

Bwrdd Gwasanaethau Cyhoeddus



Ceredigion

Public Services Board

Ceredigion Local Well-being Plan 2018-2023

**Agreed by Ceredigion Public Services Board 16 April 2018
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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

Around 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

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

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

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
A prosperous Wales	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.
A resilient Wales	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).
A healthier Wales	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.
A more equal Wales	A society that enables people to fulfil their potential no matter what their background or circumstances (including their socio economic background and circumstances).
A Wales of cohesive communities	Attractive, viable, safe and well-connected communities.
A Wales of vibrant culture and thriving Welsh language	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.
A globally responsible Wales	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 economic, social, 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
- 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
- Dyfed Powys Police
- Department for Work and Pensions
- Aberystwyth University
- Public Health Wales
- Coleg Ceredigion

The Act also places a duty on certain Community and Town Councils to take all reasonable steps towards meeting the local objectives in the Local Well-being Plan that has effect in their areas. Aberystwyth Town Council is the only Community and Town Council within Ceredigion that comes under this specific duty, but of course, all Town and Community Councils across Ceredigion play a very important role in improving local well-being.

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

Inequality can take many different forms, resulting from discrimination based on individual characteristics like ethnicity, age or disability, or the effects of social circumstances 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. It also recognises the importance of having a clear message to encourage citizen participation and championing that everyone is part of the solution. 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 recognises 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, the Future Generations Commissioner for Wales and by means of a 3 month public consultation.

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 and the West Wales Care Partnership (Carmarthen, Ceredigion and Pembrokeshire), as well as a Mid-Wales area recognised in the Growing Mid-Wales Economic Partnership (Powys, Ceredigion and South Gwynedd) 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. Where there are synergies, ongoing conversations will ensure the most effective and efficient implementation of the Local Well-being Plan.

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 Local Well-being Plan

The Assessment of Local Well-being, the workshops, the Ideas Exchange events, the consultation and conversations with relevant groups and individuals 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). To demonstrate how the Aims and Actions maximise contribution to the seven National Well-being Goals, an explanatory table is included. The actions for each Aim will contribute to multiple goals and these have been expressed. Please note, whilst the goal of 'A Globally Responsible Wales' does not always appear in these tables, it is during the delivery of these actions that we will ensure that what we do has a positive impact on global well-being.

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 understand future trends, overcome barriers and grasp opportunities for 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 along with understanding future trends for the economy and opportunities for success will promote the prosperity of our communities.

Medium Term

Utilise PSB organisations' underused land and buildings, alongside procurement procedures, to deliver greater sustainable 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 Project 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 Project 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

Well-being Goal	Action's contribution to the Goal
Prosperous	Promoting enterprise and supporting career progression will improve the prosperity of individuals themselves and their communities, both now and for generations to come.
Resilient	The actions will support communities to be innovative and resilient in response to the very real impact of social, economic and climate change.
Equal	The promotion of individual and community enterprise as well as the stimulation of careers will enable individuals to achieve their full potential.
Cohesive	The actions will support working towards creating attractive, viable, safe and well-connected communities.
Culture	These actions may provide considerable opportunities for enterprises and initiatives that promote and protect Welsh language, culture and heritage.
Global	The framework to better utilise procurement procedures and buildings/land will be a challenge to organisations to do things differently, thus ensuring a positive contribution to global well-being.

Links to other 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, social and natural 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, responsive and intergenerational '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 and intergenerational activities.

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 Project 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

Well-being Goal	Action's contribution to the Goal
Prosperous	By encouraging communities to be part of and understand the opportunities and challenges that affect them, we are supporting potentially prosperous responses.
Resilient	All the actions support communities to be innovative and resilient in response to the very real impacts of social, economic and climate change.
Healthier	These actions are likely to significantly impact mental health and well-being including social isolation through people being involved in communities and community activities.
Equal	The actions will support our communities and all those who live in them, irrespective of individual circumstances.
Cohesive	These are the key actions required to create the conditions for attractive, viable, safe and well-connected communities.
Culture	All the actions will promote, protect and celebrate the vibrancy and diversity of our communities through understanding, participation and strong connections. There is also potential to strengthen the Welsh language through these actions.

Links to other 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

Through education and pilot projects, we will promote community and business sustainability, renewable energy, nature connectedness and taking responsibility for the actions identified in the Climate Change and Natural Resources Risk Assessment.

