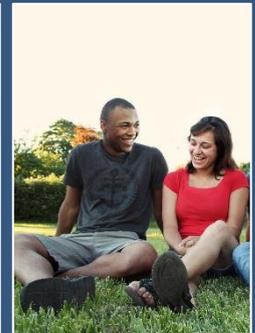


# Local Well-being Plan 2023-2028 Consultation Feedback Report



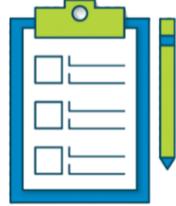
February 2023



# 41

Responses received  
(including 7 written responses)

(13 Primary schools, 3 Secondary Schools and the Youth Council also took part in engagement sessions)



# 88%

**Agree** that the 5 well-being objectives are the right priorities

(12% disagree)

# 85%

**Agree** with the plans to tackle the effects of poverty

(15% disagree)



# 91%

**Agree** with the plans to help build a sustainable economy

(6% disagree, 3% did not answer)

# 85%

**Agree** with the plans to help reduce the inequalities surrounding physical and mental health

(15% disagree)



# 91%

**Agree** with the plans to help reduce Ceredigion's carbon footprint

(9% disagree)

# 91%

**Agree** with the plans to help you feel safe and connected to culture

(9% disagree)



"We will work together to achieve a sustainable economy that benefits local people and builds on the strengths of Ceredigion."

was identified as the most important well-being objective to respondents



## Background

Between 25<sup>th</sup> October 2022 and 31<sup>st</sup> January 2023, the Ceredigion Public Services Board undertook public consultation on its draft Local Well-being Plan 2023-28. The Local Well-being Plan is a statutory requirement of all Public Services Boards and sets out the objectives the Board will take to improve the economic, social, cultural and environmental well-being for the area.

The aim of the consultation was to record residents' and stakeholders' views on the Public Services Board's suggestions of how it can work to make the biggest difference to the well-being of individuals, communities and Ceredigion as a whole. These views will help the Board to better understand how to enhance the economic, social, environmental and cultural well-being of the area: from growing new businesses to protecting the environment, and from tackling poverty and loneliness to building a sense of community and pride across the county. It will set the foundations for how we can work together in the future, collectively overcoming the challenges and taking the opportunities, which matter most to each of us.

The role of the Public Services Board was formed (alongside other Public Services Boards across Wales) through the Well-being of Future Generations (Wales) Act 2015, which also sets out the '7 wellbeing goals' which are our collective Wales-wide vision. To make a positive difference to well-being for all, Well-being Plans are produced every 5 years, informed by a Well-being Assessment.

The survey was made available online via the Public Services Board's website, through the Ceredigion Have Your Say Forum and was advertised by all members of the Board. Paper copies were available at all Ceredigion libraries and leisure centres. Easy Read and Young Person versions of the draft Plan were also available at libraries and on Ceredigion County Council's Consultations webpage.

## Response Rate

There were a total of 34 responses to the consultation survey including 242 written comments. Respondents took on average 37 minutes to complete the survey. There were also 5 separate written responses from key partners, 15 responses posted to the ideas wall and specific sessions with primary and secondary school pupils along with the Youth Council to ensure the voices of younger people were heard. The pages that follow provide a summary of the findings.

## Main Findings

### Q1: Were you aware of the PSB and its role in Ceredigion before this consultation?

In response to the opening question, only 41.2% or 14 respondents were aware of the Ceredigion Public Services Board before this consultation, despite it being in existence since 2016. Public Services Boards came into existence following the passing of the Well-being of Future Generations (Wales) Act 2015.

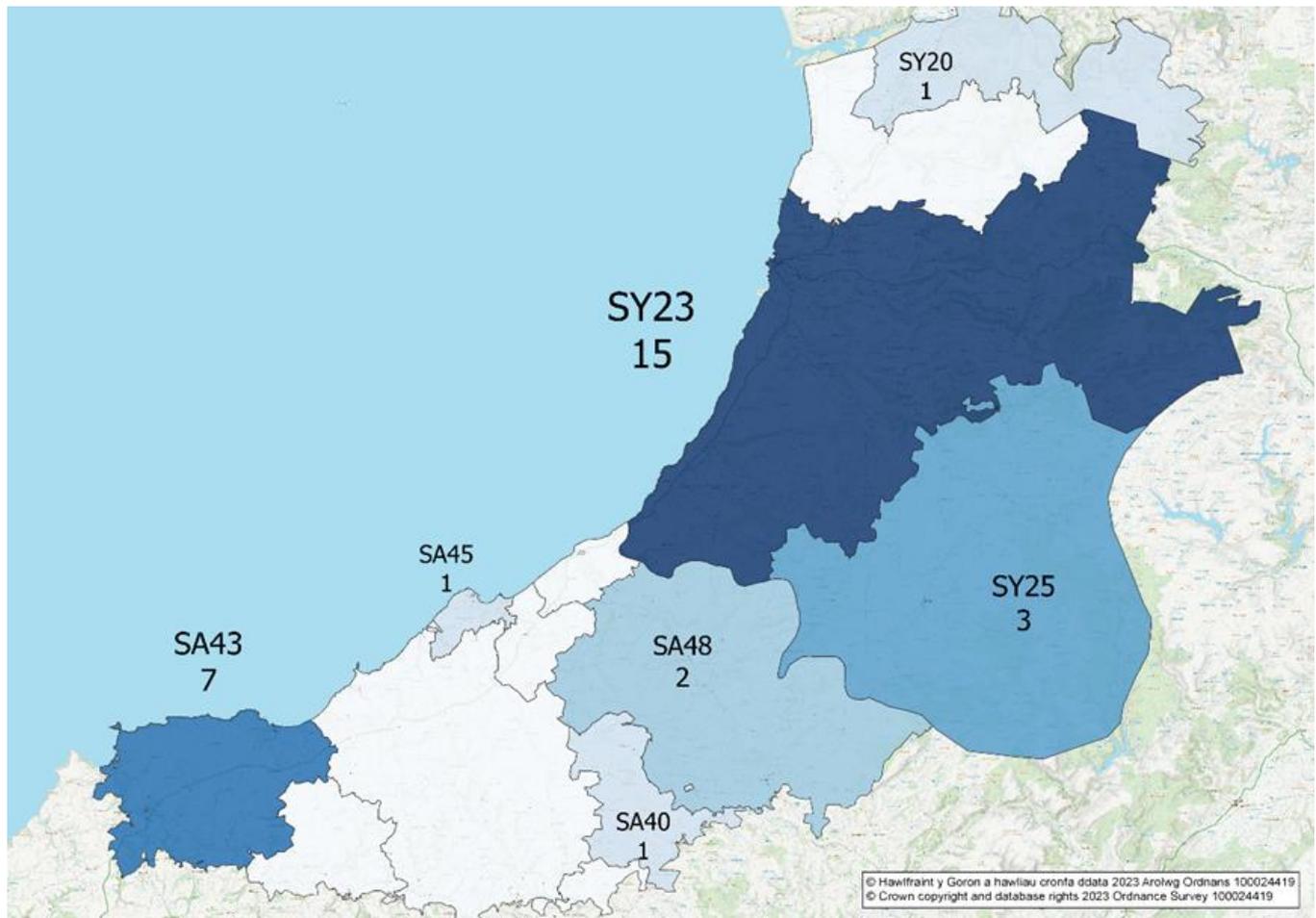
Exactly half (50% or 17) of respondents said that they were not aware of the Board, which suggests that further work is needed in the promotion of the Board, the Local Well-being Plan and its activities in delivering the plan.

There were a further two responses who stated that they were only partially aware of the PSB and its role prior to the consultation.

Q2: Please provide us with the first four letters of your post code to help us target our work

Of the 34 responses received, the largest proportion (44.1%) stated they were from the SY23 broad postcode district in the north and mid part of the County, which includes Aberystwyth. There were a further 20.6% of respondents from the SA43 postcode in the very south of the County, and 8.8% in the SY25 to the east straddling the border with Powys. The full distribution of responses by postcode district can be seen in Figure 1. (No responses were received from six postcode districts, these were SY24, SA47, SA46, SA44, SA39 and SA38).

Figure 1: Distribution of responses across Ceredigion

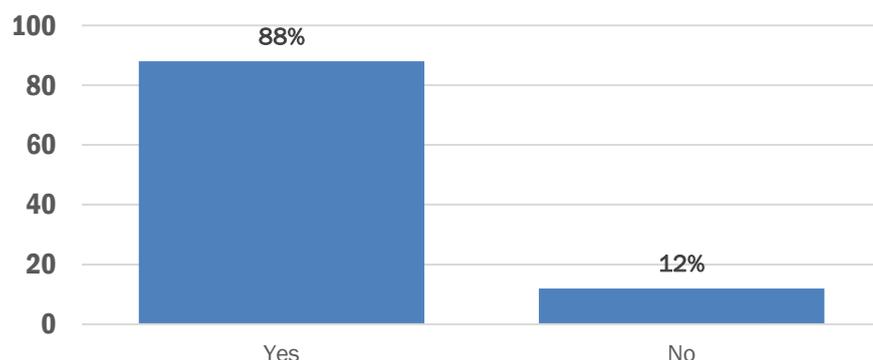


Q3: Do you agree that the 5 well-being objectives are the right priorities to focus on to improve well-being in your local area?

Question 3 sought to ascertain the overall levels of support for the 5 proposed well-being objectives in the draft Local Well-being Plan. The overwhelming majority (88%) stated "yes", that they agreed that the 5 objectives are the right priorities to focus on to improve well-being. The remaining 12% disagreed and did not think they were the right objectives.

