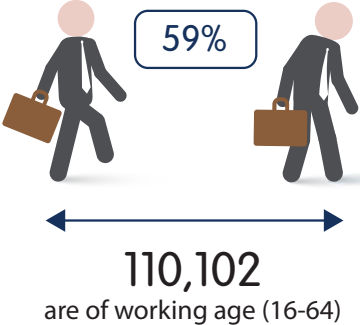
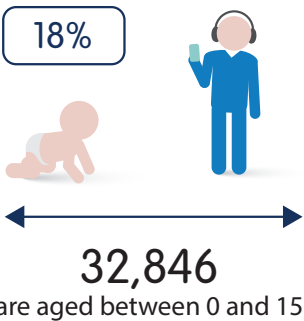
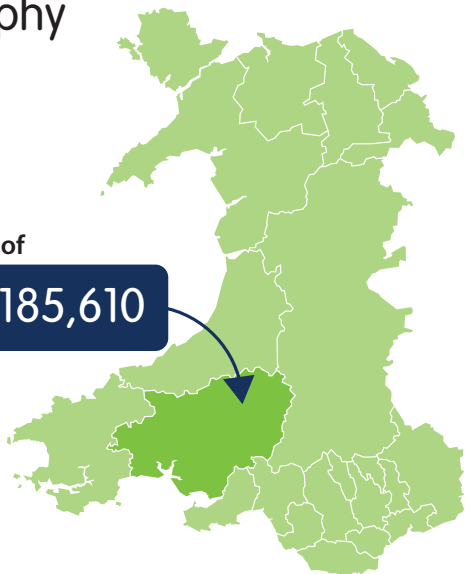


# 4. Carmarthenshire at a Glance

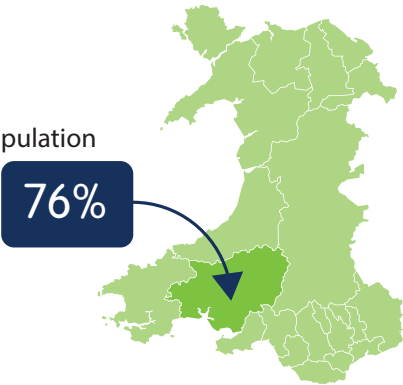
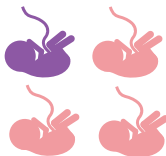
## Demography

Carmarthenshire has a population of

185,610

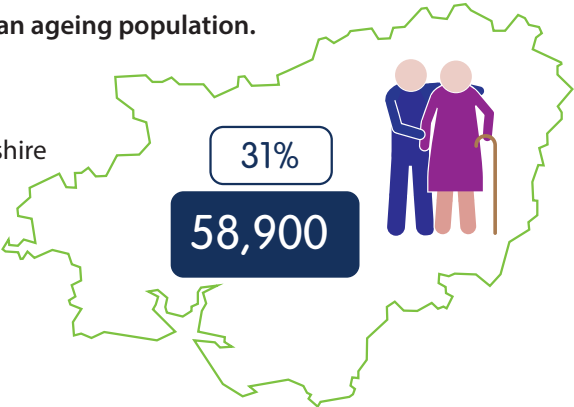


3 out of 4  
of Carmarthenshire's population  
were born in Wales



Carmarthenshire has an ageing population.

By 2039, around  
1 in 3 Carmarthenshire  
residents will be aged  
65 and over.



1 in 4

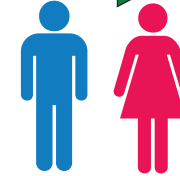
have a limiting long-term illness



1 in 25

Carmarthenshire is predominantly white, with 4% of the population having a non-white ethnicity,

Carmarthenshire has the highest number of Welsh speakers in Wales at

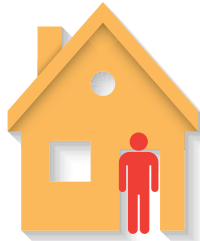


78,048

There are over 78,800 households in Carmarthenshire.

30%

are occupied by just one person.



60% of the population live in rural areas, which form 53% of the County



6 in 10

There are **three major towns** of **Llanelli**, **Carmarthen** and **Ammanford** which are

home to 25% of the population.



25%



7 out 10

households are owned (outright or with a mortgage)



14%

are socially renting



10%

private rented



44 crimes per 1000 population



8166

recorded crimes during 2015/16



79%

feel safe in their area

# Economy



Nearly 8 in 10 of Carmarthenshire's working age population (16-64) are economically active. (62% as employees; 12% self-employed)

8 in 10

79%, 89,600



63,000

Employee jobs in Carmarthenshire



1 in 5

work in wholesale and retail



1 in 5

work in health and social care fields



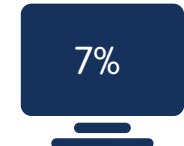
13%

in manufacturing



10%

in education



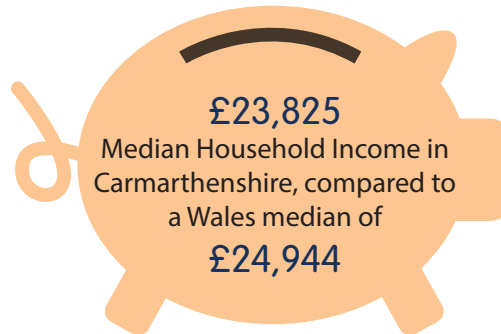
7%

in public administration



92%

of businesses are micro enterprises (employ less than 10 people)



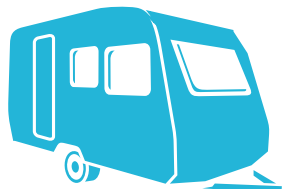
£23,825

Median Household Income in Carmarthenshire, compared to a Wales median of £24,944

Over 1 in 3 of households are living in poverty, according to the Welsh Government definition – households with less than 60% of GB median income



(36%)



Croeso / Welcome

£370 million

value / contribution of tourism to Carmarthenshire's economy



24,000

people in Carmarthenshire provide unpaid care, that's 13% the population.



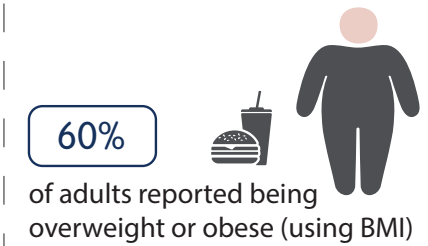
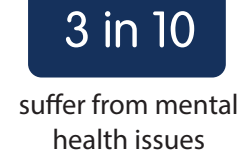
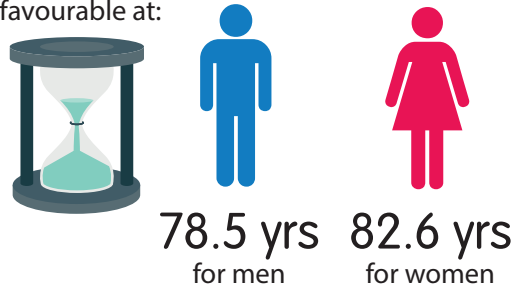
+50 Hours

Over 7000 provide more than 50 hours of unpaid care a week.



# Health and Well-being

Life Expectancy is favourable at:



## Environment



## Culture



## 5. Carmarthenshire's Well-being Assessment

Following a period of engagement and consultation, the Carmarthenshire Well-being Assessment was published in March 2017. The assessment looks at the state of economic, social, environmental and cultural well-being in Carmarthenshire through different life stages and provides a summary of the key findings. The findings of this assessment form the basis of the objectives and actions identified in this county Well-being Plan. A copy of the Carmarthenshire Well-being Assessment (2017) can be found on [www.thecarmarthenshirewewant.wales](http://www.thecarmarthenshirewewant.wales)



## 6. Carmarthenshire's Well-being Plan

The PSB must publish a Well-being plan which sets out its local objectives to improving the economic, social, environmental and cultural well-being of the County and the steps it proposes to take to meet them. Although this first plan has been developed for the period 2018-2023, the objectives and actions identified will look at delivery on a longer term basis of up to 20-years.

Based on the findings of the Carmarthenshire well-being assessment and further engagement with stakeholders, Carmarthenshire's Well-being Plan will focus on the delivery of four objectives:



### Healthy Habits

People have a good quality of life, and make healthy choices about their lives and environment



### Early Intervention

To make sure that people have the right help at the right time; as and when they need it



### Strong Connections

Strongly connected people, places and organisations that are able to adapt to change



### Prosperous People and Places

To maximise opportunities for people and places in both urban and rural parts of our county

## 7. Other key considerations

In addition to these objectives the Carmarthenshire Well-being Plan will fully support, and where possible add value, to the delivery of the proposals and projects being developed through other mechanisms.

### Swansea Bay City Deal

The Swansea Bay City Deal is a transformational approach to delivering the scale and nature of investment needed to support the region's plans for growth, with a total investment of £1.3 billion from both the public and private sectors over a period of 15 years.



The Deal provides a once in a generation opportunity to consolidate the region's role in technological innovation and to become a lead innovator in developing and commercialising solutions to some of the most pressing challenges in the fields of life science and well-being, digital innovation, energy and smart manufacturing.

Delivered through eleven projects the City Deal will demonstrate the economic, social, environmental and cultural opportunities of using next generation digital innovations and technology to accelerate the regional economy and attract international investor interest, whilst remaining citizen-focused and grounded in the geography and assets of the Swansea Bay City Region.

### West Wales Care Partnership

The West Wales Care Partnership (WWCP) has been established to oversee the continued transformation and integration of health, social care and wellbeing services in the West Wales area.

The Partnership brings together the three local authorities in West Wales (Carmarthenshire County Council, Ceredigion Council and Pembrokeshire

County Council), Hywel Dda University Health Board and representatives of the third and independent sector as well as service user/carer representation.

The Partnership has published its first Population Assessment for the region (which is available through [www.wwcp.org.uk](http://www.wwcp.org.uk)) and is currently in the process of developing its Area Plan to address the issues highlighted in the assessment. We will ensure that the work of the Area Plan and Well-being Plan complement each other wherever possible.

### Environmental Balance

When considering the well-being needs of Carmarthenshire's population, it is imperative that we find environmental balance. Our environment is fundamental for Carmarthenshire's food security, water supply, air quality, building materials, economy and many other needs we take for granted. Ecosystem resilience is the ability of our natural environment to cope with these pressures along with other disturbances and change.

Achieving ecosystem resilience is about creating and enhancing strong connections between natural places and ensuring they are in good condition. We must ensure that all our actions are carefully managed to promote ecosystem resilience and work towards a circular model of economy that endorses recycling, reusing and repairing, rather than discarding and destroying.

### Welsh Language & Culture

This plan supports the maintenance and development of cohesive bilingual communities. With nearly half of the population of Carmarthenshire speaking Welsh (this is the largest number of Welsh speakers in Wales) we must ensure that the design and delivery of the numerous activities and actions in this plan embrace Welsh language and culture, and the vision for one million Welsh speakers by 2050.

## Public Body Well-being Objectives

The Well-being Objectives of the Carmarthenshire PSB are not intended to address the core services and provision of the individual partners, rather they are to enhance and add value. As public bodies subject to the Well-being of Future Generations (Wales) Act in their own right Carmarthenshire County Council, Hywel Dda University Health Board, Mid & West Wales Fire & Rescue Service and Natural Resources Wales must publish their own well-being objectives.

These organisations are also statutory members of the PSB and the well-being plan will also take account of how, where appropriate, it can work collectively to support the delivery of those organisational well-being objectives. Appendix 1 outlines the organisational well-being objectives.

## 8. How the actions to deliver the objectives were developed

In order to develop the actions within this plan a multi-layered engagement phase was undertaken. A full engagement report on the findings of this engagement phase is available on [www.thecarmarthenshirewewant.wales](http://www.thecarmarthenshirewewant.wales)

Workshops were held with thematic group officers, followed by a series of large-scale workshop events with frontline staff, stakeholders, county councillors and members of the public at three locations across Carmarthenshire. In addition, shorter workshops were held with other key groups specifically with children and young people and the Town and Community Councils who are themselves subject to the Well-being of Future Generations Act. An online survey was also available for any respondents who were unable to contribute through the workshops.

All the feedback was then considered by a PSB officer group and the actions were identified.



## 9. Setting out the Plan

The actions identified in the Plan to make progress against the local well-being objectives have been organised in three different delivery periods:

- Short Term (1-3 years);
- Medium Term (3-7 years); and
- Long Term (7-20 years).

The expectation is that the PSB will concentrate its collective efforts on a few specific priorities in the first instance in order to add value to the services already being delivered.

For each of the four objectives we have set out the justification for the objective based on the five Ways of Working. Then we have set out the short and medium actions identified through the engagement and planning phase that the PSB can take collectively and by working with other stakeholders. The Long Term actions for each objective will be informed by the responses received during the 12 week consultation, and through the detailed delivery planning workshops to be undertaken during the period October 2017-January 2018, these will include performance indicators for the short, medium and long-term actions.

The Well-being Plan for Carmarthenshire is fully integrated. There are clear links between objectives and actions, some of these have been identified overtly but we expect there to be synergies and opportunities for integration throughout and these will become more evident as the detailed delivery plans are defined.

## 10. Carmarthenshire's Well-being Objectives

In considering how we deliver each of the four well-being objectives we will ensure that the five ways of working provide a lens through which action can be taken. We have also identified which national well-being goals each objective action makes a contribution towards.





People have a good quality of life, and make healthy choices about their lives and environment.

### Healthy Lives:

Childhood obesity is a global issue, but our Assessment of Local Well-being identified that Carmarthenshire's children are on average, heavier than elsewhere in Wales.

We are yet to see how significant this is over time but currently 30% of 4-5 year olds and 60% of adults are overweight and obese which can lead to longer term physical and chronic health conditions.

We also have a significant gap in life-expectancy between the most and least deprived communities (18.5 years).

In the long term, the impacts of the chronic diseases associated with poor health will be increasingly severe for individuals, and for the services that support them.

To prevent the worsening of this situation, the PSB needs to support a change in people's attitudes

and behaviours to personal health in order for everyone to have a better quality of life.

Collectively, the PSB has considerable capacity and reach as between us our organisations employ a large percentage of our population, so the PSB is well placed to coordinate action and encourage the involvement of people themselves to promote behaviour change.

#### SHORT TERM:

##### Coordinated Campaigns

Develop a mechanism to enable targeted information campaigns, to be consistently and rigorously disseminated across the county by all PSB partners and organisations. We will develop innovative ways to better engage with everyone, whoever you are and wherever you are from.

#### MEDIUM TERM:

##### Social & Green Solutions for Health

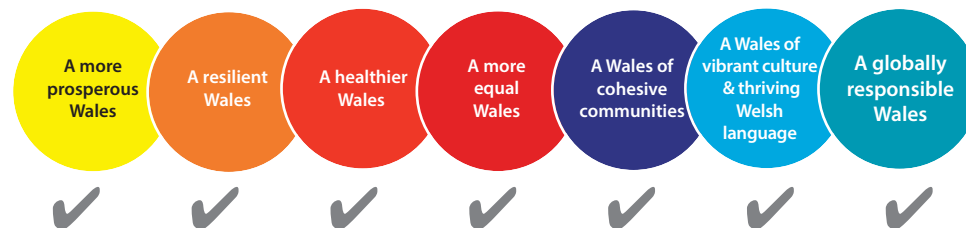
Social prescribing is recognised as a means for professionals to signpost people to local, non-clinical community support services rather than prescribe medication or a service intervention. We will build on the findings of a pilot project in Llanelli, as well as practice and evidence from elsewhere, to establish access to these opportunities across the county.