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 resilience of ecosystems, the environment and 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 Project Group with relevant specialist knowledge will be established.
- An Environmental Risk Assessment for Ceredigion will be carried out; this will take account of current and future trends and 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

Well-being Goal	Action's contribution to the Goal
Prosperous	The responses to the Risk Assessment have the potential to create extensive opportunities that will enhance the prosperity of the county as well as having environmental impact.
Resilient	All the actions will support communities to be biodiverse and healthy natural environments with innovative and resilient responses to the very real impacts of climate change.
Healthier	Through enhancing the relationship with nature of individuals, communities and organisations, we will be working towards improving mental and physical health and well-being now and in the future.
Cohesive	By bringing communities together and supporting positive responses, these actions will promote attractive, viable and safe communities.
Global	These actions represent the communities of Ceredigion making a genuine contribution towards global well-being in terms of the environment.

Links to other 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. We recognise the far-reaching impact of Adverse Childhood Experiences on lifetime outcomes, and need to know more about the number of people affected in Ceredigion. 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 for the workforce, 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

Whilst there may be a continued need for some targeted or early interventions for particular protected or disadvantaged groups, in working toward a More Equal Wales, we must ensure that everyone is able to access quality universal 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

Well-being Goal	Action's contribution to the Goal
Prosperous	Ensuring positive experiences for children and families is more likely to enable parents to be independently prosperous.
Resilient	Supporting individuals, communities and organisations to be part of a local solution for children and families will likely result in communities that are resilient, biodiverse and healthy environments.
Healthier	These actions are intended to tackle physical and mental health of children and families both now and in the future.
Equal	By ensuring communities and individuals themselves are central to the solutions for services and care, these actions will enable everyone to fulfil their potential.
Cohesive	These actions will support creating cohesive communities that have services that respond to the needs of the individuals within them; that are viable, safe and well-connected.
Culture	As the solutions will be co-produced with communities, they will take account of the vibrant culture, language and heritage of the individuals.

Links to other aims in this Plan:



Links across Well-being Objectives of Statutory Partners:



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 range of PSB approaches and opportunities to teach life skills and individual resilience to all members of staff in PSB organisations; to promote human interaction as well as emotional well-being & 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 Project 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

Well-being Goal	Action's contribution to the Goal
Prosperous	By investing in individual resilience, people will be more able to grasp opportunities for prosperity and respond positively to economic change, as well as potentially be more productive in their work.
Resilient	By investing in individual resilience, people will be more able to respond positively to social, economic and environmental change,
Healthier	The approaches within the individual resilience training are designed to promote mental health and well-being.
Cohesive	Promoting individual resilience will result in happier, more positive people more likely to participate in their communities.
Culture	Resilient, enlightened and mindful individuals are more likely to be creative and seek out new experiences.
Global	Resilient, enlightened and mindful individuals are more likely to attend more carefully to global responsibility.

Links to other 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, individual circumstances may limit opportunities. All PSB organisations have a role to play in **collaborating** to promoting healthy behaviours for everyone. 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 Project 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

Well-being Goal	Action's contribution to the Goal
Healthier	All the actions contribute to the physical and mental health and well-being of individuals both now and in the future.
Equal	These actions are for everyone, irrespective of individual circumstances. It is the responsibility of the PSB and the communities together to ensure that there are no barriers to accessing opportunities.
Cohesive	Happier, healthier individuals are more likely to contribute and participate to their communities. Likewise, communities will develop initiatives and projects to support individuals to be more active and involved, resulting in more attractive, safe, viable and well-connected communities.
Culture	Active, happy and healthy individuals are more likely to be creative and seek out new experiences.
Global	Promoting green and outdoor social activity enhances nature connectedness; individuals will be considerably more likely to attend to global environmental responsibility.

Links to other aims in this Plan:



Links across Well-being Objectives of Statutory Partners:



Delivery and Monitoring Progress

Governance and delivery

A partnership review has been undertaken across Ceredigion in order to ensure fit-for-purpose delivery of this Local Well-being Plan. The previous partnership structure has been replaced by 6 Project Groups (chaired by PSB partner members) to specifically deliver on each of the Well-being Aims contained within this Plan. The PSB and Project Groups will be supported by a wide range of cross-cutting forums. The Project Groups are under the direct governance of the PSB, allowing the forums to adopt a more flexible approach by providing the ability for exception and highlight reporting to the PSB. (Please see Appendix B for a diagram of the Ceredigion Partnership Structure). Each Project Group will develop a planning and project delivery plan that will be published on the PSB website. The delivery plan will provide clarity on the steps we propose to take to deliver the Actions within this Plan and which partners and stakeholders will be responsible for delivery.