### Q3. Do you agree that the 5 well-being objectives are the right priorities to focus on to improve well-being in your local area?

▼ Percentage



### Q4. Any comments

Although the written responses were varied, comments relating to the environment and environmental issues were most common. Two of these written responses mentioned that Objective 3: Work together to deliver decarbonisation initiatives within Ceredigion to protect and enhance our natural resource, does not mention the biodiversity crisis. One respondent noted that this objective needs to look at “the wider picture of biodiversity loss” and the second respondent commented that this objective “should also reference the biodiversity crisis.”

The remainder of the written comments for this question were fairly mixed. One comment stated that Local Authorities need to “get the basics right” before “expanding on their offer”. Another written comment noted how important access to nature and better connecting people to the food system is, they also noted that making local food more accessible and cheaper is just as important. Similarly, one respondent suggested that although they agree with the objectives, they “don’t go far enough” and there needs to be a total overhaul to agricultural practices because food security depends on this. There is an emphasis that it “needs to be local and sustainable”.

A further response emphasised on opportunities for people with disabilities, including exercise classes, a swimming pool and better access to leisure centres by public transport and / or disabled parking spaces. Another comment suggests that the objectives should have some focus on how the increasing ageing population would be managed. A summary of these comments can be viewed in the table below.

Sample Comments	
“Access to nature is hugely important as is better connecting people to the food system and making local food much more accessible and crucially cheaper.”	“Think there is too much focus on cultural development and not enough on infrastructure.”
“With and increasing aging population I would expect to see some focus on how this would be managed.”	“Objective 4 is particularly poor, focusing on vague “initiatives” to reduce carbon, rather than considering the wider picture of biodiversity loss.”

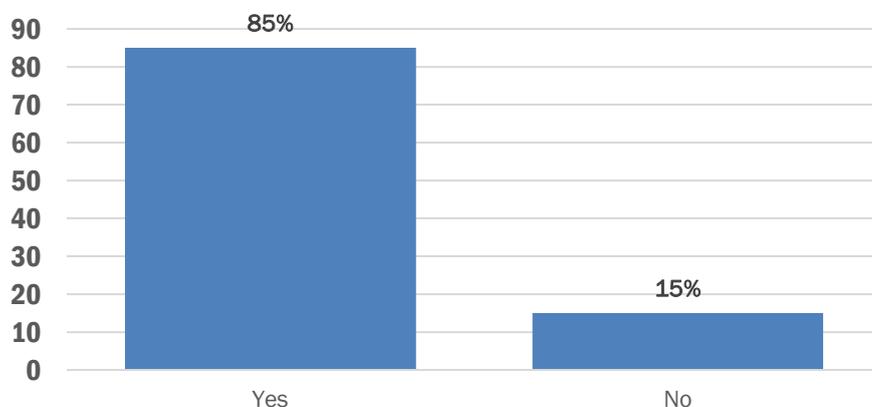
<p>"All well and good having these objectives but they need to be delivered otherwise this is just a lot of hot air in particular pollution with poppit and Aberystwyth both coming out top of the sewerage outflows in Wales that is really disgraceful especially with our population of dolphins and porpoises that attract tourism to the area."</p>	<p>"The objective around decarbonisation should also reference the biodiversity crisis".</p>
<p>"Yes but they don't go far enough. Improving health needs a total overhaul of our agricultural practices, food security depends upon this too. It needs to be local and sustainable."</p>	<p>"More inclusive exercise classes for people with disabilities, access to the local pool for disabled people, busses that will stop at the leisure centre, parking spaces for disabled people at Teifi leisure centre."</p>

**Q5: Do you agree with the plans to tackle the effects of poverty in your local area?**

The majority of respondents, 85% or 29 responses, agreed with the plans to tackle the effects of poverty in their local area. The remaining 15% or 5 respondents said they did not agree with the plans. The rationale behind these answers is summarised in the following question.

**Q5. Do you agree with the plans to tackle the effects of poverty in your local area?**

▼ Percentage



**Q6: Any comments?**

Four of the five respondents who did not agree with the plans to tackle poverty in their local area took the opportunity to explain their reasoning in question 6, although there was no comment theme. For example, one comment noted focused on the local economy stating that the County needs "better paid jobs", while another was critical due to high rental prices in the County, stating that they were "abhorrent". Another respondent stated that it was not clear what the Public Services Board will actually do in relation to this objective and this should be made clearer.

There was also one detailed response, providing suggestions of targets which should be measured and assessed under this objective. These suggestions included providing more flexible employment,

improving and investing in digital infrastructure, concentrating on keeping libraries and public services open so people can learn, and commit to offering digital skills training to the elderly. A summary of these responses is shown in the table below.

Sample Comments	
<p>"This is a sticking plaster. The County needs better paid jobs for the in-work poor, not sub-groups and consultations."</p>	<p>"To call these "plans" is not really accurate. There are no concrete objectives or targets within this document beyond partnering with groups. Also, the question above does not relate to exact wording of the objective in the document, so I will assume that you are referring to objective 1. Here are my suggestions of some targets which can be measured and assessed:</p> <p>a) Provide more flexible employment inside the council to act as a leading employer in flexible working.</p> <p>b) Improve and invest in digital infrastructure to enhance the ability of people to work flexibly within Ceredigion. This will reduce isolation in communities and may improve opportunities, particularly for younger people in the county.</p> <p>c) Instead of "identifying skills gaps" concentrate on keeping our libraries and public services open so that non-identified individuals can access learning, not just the people you "identify".</p> <p>d) Commit to offer digital skills training for the elderly people who are remaining in the county, so that they are not isolated from the rest of society as they age."</p>
<p>"Roads lead to development which reduces poverty. Rent prices are abhorrent in this county."</p>	
<p>"It's not clear what the PSB will actually do, unless this is covered by the sustainable economy objective."</p>	

Amongst the respondents who agreed with the plans to tackle poverty, there were no recurring themes amongst their written answers, instead a variety of different suggestions were put forward. One respondent focused on the environment and the impact that greener travel would have. They highlighted that by adapting to a greener lifestyle with less cars and the costs that come with them, along with improving public transport and encouraging car sharing would "significantly impact poverty".

Other suggestions included the provision of additional childcare for people who would like to return to work, promoting warm spaces due to the cost of living crisis, and more could be done to promote libraries which offer Wi-Fi, study areas and warm spaces. Some specific concerns were raised as well, such as families who live outside of the Flying Start catchment areas being unable to access Flying Start services and are likely to experience increased poverty as the cost of living continues to increase. There were also general comments made that more needs to be said about older people in the community and how poverty affects them. A sample of these comments are contained in the following table.

## Sample Comments

"In my experience, an initiative to get people out of their cars and adapt to a greener lifestyle would significantly impact poverty. I know of many people who work full time (or more!) and are still in poverty because the cost of running a car is so high (along with the cost-of-living crisis). We need to adapt our lifestyle now for the future and financial incentives or other forms of help (childcare, working tax credits etc) to encourage people to get rid of their cars would immediately give people a lot more disposable income to send back into our local economy. Better public transport would be a key factor in how feasible this is.

"Invest in more free childcare for people who would like to return to work but find that the cost of childcare makes working actually lose them money."

"I have seen a lot of promotion of warm spaces in the council which is pleasing especially with the cost of living rising. Perhaps more could also be done to promote the county's libraries which offer not only a warm space, free wifi, study spaces etc but also a wealth of other free resources."

"Poverty also affect the elderly not much being said about them, heating costs especially."

"Aberporth is a recognised area of deprivation; some families would benefit from being able to access Flying Start services but are not included in the catchment area With cost of living increases and less disposable money; The high levels of in work poverty will increase; it is important that they have access to registered childcare in order they can benefit from childcare assistance schemes. Aberporth community council is going to consider ways to support families to access after school activities by supporting local community groups to deliver services. Aberporth community council will continue to support Aberporth Village Hall management to deliver community projects to benefit residents."

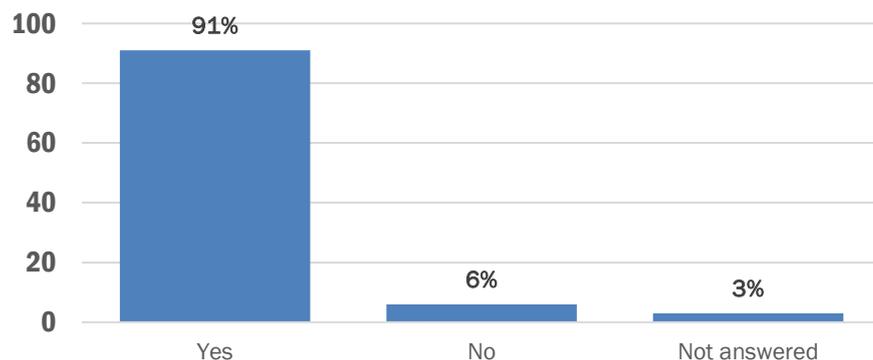
"But they don't go far enough, supporting local businesses to fulfil local needs, especially in agriculture would create a more circular economy. Where there is no money it is very difficult to achieve things. Banks no longer lend where there is need; The government could lend similar to student loans to improve the circulation of money in the circular economy. so that needs can be met."

## Q7: Do you agree with the plans to help build a sustainable economy for the benefit of people who live and work in Ceredigion?

A large majority of survey respondents (91% / 34 respondents) agreed with plans to help build a sustainable economy for the benefit of the people who live and work in Ceredigion (Well-being Objective 1). A small proportion of respondents did not agree (6%/ 2 respondents), whilst 3% left the question unanswered.