#### LONG TERM:

##### What Long Term will Look Like

Carmarthenshire's citizens are actively engaged in their own health and, with higher nature connectedness, have increased well-being, lower stress levels and have more environmentally sustainable attitudes and behaviours.

What do you think the long term actions will need to be to meet this objective (7-20 years)?





### People have a good quality of life, and make healthy choices about their lives and environment

#### Healthy Environment:

Like the rest of the world, Carmarthenshire is under threat from the impacts of climate change. Our environment is also affected by historic and modern ways of living and our Assessment of Local Well-being identified that we have some of the worst transport CO2 emissions in Wales.

We are yet to understand the specific impact of these aspects on our environment in the long term but we know we will be affected by rising sea levels, flooding, the increase of extreme

weather events and the loss of habitats and ecosystems. Carmarthenshire PSB cannot prevent climate change but it can collaborate at a strategic level to adopt changes in order to soften the impact on our county.

In addition, it is recognised that nature has a positive effect on well-being and 40% of the population are within a stroll of green space. However, our nature connectedness is not as high as it could be.

It is crucial that individuals and communities are engaged and involved in the cultural shift that comes from increasing people's connection with nature.

#### SHORT TERM: Risk Assessment

Undertake a Climate Change and Environmental Risk Assessment for Carmarthenshire in order to develop clear and defined actions that can be taken by individuals, communities and organisations.

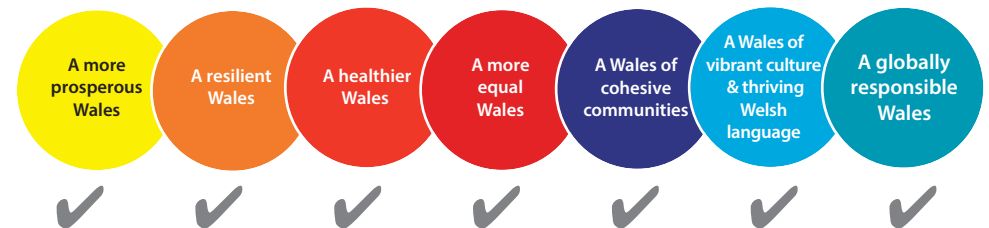
#### MEDIUM TERM: Nature Connectedness

With strong links to the action around Social and Green Solutions for Health, the PSB will identify new and existing natural spaces that can be used to enhance nature connectedness. The PSB will promote these spaces and educate an understanding of the importance of and a love for nature.

#### LONG TERM: What progress will Look Like

Carmarthenshire's citizens are actively engaged in their own health and, with higher nature connectedness, have increased well-being, lower stress levels and have more environmentally sustainable attitudes and behaviours.

What do you think the long term actions will need to be to meet this objective (7-20 years)?







## Early Intervention

To make sure that people have the right help at the right time; as and when they need it

The Assessment of Local Well-being identified a number of challenges that individuals face throughout their lives, including deteriorating physical and mental health, the breakdown of social networks and relationships, changing economic circumstances and becoming trapped in a cycle of poverty.

The longer term implications for the well-being of individuals, their families and their communities, can be immense when they don't get help or

support at the right time, particularly in the early years of life. Understanding trigger points or transitions is very important; recognising the point at which support should be made, in what way and by whom.

Rarely can circumstances be entirely prevented, but steps can be taken to react swiftly and appropriately to prevent it worsening, or to soften the impact. The PSB recognises that prevention is everybody's responsibility and the PSB is ideally

placed to have a collaborative response to this preventative agenda.

It is crucial however, that people themselves are involved and engaged in what happens to them in their lives.

### SHORT TERM: Raising Awareness

The PSB will raise awareness of support services that are available to enable individuals, families and communities to take early preventative measures for the benefit of their own well-being. This will include establishing a single point of contact to access information, as well as the development of a common training programme for staff working in PSB organisations based on the Make Every Contact Count (MECC) approach.

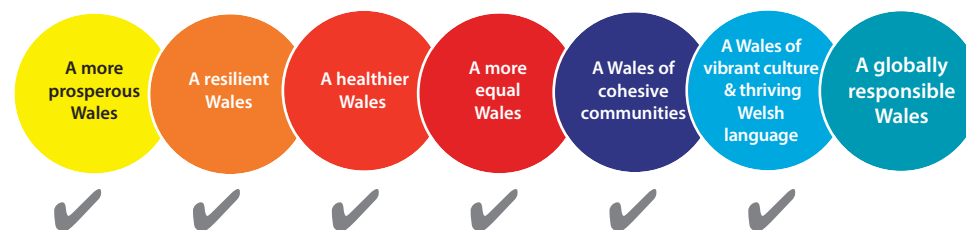
### MEDIUM TERM: Information Sharing

Building on the MECC approach, establish a mechanism for PSB organisations to coordinate and share key information to enhance the capacity and capability of public service partners to support individuals to take early preventative action.

### LONG TERM: What progress will Look Like

Enhanced collaboration of services will ensure that people have the right help at the right time, as and when they need it. This may see innovative county-wide and local responses such as mobile or co-location of services.

What do you think the long term actions will need to be to meet this objective (7-20 years)?







## Strong Connections

Strongly connected people, places and organisations that are able to adapt to change

It is accepted that our social networks and communities are crucial for well-being throughout our lives, and this was very clear in our Assessment of Local Well-being and from feedback we received at our engagement events.

Many people are very much involved and engaged in their communities but we can do better. Communities are dynamic, they change in their makeup and in response to pressures, and opportunities. Public and private sector services

are also constantly changing, putting additional pressure on the county.

We need to support our communities to become resilient and more resourceful in the long term, this will prevent change being a negative influence on well-being. The PSB partner organisations touch every community in the county in some way.

Through collaboration with voluntary groups,

town and community councils, the private sector and many others, our communities can be thriving cohesive, bilingual and happy places to live.

Our communities represent everyone, so everyone needs to be involved in this process for individual and collective well-being.

### SHORT TERM: Innovative Community Assets

The PSB will work closely with communities and individuals to support them to develop skills and enable community action. This will see the establishment of a resource to offer knowledge, advice and guidance in developing community based projects; developing opportunities for volunteering; and better use being made of community, and public sector assets (physical and social networks) for the benefit of communities and to increase community resilience to climate change.

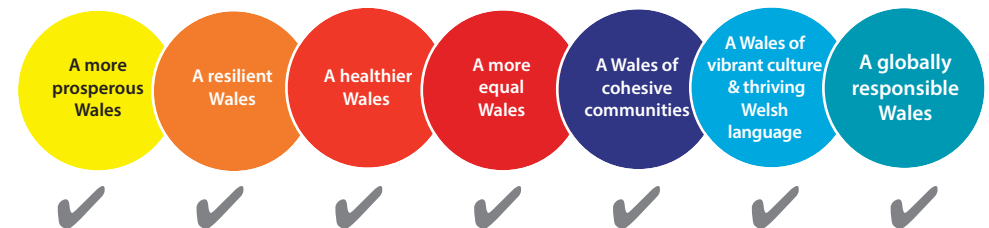
### MEDIUM TERM: Innovative Service Delivery

Through understanding and a meaningful dialogue, ensure co-production and cooperation between communities, landowners and organisations to make the most of the capacity/assets, networks and the public services supporting them.

### LONG TERM: What the Long Term will Look Like

We will celebrate a Carmarthenshire, with all its diversity, by promoting togetherness, cohesion and tolerance.

What do you think the long term actions will need to be to meet this objective (7-20 years)?





# Prosperous People and Places

To maximise opportunities for people and places in both urban and rural parts of our county

Our Assessment of Local Well-being found that 1 in 3 households are living in poverty, and the majority of these are in rural areas.

We also have urban centres that face significant challenges, with several communities experiencing generational poverty.

Those living in (often hidden) rural poverty experience higher fuel costs and the significant additional cost and challenge that comes from

lack of access to services, transport and employment. Long term trends see fuel costs rising, and the issues of economy and accessibility both for those living in rural Carmarthenshire and for those in urban settings are becoming increasingly challenging.

To soften the impact of this, and to prevent the implications of poverty on individuals and on their communities, the PSB must enable people to grasp opportunities to have fulfilling lives, and

support infrastructural transformation. The skills and expertise across the PSB provides a perfect opportunity to redefine service delivery for Carmarthenshire in light of the most current and relevant understanding around rural well-being.

The people of our communities will need to be involved in contributing and co-designing the appropriate models for Carmarthenshire.

**SHORT TERM:**  
**Education and Employment**

Understand the employment needs, expectations and trends for Carmarthenshire in order to better align the educational curriculum, other support and training to enable individuals to develop skills for life. This will include PSB partners developing opportunities for work experience, apprenticeships, fast tracked training etc.

**MEDIUM TERM:**  
**Infrastructure**

The PSB will work with communities to innovate and look for new models and approaches to improve Carmarthenshire's transport and digital infrastructure i.e. Broadband and mobile phone connectivity. The PSB will seek to provide a fully integrated sustainable transport system that meets the needs of its people and communities.

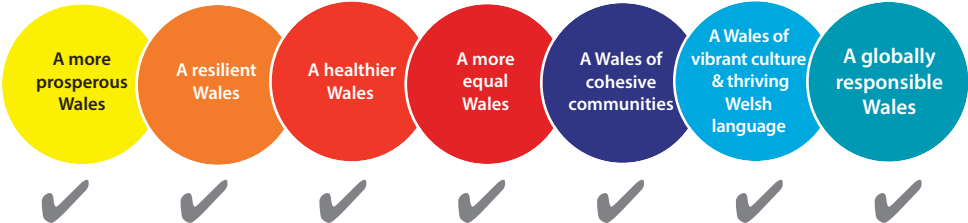
**LONG TERM:**  
**What progress will Look Like**

The people of Carmarthenshire will be economically prosperous and thriving wherever they live in the county.

What do you think the long term actions will need to be to meet this objective (7-20 years)

**SHORT TERM:**  
**Procurement Procedures**

The PSB will seek opportunities to restructure public sector procurement protocols and requirements to support and enhance potential local enterprise.



In order to make progress against these actions we believe that there is a need for the PSB to establish the following support arrangements/mechanisms:

- **Communication Platform**

In order to improve internal and external public sector communication, to reduce duplication of effort, and confusion for residents, a co-ordinated communication mechanism will be established to share information giving a consistent message across PSB partner networks.

- **Research & Evidence Hub**

To ensure learning and sharing of best practice, evidence and understanding at a local, national and international level, a Research & Evidence Hub will be established. This will monitor and evaluate practice relating to the actions in the plan, constantly referring to academic and practice based understanding to ensure continued best practice. Its relationship with the governance structure delivering the plan will be iterative; furthermore it will be transparent to ensure public scrutiny.

## 11. Delivery and Monitoring

- **Delivery Plan**

During the period September 2017-January 2018 further work will be undertaken to develop a detailed delivery plan for the actions and specifically how the action relates to the Well-being of Future Generations Act in terms of the goals it addresses, and the five ways of working. The delivery plan will be focused on collective action PSB partners need to take achieve the goals.

- **Governance**

We will make sure that we have the correct structures and processes in place to make our Plan a success. The Carmarthenshire PSB thematic group structure will be re-visited in order to ensure the most efficient and effective way for the PSB to make progress against its objectives. The final governance and operating model for delivering the Plan will be agreed prior to final publication of the Plan.

- **Monitoring our performance**

The delivery of this Plan will be monitored by the PSB and its supporting groups. Detailed monitoring arrangements will be agreed prior to final publication of the Plan. We will design indicators that are suitable to the Plan and relevant to our local area using as a starting point the Welsh Government's set of National Indicators. Together these will help us evaluate and refine our Plan and ways of working. As part of its on-going work the PSB will ensure that any lessons learnt from poor and good practice locally, national and internationally are considered in all that it does.

- **Communication**

As part of its commitment to openness and transparency the PSB will take every opportunity to improve internal and external public sector communication in order to reduce duplication between organisations and confusion for residents.

- **Scrutiny**

Carmarthenshire County Council's Policy and Resources Scrutiny Committee will be responsible for the formal scrutiny of the delivery of the Well-being Plan.

- **Future Generations Commissioner**

As part of the on-going development and delivery of the Well-being Plan we will continually engage with and seek feedback from the Future Generations Commissioner.

- **Annual Report**

As part of our monitoring arrangements we will produce an Annual Report detailing the actions undertaken by the PSB to deliver on each of the Well-being Objectives.

## 12. Further Information

This version of the Carmarthenshire Well-being Plan is a first draft for consultation and provides an opportunity for you to let us know if you think the objectives and actions we are proposing for the PSB will make a difference to the well-being of the people of Carmarthenshire.

The consultation on this draft will conclude on 3 January 2018 and the feedback received will be used to further develop the plan and to prepare a detailed delivery plan outlining how we intend to make progress against our actions, fully taking into account the five ways of working of the Well-being of Future Generations (Wales) Act and identifying indicators that we can measure our progress against.

The final Carmarthenshire Well-being Plan will be published by May 2018.

If you would like any further information please visit [www.thecarmarthenshirewewant.wales](http://www.thecarmarthenshirewewant.wales) website or contact the PSB Support Team on [info@thecarmarthenshirewewant.wales](mailto:info@thecarmarthenshirewewant.wales)

## Appendix 1 - PSB statutory members' individual public body well-being objectives

	Mid and West Wales Fire & Rescue Services	Carmarthenshire County Council	Natural Resources Wales	Hywel Dda University Health Board
1	To deliver a holistic home safety intervention to those most at risk within the communities of mid and west Wales	Help to give every child the best start in life and improve their early life experiences	Champion the Welsh environment and the sustainable management of natural resources	Improve population health through prevention and early intervention
2	To reduce the incidence of arson across mid and west Wales.	Help children live healthy lifestyles	Ensure land and water in Wales is managed sustainably and in an integrated way	Support people to live active, happy and healthy lives
3	To deliver our part of the Welsh Government Road Safety Framework	Continue to improve learner attainment for all	Improve resilience and quality of ecosystems	Improve efficiency and quality of services through collaboration with people, communities and partners
4	The Well-being of Future Generations (Wales) Act 2015 and our role in Public Service Boards.	Reduce the number of young adults that are Not in Education, Employment or Training	Protect people and communities from environmental hazards like flooding and pollution	Ensure a sustainable, skilled and flexible workforce to meet the changing needs of the modern NHS
5	To contribute to and implement the new Emergency Services Network (ESN).	Tackle poverty by doing all we can to prevent it, helping people into work and improving the lives of those living in poverty	Help people live healthier and more fulfilled lives	
6	Further develop the findings of the Service's Risk Review and Strategic Assessment.	Creating more jobs and growth throughout the county	Promote successful and responsible business, using natural resources without damaging them	
7	Review and develop our response to flooding incidents.	Increase the availability of rented and affordable homes	Develop NRW into an excellent organisation, delivering first class customer service	
8	To support economic sustainability within our business community	Help people live healthy lives (tackling risky behaviour and obesity)		
9	To invest in our people.	Supporting good connections with friends, family and safer communities		
10	To make best use of our assets and resources.	Support the growing numbers of older people to maintain dignity and independence in their later years		
11	Digitisation - To use technology to innovate, collaborate and empower.	A Council-wide approach to supporting Ageing Well in the County		
12	To improve the way we resolve operational incidents through innovation and the use of technology.	Looking after the environment now and for the future		
13		Improving the highway and transport infrastructure and connectivity		
14		Promote Welsh Language and Culture		



# Ceredigion Local Well-being Plan

Consultation Draft  
September 2017

# Contents

## Page Number    Contents

3	Foreword
4	Ceredigion 2017
5	The Well-being of Future Generations (Wales) Act 2015
6	Ceredigion Public Services Board
7	Our Values
9	How this Plan has been developed
11	Guiding Principles and Well-being Aims
12	Setting out the Well-being Plan
13	Community Resilience
19	Individual Resilience
25	Delivery and Monitoring Progress
26	Research and Asset Mapping
27	Consultation and further information
	Appendix A – Linkages between Local Well-being Aims and the Well-being Objectives of PSB statutory organisations
	Appendix B – Contribution of Local Well-Being Plan Aims to the National Indicators



# Foreword

On behalf of the Ceredigion Public Services Board (PSB) it gives me pleasure to present the first Ceredigion Local Well-being Plan.