Monitoring our performance

The delivery of this Plan will be monitored by the PSB and we will develop a reporting tool based on project management principles. 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 C.

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 Project Groups will 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 steps 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. One of the first steps within our delivery plan will be to research further 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 as we deliver this 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 and seeking out those that perhaps have not had their experiences heard before, 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.

Glossary of Terms

Adverse Childhood Experiences (ACE's)	Stressful or traumatic events that occur during childhood, including abuse and neglect. Research by Public Health Wales shows that ACE's have a significant and severe impact on an individual's health and life chances.
Community Asset Mapping	The process of understanding what there is (and isn't) in a geographical area. It includes infrastructural assets such as hospitals, libraries and bus routes; social assets such as networks and groups; and also include potential new assets such as land with the potential for community benefit.
Community Benefit	Making sure that whatever is done, made, bought or sold, has positive influences, advantages or outcomes for local communities.
Community Hub	A physical building or place; an online platform or website; or a social network (or a combination of these) that can be a focus for a community, to help people know what's going on to get involved.
Co-production	Genuinely working together to co-create a service or provision.
Community Resilience	The ability of communities to be resourceful and to deal positively with current and future situations.
Digital Infrastructure	Access to mobile and internet networks.
Emotional Literacy	The ability to understand and express feelings and emotions. A sense of self-awareness and recognition of one's own feelings and the ability to express them appropriately.
Ecosystems	A community of living organisms (plants, animals and humans) and non-living components (air, water and soil) interacting as a system.
Guiding Principles	The two overarching themes that guide this plan – Community Resilience and Individual Resilience
Holistic learning	All aspects of learning including formal education, and education that is based on one's connections to the community, the environment and other values.
Individual Resilience	The ability of an individual to be resourceful and to deal positively with current and future situations.
Natural Resources	The environment, including biodiversity (all the different species of plants and animals) and our diverse habitats.
Nature Connectedness	The strength of the relationship a person has with their natural environment.

Parental Preparedness	The social and emotional readiness for a new baby.
Public Services Board	The group of specified public bodies who have come together to deliver the Local Well-being Plan.
Procurement Procedures	The rules around who can supply products and services to public services.
Climate Change & Natural Resources Risk Assessment	A written report detailing the situation facing the environment. This includes the impact of Climate Change on Ceredigion and all the potential threats to the environment (habitats and biodiversity).
Secondment	Arrangements that enable workers to work for different employers to enhance experience and share practice.
Scoping Exercise	Finding out a situation by gathering lots of different information to inform plans for future work.
Scrutiny Committee	The body charged with overseeing the effectiveness of the PSB and Plan delivery.
Social and Natural Prescribing	Enabling health services (GP's nurses and others) to refer people to a range of local, non-clinical services such as outdoor activities or social groups (rather than drugs or clinical services)
Stakeholder	Someone who has an interest; they might be policy makers, frontline staff or members of the public.
Sustainable Development	The idea that what we do now is the right thing both for now and for the future.
Third Sector	Voluntary and community organisations (charities, social enterprises and others) that are independent of government and are not profit making.
Trigger Level	The point in time or circumstance that requires a response eg when sea levels get to a certain height, evacuation must take place.
Well-being Aims	The six objectives identified throughout the assessment and planning process.