## Q7. Do you agree with the plans to help build a sustainable economy for the benefit of people who live and work in Ceredigion?

▼ Percentage



## Q8: Any comments?

Just under half (41%) of the respondents provided further comments to question 7, which asked if they agreed with the plans to help build a sustainable economy for the benefit of people who live and work in Ceredigion. Although the written responses varied, comments could be grouped under three themes, which included:

- Suggestions to change/diversify the focus of the ambitions under Well-being Objective 1 (e.g., to move away from placing attention on skills and education to focusing on better pay).
- Suggestions on how to contribute to a sustainable economy (such as, providing better support for business start-ups, supporting independent stores, procuring locally, building short supply chains, and creating incentives for young people to stay within the area).
- Concerns regarding the economic issues within the County (e.g., rurality, access to services, lack of affordable housing and low incomes).

A sample of the comments are provided in the table below:

Sample Comments	
"Skill and education levels are already high; it is about the right type of skills and better pay."	"A sustainable community needs to be able to retain its young people and a lack of affordable housing has a negative impact..."
"There is a huge opportunity here for re-training people for a green economy."	"Need more emphasis on building SHORT supply chains and on using local resources to meet local needs, thereby adding value."
"Provide more support for those starting off in business, more generous loans, lower business rates and help with shop rental. Do not allow more chain stores to base themselves in Ceredigion, instead support independent shops that keep money circulating locally."	"There is a perception that living in Ceredigion / the countryside is cheaper than living in a city. But, from experience, this is not true. This can be seen and felt with public transport and accessibility in particular - you have to travel by car everywhere as there are no regular buses..."

Furthermore, written feedback relating to question seven (on Well-being Objective 1) from PSB partners (statutory members and invited participant organisations) and from stakeholder engagement workshops (such as, engagement with Ceredigion primary and secondary schools), was sought. Feedback has been grouped under three key themes, which include:

- Further considerations to current ambitions
- Further detail on how the ambitions will be measured/benchmarked
- Further detail/suggestions on how the ambitions will be delivered

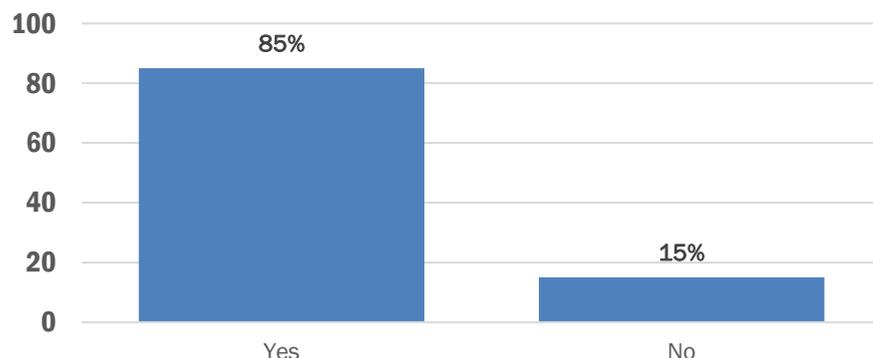
Key themes	Summary of comments
Further consideration to current ambitions	<ul style="list-style-type: none"> <li>• Need to ensure that the principles of the Well-being of Future Generations Act (Wales) 2015 is applied as the PSB delivers the UK Shared Prosperity Fund ambitions.</li> <li>• Suggestion to make clearer connection between Mid Wales Growth Deal and regional economic framework across energy, economy, and skills.</li> <li>• Suggestion to include steps which address the potential implications of Brexit on sustainable farming.</li> <li>• Suggestion to include socially and environmentally responsible public procurement to benefit the local supply chain.</li> <li>• Secondary school children want greater opportunities to learn practical skills, more opportunities for work-experience and sustainable transport.</li> <li>• Primary school children wanted to see good jobs in the area that will help them stay in Ceredigion, with no gender pay gap and with better pay in the farming and education sectors.</li> </ul>
Further detail on how the ambitions will be measured/benchmarked	<ul style="list-style-type: none"> <li>• Information on how the greater efficiency of supply chains will be measured.</li> <li>• Concerns raised with the lack of measures to benchmark progress on ambition and action to drive more inclusive participation in fair, sustainable work.</li> </ul>
Further detail/suggestions on how ambitions will be delivered	<ul style="list-style-type: none"> <li>• Further detail which sets out how the ambition of fair work will be achieved.</li> <li>• Further information on how the PSB will deliver the CLES recommendations and if they align to a Foundational Economy priority and support local businesses.</li> </ul>

### Q9: Do you agree with the plans to help reduce the inequalities surrounding physical and mental health in your community?

Most respondents (85%/ 29 respondents) agreed with the plans to help reduce the inequalities surrounding physical and mental health in their community (which relates to Well-being Objective 2 in the Well-being Plan). The remaining 15% of respondents (5 respondents) disagreed with the plans to help reduce inequalities. Although, a high proportion of respondents agreed with the plans, it was one of the areas where respondents' opinions were slightly more divided. This result was similar to the overall response to question four, relating to the plans to tackle poverty in the area.

### Q9. Do you agree with the plans to help reduce the inequalities surrounding physical and mental health in your community?

▼ Percentage



### Q10: Any comments?

Approximately two fifths of respondents (38%/ 13 respondents) provided comments to question 9, which asked if they agreed with the plans to help reduce the inequalities surrounding physical and mental health in their community. Furthermore, written feedback relating to question nine (on Well-being Objective 2) from PSB partners (statutory members and invited participant organisations) and from stakeholder engagement workshops (such as, engagement with Ceredigion primary and secondary schools), was sought.

Feedback varied; however, the general consensus welcomed the focus on promoting social, green and blue prescribing within the draft Plan, which was described as a “real forward-thinking ambition”.

Suggestions on further additions to Well-being Objective 2 were put forward. The most prevalent suggestion (in both the survey feedback and written feedback from partners and stakeholders) related to the need to include sustainable transport and active travel within the plan, due to the social, environmental and health benefits associated with it. Specific reference was made to improving and maintaining Ceredigion’s footpaths and pavements, Wales Coastal Path, access to services and the need for better and more accessible public and sustainable transport.

In addition, recommendations on areas for further development under Well-being Objective 2 were made. It was generally felt that the issue of adequate and affordable housing needed to be given greater prominence within the draft Plan. In addition, the importance of ensuring that houses are connected to services and sustainable transport is taken into consideration was noted. School children also highlighted the importance of affordable homes and the provision of sheltered housing for the homeless.

Furthermore, survey respondents highlighted the importance of nutrient rich and sustainable, locally sourced food. Specific references were made about factors to reduce food inequalities, such as resilience and reducing our dependency on the global food market.

Less prevalent comments, however, equally as important included:

- Suggestion to increase PSB engagement with communities from the outset to support their own understanding of, and potential contribution to, building resilience.
- Suggestion to include specific actions to address the social prescribing ambition
- Suggestion to refine ambition 2.3 (which relates to food), to ensure that the activities being sought are clear and achievable.
- Suggestion to review consideration given to adding reference to sport and leisure, including outdoor and indoor facilities.

Amongst school children, the most important issues and areas for consideration relating to Well-being Objective 2 included:

- Better protection of the natural environment (includes more environmentally practices and initiatives e.g., tree planting, more green working opportunities, gardening etc.).
- A reduction in littering (suggestion included - litter fines, further education on damages of littering, better provision of bins etc.)
- Better support for people on low incomes/ experiencing hardship (e.g., more affordable fresh food, more food banks)
- More support to understand finances and budgets (e.g., education on managing budgets, mortgages, debt etc.).

A sample of the comments from the Survey and written feedback from stakeholders and partners are provided in the table below.

Sample Comments	
"Instead of "prescribing" green spaces, why not stop the continuous erosion of quality of our green spaces? For example, public footpaths are a key part of our green space infrastructure and is chronically neglected with huge under investment..."	"To a degree - though it should be about helping people to help themselves."
"Agreed, but we need a lot more footpaths, which are accessible. You have to travel half an hour for a route that doesn't go through a field or near a busy road.	"Start more food growing projects in Ceredigion, working with farmers to produce staples like oats which were historically grown here, reduce people's dependence on food flown in and cut carbon in the food chain. This must be backed up by local organizations commissioning food from local growers..."
"We have to first acknowledge the impact that food/nutrition has on physical and mental health - fossil fuel intensive artificial fertilizers blight the health of plants and those that eat them which attracts the use of biocides in farming and pharmaceuticals in public health which impacts the wider environment..."	"Pleased to see Sustainable Food Partnership but green and social prescribing need actions as well as ambitions. e.g., work with and build on the Dyfi Biosphere's Trywydd Iach / Outdoor Health project."

"The Ceredigion Public Service Board Well-Being Plan (2023-28) makes little mention of sustainable transport, which has a significant impact on rural communities from a wellbeing and decarbonisation perspective, and the role of the PSB to safeguard and enhance rural services for the benefit of its residents."