It is very important that we plan for the future, not just for the next five years, and therefore we must balance immediate needs with the needs of future generations to ensure we build strong and resilient individuals and communities.

Our Local Well-being Plan is based around two Guiding Principles and six Well-being Aims. These have been identified following a comprehensive Assessment of Local Well-being and a series of workshops with PSB and PSB Executive Groups members, with frontline staff and through public drop-in sessions. We are confident that they will assist us with the task of improving the economic, social, environmental and cultural well-being of Ceredigion whilst contributing to the seven National Well-being Goals.

This Plan does not represent a 'business as usual' approach, but is a step change in how we can work together as public sector organisations in Ceredigion to add value to what we already do. We are concentrating on true collaboration and those actions that won't get done if we don't come together as a Board. As a Board, we recognise the need to change and are committed to do so.

It is important to emphasise that this Plan should not be viewed in isolation and does not attempt to cover all of the services and activities of public sector organisations across the County. Public sector organisations will continue to provide a huge array of services and other activities which will achieve their individual organisational Well-being Objectives as well as contributing to the seven National Well-being Goals.

Councillor Ellen ap Gwynn, Chair of Ceredigion Public Services Board

# Ceredigion 2017

Population of  
74,600 people

Nearly half the  
population  
speak Welsh

~ 630 babies  
born every year

## Did you know?

23.2% of 4-5 year old  
children are  
overweight or obese

More than half  
live rurally,  
outside the  
towns

60km of coastal  
path

High proportion of  
the population are  
over 65  
(23% and increasing)  
and young people  
of University age  
(17%)

Average Household  
Income in 2016:  
£30,300

42% of the employed  
population is employed by  
a PSB partner organisation

14 Special Areas of Conservation  
100 Sites of Special Scientific Interest  
7 National Nature Reserves

13% live in  
material  
deprivation

# The Well-being of Future Generations (Wales) Act 2015

The Well-being of Future of Future Generations (Wales) Act 2015 gives a legally-binding common purpose of seven **Well-being Goals** and five **Ways of Working** designed to support and deliver a public service that meets the needs of the present without compromising the ability of future generations to meet their own needs.

## Long term



The importance of balancing short-term needs with the need to safeguard the ability to also meet long-term needs.

## Prevention



How acting to prevent problems occurring or getting worse may help public bodies meet their objectives.

## Integration



Considering how the public body's well-being objectives may impact upon each of the well-being goals, on their other objectives, or on the objectives of other public bodies.

## Collaboration



Acting in collaboration with any other person (or different parts of the body itself) that could help the body to meet its well-being objectives.

## Involvement



The importance of involving people with an interest in achieving the well-being goals, and ensuring that those people reflect the diversity of the area which the body serves.

Goal	Description of the goal
<b>A prosperous Wales</b>	An innovative, productive and low carbon society which recognises the limits of the global environment and therefore uses resources efficiently and proportionately (including acting on climate change); and which develops a skilled and well-educated population in an economy which generates wealth and provides employment opportunities, allowing people to take advantage of the wealth generated through securing decent work.
<b>A resilient Wales</b>	A nation which maintains and enhances a biodiverse natural environment with healthy functioning ecosystems that support social, economic and ecological resilience and the capacity to adapt to change (for example climate change).
<b>A healthier Wales</b>	A society in which people's physical and mental well-being is maximised and in which choices and behaviours that benefit future health are understood.
<b>A more equal Wales</b>	A society that enables people to fulfil their potential no matter what their background or circumstances (including their socio economic background and circumstances).
<b>A Wales of cohesive communities</b>	Attractive, viable, safe and well-connected communities.
<b>A Wales of vibrant culture and thriving Welsh language</b>	A society that promotes and protects culture, heritage and the Welsh language, and which encourages people to participate in the arts, and sports and recreation.
<b>A globally responsible Wales</b>	A nation which, when doing anything to improve the economic, social, environmental and cultural well-being of Wales, takes account of whether doing such a thing may make a positive contribution to global well-being.



# Ceredigion Public Services Board

The Well-being of Future Generations Act puts a well-being duty on specified public bodies across Ceredigion to act jointly and establish a statutory **Public Services Board** (PSB). The Ceredigion PSB was established in April 2016 and must improve the **social, economic**, environmental and cultural Well-being of Ceredigion by contributing to the achievement of the National Well-being Goals. Members of the Ceredigion PSB are senior representatives from the following organisations (with hyperlinks to the Well-being Objectives of the four statutory partners):

- [Ceredigion County Council](#)
- [Natural Resources Wales](#)
- [Hywel Dda University Health Board](#)
- [Mid and West Wales Fire & Rescue Service](#)
- Ceredigion Association of Voluntary Organisations
- Coleg Ceredigion
- Chairs of the 5 PSB Executive Groups
- Dyfed Powys Police & Crime Commissioner
- University of Wales Trinity Saint David
- National Library of Wales
- Welsh Government
- Wales Community Rehabilitation Company
- Probation Service
- One Voice Wales
- Arts Council of Wales
- Dyfed Powys Police
- Department for Work and Pensions
- Aberystwyth University
- Public Health Wales

# Our Values

## Welsh Language

We are committed to treating the Welsh and English languages on an equal basis when providing services to the public. We also recognize the need to work hard to promote and encourage the use of Welsh in every aspect of community and economic activity.

## Tackling Inequalities

Inequalities take many different forms: discrimination based on characteristics of individuals such as their ethnicity, age or having a disability; the unequal effects of conditions such as poverty. Ceredigion embraces diversity and all PSB organisations are fully committed to progressing equality through all that we do. We will assess the impact on equality of the work that flows from this Plan and, through sound and widespread engagement with all relevant stakeholders, will advance equality of opportunity and foster good relations.

## Involvement

The PSB is fully committed to involving its stakeholders and understands that an ongoing conversation is essential when setting priorities and delivering services. A PSB Engagement Group has been established to lead this work and this group was responsible for the coordination of numerous engagement and consultation exercises that have played an integral part in informing this Plan. In moving forward, we will continue with this work by ensuring that there are opportunities for citizens to express their views, especially for those who may otherwise find it difficult to do so, as part of our decision making. We will also manage engagement activities to improve consistency and quality, from the early planning stages through to making best use, and taking account of, the results, and providing feedback to citizens.

# Our Values

## Sustainability

This Plan has been designed with Sustainable Development as its key organising principle. The PSB will ensure that decisions are taken that will improve the long-term economic, social, environmental and cultural well-being of people and communities, achieving a better quality of life for our own and future generations.

## Leading by Example

The PSB will support Ceredigion through the collective assets, resources and skills of partner organisations. Furthermore, the PSB recognise its unique position for positive influence and support that comes from 42% of the employees in the county working in PSB partner organisations.

# How this Plan has been developed

One of the first tasks of the Ceredigion PSB was to prepare an [Assessment of Local Well-being](#). Work on the assessment was undertaken during 2016 and the beginning of 2017. This combined an extensive programme of public engagement and a comprehensive review of data and research relevant to the situation in Ceredigion.

The factors considered in the assessment, were explored in a range of workshops with PSB Executive Groups members and PSB members. Two clear strands emerged that form the Guiding Principles for the Plan.

- **Community Resilience:** These are issues understood through the lens of specific places; this is below the level of a universal county or wider geography, although issues and responses may have to take into account wider influences.
- **Individual Resilience:** Universal issues/responses that primarily affect individuals (or households) and are less conditioned and determined by specific places. There are also linkages to community resilience (e.g. effects of individual/household well-being on a neighbourhood, and the effects of the community on individual resilience). Although there may be a community dimension, this is more focussed on individuals in the 'Ceredigion community' rather than a specific town/village/bro area.

At the workshops, 6 Well-being Aims were also identified to sit beneath the Guiding Principles, and together these underpin the Local Well-being Plan presented here. They will guide our work for the next 5 years and beyond.

The actions contained in this Well-being Plan were developed through three '#Ideas Exchange' events made up of public service frontline staff workshops and public drop-in sessions, and supporting information obtained through a Joint Alliance Workshop (Third Sector Alliance, Carers Alliance and Older People's Forum). Members of staff and the general public participated in these events which concentrated on developing possible actions that were both achievable and relevant to the extra scope provided by combining the efforts of the individual PSB member organisations. These actions have also been explored and refined through conversations with specific interest groups and forums, and the Future Generations Commissioner for Wales.

## How this Plan has been developed

In developing our Plan we have also taken into account the individual Well-being Objectives of the PSB statutory organisations across the County (hyperlinks to these Well-being Objectives are available on page 5).

Many of the well-being issues identified in our Assessment and Plan are common to a number of PSB areas. We will work in collaboration with organisations across Wales to share our understanding and experience of issues, and design our responses.

This Ceredigion Plan will develop in a regional context that includes both the South West Wales region, defined by the area of the Hywel Dda University Health Board (Carmarthen, Ceredigion and Pembrokeshire), as well as a Mid-Wales area recognised in the Growing Mid-Wales Economic Partnership (Powys and Ceredigion) and the Mid-Wales Health and Care Collaborative (Powys, Ceredigion and Gwynedd). Together these configurations cover a range of circumstances that Ceredigion has in common with neighbouring areas, and issues where a regional co-ordination may provide the most effective response.



# Our Guiding Principles:

## Community Resilience



**Enable communities to become prosperous, sustainable and connected by supporting the transformation of economic prospects**

Improve physical and digital infrastructure to support economic development, including suitable and affordable homes



**Create conditions for communities to support individuals from all backgrounds to live fulfilling, independent lives**

Develop and sustain social networks, and cultural and linguistic opportunities in order to enhance well-being and maintain independence



**Create environmentally responsible and safe communities that can adapt and respond to the effects of climate change**

Support communities to enhance their relationship with the natural environment and prepare for extreme weather events

## Individual Resilience



**Enable every child to have the best start in life**

Support parental preparedness through early intervention, overcome inequalities and promote holistic learning



**Enable people to create and grasp opportunities and meet challenges throughout their lives**

Improve vocational and life skills, build confidence and enable people to respond positively to change



**Enable people to live active, happy and healthy lives**

Support physical and mental health and improve well-being through promoting healthy behaviours

# Setting out the Well-being Plan

The Assessment of Local Well-being, the workshops, the Ideas Exchange events and conversations with relevant groups all inform the aims and actions in this Plan. The actions in this Plan are organised, under each Well-being Aim, as **Short Term** (1-3 years), **Medium Term** (3-7 years) and **Long Term** (7-20 years).

Following the Guiding Principles of Community Resilience and Individual Resilience, the short-, medium- and long-term actions are laid out as steps to be achieved under each aim. The expectation, in the first instance, is that the PSB will concentrate its collective efforts on a few specific priorities in order to add value to the services already being delivered. The Ceredigion PSB wants to enable individuals and communities to build the resilience required to respond to the changing world in which we live, for the improvement of economic, social, environmental and culture well-being of both present and future generations.

## Plan Layout

Each aim is described over two pages. On the first we set out how we used the five Ways of Working to form each aim. Beneath this are the short-, medium- and long-term actions agreed to deliver each aim. On the second page, we go into more detail on how to deliver the short term action and what progress will look like in the long term. We also indicate how the aims interlink, demonstrating integration across the plan, as well as how these aims align with the Well-being Objectives of PSB statutory members and Welsh Government (for a full tabulation of these linkages, see the table in appendix A).

A colour-coded ring on a page indicates the Welsh Government National Well-being Goals that that particular aim addresses (please see page 5 for the colour key and description of the Goals). For example, the aim with the hands icon, supporting community resilience, actively addresses the goals of A Prosperous Wales, A Resilient Wales, A Healthier Wales, A Wales of Cohesive Communities and A Wales of Vibrant Culture and thriving Welsh Language.



# Community Resilience



**Enable communities to become prosperous, sustainable and connected by supporting the transformation of economic prospects**

Improve physical and digital infrastructure to support economic development, including suitable and affordable homes

Ceredigion is very rural and very far away from large economic centres, and like many rural counties we are heavily dependent on public sector jobs (42% of employees). Limited and poorly paid employment opportunities coupled with relatively expensive housing mean people, especially young people, leave to seek work elsewhere. These factors present a **risk to the long term prosperity** of the county. In order **to prevent this getting worse** we will invest in our foundational economy and improve our infrastructure. The PSB is uniquely placed to be able to lead on this agenda, **collaboratively**. **Involving local people** has helped to shape the actions under this aim.

## Short Term

**Promote innovation, entrepreneurship and career progression through the establishment of PSB secondment, training and work opportunities. We will also develop a framework to assist individuals and communities to overcome barriers to enterprise and initiatives.**

Why we have chosen this action

Simplifying enterprise start-ups and enabling access to the wide range of skills, knowledge and experience across PSB organisations will promote the prosperity of our communities.

## Medium Term

**Utilise PSB organisations' underused land and buildings, alongside procurement procedures, to deliver greater community benefit.**

Why we have chosen this action

The PSB will use its unique position in terms of assets and buying power to boost the economic potential of communities and enable them to act for themselves.

## Long Term

**Ensure that infrastructure (transport, housing, digital and work places) aligns with asset-based community development in Ceredigion.**

Why we have chosen this action

Whilst the PSB may not be able to influence these directly, it may be able to build on the short- and medium-term actions to explore other models and approaches, such as the consolidation of community resources into a community hub.

## How we will deliver the short term action

- A Task Group of officers and others from across the PSB and beyond will be established, with relevant specialised knowledge in areas concerning legislation, protocols and organisational systems. Membership will be fluid and responsive to the tasks at hand.
- Create and implement a protocol for career progression across PSB organisations.
- The barriers that can prevent the establishment of community projects, and stop people from participating in community activities, will be identified.
- Individuals, communities and organisations will be assisted to more easily overcome these barriers
- An information portal will be established for the dissemination of resources and key information developed by the Task Group.