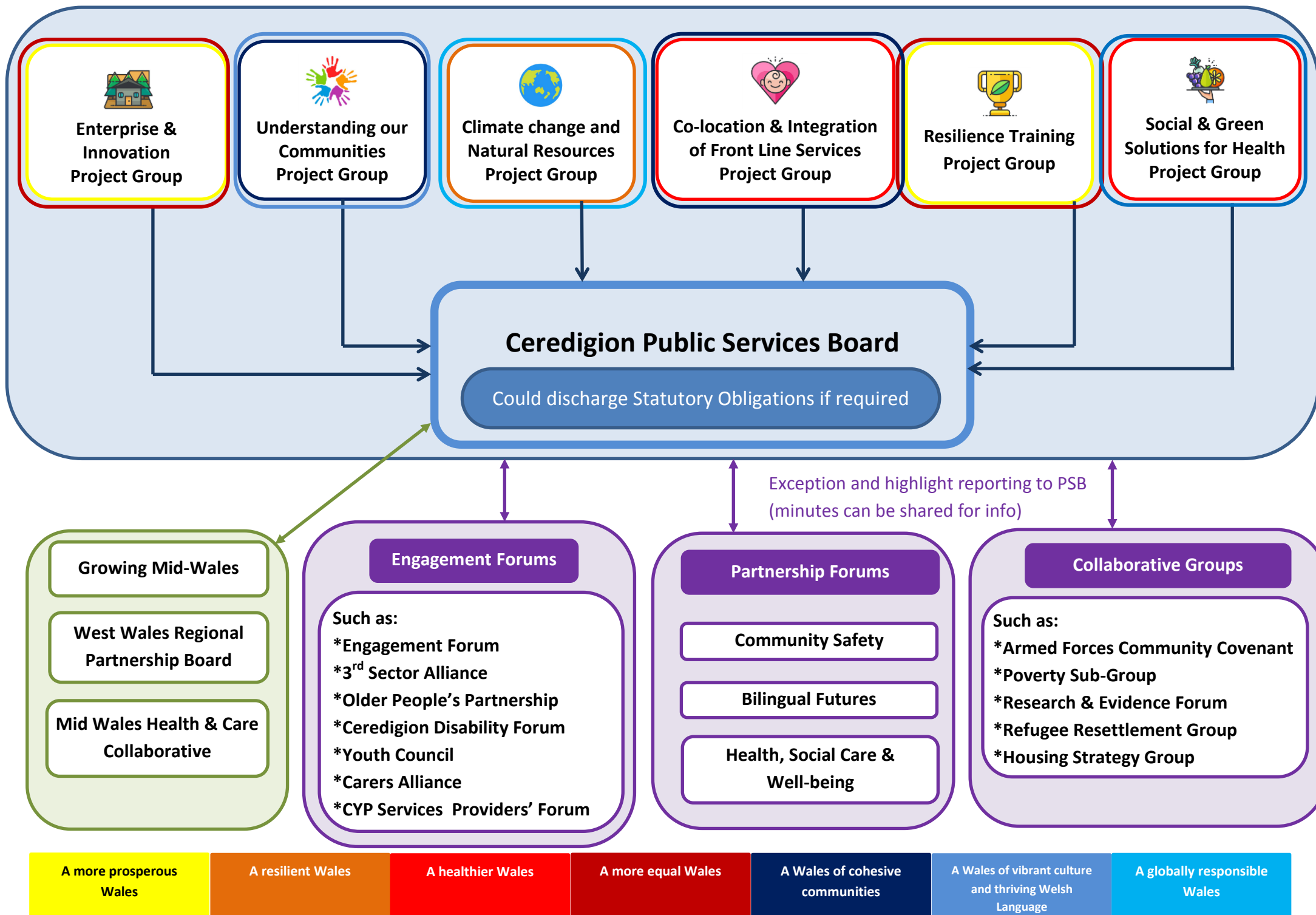
Appendix A - Linkages between Local Well-being Plan Aims and the Well-being Objectives of the PSB statutory organisations and Welsh Government

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	Boosting the Economy 	Investing in People's Future  	Enabling Individual and Family Resilience  	Promoting Environmental and Community Resilience  											
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 								

Ceredigion Partnership Structure to deliver the Local Well-being Plan

The former partnership structure has been replaced by 6 Project Groups (chaired by PSB partner members) to specifically deliver on each of the Well-being Aims contained within the Local Well-being Plan. The PSB and Project Groups will be supported by a wide range of cross-cutting forums. The Project Groups will be under the direct governance of the PSB, allowing the forums to adopt a more flexible approach by providing the ability for exception and highlight reporting to the PSB. The PSB can discharge any statutory functions if required. The administrative functions will continue to be delivered by the PSB Support Team within Ceredigion County Council.

Project Group operational structure: Each Project Group will be chaired by a PSB partner member. With an initial focus on a strategic agenda, group membership will comprise representatives of sufficient status across organisations but will then be fluid and flexible with the capacity to bring in the right officers, staff and others (public and special interest groups) in order to co-produce effective delivery.



Appendix C

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).	<p>Active, happy and healthy lives</p> <p>Enable people to create and grasp opportunities and meet challenges</p> <p>Communities to support individuals</p>	<p>Support healthy behaviour through social and green prescribing</p> <p>Improvement of individuals' life skills can reduce unhealthy behaviour</p> <p>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)</p>
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	<p>Every child to have the best start in life</p> <p>Active, happy and healthy lives</p> <p>Enable people to create and grasp opportunities and meet challenges</p>	<p>Early support for parents and young children can improve lifelong health</p> <p>Support for young people's mental health can reduce unhealthy behaviour</p> <p>Community-based initiatives to improve health of young people (e.g. healthy eating food</p>

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