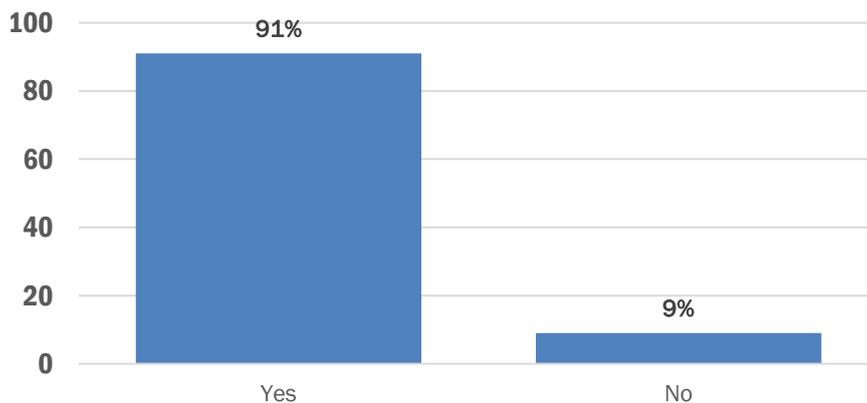
"The issue of inadequate housing stock in Ceredigion is highlighted on page 13 of the draft Plan. It is well-known that not only is inadequate housing a factor in higher energy costs, but it is also linked very closely with health inequalities and poorer health outcomes...consider if housing as an issue could be given greater prominence."

### Q11. Do you agree with the plans to help reduce Ceredigion's carbon footprint?

There was also a strong level of support of for reducing Ceredigion's carbon footprint with 91% of responding stating that they agreed with this priority. The responses to question 15 where respondents were asked to identify which of the objectives were most important, suggests that this priority is considered one of the biggest challenges to tackle as we move forward. There were two respondents or 9% who did not agree with this objective, and their reasons are discussed in Q12 below.

### Q11. Do you agree with the plans to help reduce Ceredigion's carbon footprint?

▼ Percentage



### Q12: Any comments?

The majority of the respondents took the opportunity to emphasize the importance of this objective and offer suggestions as to how this can be achieved. There were for example, further calls for more and better public transport, particularly rural bus services and efforts to reduce fares or provide free subsidised services. There were also calls for a greater push towards green energy schemes and the use of renewable energy as one way of helping to deliver this objective. One respondent suggested that this should be backed up with funding available to all residents. There were two respondents who supported the proposed objective to reduce the County's carbon footprint, but did not feel that there was enough clarity on how this would be achieved and that the plans did not go far enough to reduce carbon emissions. They suggested that further education was required to ensure residents understand their carbon footprint.

However, two respondents did not agree with this objective. Their objections were twofold – firstly that it

was not clear how this would be achieved without causing a resulting impact on some of the other objectives. Secondly, that the commitment to decarbonisation is not a plan in its own right and that the PSB should be committing to actual steps or actions to decarbonise and improve biodiversity in the County. They provided a series of possible actions that could be considered to achieve this. The table below provides a sample of the comments received.

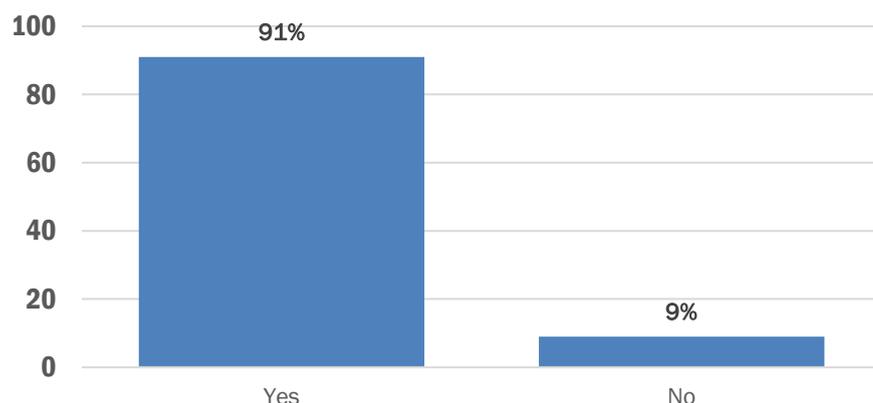
Sample Comments	
"It is very important to think long term on this issue and this can involve controversial decisions."	"Creating more locally owned green energy schemes that can subsidise electricity costs for our residents will enormously help our economy. We are currently being penalised for living "far from grid" when we net export electricity from Ceredigion."
"I believe this will be challenging given limited public transport services. A push on renewable energy would be welcome with funding for all - not just those claiming benefits."	"Town and Community Councils have a responsibility under the Environment Wales Act to support biodiversity in their communities. Improved partnership working to develop projects to protect and enhance our communities would be beneficial. Better engagement with schools and community on recycling; energy efficiency, biodiversity. Pollution of the River Teifi is a concern. The consideration of phosphates and the impact on planning applications is an issue that needs to be resolved."
"There isn't enough detail here - where and how will you deliver decarbonisation and net zero by 2030 do this?"	"Plans do not go far enough, we should be educating people on reducing their carbon footprint and provide public transport."

### Q13. Do you agree with the plans to help you feel safe and connected to culture in your local area?

There was a similarly high level of support for the final proposed objective around feeling safe and connected to culture. Overall, the majority of respondents agreed with the objective with two respondents or 9% disagreeing.

### Q13. Do you agree with the plans to help you feel safe and connected to culture in your local area?

▼ Percentage



### Q14: Any comments?

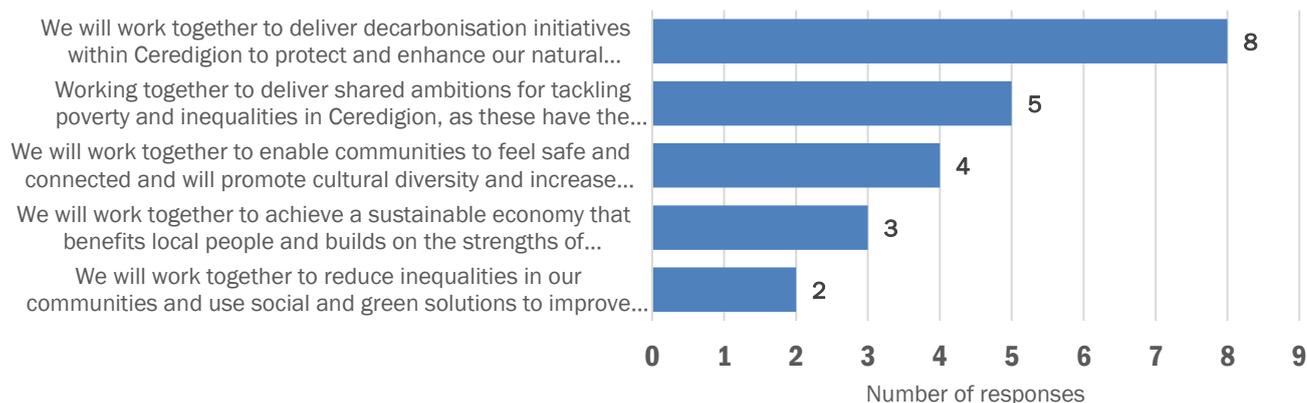
While the majority of respondents supported this proposed objective, they took the opportunity in the written comments to express some specific concerns they have around safety and culture. The importance of promoting Welsh language and culture was emphasised, as was the promotion of other groups not connected to culture. A number of different specific concerns were also raised – the importance of tackling poverty and inequality was raised as being essential to feeling “safe” in Ceredigion’s communities, further support for carers and their families was requested and that children’s education should remain in local communities and that learning locally is vitally important. A sample of these comments are contained in the table below.

Sample Comments	
“I feel safe but there is a need to foster the Welsh culture.”	“Ceredigion is a relatively safe place to live. The continued use of the Welsh Language and opportunities to promote culture in our communities is important.”
“We won't feel 'safe' until everyone has enough to live on - you'd need to tackle inequality and poverty, a universal income might solve this. Opportunities to meet up end up being too expensive, no transport.”	“Day Care Centres are closed, there is nothing for elderly/dementia/disabled people. There is exclusion/discrimination in help for carers not claiming because they are trying to make a living being self-employed whilst still caring for their loved ones and being at home. Relief/Cover is short, unreliable and not regular.”
“All of your objectives involve partners, but do not outline specific actions or objectives with measurable results.”	“There are many more cultural groups within Ceredigion that deserve support than just those connected to the Welsh language. I hope that's reflected in the action plan.”

## Q15: Which of the suggested well-being objectives are the most important to you?

Respondents were then asked to rank, in order of importance, which was the most important to them. The objective to **deliver decarbonisation initiatives** within Ceredigion received the most highest priority votes with 8, followed by the ambitions for tackling poverty and inequalities in Ceredigion with 5, as shown in the chart below.

### Q15. Which of the suggested well-being objectives are the most important to you?



However, this does not take account of the lower rankings. A simple weighting system was therefore applied to score each of the proposed objectives by multiplying the number in each ranking by a score of 5 to 1, with 5 being the highest. The results show that overall, the **working to achieve a sustainable economy** objective was ranked as the highest priority, followed by the **tackling poverty** objective and then **reducing inequalities**. Although delivering decarbonisation initiatives received the highest number of top priority votes, its overall score was much lower as it also received a high number of 4 and 5 votes. The overall weighted scores are shown in the table below.

Weighted Responses							
▼Proposed Objective	Rank ►	1	2	3	4	5	Total score
We will work together to achieve a sustainable economy that benefits local people and builds on the strengths of Ceredigion.		4	8	3	4	3	72
Working together to deliver shared ambitions for tackling poverty and inequalities in Ceredigion, as these have the potential to impact across the four wellbeing pillars - economic, social, environmental, and cultural well-being.		5	6	5	3	0	70
We will work together to reduce inequalities in our communities and use social and green solutions to improve physical and mental health.		2	4	10	4	1	65
We will work together to deliver decarbonisation initiatives within Ceredigion to protect and enhance our natural resources.		8	0	1	6	6	61
We will work together to enable communities to feel safe and connected and will promote cultural diversity and increase opportunities to use the Welsh language.		4	2	1	3	10	47

## Q16: What can we do that would enable you, or groups that you are involved with, to help improve well-being in Ceredigion?