## What progress will look like in the long term

The PSB's promotion of career development, innovation and support in the creation of new enterprises will increase opportunities for employment in new areas of the public, private and third sectors. This will enable people to stay, grow, aspire and achieve in Ceredigion.

## Integration of the National Well-being Goals



### Links across the aims in this Plan:



### Links across Well-being Objectives of Statutory Partners:



# Community Resilience



**Create conditions for communities to support individuals from all backgrounds to live fulfilling, independent lives**

Develop and sustain social networks, and cultural and linguistic opportunities in order to enhance well-being and maintain independence

The rural nature of Ceredigion, its low population and sparsity of settlements, along with changing behaviour such as commuting patterns, migration and the digital world, are altering the traditional nature of communities. Whilst the effects may be both positive and negative, we need to be adaptive and responsive to this **long-term change**. In order to **prevent the negative impacts** we need to better understand our communities and their changing dynamics. PSB organisations reach far into communities (both spatial and interest groups); this provides the means for more **effective collaboration**. **Involving local communities** in co-design and co-production will develop and sustain inclusive social networks, cultural connections and independence.

## Short Term

**Work with communities to have a better understanding of their physical and social assets and their changing dynamics. Achieved by bringing together key stakeholders who represent the diversity of our communities e.g. cultural and linguistic, and the services that support them.**

Why we have chosen this action

We need to understand our communities; services are currently delivered in ways that may or may not respond to their needs. In order to increase Community Resilience, we need to ensure that the assets of the community and our services are aligned.

## Medium Term

**Develop innovative and responsive 'hubs' (physical, virtual and social) as a focus and connection point for communities.**

Why we have chosen this action

Communities have changed and continue to do so. The key for the PSB is to enable people to be connected to each other and to be responsive to change.

## Long Term

**Move towards a model of co-design and production of services, that prioritises active participation.**

Why we have chosen this action

Feeling part of a community brings personal and social fulfilment. To enhance well-being and to celebrate cohesive communities the PSB will promote getting involved and being part of the solution.

## How we will deliver the short term action

- Individuals who represent the diversity of our communities will be invited to join the PSB task group established for this action.
- Conversations will take place with communities in order to understand their lived experience and what matters to them.
- The capacity and readiness of communities to support and embrace change will be identified and promoted.

## What progress will look like in the long term

Communities will recognise their assets and needs and how they can support themselves and each other, and co-produce more integrated and responsive services.

## Integration of the National Well-being Goals



### Links across the aims in this Plan:



### Links across Well-being Objectives of Statutory Partners:





# Community Resilience



## Create environmentally responsible and safe communities that can adapt and respond to the effects of climate change

Support communities to enhance their relationship with the natural environment and prepare for extreme weather events

Climate change is an acknowledged threat to our **long term future**, likewise the impact of modern life on our natural assets. We do not fully understand what may happen at the local level but can confidently predict rising sea levels, an increase in extreme weather events such as localised flash flooding and environmental decline. **Preventative actions** must be taken now to minimise adverse impacts and prepare communities to respond appropriately. The PSB is in an ideal position to bring together the key players and influence a **collaborative approach** in tackling this effort. Building on examples of effective community-led and co-produced responses, the **involvement of communities** is vital.

### Short Term

**Create a Ceredigion Climate Change and Natural Resources Risk Assessment that will outline areas of risk, trigger levels and include responses, actions and opportunities for community awareness training.**

#### Why we have chosen this action

The local effects of Climate Change need to be properly understood by individuals, communities and organisations in order that they can respond appropriately. The PSB is committed to lead by example by embedding sustainability in all their corporate planning processes and operational practices

### Medium Term

**Promote community and business sustainability, nature connectedness and responsibility for actions, identified in the Climate Change and Natural Resources Risk Assessment, through education and pilot projects.**

#### Why we have chosen this action

The PSB must galvanise the community and businesses in order that they recognise their crucial role in environmental sustainability. The PSB will promote, support and celebrate community opportunities to protect our environment.

### Long Term

**Protect and enhance the natural assets of Ceredigion whilst optimising our economy, health and well-being.**

#### Why we have chosen this action

The PSB is committed to creating communities that are environmentally responsible, resilient, safe and responsive to climate change.



## How we will deliver the short term action

- A Task Group with relevant specialist knowledge will be established.
- An Environmental Risk Assessment for Ceredigion will be carried out; this will include a specific Assessment of the Risk of Flooding.
- Action will be taken in accordance with the Risk Assessment findings.
- Community Awareness Training will be developed in accordance with Risk Assessment findings.

## What progress will look like in the long term

We will have a comprehensive understanding of the implications of climate change and environmental decline at a local level. We will therefore be better prepared to respond appropriately on an individual, community, organisational and countywide level. This action will also see communities galvanised through engagement and education.

## Integration of the National Well-being Goals



### Links across the aims in this Plan:



### Links across Well-being Objectives of Statutory Partners:



# Individual Resilience



## Enable every child to have the best start in life

Support parental preparedness through early intervention, overcome inequalities and promote holistic learning

Many programmes supporting children and young people favour targeted interventions as opposed to universal services. The **long term issues** in Ceredigion are the lack of universal services to support children and an ongoing shortage of childcare. **To prevent continued inequality** we will address and improve aspects of pre and postnatal care, and support for the first 1000 days and beyond. The PSB sees an opportunity for **practical, hands on collaboration** in the delivery of early years services. **Hearing the voices of parents and children** will help shape the integration and location of services. The incidence of Adverse Childhood Experiences is not necessarily high in Ceredigion, but we recognise their far-reaching impact on lifetime outcomes. We believe this aim will address the interventions needed to prevent them.

### Short Term

**Undertake a scoping exercise to investigate the benefits of co-location and integration of front line services with an initial focus on the early years, working towards a county wide model of best practice.**

#### Why we have chosen this action

Services to support pregnancy, parental preparedness, birth and the first years of life can be fragmented. By integrating services at this key stage, the PSB will gain a better understanding of the root causes of Adverse Childhood Experiences but also explore new models of integration, pooling resources and service delivery at all stages of life.

### Medium Term

**Provide a Ceredigion model of childcare in the workplace, delivered through PSB partners in the first instance and then shared with employers across the county.**

#### Why we have chosen this action

The PSB recognises that access to quality, reliable and convenient childcare is an issue in Ceredigion. To build resilience and support for families and children in the early years, a new model is needed, the PSB will lead by example.

### Long Term

**Ensure universal services are well-resourced and used by all.**

#### Why we have chosen this action

Traditionally, targeted and early intervention practices have been directed primarily at particular protected or disadvantaged groups, but in working toward a More Equal Wales, we must ensure that everyone is able to access our services according to their need.

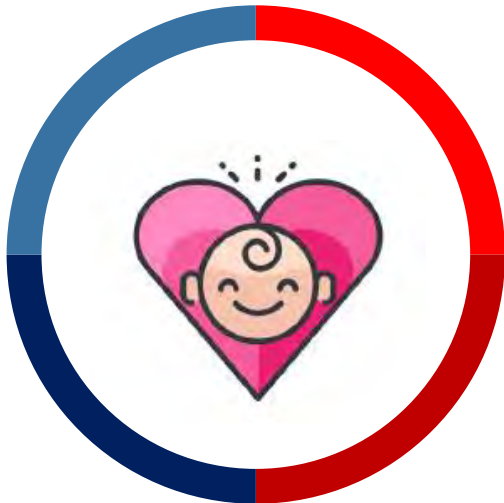
## How we will deliver the short term action

- Establish a knowledge base to explore the wider possibilities for co-location and understanding the root causes for Adverse Childhood Experiences.
- A model for co-location of services will be created that can be adapted to the circumstances of communities, this will be evaluated for further implementation.

## What progress will look like in the long term

In working towards a More Equal Ceredigion, parents will be able to access the universal and integrated peri-natal services offering the support and care they need. Furthermore, we will share the effective approach and best practice of 'fit-for-Ceredigion' integrated models with others across the county.

## Integration of the National Well-being Goals



### Links across the aims in this Plan:



### Links across Well-being Objectives of Statutory Partners:



Llywodraeth Cymru  
Welsh Government



CYNGOR SIR  
CEREDIGION  
COUNTY COUNCIL



GIG  
CYMRU  
NHS  
WALES

Bwrdd Iechyd Prifysgol  
Hywel Dda  
University Health Board

Bwrdd Gwasanaethau Cyhoeddus



Ceredigion

Public Services Board

# Individual Resilience



**Enable people to create and grasp opportunities and meet challenges throughout their lives**

Improve vocational and life skills, build confidence and enable people to respond positively to change

At many stages of life we face transitions, challenges and change, when acute circumstances require us to depend on our individual resilience, for example the teenage years, starting a family, navigating the world of work, retirement and loss. The speed of change in modern life demands that we constantly adapt and **the long term trend** is that this is likely to become more intense in future. The steps we take now will help **prevent a situation worsening** for some and soften the impact of change for many. As the largest employer, the public sector is ideally placed to **collaborate** on the improvement of individual resilience and life skills. Central to this aim will be the **involvement of many** in developing these programmes, to include the 'unusual suspects', to make them as impactful as possible.

## Short Term

**Develop a PSB approach and training programme to teach life skills and resilience to all members of staff in PSB organisations; to promote emotional literacy and healthy living.**

Why we have chosen this action

There is an unhealthy tendency to place responsibility for individual resilience on external services or agencies, but the PSB seeks to shift this emphasis through a programme of education.

We will quickly reach a large number of individuals by engaging the combined workforce of the PSB organisations to improve personal health and well-being.

## Medium Term

**Work with other organisations and communities, to roll-out the training programme across Ceredigion.**

Why we have chosen this action

Having developed expertise in this area, we feel it will be beneficial to all in Ceredigion.

## Long Term

**Continue to promote a cultural shift that empowers people to embrace change.**

Why we have chosen this action

Effecting a cultural shift sounds like a very large task but this is the sort of ambition which the PSB should embrace in longer-term planning and, indeed, it should already have begun to be realised in undertaking the actions outlined in the short- and medium-term.

## How we will deliver the short term action

- A training task group from across the PSB and beyond will be established, bringing together specialist knowledge in teaching, training and coaching particularly, and using innovative methods.
- Full PSB agreement for dissemination of core/mandatory training.
- Resilience Training will be given to all staff in PSB organisations.
- Resilience Training will be evaluated for effectiveness; and the programme will be adapted for wider roll-out across Ceredigion

## What progress will look like in the long term

A significant proportion of Ceredigion's adults will be more resilient to challenge and change. They will be more effective in work, more positive in their personal lives, and more supportive of their communities.

## Integration of the National Well-being Goals



### Links across the aims in this Plan:



### Links across Well-being Objectives of Statutory Partners:





# Individual Resilience



## Enable people to live active, happy and healthy lives

Support physical and mental health and improve well-being through promoting healthy behaviours

Although overall health in Ceredigion is not bad, an aging population will mean an increase in the number of people experiencing a range of chronic conditions and a resulting reduction in quality of life in **the long term**. Many age related conditions can be **prevented** or delayed by maintaining active, happy, healthy and culturally engaged lives. While adopting healthy behaviour is ultimately a personal responsibility, all PSB organisations have a role to play in **collaborating** to promote such behaviours. A cultural shift that places the emphasis on protecting our future health requires the **active involvement of people** in their own solution.

### Short Term

**Building on existing understanding and practice, promote preventative opportunities and the development of pilot Social and Natural Prescribing Projects.**

#### Why we have chosen this action

We all need to take responsibility for our own current and future health and the PSB can play a part in facilitating the cultural shift. By enabling access, opportunity and resources, and by making Social and Natural Solutions more accepted and accessible, the PSB can help people to be happy and healthy.

### Medium Term

**Roll-out the model across Ceredigion. Encourage self-prescribing and increase the scope for other key professionals to make referrals. Consolidate community initiatives that encourage healthy behaviours.**

#### Why we have chosen this action

We will further develop the prescriptive capacity of the Social and Natural Solutions for Health (prescribing and prevention) models.

### Long Term

**Promote a prevention agenda for individuals using the opportunities provided by community initiatives, such as community gardens and active lifestyles.**

#### Why we have chosen this action

Ultimately, responsibility for health lies with the individual. The PSB must support a cultural shift towards self-reliance and individual resilience.

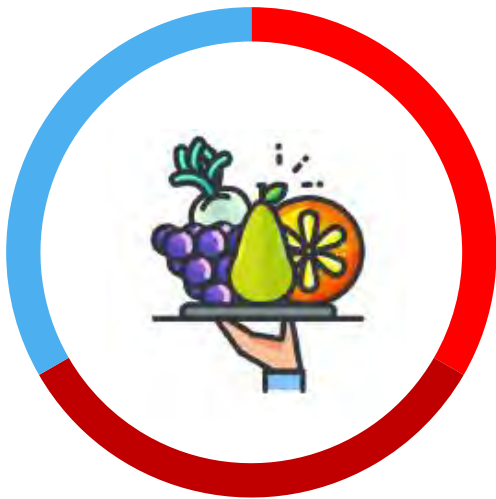
## How we will deliver the short term action

- A task group from across the PSB and beyond will be established, to include those already working in or supporting social and nature-based health.
- A framework for accessing social and nature-based health-enhancing and preventative activities will be developed.
- Social and natural prescribing projects will be piloted.

## What progress will look like in the long term

Sound links across the PSB and the Mid-Wales Health and Care Collaborative will support a county-wide, fully-functional practical model of social/green prescribing and preventative health with associated systems and protocols. People will be more active participants in their future health, seeking out opportunities for mental and physical health through cultural engagement and physical activity and other healthy behaviours which the PSB will support and facilitate.

## Integration of the National Well-being Goals



### Links across the aims in this Plan:



### Links across Well-being Objectives of Statutory Partners:





# Delivery and Monitoring Progress

## Governance

We will make sure that we have the correct structures and processes in place to make our Plan a success. In order to give the Plan the best chance of succeeding, we will review the partnership structure that supports the PSB in order to ensure fit-for-purpose delivery of each of the Well-being Aims. We will also ensure that these arrangements allow PSB organisations to work well together. The final governance and operating model for delivering the Plan will be agreed prior to final publication.

## Monitoring our performance

The delivery of this Plan will be monitored by the PSB and we will review and adapt the Performance Monitoring Framework that was established for delivery of the Single Integrated Plan. We will design indicators that are suitable to the Plan and relevant to our local area using as a starting point the Welsh Government's set of National Indicators. Together these will help us evaluate and refine our Plan and ways of working. A tabulation of the National Indicators that are most relevant to this Plan and how the actions would influence them over the medium to long-term is shown in Appendix B.

## Scrutiny

The Ceredigion County Council Co-ordinating Overview and Scrutiny Committee is responsible for taking an overview of the overall effectiveness of the Ceredigion PSB by both reviewing or scrutinising the decisions made or action taken by the Board, and by reviewing or scrutinising the Board's governance arrangements. Each of the PSB sub-groups will continue to report annually on progress to the Council's thematic scrutiny committees.