Respondents then had the opportunity to identify additional activities and groups that might help to improve well-being in the County. Most of the respondents took this opportunity to convey a variety of different ideas and suggestions which are summarised in the table below. Three key trends emerge:

- There were growing calls for improved public transport, particularly bus services and investment in cycling.
- The importance of community groups and events in connecting people to maintain health and well-being was emphasized. Asset Based Community Development was raised as one way of building communities.
- The need to support younger people to fulfil their aspirations.

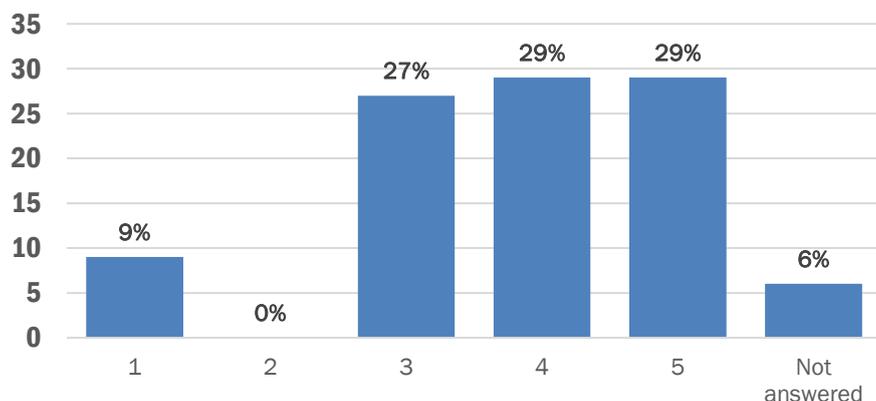
Suggestions for Improving Well-being in Ceredigion		
<ul style="list-style-type: none"> <li>• Supporting young people</li> </ul>	<ul style="list-style-type: none"> <li>• Commit to Asset Based Community Development and employ community builders and participatory budgeting</li> </ul>	<ul style="list-style-type: none"> <li>• Community events. Connecting people. Connecting individuals' needs with social events to maintain healthy well-being.</li> </ul>
<ul style="list-style-type: none"> <li>• Develop community hubs</li> </ul>	<ul style="list-style-type: none"> <li>• Fund the basic services properly, such as highways and environmental</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of leisure and sports facilities and the distances needed to travel due to rurality</li> </ul>
<ul style="list-style-type: none"> <li>• Improvements to disabled access</li> </ul>	<ul style="list-style-type: none"> <li>• Improvements to public transport to enable everyone to take part</li> </ul>	<ul style="list-style-type: none"> <li>• Improve public transport to aim to get significantly less cars on the road. Invest in green cargo bikes for small businesses and pedestrianise touristic towns to make them more appealing.</li> </ul>
<ul style="list-style-type: none"> <li>• Keep libraries open</li> </ul>	<ul style="list-style-type: none"> <li>• Members of staff from PSB organisations could be given time that they can use to volunteer for their community without salary sacrifice</li> </ul>	<ul style="list-style-type: none"> <li>• Keep funding work to support access to the countryside</li> </ul>
<ul style="list-style-type: none"> <li>• Walking routes to connect communities which are wheelchair or buggy accessible</li> </ul>	<ul style="list-style-type: none"> <li>• Provide an improved bus service.</li> </ul>	<ul style="list-style-type: none"> <li>• Free exercise classes in village halls.</li> </ul>
<ul style="list-style-type: none"> <li>• Alternative public transport to a bus. More effective ways of connecting the communities and towns of Ceredigion</li> </ul>	<ul style="list-style-type: none"> <li>• Provision of equal leisure facilities of countywide.</li> </ul>	<ul style="list-style-type: none"> <li>• Affordable leisure facilities</li> </ul>
<ul style="list-style-type: none"> <li>• Re-open day care centres and have more well-being groups (for example walking)</li> </ul>	<ul style="list-style-type: none"> <li>• Supported volunteering experiences</li> </ul>	<ul style="list-style-type: none"> <li>• Tackle cost of living crisis and reduce prices</li> </ul>
<ul style="list-style-type: none"> <li>• Improved communication on available well-being initiatives</li> </ul>	<ul style="list-style-type: none"> <li>• Affordable loans to invest and make communities more resilient and self-sufficient such as through renewable energy, car pools, social gatherings and assistance with applications to support projects</li> </ul>	<ul style="list-style-type: none"> <li>• Support for youth groups and minority groups such as LGBT+, disabled, ethnic minorities, that allow people to come together and talk about changes that need to be made</li> </ul>

### Q17: Are you happy with the way that we have consulted with you today?

Overall, respondents were broadly happy with the way in which the consultation had been conducted. 29% gave the highest score of 5, a further 29% scored the consultation at '4' and a further 27% scored 3. There were however, three responses that provided the lowest score of '1', representing 9%.

#### Q17. Are you happy with the way that we have consulted with you today?

▼ Percentage



### Q18: Any comments?

A small number of respondents took the opportunity to comment on the way in which the consultation had been undertaken. Some had found it easy to complete, but there were three specific concerns raised. These were:

- That the point scale 1-5 hadn't been labelled clearly
- Whether residents without internet access would have the opportunity to respond
- Better promotion was needed to ensure that all groups have the opportunity to respond, particularly younger people.

Of the three respondents who gave a score of '1', only one took the opportunity to explain their rationale. They felt that the consultation was confusing and suggested that the proposed objectives should have been numbered and that the wording of the consultation should match the consultation questions.

### Q19: Is there anything else that you would like to tell us?

The final question was open-ended to allow respondents to raise any other issues for the PSB to take into consideration. Several additional suggestions were made – public transport was again raised as being essential particularly for younger people, as was support for carers to attend community groups and training. Two different suggestions were put forward – firstly that water quality in rivers and seas should be a priority due to the deterioration they have seen in recent years and which will have an effect on the income generated by those use the natural resources. Secondly, that community schools, childcare establishments and youth clubs are key to encouraging communities to work closely together.

The final comment emphasized the need to keep the momentum and enthusiasm going for delivering

the Local Well-being Plan when its approved. In particular, they highlighted the importance of keeping the public involved and communicating regularly regarding the achievements as the Plan is delivered. A sample of the comments received is shown in the table below.

Sample Comments	
“Community schools, childcare establishments and youth clubs are the key to encouraging communities to work closely together. Low wages are the single greatest factor in creating a brain drain of the young and leading to in work poverty. Sustainable futures should not be dependent on hospitality and retail sectors.”	“Public transport: access to an affordable, efficient public transport service that allows young people and residents to meet with others; access services; be independent. A priority for Aberporth community is a school that is fit for purpose and a safe environment for our children to learn.”
“This seems like an energetic proposal at the moment. Don't let it fizzle out; keep the public involved, keeping taking action and inform regularly of achievements.”	“Water quality in rivers and seas should be a priority, standards have deteriorated considerably in recent years, and this has significant effect on the income generated by those who use the natural resource.”
“Where is the cover available for carers to attend coffee mornings/afternoons or training for their own well-being? I am grateful for this questionnaire to have my say on health and social care in the real world.”	

## The “Ideas Wall”

The public consultation included the use of an “Ideas Wall” on the Ceredigion Have Your Say website. The Ideas Wall allowed respondents to post any additional ideas and suggestions to improve well-being. There were 15 comments posted and the main themes are summarised in the diagram below. There were no common themes emerging, but several themes raised throughout this consultation exercise were reiterated, most notably public transport and the provision of Welsh language courses for beginners.



## Schools Engagement

### Primary Schools

A session was held with school council representatives from 13 Ceredigion primary schools across the County. Pupils in attendance were in Years 3,4,5,6 with ages ranging from 7 to 11 years old. All of the

pupils agreed that the four overarching objectives of the Well-being Plan were very important issues to tackle, and all were keen to continue the relationship with the PB and be involved in future consultations. A summary of the themes raised are shown below and the number of pupils in agreement with each statement show in parentheses.

### Tackling Poverty & Sustainable Economy

- Pupils wanted to see support for people who don't have enough money (x 7)
- Pupils wanted to see good jobs in the area that will help them to stay in Ceredigion, with no gender pay gap and with better pay in the farming and education sectors (x 6)
- Pupils were concerned about the cost of living and want lower bills (x 4)
- Pupils want to ensure everyone has a home (x 4)

### Climate & Nature

- Greater protection of the natural environment, including tree planting programmes (x 8)
- Want to see a reduction in anti-social behaviour: litter (x 6)
- Encourage and educate on environmentally friendly practices (x 4)
- More sustainable and renewable energy production and use to help tackle the climate crisis (x 4)
- Concerned about animal welfare (x 3)
- Reducing carbon footprint by supporting the local economy (x 3)

### Culture

- Pupils want to see more promotion of the Wales' heritage and language (x 4)
- Pupils want to see action to prevent racism (x 4)
- More inclusive communities (x 4)

### Safe, Diverse and Cohesive Communities

- Access to affordable recreational facilities (x 13)
- Parents having the time and money to facilitate play (x 4)
- Safer communities (x 2)
- More clubs (x 2)
- Having healthy relationships with friends (x 1)

## Secondary Schools

A similar facilitated session was held with three secondary schools across the County, with 29 pupils taking part whose ages ranged from 11 to 16 years old. The main themes identified are summarised below:

### We will reduce pollution to improve air, water and environmental quality

- Environmentally friendly practices and initiatives, including recycling, reducing plastic use and tree planting
- Access to green spaces
- Sustainable transport
- Preventing the pollution of our waters
- Anti-social behaviour: litter
- Impacts of pollution on mental health

## We will help give you the skills needed for future jobs, including green jobs, and provide more apprenticeships

- Education shouldn't just focus on the academic subjects, provide more opportunities to learn practical skills:
- Want the ability to learn about and experience different types of the jobs in different ways

## We will tackle hardship and poverty in response to the cost-of-living crisis

- Support people who are experiencing hardship and ensure they can access food
- Support to understand finances and budgets

## Youth Engagement

Engagement was also conducted with Ceredigion Youth Council to capture the views of younger people. Across the five themes discussed, there were a wide variety of both suggestions made and concerns raised affecting younger people's lives. Amongst the cross-cutting Tackling Poverty theme, there was no one issue that dominated the conversation, but the breadth of suggestions made demonstrate a good understanding of the challenges faced in the local economy in relation to poverty. One point that was raised and is visible throughout this engagement exercise was the call for subsidised or free bus travel for children from low income households. A summary of the points raised across each of the five themes is contained in the tables that follow.

### Tackling Poverty

• Increase council housing available	• Petrol + diesel
• Lessons in school about saving money	• Schools being open for longer after hours
• Life skills that help with finance	• Somewhere to go and stay warm
• New buildings, more efficient	• Community Centres and charities
• Better insulation	• Free period products
• Environmentally friendly heat / electricity	• NHS
• Non School buses should be free for GCSE and 6th form	• Food banks and donations more accessible
• "School dinners -more available -more variety"	• Minimum wage to at least the living wage
• Free school meals	• Nationalise energy companies
• "Clwb Brechwast available in morning"	• Pay rises in general for needed jobs (30%)
• Water available during the day	• Cap on rent prices
• Heat and electric	• Student discount cards for GCSE + 6th form
• "More pay for teachers - less strikes"	• Services such as bus / school meals / gym leisure centre should be discounted or free for low-income children
• Working conditions need improving	

The most prevalent themes raised in relation to the economy focused on the support for younger people entering the workforce. Firstly, there were several responses emphasizing the need for different training, including 'life skills', management and the specific industries such as the green economy and the creative industries. Secondly, there were also calls for better support for apprenticeships, both in terms of communicating the opportunities that

exist and also the level of pay, both of which would likely attract more candidates. A variety of other issues were raised which are shown in the table below. The issues of improved transport was again raised in this theme.

### Boosting the Economy, Supporting Businesses and Enabling Employment

<ul style="list-style-type: none"> <li>• More jobs in tech / computer / IT sector</li> </ul>	<ul style="list-style-type: none"> <li>• Better pay for apprenticeships - attract more people to do an apprenticeship</li> </ul>
<ul style="list-style-type: none"> <li>• Make sure students are aware of apprenticeships</li> </ul>	<ul style="list-style-type: none"> <li>• More information about career paths</li> </ul>
<ul style="list-style-type: none"> <li>• Promote apprenticeships like universities are promoted</li> </ul>	<ul style="list-style-type: none"> <li>• Workshops</li> </ul>
<ul style="list-style-type: none"> <li>• How to look good in an interview</li> </ul>	<ul style="list-style-type: none"> <li>• Work experience</li> </ul>
<ul style="list-style-type: none"> <li>• "Practical work + experience - tactile learning"</li> </ul>	<ul style="list-style-type: none"> <li>• More life lessons (management)</li> </ul>
<ul style="list-style-type: none"> <li>• More educational support</li> </ul>	<ul style="list-style-type: none"> <li>• More apprenticeships in the creative industry</li> </ul>
<ul style="list-style-type: none"> <li>• Presentations for different jobs</li> </ul>	<ul style="list-style-type: none"> <li>• Learn relevant legal information</li> </ul>
<ul style="list-style-type: none"> <li>• Financial training for green jobs</li> </ul>	<ul style="list-style-type: none"> <li>• Skills and experience are provided for more creative jobs</li> </ul>
<ul style="list-style-type: none"> <li>• More training for people who come from a farming background - help keep up with the change in economic structure</li> </ul>	<ul style="list-style-type: none"> <li>• Stronger resources for people dealing with a lack of work e.g. job centres</li> </ul>
<ul style="list-style-type: none"> <li>• Specific lessons about these as a subject at school</li> </ul>	<ul style="list-style-type: none"> <li>• learning more important things in school for self-employment</li> </ul>
<ul style="list-style-type: none"> <li>• Life skills - money, savings, life, things we need to know about the future that we don't currently know</li> </ul>	<ul style="list-style-type: none"> <li>• Better transport to get to a job</li> </ul>

In relation to local communities, there were two issues that were most prevalent in the discussion. Firstly, the issue of funding for community projects was raised in order to provide general youth support. This included the need for more accessible grants to improve the youth support provided. Secondly, cycling was raised particularly the need for improved cycle routes and for these routes to be safe. These are summarised in the table below.

### Creating Caring and Healthy Communities

<ul style="list-style-type: none"> <li>• More accessible grants and funding to improve youth support</li> </ul>	<ul style="list-style-type: none"> <li>• Not pay for public toilets + more toilets</li> </ul>
<ul style="list-style-type: none"> <li>• Community spaces – clubs -activities - electricity - charging spaces - cymorth - period products - food donations - Parks and fitness areas communal open spaces</li> </ul>	<ul style="list-style-type: none"> <li>• Homeless shelters</li> </ul>
<ul style="list-style-type: none"> <li>• Environments - public walks / dog walking paths, -bins - inconsistency with rubbish collecting - safer outside e.g. glass on floors"</li> </ul>	<ul style="list-style-type: none"> <li>• Bee sanctuary</li> </ul>
<ul style="list-style-type: none"> <li>• Fund raising in communities for community spaces (sports, cake sales, tug of war etc)</li> </ul>	<ul style="list-style-type: none"> <li>• 4G (astro turf) around Ceredigion</li> </ul>
<ul style="list-style-type: none"> <li>• Public water fountains to refill plastic bottles</li> </ul>	<ul style="list-style-type: none"> <li>• Youth clubs (Aberystwyth and Aberaeron)</li> </ul>
<ul style="list-style-type: none"> <li>• "Community gardens - good for mental health - any age - locally grown food - community involvement"</li> </ul>	<ul style="list-style-type: none"> <li>• More funding for public gardens in small communities</li> </ul>
<ul style="list-style-type: none"> <li>• Make people more aware</li> </ul>	<ul style="list-style-type: none"> <li>• BMX / bike tracks</li> </ul>
<ul style="list-style-type: none"> <li>• "More environmentally friendly community space -more plantation"</li> </ul>	<ul style="list-style-type: none"> <li>• Cycle paths (more and better quality)</li> </ul>

<ul style="list-style-type: none"> <li>• "Community cafes -with computer access"</li> <li>• Walking paths (nature trails)</li> </ul>	<ul style="list-style-type: none"> <li>• Safer Cycle paths</li> </ul>
--	---

The responses showed a high level of understanding of environmental issues and a wide variety of suggestions were made. The need for more green spaces and for tree planting were highlighted as was the need to reduce traffic and pollution and maximise the use of green energy. Interestingly there were also multiple references to the provision of allotments in order for communities and individuals to grow their food. Linked to this, one respondent also highlighted that food production should be local. The breadth of the responses received is shown in the table below.

### Creating Sustainable, Green and Well-Connected Communities

<ul style="list-style-type: none"> <li>• Dog parks</li> </ul>	<ul style="list-style-type: none"> <li>• Save the bees (more planters in communal areas)</li> </ul>
<ul style="list-style-type: none"> <li>• "Increase pedestrianised areas - green spaces"</li> </ul>	<ul style="list-style-type: none"> <li>• Bins for period products</li> </ul>
<ul style="list-style-type: none"> <li>• Increase knowledge on the environment (eg. Why it should be respected like not standing on dunes, sand - wildlife lived)</li> </ul>	<ul style="list-style-type: none"> <li>• Limiting light pollution in order to ensure that nocturnal animals can live in peace while the quality of local people's sleep improves</li> </ul>
<ul style="list-style-type: none"> <li>• Plant more plants to promote wildlife</li> </ul>	<ul style="list-style-type: none"> <li>• Wind turbines</li> </ul>
<ul style="list-style-type: none"> <li>• Green public transport</li> </ul>	<ul style="list-style-type: none"> <li>• Public transport (buses)</li> </ul>
<ul style="list-style-type: none"> <li>• Little swampy area (good for water life etc)</li> </ul>	<ul style="list-style-type: none"> <li>• More water fountains around the place - promote reusable bottles rather than buying bottles everywhere</li> </ul>
<ul style="list-style-type: none"> <li>• Plant more trees</li> </ul>	<ul style="list-style-type: none"> <li>• Nets in seas</li> </ul>
<ul style="list-style-type: none"> <li>• Stop cutting down trees for building</li> </ul>	<ul style="list-style-type: none"> <li>• Reduce one use plastic products</li> </ul>
<ul style="list-style-type: none"> <li>• Plant more trees / plants / flowers</li> </ul>	<ul style="list-style-type: none"> <li>• Car sharing programme</li> </ul>
<ul style="list-style-type: none"> <li>• Public allotment / gardens</li> </ul>	<ul style="list-style-type: none"> <li>• More green spaces</li> </ul>
<ul style="list-style-type: none"> <li>• Community greenhouses</li> </ul>	<ul style="list-style-type: none"> <li>• Solar panels</li> </ul>
<ul style="list-style-type: none"> <li>• Public packaging (non-plastic)</li> </ul>	<ul style="list-style-type: none"> <li>• More local food production</li> </ul>
<ul style="list-style-type: none"> <li>• Meadow areas (better for biodiversity) (great for carbon)</li> </ul>	<ul style="list-style-type: none"> <li>• Walking paths / nature trails-public bikes, city bikes -more bins</li> </ul>
<ul style="list-style-type: none"> <li>• Better drainage systems</li> </ul>	<ul style="list-style-type: none"> <li>• More allotments in order to plant vegetables and local bread</li> </ul>
<ul style="list-style-type: none"> <li>• More bins around schools / parks / public areas</li> </ul>	<ul style="list-style-type: none"> <li>• Reduce air miles expanding local food production by diversifying what is grown, and the kinds of local fuel available</li> </ul>

### Culture

When considering the culture of the County, Welsh language was in a multitude of ways – some felt that more education should be provided through the medium of Welsh, some felt that more could be done to actually celebrate Welsh language and culture, and some felt that teachers and those providing training could use Welsh. The variety of these views are shown in the table below. Two other key themes emerge – firstly that there should be more Welsh events particularly music, and secondly that the County's cultural diversity should be celebrated to help create inclusive communities. In fact, "celebration" and "promotion" appeared throughout the engagement responses in relation to Welsh language and culture.