## Annual Report

As part of our monitoring arrangements we will produce an Annual Report detailing the actions undertaken by the PSB to deliver on each of the Well-being Aims.

# Research and Asset Mapping

An understanding of our communities, whether defined around particular geographical areas or around communities of interest across the county, is essential to an effective Well-being Plan. Our research will focus on how communities work, how people see the relationship between themselves and the places where they live, work and visit, and will investigate how the natural, cultural, economic and social assets of our county can contribute to our well-being.

Asset mapping is used as a broad term to cover the collection and analysis of this information. It is a process, rather than an end result; the process of discovery itself will open up new areas for communities to communicate, innovate and act. We take a broad view of how to describe our communities and their assets, including information on:

- Landscape and infrastructure such as roads, settlements, buildings and facilities
- Environmental assets including soils, water resources, habitats, renewable energy potential
- Social and organisational assets with a specific location (e.g. an office or territory)
- Social and organisational networks, which can be viewed as a different type of map

We will develop research and asset mapping in parallel with the development of the Local Well-being Plan. As a starting point, there is a wide range of existing official and commercial statistical data on the social and economic characteristics of local areas (e.g. Census data), and data on the natural and historic environment which is mapped against actual geographic locations. We will also survey the location of services and facilities, such as shops, playgrounds and public service organisations, as well as gathering information that only the communities themselves can provide on tangible and intangible local assets. Through talking to people directly, we will also collect information on behaviours, such as where they shop, and their perception of their communities, their important places and the major connections in their lives.

The information that we collect will be available on a website accessible to citizens and community groups as well as PSB organisations and will incorporate a Ceredigion PSB Geographic Information System as well as other means of data visualisation and analysis.

## Consultation and further information

Before we approve this Ceredigion Local Well-being Plan, we want to hear your views on the Well-being Aims and Actions that are proposed within it. Your views as the citizens of Ceredigion have been integral to developing the Plan to date and as part of our ongoing conversation with you we want to hear from you again.

Further information regarding the consultation and how to take part can be found on the Ceredigion PSB website:

[www.ceredigion.gov.uk/psb](http://www.ceredigion.gov.uk/psb)

You can respond to the consultation on-line or alternatively you can download the response form and return to us via e-mail or post using the address given at the end of the form.

**The deadline for responses is noon on 3 January 2018.**











































If you would like a copy of this Plan in another accessible format, or if you would like any further information, please contact us by:

E-mail: [pressoffice@ceredigion.gov.uk](mailto:pressoffice@ceredigion.gov.uk)

Phone: 01545 572003

Post: Press Office, Ceredigion County Council, Penmorfa, Aberaeron, SA46 0PA

**Appendix A - Linkages between Local Well-being Plan Aims and the Well-being Objectives of the PSB statutory organisations and Welsh Government**

Public Body Name	Objective													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Welsh Government	Create conditions to give every child the best start in life. 	Improve education outcomes for all and reduce the gap in outcomes for different groups. 	Help people live healthy and independent lives, and support a healthy workforce. 	Improve prosperity for all across Wales, helping people into employment and sustaining jobs. 	Create the conditions for people to learn and use the Welsh language with their families, in their communities and in the workplace. 	Support the transition to a low carbon and climate resilient society. 	Connect communities through sustainable and resilient infrastructure. 	Support safe, cohesive and resilient communities. 	Improve access to secure, safe, efficient and affordable homes. 	Foster conditions for sustainable economic development and employment, whilst stimulating innovation and growth for a modern low carbon economy. 	Promote and enhance the culture and heritage of Wales. 	Manage, use and enhance Wales' natural resources to support long-term wellbeing. 	Facilitate high quality, responsive and better integrated public services, to those that need them most, enabling citizens to be an equal partner. 	Position Wales as an internationally focused, ambitious country engaged and connected to the wider world. 
Ceredigion County Council	Create opportunities to improve the local economy and job prospects through sustainable communities 	Improve families' and children's long term outcomes in terms of their wellbeing, health and their ability to reach their educational potential 	Promoting individual and community resilience for adults 	People in Ceredigion live in safe, affordable homes and communities 	Maximise the benefits of our culture and environment to develop a sustainable future. 									
Hywel Dda University Health Board	Improve population health through prevention and early intervention 	Support people to live active, happy and healthy lives 	Improve efficiency and quality of services through collaboration with people, communities and partners 	Ensure a sustainable, skilled and flexible workforce to meet the changing needs of the modern NHS 										
Mid & West Wales Fire and Rescue Authorities	To deliver a holistic home safety intervention to those most at risk within the communities of mid and west Wales 	To reduce the incidence of arson across mid and west Wales. 	To deliver our part of the Welsh Government Road Safety Framework 	The Well-being of Future Generations (Wales) Act 2015 and our role in Public Service Boards. 	To contribute to and implement the new Emergency Services Network (ESN). 	Further develop the findings of the Service's Risk Review and Strategic Assessment. 	Review and develop our response to flooding incidents. 	To support economic sustainability within our business community 	To invest in our people. 	To make best use of our assets and resources. 	Digitisation - To use technology to innovate, collaborate and empower. 	To improve the way we resolve operational incidents through innovation and the use of technology. 		
Natural Resources Body for Wales (Natural Resources Wales)	Champion the Welsh environment and the sustainable management of natural resources 	Ensure land and water in Wales is managed sustainably and in an integrated way 	Improve resilience and quality of ecosystems 	Protect people and communities from environmental hazards like flooding and pollution 	Help people live healthier and more fulfilled lives 	Promote successful and responsible business, using natural resources without damaging them 	Develop NRW into an excellent organisation, delivering first class customer service 							

## Appendix B

### Contribution of Local Well-Being Plan Aims to National Indicators

The Welsh Government has published a series of 46 National Indicators which it will use to measure Wales' progress towards the Well-being Goals. Not all these indicators are suitable for measuring progress at PSB level, but below we give some examples of those which, with some local adaptation, are most relevant to the Ceredigion Local Well-being Plan, and how the Plan actions would influence them over the medium- to long-term.

#### Contribution of Local Well-Being Plan Aims to National Indicators

National Indicator	Local Plan Aim	How the Local Plan actions make a difference
3. Percentage of adults who have fewer than two healthy lifestyle behaviours (not smoking, healthy weight, eat five fruit or vegetables a day, not drinking above guidelines and meet the physical activity guidelines).	Active, happy and healthy lives  Enable people to create and grasp opportunities and meet challenges  Communities to support individuals	Support healthy behaviour through social and green prescribing Improvement of individuals' life skills can reduce unhealthy behaviour Participation in community-based initiatives will improve adult health and healthy behaviour (e.g. healthy eating food projects, local environmental improvement or other physical activity and sports programmes)
5. Percentage of children who have fewer than two healthy lifestyle behaviours (not smoking, eat fruit/vegetables daily, never/rarely drink and meet the physical activity)	Every child to have the best start in life  Active, happy and healthy lives  Enable people to create and grasp opportunities and meet challenges	Early support for parents and young children can improve lifelong health Support for young people's mental health can reduce unhealthy behaviour Community-based initiatives to improve health of young people (e.g. healthy eating food)

guidelines).	Communities to support individuals	projects, local physical activity and sports programmes)
12. Capacity (in MW) of renewable energy equipment installed.	Prosperous communities  Environmentally responsible and safe communities	Potential for local renewable energy projects (hydro, solar and wind) to be built on a platform of community enterprise and initiatives which would increase local renewable energy capacity
22. Percentage of people in education, employment or training, measured for different age groups.	Enable people to create and grasp opportunities and meet challenges  Prosperous communities	Supporting people through life skills training and confidence building will prepare people to take up education, employment and training opportunities. Community initiatives and enterprise will increase local employment and education opportunity. Over the longer-term we would expect to see an increase in the proportion of local in education, employment or training.
23. Percentage who feel able to influence decisions affecting their local area.	Prosperous communities  Communities to support individuals	Community-based initiatives and enterprise will give people direct influence over services in their local area
24. Percentage of people satisfied with their ability to get to/ access the facilities and services they need.	Prosperous communities  Communities to support individuals	Community-based initiatives and enterprise will give people greater influence over how services are provided and accessed in their local area
26. Percentage of people satisfied with local area as a place to live.	Prosperous communities  Communities to	Community-based initiatives and enterprise will give people direct influence over local

	support individuals	services and environmental quality and increase satisfaction with local areas
27. Percentage of people agreeing that they belong to the area; that people from different backgrounds get on well together; and that people treat each other with respect.	Prosperous communities  Communities to support individuals	Community-based initiatives and enterprise will encourage greater community cohesion
28. Percentage of people who volunteer.	Prosperous communities  Communities to support individuals	Community-based initiatives and enterprise will provide more opportunities for volunteering as part of normalising participation in community activity
29. Mean mental well-being score for people.	Enable people to create and grasp opportunities and meet challenges  Communities to support individuals	Supporting people through life skills training and confidence building will improve mental well-being over the long-term Community involvement and support will reduce problems of isolation and encourage individual empowerment
30. Percentage of people who are lonely.	Create and grasp opportunities  Communities support individuals	Supporting people through life skills training and confidence building will reduce factors behind feelings of loneliness Community initiatives to support and involve local people will reduce isolation and loneliness
35. Percentage of people attending or participating in arts, culture or heritage	Prosperous communities	Community-based initiatives and enterprise can create local arts, culture and heritage events



activities at least three times a year.		and facilities and encourage participation
36. Percentage of people who speak Welsh daily and can speak more than just a few words of Welsh.	Prosperous communities	Strengthening of community-based initiatives and enterprise will support use of Welsh language in local communities
38. Percentage of people participating in sporting activities three or more times a week.	Prosperous communities  Active, happy and healthy lives	Community-based initiatives and enterprise can create local sports events and facilities and encourage wider participation Support for healthy behaviours will encourage sport participation
40. Percentage of designated historic environment assets that are in stable or improved conditions.	Environmentally responsible and safe communities	Community-based environmental initiatives can improve local heritage and environmental assets which can be measured in addition to improvement to nationally designated assets
43. Areas of healthy ecosystems in Wales.	Environmentally responsible and safe communities	Community-based environmental initiatives can improve local ecosystems which can be measured in addition to improvement to larger scale ecosystems

## **Appendix A**

Action	Ceredigion	Carmarthenshire	Pembrokeshire
Climate Change and Natural Resources Risk Assessment	✓	✓	✓
Nature Connectedness	✓	✓	✓
Social & Green Prescribing & Prevention	✓	✓	✓
Understand Communities/Asset Mapping	✓	✓	✓
Develop Community Based Projects	✓	✓	✓
Use PSB Buildings & Land	✓		✓
Develop Community Hubs	✓		✓
Promote Volunteering	✓		✓
Improve Transport & Infrastructure	✓	✓	✓
Information Sharing		✓	✓
Procurement Procedures	✓	✓	
PSB Secondments/ training/ work opportunities	✓		✓

Align Education & Employment		✓	✓
Innovative service delivery eg co-location	✓		✓
Skills Training for work/life	✓	✓	
Incentivising Young People to Stay/Return			✓
Remove barriers to enterprise	✓		
Improve Workplace Childcare	✓		
Coordinated Campaigns		✓	
Single Point of Contact		✓	



**Item 4e**

<b>DATE OF MEETING</b>	21 <sup>st</sup> November 2017
<b>REPORT TITLE</b>	<b>Well-being Plan – Pembrokeshire Co-production Network</b>
<b>PURPOSE</b>	To provide an update on the Pembrokeshire Co-production Network following the presentation to PSB on 3 <sup>rd</sup> April 2017, and for PSB members to provide a steer in terms of the future role of the Network in citizen engagement and involvement.
<b>RECOMMENDATION(S)</b>	That the PSB consider the issues raised provide a steer to the Pembrokeshire Engagement Network Advisory Group on next steps.
<b>AUTHOR</b>	Sue Leonard, Chief Officer, PAVS

## Pembrokeshire Co-production Network

The Well-being of Future Generations (Wales) Act 2015 provides a legislative framework for citizen engagement and involvement in service co-production. This is also echoed in the Social Services & Well-being (Wales) Act 2014. Feedback received from the Future Generations Commissioner on the Well-being Assessment indicates the need for the PSB to think about developing area-based approaches to engagement and co-production that recognise the differences in assets, aspirations, needs and solutions.

The PSB has demonstrated a commitment to citizen engagement through its work on producing the Well-being Assessment and Well-being Plan. It is agreed that the PSB wants to involve as many people as possible, not just because it is the law, but because:

- People have good ideas and can help
- Active citizens make for resourceful and connected communities
- Changing the citizen contract through conversation provides a foundation for change
- Co-produced services stand the best chance of success
- Commissioning decisions are shaped and improved
- Participatory, citizen-centred research and policy define the best ways to meet outcomes

The draft Well-being Plan for Pembrokeshire includes a strong commitment to continuous engagement with citizens:

“A wide range of stakeholders and residents have played an important role in the development of this draft Plan and, on behalf of the PSB, I would like to thank all those who took the time to contribute to this process. We are keen that this is only the beginning of an ongoing conversation between the PSB and the people and communities we serve ....”

*Foreword to the Well-being Plan – page 3*

**“Listening:** all people, communities and organisations will have their voices heard. **Action:** The PSB will develop a mechanism to have continuous engagement. This will be co-produced with community councils and other stakeholders”

*Guiding Principles – page 13*

In addition, the PSB Vice Chair and Partnership and Scrutiny Support Manager attended a recent meeting of the Council’s Partnerships Overview & Scrutiny Committee. Much of the conversation there centred on the need for the PSB to engage better with individuals and with communities. This is certain to be a key focus of scrutiny going forward.

In the presentation to the PSB in April, it was acknowledged that Pembrokeshire had significant assets in relation to citizen engagement including elected members, town & community councils, community associations/forums, over 1000 active voluntary groups and many more volunteers, Community Connectors, PLANED (an experienced LEADER group) and PSB members themselves as employers, enablers and practitioners. The challenge is how to mobilise those assets to deliver the objectives of “ongoing conversations” and “continuous engagement” set out in the draft Well-being Plan.

The presentation also set out two additional assets available to the PSB, namely the Pembrokeshire Communication & Engagement Framework and the **Pembrokeshire Co-production Network** (formerly known as the Pembrokeshire Engagement Network).

In terms of the Framework, it is recognised that this needs continuous updating to reflect the contributions of all PSB members. It does, however, provide a good starting point for identifying opportunities to hold conversations with people in places where they usually meet and talk about

things that matter to them, rather than expecting people to come to special meetings in strange venues and talk about things that are important to us.

The Pembrokeshire Co-production Network brings together a number of engagement practitioners drawn both from PSB membership and from external bodies and individuals who are interested in engagement practice. In its current format, it is an informal “community of practice” focused primarily on sharing innovative engagement methods and seeking to improve the way in which involvement and engagement is carried out.

In April, the Pembrokeshire Co-production Network set out an offer, namely to:

- Provide workshops for elected members, town & community councillors, PSB members, etc. on participatory engagement and co-production
- Support the PSB to maintain an ongoing dialogue with citizens and develop the Well-being Plan
- Provide expertise and practical tools to support citizen involvement and co-production
- Contribute to the Communication & Engagement Framework so that it remains a live document
- Work with partners to draw in resources to support the engagement process

In addition to the offer, there was also an “ask” that included:

- Support to run the Pembrokeshire Co-production Network primarily in terms of officer time to run the Network and the release of officer time from PSB members to participate in Network meetings and contribute to activities – **as part of the day job, not on top of the day job**
- Support for the Communication & Engagement Framework as a mechanism for aligning engagement strategies of PSB members – which might mean changing the way that individual organisations currently do “**their**” engagement so that it becomes “**our**” engagement
- Support for funding bids where these are necessary to draw in additional resources for engagement and co-production over and above resources that can be identified from the budgets of PSB members (*perhaps by releasing funding that is currently allocated to external consultants*)

It is fair to say that the Pembrokeshire Co-production Network has struggled recently in terms of its capacity to hold regular Network meetings and to support the work of the PSB. Although PSB members broadly welcomed and supported the ideas put forward at the April meeting, it is not clear what action has been taken to release staff or to identify resources for the Network.

The Pembrokeshire Co-production Network has recently established a smaller working/advisory group to consider the future direction of the Network. It has been suggested that the Network should have two distinct but complementary functions, namely:

- A group of engagement practitioners drawn from PSB members that “do” the engagement work on behalf of the PSB, in line with the Communication & Engagement Framework and the National Principles of Public Engagement
- A community of practice open to all engagement practitioners across all sectors and all organisations to share methodologies and drive up the standard of engagement and co-production practice (linked to Participation Cymru and the Co-production Network for Wales)







**Item 5**

<b>DATE OF MEETING</b>	21 <sup>st</sup> November 2017
<b>REPORT TITLE</b>	<b>Membership of the PSB: Town and Community Councils</b>
<b>PURPOSE</b>	To consider a proposal to extend the membership of the Pembrokeshire PSB to include representation from town & community councils.
<b>RECOMMENDATION(S)</b>	That the PSB discuss and agree whether to invite town and community councils to nominate a full member and alternate member to sit on the PSB and, if so, how the nomination should be determined.
<b>AUTHOR</b>	Sue Leonard, Chief Officer, PAVS

## Membership of the PSB: Town and Community Councils

This paper sets out a proposal to extend the membership of the Pembrokeshire PSB to include representation from town & community councils.

### Background

The Well-being of Future Generations (Wales) Act 2015 specifically references the role of town and community councils in delivering the Well-being Goals for Wales in its guidance note **SPSF 4 – Collective Role (Community Councils)** – see following extract:

The Act places a duty on certain community and town councils to take all reasonable steps towards meeting the local objectives included in the local well-being plan that has effect in their areas. A community or town council is subject to that duty only if its gross income or expenditure was at least £200,000 for each of the three financial years preceding the year in which the local well-being plan is published.

If a community or town council is subject to the duty, it must publish a report annually detailing its progress in meeting the objectives contained in the local well-being plan. Community or town councils which do not meet the criteria for being subject to the duty in section 40(1) of the Act but which still wish to contribute towards meeting the local objectives in the local well-being plan are welcome to do so on a voluntary basis.

Any councils proposing to contribute towards meeting local objectives, whether under the duty or voluntarily, will need to consider whether the action they propose to take is within their powers.

According to this guidance, it is anticipated that St David's City Council and Haverfordwest Town Council will be "captured" by the Act although other town and community councils may fall into this category in future, depending on their annual income/expenditure figures. For all other town and community councils in Pembrokeshire, involvement in delivering the objectives of the Well-being Plan is entirely voluntary.

It is acknowledged that town and community councils have an important role to play in terms of citizen engagement, community leadership and the co-production of local services. They are representative democratic bodies working at community level, with direct links to the communities they serve, and can exercise a range of powers, including the power to raise funds through the local precept.

There are 77 town and community councils in Pembrokeshire – and one City Council. Collectively, these represent a significant potential asset in terms of delivering the vision and objectives of the Pembrokeshire Well-being Plan. However, whilst some town and community councils demonstrate excellent practice in terms of community engagement and leadership, the majority do not recognise this as being their role. In many cases, town and community councils do not have an effective working relationship with their elected member and/or local community association. Something definitely needs to change if town and community councils are to realise their potential role in relation to well-being and the work of the PSB.

The Partnership and Scrutiny Support Manager has presented at meetings of St David's City Council and Haverfordwest Town Council – the two local councils which to the best of our knowledge will be captured by the Act. In both cases, there was a negative reaction from

town councillors, who did not understand why they should have to take on the additional duties imposed by the legislation. This demonstrates the disconnect that exists between town and community councils and the requirements of the Act – and this presents a challenge for the PSB.

There is a strong feeling amongst town and community councils that they have a right to be represented on the Public Services Board. This view was articulated by One Voice Wales members at a recent meeting of the Joint Liaison Committee, and was reiterated by Narberth Town Council members at the PLANED Community Forum meeting on 2<sup>nd</sup> November.

## **Proposal**

Town and community councils are listed in the Act as “other partners” and, whilst there is no requirement to invite them to join the PSB, it is clear that some action needs to be taken to bring them fully on board.

It is therefore proposed that the PSB should extend an invitation to town and community councils to nominate a full member and an alternate member to sit on the PSB.

The exact process by which the full and alternate members are nominated is somewhat problematic as there is no single umbrella body which represents them all. Options might include:

- Inviting the two local councils captured by the Act to nominate a member and alternate
- Inviting One Voice Wales to nominate representatives
- Seeking nominations and holding an election
- Allowing town and community councils to determine the process of selection

Whichever option is chosen, it will be important to ensure that the nominated representative commits to the five ways of working set out in the Act and is prepared to work collaboratively with PSB partners to achieve improvements in well-being across Pembrokeshire.

**Sue Leonard**  
**PSB Vice Chair and PAVS Chief Officer**





**Item 7**

<b>DATE OF MEETING</b>	21 <sup>st</sup> November 2017
<b>REPORT TITLE</b>	<b>Communities First review update</b>
<b>PURPOSE</b>	<p>At its meetings in July and September, PSB received reports on the work being undertaken to phase out the Communities First programme and the use of the Legacy Fund.</p> <p>The review team is now in a position to set out some indicative proposals on the deployment of the Legacy Fund from April 2018 and the PSB is asked to give their views on the proposals.</p>
<b>RECOMMENDATION(S)</b>	To note progress and comment on proposals
<b>AUTHOR</b>	James White, Head of Performance and Community, Pembrokeshire County Council

## **Communities First review update**

### **1. Background**

On 14/2/17, the Cabinet Secretary for Communities and Children announced the phasing out of the Communities First (CF) Programme over 2017/18. Every CF cluster has a Local Delivery Body (LDB) - in most areas this is the LA, but in the case of Pembrokeshire, Blaenau Gwent and Denbighshire the LDB is the Co-op group.

For 2017/18, LDBs have received funding of 70% of the 16/17 allocation. From April 2018 onwards, WG have announced that there will be a Legacy Fund, aimed at providing continuing funding for the most effective elements of CF. This fund will be £6m nationally, and will run for 4 years. The indicative allocation for Pembrokeshire is £111k. The decision making body on the use of the Legacy Fund will be LAs, acting in consultation with PSB partners.

We are awaiting from WG full guidance on the Legacy Fund, but in the interim we have received a statement of the principles for the Fund, which is attached.

### **2. Work to date**

When first reported in July, the PSB were updated on a review process being undertaken by a multi-agency team drawn from PCC (Regeneration and Children and Schools), the Co-op group, the local Public Health Wales team, and the Welsh Council for Voluntary Action (WCVA). The review process had 3 elements:

- Desktop review of relevant strategic documents and data – eg Wellbeing assessment, current CF delivery plan and activity data, consultation findings etc.
- Interviews with key stakeholders, particularly for commissioned projects
- ‘Call for evidence’ to a wide range of interested parties, particularly in the local areas covered by the programme (Pembroke Dock and Garth Haverfordwest).

This piece of work has now been completed.

Additionally, community engagement events were held in October in the Garth area and in Pembroke Dock, to capture views on what elements of the CF programme had been particularly effective and on what the priorities should be going forward. An updated version of the review report which summarises this feedback, and the write-ups from these exercises, are attached at appendix A and B.

There has also been a helpful meeting with Public Health in Hywel Dda Health Board, which has begun some work to ensure that Health interests in the legacy of CF can be understood and maximised.

### **3. Proposals**

We are now in a position to set out some indicative proposals on the deployment of the Legacy Fund from April 2018. The table below sets out the proposed support that will be provided to various projects (known as the “commissioned projects”) working in the CF areas, and compares it with the funding they have received this financial year.

Some overall points to note:

- All the projects currently receiving CF support will continue to receive significant funding from the Legacy Fund going forwards.
- Allocations are influenced to some degree by the individual circumstances of projects, efficacy, and their ability to draw on other sources of funding, eg Pupil Development Grant, ERDF, Big Lottery etc.
- The Health and Wellbeing theme was the least well developed of the CF themes at the time of the review, and feedback from the consultative work undertaken in the summer and autumn was that this is an area of work that needs to be addressed going forward.
- The review work with the commissioned projects also identified that although the overall standard of work of the projects was high, community involvement in the development and direction of the projects was quite low.
- We therefore propose to establish a small central fund that Legacy Fund projects can bid into to undertake additional work. The two themes of this central fund will be **Health and Wellbeing** and **Community Engagement/Empowerment**.
- PCC will retain a small sum (approx 5% of the total fund) to cover the costs of administering the scheme and undertaking the reporting requirements to the Welsh Government that will likely accompany the fund. There is currently no resource within the Council allocated to this, as PCC has not historically been the Lead Delivery Body for the programme in Pembrokeshire.
- Should the WG reporting requirement be relatively light, PCC will seek to absorb the administration overhead, and will put the management 'fee' into the central fund referenced above.

### **Proposed funding allocation**

<b>Project</b>	<b>17/18 CF allocation (£'000's)</b>	<b>18/19 Legacy Fund allocation (£'000's)</b>
Financial Capability	28	17
Springboard	37.6	30
Greenlinks	35.6	20
Dockleaf	19.7	12
Launch	9.4	12
PCC mgt	n/a	6
Health/Empowerment fund	n/a	14
<b>Total</b>	<b>130.3</b>	<b>111</b>

These allocations are very much indicative, and could change as a result of further discussions. On the other hand it was felt to be important that projects be given a reasonable indication of the funding they will receive before the end of the third quarter, to enable planning for the next financial year.

#### **4. Next Steps**

The work with public health referenced in section 2 of this report will continue over the next 2 months, and PCC's Cabinet will receive a report early in the New Year with final proposals. This will hopefully be informed by the awaited WG guidance on the Legacy Fund.

The Board's feedback on the proposals in this report would be warmly received. If the Board wanted a discussion on the proposals at its February 2018 meeting, it is likely that this would be able to happen in time to influence the final outcome, although at that point timescales would be tight.

James White  
Head of Performance and Community, PCC





# **Pembrokeshire Communities First Legacy Consultation**

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**November 2017**

**Dr Liz Bickerton**

**WCVA Communities First Support Service**

## Contents

1. Background to the Communities First consultation .....	2
1.1 Arrangements for ending of Communities First .....	2
1.2 The Pembrokeshire consultation .....	2
2. Pembrokeshire Communities First.....	3
3. Themes emerging from the Pembrokeshire consultation .....	4
3.1 How Communities First was delivered .....	4
3.2 What Communities First delivered.....	5
3.3 How Communities First helped others to deliver .....	5
4. Impact.....	5
5. Concerns .....	6
6. Conclusions .....	7

## Tables

**Table 1: % age range Pembrokeshire Communities First**

**Table 2: Engagement. Participants and Sessions (2016/2017)**

## **1. Background to the Communities First consultation**

### **1.1 *Arrangements for ending of Communities First***

In February 2017, Carl Sargeant, Cabinet Secretary of Communities and Children confirmed that the Welsh Government were going to phase out the Communities First Programme.

There will be no new programme. Welsh Government is looking for a new approach focussed on employment, early years and empowerment with support expected to come through a new Employability Grant, other Welsh Government programmes, ( such as a re-focussed Community Facilities Programme) and close co-operation with the Communities for Work Programme.

Welsh Government has indicated that a Legacy Fund allocation of approximately £111k will be available for Pembrokeshire per annum from 2018 / 2019 for a four-year period.

The Co-op is the lead delivery body for Pembrokeshire Communities First. New arrangements for support in the former Communities First areas will be channelled in the main through local authorities.

### **1.2 *The Pembrokeshire consultation***

The Pembrokeshire consultation took place from June – October 2017. An interim report was produced in September 2017. This report updates the interim report using data from further questionnaires/ semi-structured interviews and the results of two focus groups held on October 11<sup>th</sup> 2017.

The consultation has been undertaken by officers from Pembrokeshire County Council, the Hywel Dda Public Health Service and Pembrokeshire Communities First Cluster, supported by the Wales Council for Voluntary Service, (WCVA) Communities First Support Service.

The following methodology has been used to put together this report:

- i. A desk top analysis of data including monitoring data from the cluster.
- ii. Semi-structured interviews with representatives of key stakeholders and staff working on projects. Twenty questionnaires were completed, mainly from face to face interviews.
- iii. Two consultation events on October 11<sup>th</sup>, 2017. One took place in The Hive, Garth, the other in the Pater Hall, Pembroke Dock.
- iv. Feedback from Communities First delivery staff. A short session was held with staff on September 7<sup>th</sup>.
- v. Online publication of semi structured interview questionnaire. This approach resulted in few replies.

## 2. Pembrokeshire Communities First<sup>1</sup>

The Pembrokeshire Communities First cluster is made up of parts of:

- Haverfordwest: Garth.
- Pembroke Dock: Central, Llanion and Pennar.
- Pembroke: Monkton and St Mary North.

The total population of the cluster (2011) is approximately 9,900.

**Table 1: % age range Pembrokeshire Communities First**

Age (years)	% Pembrokeshire CF Area	% Pembrokeshire	% All CF Areas	%Wales <sup>2</sup>
0-15	24	18	21	18
16-64	61	60	64	63
65+	15	22	15	18

*Source 2011 census*

The striking feature to note from this data is the relatively high proportion of people under the age of 16 years in the Pembrokeshire Communities First Cluster compared to the rest of Pembrokeshire and Wales.

Table 2 below demonstrates the number of participant engagements and sessions funded by Pembrokeshire Communities First in 2016/2017.

**Table 2: Engagement. Participants and Sessions (2016/2017) <sup>3</sup>**

CF Theme	Participant Engagements	Sessions
Prosperous Communities	675*	602
Learning Communities	1,894	973
Healthier Communities	1,785	419
TOTAL	4,354	1,994

The figures above reflect some multiple activity but 3,940 individual participants were engaged in Cluster Activity, thus equating to approximately 40% of the population of the cluster in the one financial year.

\* The 675 figure against Prosperous Communities represents the total number of individuals seen not the number of times an individual was supported.

<sup>1</sup> Data in this section sourced from Communities First Baseline Data

<sup>2</sup> Slight discrepancy due to number rounding.

<sup>3</sup> Data from the Pembrokeshire Cluster Annual Monitoring Report 2016/2017.