<ul style="list-style-type: none"> <li>• Learning about other cultures in order to understand people who migrate from other countries and of a different race</li> </ul>	<ul style="list-style-type: none"> <li>• I think it is important to celebrate all cultures &amp; diversity</li> </ul>
<ul style="list-style-type: none"> <li>• Learn more about communities within the Welsh language</li> </ul>	<ul style="list-style-type: none"> <li>• How do we celebrate the Welsh language?</li> </ul>
<ul style="list-style-type: none"> <li>• Lessons through the medium of Welsh</li> </ul>	<ul style="list-style-type: none"> <li>• It should not be over - prioritising Welsh - speakers or idolising Welsh - speakers with bad opinions only because they speak Welsh</li> </ul>
<ul style="list-style-type: none"> <li>• Welsh Bacalaureate, maths, science</li> </ul>	<ul style="list-style-type: none"> <li>• I think it's important to include all communities and help support diversity in Welsh speaking places, by using education to help join people together</li> </ul>
<ul style="list-style-type: none"> <li>• More Welsh sites for small children so they can grow up confidently speaking the language</li> </ul>	<ul style="list-style-type: none"> <li>• Culture week - have a week in school to learn about different cultures in the school</li> </ul>
<ul style="list-style-type: none"> <li>• Promote Welsh speaking in bilingual schools</li> </ul>	<ul style="list-style-type: none"> <li>• Celebrate people of ethnic heritage in Wales</li> </ul>
<ul style="list-style-type: none"> <li>• All teachers in Wales must be able to speak Welsh</li> </ul>	<ul style="list-style-type: none"> <li>• Celebrating cultural diversity: allowing and encouraging all identities and cultures (including Welsh) to celebrate and partake in their cultures and traditions</li> </ul>
<ul style="list-style-type: none"> <li>• Two-way respect between languages - respecting and learning other languages / cultures + vice versa</li> </ul>	<ul style="list-style-type: none"> <li>• Making sure it does not impact or get prioritised over education, mental health, environment, world issues, public transport</li> </ul>
<ul style="list-style-type: none"> <li>• Securing committees is a school puzzle</li> </ul>	<ul style="list-style-type: none"> <li>• Celebrate Welsh history, Welsh history month</li> </ul>
<ul style="list-style-type: none"> <li>• More event workers e.g. football etc using Welsh as their first language.</li> </ul>	<ul style="list-style-type: none"> <li>• We need to celebrate the Welsh language without alienating those who don't speak it. Inclusivity is key.</li> </ul>
<ul style="list-style-type: none"> <li>• More Welsh events – music -drama etc.</li> </ul>	<ul style="list-style-type: none"> <li>• The importance of the Eisteddfod</li> </ul>
<ul style="list-style-type: none"> <li>• Compulsory to learn Welsh in primary school over Wales</li> </ul>	<ul style="list-style-type: none"> <li>• More Welsh events - music</li> </ul>
<ul style="list-style-type: none"> <li>• More Welsh books in shops and schools - updating more modern books.</li> </ul>	<ul style="list-style-type: none"> <li>• Availability of Welsh classes - for older people</li> </ul>
<ul style="list-style-type: none"> <li>• Celebrate Welsh schools</li> </ul>	

## Written Responses from Partners and Stakeholders

In addition to the 34 completed survey forms, there were 7 individual written responses from key regional and national partners. These were Aberystwyth University, Natural Resources Wales, Dyfed-Powys Police, Mid and West Wales Fire and Rescue Services and The Language Society. Two of the responses were detailed feedback from Welsh Government and the Office of the Future Generations Commissioner. All seven written responses expressed their thanks for being able to take part in the consultation and comment on the draft Local Well-being Plan.

## Feedback from PSB Partners and Local Stakeholders

The four PSB partners who provide a detailed written response explicitly stated their support for the draft Local Well-being Plan, but with some adjustments and suggestions to be considered which are summarised below.

### Work together to achieve a sustainable economy that benefits local people and builds on the strengths of Ceredigion

- Align with the Mid Wales Growth Deal and encourage a more environmentally focussed approach within this initiative

- Take a more inclusive and innovative approach to measuring economic benefit and success.
- Given the importance of the rural economy in Ceredigion, further enhance of the details referencing agriculture
- Clearer connections to the Mid Wales Growth Deal and regional economic framework across a range of areas such as energy, the economy and skills.
- Consider more of a focus around supporting socially and environmentally responsible public procurement, to benefit the local supply chain.
- Concerns around the over-emphasis on the tourism industry in the County and the drawbacks of less stable and reliable income. The Public Services Board's partners could contribute to creating sustainable tourism in the County through a joint strategy, and which should feature as a step in the Local Well-being Plan. (Sustainable tourism = tourism that considers its economic, social and environment in the present and the future fully, addressing the needs of visitors, the industry, the environment and communities that receive visitors).
- The Public Services Board's partners should contribute to the economy by creating a policy for buying locally where possible, in order to create a circular economy which is sustainable, and prioritise local or Welsh companies.

### **Work together to reduce inequalities in our communities and use social and green solutions to improve physical and mental health**

- Greater mention of sustainable transport is needed, which has a significant impact on rural communities from a wellbeing and decarbonisation perspective, and the role of the PSB to safeguard and enhance rural services for the benefit of its residents.
- Active travel should be included as part of the Welsh Government's Active Travel initiative, to encourage communities to engage with sustainable travel and the social and health benefits associated with it.
- Consider the disproportionate impact on specific communities in relation to environmental risks and hazards, such as flood risk, poor air quality, noise pollution, water quality and Invasive Non-Native Species.
- Increase engagement with communities to support their own understanding of, and potential contribution to, building resilience.
- Consider training for partners in the 'Three Horizons' model to help support the incorporation of future trends into the next phase of well-being Planning.
- Greater detail should be included on the key issue of access to sport and leisure opportunities across the County.

### **Work together to deliver decarbonisation initiatives within Ceredigion to protect and enhance our natural resources**

- Include water quality and pollution, specifically in relation to the rivers within Ceredigion.
- Include detail on the marine environment (and associated economy and recreation).
- Consider undertaking a Climate Risk and Opportunity Assessment, in accordance with the Application of the Climate Change Risk Assessment for Wales (CCRA3), to inform how to progress a targeted approach for delivery for climate adaptation within Ceredigion.
- Include the new Sustainable Farming Scheme and how it may impact rural communities and deliver the wellbeing objectives.

### **Work together to enable communities to feel safe and connected and will promote cultural diversity and increase opportunities to use the Welsh language**

- Further reference to the role that physical spaces play in contributing to cultural wellbeing, in the context of arts, language, culture and heritage spaces that are unique to Ceredigion.
- Give due consideration to the real impacts of rural and environmental crime (such as fly tipping, off-road biking and wildfires etc) and how the PSB can tackle these issues.
- Greater detail should be included on the key issue of public and sustainable transport for the County.
- On page 19 of the plan, remove the reference to students in relation to the Ceredigion being considered as

one of the heartlands of the Welsh language. This does not present a balanced view as many students are Welsh speakers and contribute to a vibrant bilingual culture.

- As one of the strongholds of the Welsh language, the Public Services Board needs to be more ambitious with its actions in relation to promoting the Welsh language and this should go beyond merely encouraging and increasing the use of the Welsh. All PSB partners should provide training and consider apprenticeships for people work directly with the public enabling them to relate to the public confidently through Welsh.
- The right to a home locally should be included within this objective, as housing affordability is having an impact on local communities. The Public Services Board could be more proactive in identifying people's needs and local circumstances, and this find and facilitate suitable solutions such as social rented, middle market housing and local market housing. The Local Well-being Plan should be more ambitious an set target to make a real difference to the people of the County.

### **Working together to deliver shared ambitions for tackling poverty and inequalities in Ceredigion, as these have the potential to impact across the four wellbeing pillars - economic, social, environmental, and cultural wellbeing**

- Seek every opportunity promote climate adaptation measures, such as the retrofitting of buildings to reduce carbon footprint and improve cost effectiveness, installing more sustainable drainage systems and green infrastructure, thus improving the local environment around traditional grey infrastructure.
- A climate change risk assessment is a necessary 'next step' for identifying how to apply much of the wellbeing plan into the local needs within Ceredigion, and help us prioritise issues with available resources to improve community resilience and adaptation measures for a changing climate.
- Consider if greater prominence should be given to the key issue of adequate housing and housing affordability in the County.