### **3. Themes emerging from the Pembrokeshire consultation**

Set out below are some of the key themes to emerge from the consultation. They can be grouped under three main areas.

- i. How Communities First was delivered.
- ii. What it delivered.
- iii. How it helped others to deliver.

#### **3.1 *How Communities First was delivered***

The consultations demonstrated that the way Communities First has been delivered is important to its success.

##### ***Being local matters***

People at the consultation events spoke about ease of access to Communities First. Venues were locally based, staff based in communities. People at the Pembroke Dock consultation stressed that people are not able to travel. The costs are prohibitive for those on low incomes. Being local enabled people to engage and helped to build up trust through working relationships. This in turn was vital in order to build up confidence in the hardest to reach.

##### ***Flexibility***

The ability of Communities First to design projects tailored to the needs, dynamics and circumstances of the local community emerged from the questionnaire. The concern that under a new regime, people would fall through the net will be discussed below.

##### ***Approachability***

The non-threatening, friendly way Communities First engaged was important to people. Once engaged, the trust and relationships, already mentioned above, enabled people to achieve. One questionnaire respondent called this work, “pastoral” care.

People at the Garth consultation was particularly complimentary about project staff, calling the Communities First officer, “the glue” that kept community initiatives together.

##### ***A joined-up approach***

Being a joined-up approach was seen as a strength for a variety of stakeholders. For local people this could mean understanding of their situation in the round and creating solutions accordingly. The importance of progression between various programmes for individuals was important e.g. Dockleaf prior to Springboard.

Progression was an important part of being joined-up. Community groups told of working with other Communities First initiatives e.g. Can Do/Encompass with Springboard and the benefits this brought.

For organisations, mechanisms such as the Learning Action Group were important for meeting others working in the area, sharing knowledge and resources. One respondent gave an example where, “links to other projects and services running programmes in the communities has helped with activities targeting specific families.”

### **3.2 What Communities First delivered**

#### ***Support for individuals and groups***

The presence of Communities First in communities has provided a catalyst for action, a source of information and support as community initiatives develop, “If Communities First wasn’t there we wouldn’t know where to start” said one questionnaire.

Community members spoke of help with funding, form filling, DBS checks, signposting and general support. New groups were helped to navigate insurance, health and safety and other operational issues that arose.

In the consultation events, people felt that community halls and other physical focal points were necessary to support community action. In this respect having the Hive and the YoYo centre were important.

#### ***Funding for activities***

Community groups were very concerned about the possible loss of a range of activity which they felt were beneficial to local people as well as a means of bringing the community together. Examples included the coffee mornings, fun days, Christmas and summer events in Garth. The Pembroke Dock consultation was concerned about the loss of Communities First support for the lantern parade. These events came through the questionnaires as well.

The ability of Communities First to fund venue hire, publicity, refreshments and childcare to support engagement was an important feature in both questionnaires and consultations.

### **3.3 How Communities First helped others to deliver**

Communities First funding has enabled organisations to deliver a range of services. The following services and initiatives were important to people in the consultation groups.

- Springboard
- Dockleaf
- Drop in at the Dock
- Walking Club (Pembrokeshire Coast National Park)
- Street Games

Enabling community groups to provide activity was also important. Pennar Robins for example provided pitch, toilet and kitchens for Street Games activities.

## **4. Impact**

The evidence presented below is from the testimony of people involved in the consultation and responses to questionnaires. As highlighted in the interim report, no examples of impact evaluation exercises have been forthcoming.

#### ***Overcoming isolation***

Community members voiced feelings of isolation. People said their communities had been, “forgotten” and described how the Communities First approach overcame this. An example



given in Garth is where Communities First provided, “social gatherings for people who mostly struggle to get out and interact with others”.

Respondents pointed to the need to overcome isolation at key times of the year thus offsetting negative impacts e.g. the summer activity programme that bridged school years and contributed to a reduction in learning lag.

### ***Community cohesion***

Participants felt that Communities First helped people to bond and supported important social contact. “It got people working together”.

The ability of Communities First projects to reach disengaged young people was a strong theme emerging from the questionnaires.

One event participant pointed out that the Communities First activities were the only ones aimed at **all** the community not just sections of it.

### ***Digital exclusion***

The ability to access work, training and services increasingly relies on access to digital platforms and the skills to be able to use the technology. Communities First was valued for pre-engagement including gentle introductions to overcome digital exclusion.

The session with staff members highlighted examples of individuals who were not physically able to use technology due to illness; individuals who did not have the skills to use technology and individuals who could not access centrally base technology due to lack of transport. Communities First has been able to deliver locally and design flexible means of overcoming barriers.

## **5. Concerns**

The main concerns arising from the consultation are outlined below.

### ***Falling through the net***

The consultation highlighted acute concern for people who may fall through the net. This comment was made sharply in relation to the valuable work of job clubs. Respondents to the questionnaire spoke about the time and proactive approach needed to reach the hardest to reach. Some highlighted the importance of recognising underlying mental health barriers, exacerbated by isolation.

People at the consultation events were also concerned that many people would lose out and not be reached.

As greater clarity emerges on the eligibility of the Employability Grant the issue of who falls between the net will come into sharper focus. There is a keen concern that many people in need will fail to meet eligibility criteria.

### ***Lack of local capacity – support for volunteers***

“We always came back to Communities First for help and advice” said one questionnaire respondent. The consultations also heard from volunteers who were worried about where they would get support once Communities First ended.

Some community groups rely on older volunteers and even when volunteers are willing, people need support to be able to fulfil their volunteering capability. Volunteer stress was raised at the consultation events.

Giving people confidence is a major factor, or as one respondent put it, “help and confidence that people **CAN** do things”.

### ***Supporting financial capabilities***

The financial capability services supported by Communities First has big demand, outstripping its targets for all age groups.

Rising utility prices, other household bills and benefit changes were all seen as threats to household finances. There were a range of concerns around supporting people’s ability to deal with these challenges.

The questionnaires/interviews and staff consultation voiced a strong need to continue with financial capability services.

### ***Deprived areas losing out***

Communities First has been targeted at specific localities and the argument is sometimes made that wider areas should also have the benefit of such services.

People working in the most deprived communities raised concerns that there was a lack of understanding about the effort needed to engage people, support their participation and drive forward positive outcomes. Support packages that cover much wider geographies are unlikely to have the resource to work intensely in any area.

The consultation session at Pembroke Dock also raised the question about whether resources would now be moved away from deprived areas.

## **6. Conclusions**

The interim report concluded with some reflections based mainly on the thoughts of partner organisations, community groups and Communities First staff. This final consultation report can now expand on these, enhanced by the feedback from residents of the cluster themselves.

The central truism remains that legacy funding post Communities First is limited and will not be able to support all effective projects going forward, with some hard choices having to be made.

The priorities emerging from across the consultations are:

- A locally based, flexible and supportive way of delivery, especially important for the hard to reach.

- Continued access to important services. Financial capability support, Springboard, Dockleaf and Drop in at the Dock were all highlighted.
- Continued support for local activities such as fun days, seasonal events and social gatherings. These are important to local people but volunteers will need support to replace funding.
- Joint working, especially across themes i.e. delivering health outcomes alongside employment and learning outcomes.
- Focus any legacy support on the most deprived areas of Pembrokeshire.

The Legacy Fund will play one part in this but support from other programmes, initiatives and organisations also have a role to play.

## Questionnaire Responses

i.	<b>Greg Dyer</b>	<b>Garth Steering Group</b>
ii.	<b>Jackie Dorrian</b>	<b>Purple Routes, CAVS</b>
iii.	<b>Shirley Wilczynski</b>	<b>Greenlinks CIC</b>
iv.	<b>Shelley Morris &amp; Kellie Bellmaine</b>	<b>Launch Learning (Monkton Priory CP School)</b>
v.	<b>Michele Thomas</b>	<b>Dockleaf (Pembroke Dock Community School)</b>
vi.	<b>Laura Phillips</b>	<b>Springboard</b>
vii.	<b>Margaret Hart</b>	<b>Monkton Old Priory Community Project</b>
viii.	<b>Jim Anderson</b>	<b>Pennar Robins AFC</b>
ix.	<b>Nick Lloyd</b>	<b>DWP</b>
x.	<b>Peter Dickenson</b>	<b>Fincap Training Solutions</b>
xi.	<b>Kevin Fisher</b>	<b>Helping Groups to Grow</b>
xii.	<b>Vanessa John</b>	<b>PAVS</b>
xiii.	<b>Adam Cumine</b>	<b>Greenlinks CIC</b>
xiv.	<b>Jackie Lee</b>	<b>BAPTARA (Bush and Park Tenants and Residents Association)</b>
xv.	<b>Gavin Wainwright</b>	<b>Drop in at the Dock</b>
xvi.	<b>Yvonne Earl</b>	<b>Can Do / Encompass</b>
xvii	<b>Julie Boswell</b>	<b>Local Resident</b>
xviii	<b>Maggie Hart and Charlie Crocker</b>	<b>Old Priory Inn Community Project</b>
xix	<b>Alison Jones</b>	<b>Pembroke 21C Community Association</b>
xx	<b>Sarah Evans</b>	<b>Personal</b>

**Communities First  
Pembrokeshire Consultation  
Garth, Haverfordwest  
October 11th 2011**

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**Venue:** The Hive  
**Time:** 1pm – 3pm  
**Number of participants:** 22 plus Communities First and Co-op officers.

**Organisations/ interests represented:**

Residents, members of the Garth Steering Group, Communities for Work, Haverfordwest Town Council, Pembrokeshire County Council, (PCC) Ward Councillor PCC, Pembrokeshire National Park, Life Point Church, Springboard.

**1. What was important to people?**

- Coffee mornings.
- Cinema Club.
- Garth Fun days
- Street Games.
- Childcare to support courses.
- Community lunches/ luncheon club.
- Personal/ individual development.
- Meeting other local people.
- Availability of training and courses e.g. CSCS.
- Springboard.
- Summer and Christmas events.

Talking about the coffee mornings and the Cinema Club, one person said, “we must try to ensure that the two events can continue as they are a great part of first contact for the local communities and the families”.

Having a person, (Communities First officer) to facilitate, organise and support was very important to many participants.

## **2. Local impact of Communities First**

***“You had a finger in many pies and without your fingers it would not have happened”.***

This quote from Garth sums up a lot of the sentiment in both the Garth and the Pembroke Dock consultations.

### ***Personal development***

- Access to Job Club (through Communities for Work).
- Learning new topics /crafts.

### ***Community cohesion***

Participants felt that Communities First helped people to bond and important social contact. “It got people working together”.

Communities First provided, “social gatherings for people who mostly struggle to get out and interact with others”.

### ***Activities for children and young people***

Residents were keen to continue with the Cinema Club. This and other activities aimed at children helped children and young people.

“Kids get out of the house and bond with each other.”

“Street Games organised activities during school holidays; children benefitted from delivery of a variety of sports”.

### ***Supporting local capacity***

The way in which Communities First supported community activity was important.

“Communities First has enabled the knowledge for people to form a constituted group”.

There was extensive praise for the member of staff working in Garth who was seen as, “an enabler to hold people’s hands and enable the community to put on community events. He is the glue in this area.” This term, “glue” was used by more than one person.

“There is no doubt that he has promoted the cohesion and co-ordination to make things happen and to develop the relationships of the volunteers.”

### ***Connection to communities***

The consultation event was attended by representatives from partner organisations. One such participant said, “they have provided a vital pathway to community groups, they have identified social and community need and undertaken the admin and co-ordination to encourage participation and put us in touch with the relevant local residents”.

## **3. Concerns**

“The Garth ward will sink back into abys it was in before this started” said one participant. More specific concerns are outlined below.

### ***Loss of a focal point***

“It will cease to be a community and revert to being a group of lonely people with no common focal point as the loss of Communities First will deprive us of the use of the Hive”.

This comment was linked to the ability to find the money to hire the building and other expenses associated with putting on an event.

One partner organisation feared that without a focus they would not have the resources to make links to local people.

### ***People who may fall through the net***

Concern was voiced for people who will be ineligible for other projects. "There are a significant number of these people" (partner organisation).

"Those who 'fall' between projects should be considered for Legacy funding" said one participant.

### ***Loss of activities and support for children and young people***

The potential loss of fun days was a concern for several participants, "where there were lots of things to do, crafts, bouncy castles, car boots".

"What's going to be on for the kids in the holidays? Some kids may wreck things!" asked one person.

### ***Lack of local capacity – support for volunteers***

The Garth has a recently constituted Steering Group. There was concern that the local group will collapse and the knowledge built up in the community will disappear if volunteers are not supported.

Being able to afford to book venues for activity was seen as a barrier.

The role of the Communities First officer in supporting volunteers, "bringing ideas and people to work together" was emphasised again.

### ***Access to funding and support***

The loss of funding was a major concern.

"It will leave this area with less access to positive funding and for ideas to enhance the community and the people who need it."

Residents feared the loss of coffee mornings because Communities First has paid for the room.

### ***Loss of community cohesion***

"Without Communities First very little would be organised to bring the community together", said one participant.

Another said, "it has provided a focus for people and groups for whom there is no other provision in Garth Ward, notably the elderly, (who would not expect to attend a meeting such as this), parents with young families etc.

One respondent pointed out that the Communities First activities were the only ones aimed at **all** the community not just sections of it.



#### **4. Hopes for the future**

The Garth Steering Group is now constituted and hopes it will be able to continue and help.

Some participants had general hopes for the future such as, “activities organised for the good of the Garth”. Other more specific hopes are outlined below.

##### ***Activities for children***

These included:

- Fun days.
- More activities for younger children – youth club from age 6 with parents attending too.
- Possible mother and toddler group?
- Monthly luncheon club.
- Joint parent/child sports sessions to overcome childcare challenge.
- Christmas events.
- Summer family events.

##### ***Other activities***

Ideas included:

- Youth project.
- Nursery. Legacy funding to support childcare – no current providers in area.
- More training.

##### ***Offers from organisations***

Haverfordwest Town Council would like to engage with the Legacy Fund to forward a project (e.g. lunch club) to engage with the elderly and young. This initiative would ensure all had a square meal and be an opportunity for swapping skills and nurturing companionship. Interest also in a similar initiative for people with a learning / physical disability.

LifePoint Church could launch a HOPE project offering doorstep clothing for children, food for the hungry, Christmas dinner and gifts for disadvantaged families. They see the potential for fora that bring together young and old and for employability advice. Seek to work with the Town Council and Garth Residents Association.

##### ***Funding***

Community members mentioned a few possible sources of funding including:

- Lottery.
- Town Council.
- Car boots, “to help people declutter and get a bit of cash for residents and % to the Hive/ Garth Steering Group”.

However, some could not see where funding both for the continuation of community activities or for new ideas would come from.

##### ***Access to equipment***

There was a discussion on one table about the whereabouts of the equipment previously used for movie nights. Community members wondered if they could bid for it to resurrect the movie

nights. It would seem from further discussion that licensing and lead organisation details need to be sorted if this is to be revived. This does not seem unsolvable.

## **5. Other comments**

Offers of help from individuals included:

- “I can put up posters and tell everyone about events and advertise on Facebook”.
- “Making hampers for the community”.

“Haverfordwest Town Council was not invited to take part. As town councillors for this ward we found out about the project by accident and then invited ourselves”.

“Keep the person and don’t keep the other agencies.”

“Being a volunteer for years I have felt staggered by the bureaucratic nonsense behind ‘closed doors’”.

**Communities First  
Pembrokeshire Consultation  
Pembroke Dock  
October 11th 2011**

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**Venue:** Pater Hall, Pembroke Dock  
**Time:** 6pm – 8pm  
**Number of participants:** 16 plus Communities First, Co-op and Pembrokeshire County Council, (PCC) officers.

**Organisations/ interests represented:**

Residents, PCC, Springboard, Walking Club, Town Team. Residents spoke of their involvement in a range of local organisations such as the WI, Age Cymru etc.

**1. What was important to people?**

There was strong support for:

- Healthy Eating Cookery Classes in the Pater Hall.
- Community lunches.
- Drop in at the Dock.
- Craft displays.
- Walking Club
- Street Games
- Dockleaf
- Springboard
- Activities at the Pater Hall (see section on Community Halls below).
- YoYo Centre.
- Working in the schools, teaching young parents how to their families how to feed their family without spending a fortune.

**2. Local impact of Communities First**

Participants voiced great support for the work undertaken by Communities First. “A huge difference and all this will be lost”, said one participant.

People have developed confidence by being involved in Communities First.

“A massive difference for me personally and I know several other mothers in the communities that it has benefitted, both building ability and socially. The convenience of it being in close vicinity.”

“Springboard has encouraged both myself and my children to try new things. It has built my confidence and my daughter so much through enjoying activities together.”

People spoke of the importance of meeting other people for talking, walking, crafts etc. making friendships and extending social networks.

“It has given so many people /families opportunities that they may not have had. This will be a big hole in this community. It will have an impact on the health and wellbeing of some as they haven’t got the means to travel”.

Allowing people to gain access to information and being able to find out about things was important as was having a mechanism like Communities First to “spread the word”.

Communities First has had an important function in supporting groups with rules and regulations, health and safety, insurance etc. Helping groups with paperwork was discussed including support to understand forms.

The approach and attitude of Communities First helped engagement by helping people in a friendly way and through face to face contact.

Practical support was also appreciated e.g. publishing newsletter, help to use printer.

### **3. Concerns**

The concerns of people attending the consultation event are summarised below. Underlying these concerns was the question, “what happens now? “

#### ***Loss of support for people***

People supported by Communities First were in the thoughts of participants. As one person put it, “people with low income and people who lack confidence and ability will feel they have nowhere to turn for help”.

“It will take a prop away from some very needy people” was how one person summed it up.

#### ***Loss of community events***

“Community events will cease. Engagement levels will dwindle. Less activity will lead to less sense of community which will impact upon people’s wellbeing.” This is how one participant summarises the feared impact.

People felt that local activities supported by Communities First may struggle e.g. the Lantern Parade. This traditional event enables people to share and remember. Families interact to make lanterns and parade.

The practicalities were of concern e.g. who will pay for premises/ venues?

The wellbeing impacts of the lack of community events was voiced. “Not having opportunities for meeting makes you ill” said one person.

#### ***Deprived areas will lose out***

Some people were concerned that any future resources would be spread too thin. They asked questions such as, will the focus still be on deprived areas? When Communities First goes will organisations shift their focus from Communities First and other deprived areas?

Some could already see evidence of deprived communities losing out. Springboard is working in schools but some funding is now unavailable so schools need to pay full cost.

### ***Reliance on volunteers***

Volunteers need supporting if they are to carry on with activities. Some worried about volunteer stress

### **4. Hopes for the future**

Anything that continues the good work was a general sentiment on the evening.

“I feel anything that will help gain access to learning and build people’s confidence and social skills is a benefit to our community”.

One table ranked the five most important services / activities. In addition to some of the priorities already outlined above, they saw a need for a single point of access for information/ support. This was described as a hub or one-stop shop. It would include a space for intergenerational activities, practical help e.g. form filling, and courses e.g. CSCS. It would include access to computers, scanners (with guidance) telephone and photocopier

### ***Funding***

Funding plans for the future included:

- Fundraising e.g. friends of Springboard.
- Seeking grants from elsewhere.
- Small charges for some activities e.g. community lunches at Pater Hall.

Sources being explored also included lottery, (including Awards for All) and Town Council funding.

### ***Ideas for local regeneration***

There was a recognition that the town centre economy is tough. Solutions include:

- More pop up shops – Communities First “Treasure” project good.
- Car parking charges.
- Shopping locally.
- Working together.
- Craft markets to develop skills/get people into work.
- Draft strategic plan for Pembroke Dock.

Health services were a priority with ideas including:

- Mental health services – current services overworked.
- Support for people in recovery – mental health/ substance abuse. Peer support.
- Need to be less reliant on secondary care services.
- Overcoming isolation. People are seeing G.P.s because they are lonely.
- Social prescribing.
- Seated exercise and health related activity.
- Stress management at the Pater Hall.
- Connecting with G. Ps better.
- Teenage stress relief sessions.

Community Halls were felt to be very important for communities. Using them for further community activity was discussed.

- “I can’t imagine the hall not being there”.
- Public services being delivered through community venues.
- Healthy eating at the Pater Hall.
- Yo-yo centre an important resource.
- Halls reaching out to local organisations.
- Pennar artists.

### ***Support for young people***

Comments relating to support for young people included the need for:

- Peer pressure, low ambition/ aspirations.
- Understanding young people.
- Appropriate skills development. “ My hands aren’t meant for a pen; they’re made for a screwdriver”. Pembrokeshire College courses are very good.
- Bridging courses – kids who need extra help. Emotional development. Minibus – transport.

Other comments for future activity related to:

- Tourism – get a pop up T.I.C to help the town – teach people history.
- Night Out scheme – very good in schools.
- Support for events- festivals etc.
- Computer skills vital going forward.

## **5. Other points**

### ***Local proximity is important***

The reluctance / difficulty involved in travelling. People cannot travel to locations or services elsewhere. Cost of travel is an issue, especially for low income families but travelling out also undermines family and community life.

“Having things **very** close to people is essential and people need to be actively recruited and reminded to engage”.

### ***The Communities First themes are connected***

Communities First got the right three strong themes said one table.

“The focus on Health, Prosperity and Learning has been well considered. All **are** interrelated.”

### ***Other comments***

“Pembroke Dock people are amazing”.

“Long journey to become work ready”.

“Will Awards for All give grants to keep things going?”

“Can we still use Communities First equipment? “(community lunches, Pater Hall).





**Item 7**

<b>DATE OF MEETING</b>	21 <sup>st</sup> November 2017
<b>REPORT TITLE</b>	<b>PCC Local Development Plan – Plan Review</b>
<b>PURPOSE</b>	To provide information on the commencement of the Pembrokeshire County Council Local Development Plan Review process and the proposed mechanisms for engagement with the Public Services Board and its representatives.
<b>RECOMMENDATION(S)</b>	That the Public Services Board note the proposals for engagement with the Board and its representatives as part of the Pembrokeshire County Council Local Development Plan Review process.
<b>AUTHOR</b>	Sara Morris, Development Plans and Conservation Manager, Pembrokeshire County Council



## **Pembrokeshire County Council Local Development Plan Review**

Pembrokeshire County Council has commenced a review of its Local Development Plan (LDP). The LDP provides proposals and policies for the development of land and is used as a basis for the determination of planning applications. As the existing Plan has been adopted for more than 4 years, the Authority is statutorily required to commence a formal Review process. A Review allows an Authority to make sure its Plan is up to date, and to make any changes identified as being necessary. A replacement Plan is anticipated for adoption in 2021 and will run until 2033.

The LDP identifies how much land should be available for different types of development and sets out a strategy for where that should be directed. The current LDP advocates a 60% urban, 40% rural split, with provision made for 5,700 homes, 173 ha of employment land and targets to deliver 980 affordable homes. Specific sites/areas of land are also identified for retail provision in town centres, community facilities proposals (including schools), open space provision, gypsy traveller sites, waste facilities and proposed transport routes.

As part of the full Review process, the Authority will assess all elements of the current Plan. Stakeholders will be engaged with at key stages and consulted on elements such as the overall level of growth proposed, the spatial distribution of that growth and at a later date individual sites and schemes proposed for certain uses, as well as detailed policies to assess proposals. The overall levels and distribution of housing growth in particular, have a significant impact on service delivery for a range of public services. For this reason, and because of the need to assist in ensuring that the Plan complies with the Well-being and Future Generations Act, the Public Services Board and its representatives will be asked to sit on a Key Stakeholder panel as part of this process.

Early indications from ongoing monitoring of the evidence base for the Plan area are that population projections demonstrate a significantly slower level of growth than for past Plans. After the proposed Plan period (2033) a declining population is predicted for Pembrokeshire. This is due to lower patterns of migration over the last five years, which the Welsh Government projections assume will continue into the future. Based on very initial projections, the LDP might only need to allocate up to 1800 homes for the period up to 2033, significantly lower development levels than in the past. Further modelling on population and household projections, discussion around assumptions and options will take place with a range of stakeholders next year, prior to the development of a Preferred Strategy for consultation.

Other areas where the Authority will assess updated evidence and will potentially need to re-examine its policies and allocations are set out in the Review Report, which is one of two documents currently out for public consultation. The Review Report draws on information from previous Annual Monitoring Reports, from stakeholders and any relevant evidence base papers. One particular area identified by the Review Report for further work is on provision of Gypsy Traveller accommodation. The 2016 Gypsy Traveller Accommodation Assessment indicates a need for 32 pitches and 2 travelling show person pitches by 2021 - currently planned provision is unlikely to meet this need. Other areas of concern include a likely shortfall in provision of sand and gravel reserves and the slow delivery of some strategic housing and employment sites.

As well as the Review Report, the Authority is required to produce a Delivery Agreement (which includes the Community Involvement Scheme) at the start of Plan Review. The Delivery Agreement sets out the timetable for Plan production and the ways in which the

Authority will engage and consult on the Plan (its Community Involvement Scheme). It also sets out the resources that the Authority will dedicate to Plan production.

Both the Delivery Agreement and Review Report note that the Authority will promote joint and regional working on a range of issues. For the Review of the LDP, production of a joint Plan is not deemed appropriate. There are a number of reasons for this – differences in Plan production timetable with Pembrokeshire Coast National Park Authority; uncertainty around proposals for Regional working arrangements; the length of additional time that it would be likely to take to re-work a strategy and evidence base for a Joint Plan, as well as differences in the issues facing Pembrokeshire, Ceredigion and Carmarthenshire. Regional collaboration on evidence base however offers potential for cost saving and closer alignment of evidence base for any future joint plan. Joint commissions have already taken place, for example on a Regional Retail Capacity Study (between Pembrokeshire County Council, Pembrokeshire Coast National Park Authority and Ceredigion) and a joint study on Green Infrastructure is currently taking place. Further joint working is planned on Regional Employment studies and in relation to minerals and waste.

Both the Delivery Agreement and Review Report must be submitted to Welsh Government once finalised. The Authority is currently undertaking a public consultation on draft versions of both of these documents. The period of consultation is just over 8 weeks and will run from 9<sup>th</sup> November 2017 until the 5<sup>th</sup> January 2018. The documents have been published under 'current consultations' on the LDP pages of the Council's web-site.

<https://www.pembrokeshire.gov.uk/local-development-plan>

In terms of the involvement of the organisations on the Pembrokeshire Public Service Board, the Community Involvement Scheme identifies that a Key Stakeholder seminar will take place at pre-Deposit stage when the Preferred Strategy is being developed, to discuss strategic options. A further meeting is identified during the development of the Deposit Plan to provide information on any proposed changes to the Preferred Strategy. A third and final meeting is identified post Deposit Plan consultation, to provide feedback on representations and discuss any proposed changes recommended as a result. Later stages including submission of the Plan, and feedback on the Inspector's report are likely to be reported back to Key Stakeholders through correspondence.

The Review of the Plan will be subject to Sustainability Appraisal and Habitats Regulations Assessment and this will take place iteratively throughout the plan making process.

As the Local Development Plan Review progresses, further reports and presentations at different stages will be brought to the Public Services Board, setting out progress with Plan Review and requesting input from the Board. All organisations which sit on the Board will be invited to send representatives to the Council's Key Stakeholder seminars.





**Item 8**

<b>DATE OF MEETING</b>	21 <sup>st</sup> November 2017
<b>REPORT TITLE</b>	<b>Pembrokeshire Cultural Heritage Strategy – stakeholder workshop</b>
<b>PURPOSE</b>	<p>To promote the Pembrokeshire Cultural Heritage Strategy stakeholder workshop scheduled for Monday 4<sup>th</sup> December, and to secure appropriate representation at the event from those PSB partners who have a contribution to make in relation to this work.</p> <p>The workshop will seek to explore if there are opportunities for different national and regional agencies to contribute to advancing a cultural heritage strategy across the county that can contribute towards delivering the Well-being Goals.</p>
<b>RECOMMENDATION(S)</b>	That PSB partners ensure representation from their organisation at the stakeholder workshop as appropriate.
<b>AUTHOR</b>	Nick Evans, Partnership and Scrutiny Support Manager



**PEMBROKESHIRE CULTURAL HERITAGE DELIVERY STRATEGY**  
**STAKEHOLDER WORKSHOP**

Pembrokeshire County Council has commissioned the Destination Consulting team of Colliers International to undertake a value and impact study for using the county's cultural heritage assets more effectively to achieve the goals of the Well-Being Act. They are working with the assistance of Michael Copeman, an expert in the historic environment. They have been asked to:

- outline a vision for what the county could be like if it used its tangible cultural heritage assets more optimally and how that could contribute to each of the well-being goals;
- recommend strategic principles and thematic approaches for going about that;
- produce a schedule of specific projects and /or initiatives that could help deliver the strategy;
- create a framework for evaluating and prioritising heritage-related projects outlining demand, viability, delivery, management, policy and funding aspects

Their research is expected to include identification of themes and specific cultural heritage sites that are special in a national and international context, together with specific opportunities in different parts of the county for making more of cultural heritage assets, and what could be done.

To support this work and ensure that the work supports the outcomes included in the draft Well-being Plan it is proposed to organise a Workshop for members of the Public Services Board and other partners.

The main aim of the Workshop will be to explore if there are opportunities for different national and regional agencies to contribute to advancing a cultural heritage strategy across the county that can contribute towards delivering the Well-being Goals.

Therefore we encourage all PSB partners to send a representative. The Workshop will take place on **Monday, 4<sup>th</sup> December from 9.30am – 12.00 noon in Committee Room 1, County Hall, Haverfordwest**. Colliers will make a presentation summarising key findings from their work including what they consider the most significant opportunities to be. They will then lead discussion with a view, where possible, to reaching consensus about what might be done and how it might be done.

I hope that your organisation will be represented at the Workshop. Could you please confirm attendance to Nick Evans, Partnership and Scrutiny Support Manager on 01437 775858 or [nicholas.evans@pembrokeshire.gov.uk](mailto:nicholas.evans@pembrokeshire.gov.uk).

Tegryn Jones  
*Chair – Pembrokeshire Public Services Board*