## **Feedback from Welsh Government and Office of the Future Generations Commissioner**

Welsh Government and the Office of the Future Generations Commissioner provided detailed feedback on the draft Local Well-being Plan. Due to their length, their full responses are attached for reference (Attachment 1 and 2), but a summary of their main points is displayed below.

### **Welsh Government**

- Overall, the draft plan was well-received. It is a clearly thought-out draft plan and it is evident that a lot of work has gone into considering the key priorities emerging from the well-being assessment.
- The plan is well structured and clearly written and presented.
- The section on the well-being objectives is well set out and flows well with the three headings – 'Why this objective', 'Our ambitions', and 'What we will do'; this provides a good, clear explanation of the process.
- More demonstration of how longer-term thinking (i.e., for future generations) has been incorporated in the plan would be welcome.
- More clearly reflect the longer term thinking to identify the objectives in the plan.
- References to the other corporate strategies, plans and work programmes already in place within the county is a strength.
- The well-being assessment has been used effectively to help identify the priorities to be addressed in the plan.
- Including more consideration of the strengths and gaps of developing the plan, for example, engaging different communities and delivery partners would help to strengthen it.
- The evidence gap on protected characteristics data since Covid-19 is mentioned, but there is very little detail on this and no reference to other gaps in the evidence which may have affected the development of the plan.
- Give consideration to the 'what works' evidence base as to why certain actions have been chosen and developing a theory of change to explain how these actions are expected to lead to the stated ambitions would help to strengthen the plan.
- Demonstrating plans for evaluating the implementation of the ambitions and the impact of them would also help to strengthen the plan.

The Office of the Future Generations Commissioner have been kept informed of progress in developing the draft Local Well-being Plan and the Well-being Objectives. Two sets of feedback from the Commissioner's Office were received on 22<sup>nd</sup> August 2022 and 20<sup>th</sup> September. The following provides a summary of the main feedback and the suggestions made.

### Overall Feedback

- The draft plan is clear, reads well and is ambitious in its scope and the potential action it outlines.
- It's great to see the way you have framed the draft document: using the four dimensions of well-being; considering the findings of your well-being assessment; understanding what needs to be achieved (strategically) and then looking at what the PSB can do about it.
- In the supporting text, it's positive to see reference to the changing demographics, changes to working patterns and the importance of digital infrastructure/connectivity.
- Some of the steps outlined in the draft plan are broad in scope and we encourage your PSB to ensure the proposed activities are clear and achievable.
- Ensure the activity proposed in the well-being plan is specific, measurable, achievable, relevant and time-bound (SMART).
- Further consider the interconnections between the emerging priorities to help maximise your contribution to all of Wales' well-being goals.
- Building on the information contained within appendix one "How these contribute to the Seven Well-being Goals", there are opportunities for the PSB to further consider how the activity being proposed can contribute more broadly.
- Be bold in the action you plan to take for your communities over the next five years.

### Cross-Cutting Objective: Working together to deliver shared ambitions for tackling poverty and inequalities in Ceredigion, as these have the potential to impact across the four wellbeing pillars - economic, social, environmental, and cultural wellbeing

- It's clear the thinking on your cross-cutting objective on tackling hardship and poverty has developed from the first draft, particularly with the inclusion of 3 steps.
- The success of this cross-cutting objective will largely depend on the quality of conversations you're having with your communities, in this case, Cardigan.

### Objective 1: Work together to achieve a sustainable economy that benefits local people and builds on the strengths of Ceredigion

- Ensure you're looking longer-term at the skills and training needed to help address some of the challenges facing Ceredigion.
- Consideration should be given to what targeted and sustained action might be needed to ensure entry for those furthest from the labour market in your area, e.g. disabled people, women and Black, Asian and minority ethnic people.
- Are there any opportunities to make the links here to point 4d within NRW's supporting paper, which sets out how PSBs can help incentivise a regenerative local economy whereby the environmental impacts of production and consumption are reduced?
- Comments on specific steps:
  - 1.1 Welcome the addition of the text that says 'including up-skilling and re-training for a green economy.' We encourage you to make clear links to the importance of collaboration and involvement in the supporting text.
  - 1.2 As you will be aware, the criteria for applying to the UK Shared Prosperity Fund does not include or refer to the requirements of the WFG Act. Any projects that are taken forward should be in line with the progressive long term policy approach we have established in Wales through the Well-being of Future Generations (Wales) Act 2015. This means that any proposals must illustrate how the funding would

enable you to take all reasonable steps to meet your well-being objectives and comply with the sustainable development principle.

- 1.4 We refer you to our earlier advice where we sought assurances you have considered the broader picture on the foundational economy in Wales, and shared various links. If the focus is solely on the CLES report, it would be helpful to know what recommendations, in particular, you are seeking to deliver.
- 1.5. Welcome the addition of the PSB's commitment to fair work. Public Health Wales have resources on fair work here which you may find helpful.

## **Objective 2: Work together to reduce inequalities in our communities and use social and green solutions to improve physical and mental health**

- Welcome the strong, clear focus on taking a place-based intervention in Cardigan to help reduce inequalities and share what works beyond. For clarity, it would be helpful if the supporting text for draft objective 2 could include an explanation on what 'place-based interventions' are, what they might look like for your area and how they might be different from previous approaches.
- While collaboration has come across as a strength in our discussions so far, and your well-being assessment, this way of working could be emphasised more within this objective.
- Based on the current wording of draft objective 2, further consideration could potentially be given to reflecting the existing strengths and examples in the area and how these might be a basis from which to learn and progress.
- What consideration has been given to work and activity that will have already taken place to map assets and resources in the area.
- Integrate health and wellness into your other well-being objectives.
- We encourage you to identify and set out any barriers or tensions that may exist with this objective, and any potential steps you (or others) can take to remove them.
- Comments of specific steps:
  - Step 2.1.2. Welcome the additional reference to social, green and blue prescribing.
  - Step 2.3 Reiterate our earlier comment that while it's very positive to see a step focussed on food, the draft step as worded (i.e. 'explore the opportunities...') is potentially a little vague and may need further consideration to ensure the activities you are seeking to achieve are clear and achievable.
  - Step 2.4 Note that step 2.4 has been moved from well-being objective 3 (first draft) to well-being objective 2, which is a better fit and should complement the other steps set out in objective 2.

## **Objective 3: Work together to deliver decarbonisation initiatives within Ceredigion to protect and enhance our natural resources**

- It would strengthen the draft plan if the collaboration between PSB partners and other important partners could come across more, either in the wording of the steps or supporting text.
- If you're finding it challenging to get further detail in a step, we recommend trying to make the links and connections within the supporting text.
- Comments on specific steps:
  - Step 3.1 As worded, the step only refers to 'decarbonisation activity'. Can this go further and include some of the areas the PSB will potentially focus on? For example, fleet, buildings, procurement etc?
  - Step 3.2 Maybe unclear to readers and members of the public exactly what 'supporting pollution prevention measures' means and there appears to be little connection between the step itself and the supporting text under objective 3.
  - Step 3.3 Refer you to step 4b on 'Improve the health of our ecosystems' in NRW's supporting paper for further consideration of some of the areas it highlights that are relevant here, as well as consideration of consistency of language.
  - 3.4. Strong links here to the actions highlighted by NRW in their paper, particularly 4a, 4c i and ii and 4d. As above, we appreciate flexibility will be important but recommend further consideration is given to areas 4a, 4c and 4d of NRW's paper to help provide some clarity on the specific action/s you'll be looking at.

- It's reassuring to see the focus on addressing climate change and to see reference to your well-being assessment in showing the value local people place on their local environment and the crucial role it plays in their well-being.

#### **Objective 4: Work together to enable communities to feel safe and connected and will promote cultural diversity and increase opportunities to use the Welsh language**

- Given the scale and breadth of activities within this objective, our advice is to recommend you explore and identify opportunities to integrate some of the activity outlined within your other objectives and steps. For example:
  - Are there potential links between supporting a cultural strategy for the area (step 4.1) and the step within objective 1 to support the foundational economy and the steps within objective 2 where you're seeking to take a place-based approach?
  - Are there opportunities to pursue and integrate your ambitions for the Welsh language through other activities, such as your steps focused on skills, place-based interventions, the foundational economy and/or cultural strategy, thereby strengthening their impact beyond a statutory duty?
- We encourage you to consider the interconnections between your emerging priorities to help inform your decisions about the most effective steps and who will need to be involved.
- As you develop your objectives and steps, it would be helpful to understand:
  - How this work is being shaped by key stakeholders over the summer period, and particularly their needs and challenges?
  - How the key stakeholders affected by the objectives and steps can continue to influence the project throughout its life?
- Comments on specific steps:
  - On step 4.2, the Welsh Language Commissioner's Office have advised that your well-being plan should align with your Welsh Language Promotion Strategy and this may be helpful for you in identifying which local partners to engage with. Attached is the Welsh Language Commissioners resources 'Considering the Welsh language in the Local Well-being Plans' which we hope you will find helpful.
  - Building on the inclusion of step 4.6 it would be helpful if further context could be provided within the supporting text. For example, information on what partnerships the PSB is intending to form and what they intend to achieve.

## Equalities Monitoring Questions

The Council's standard demographic and equalities monitoring questions were asked as part of the survey.

13. Welsh Language - We would like to know your views on the effects that this proposal would have on the Welsh

language, specifically on:

- opportunities for people to use the Welsh language
- on treating the Welsh language no less favourably than the English language

What effects do you think there would be? How could positive effects be increased, or negative effects be mitigated?

The overwhelming majority of respondents felt that the Local Well-being Plan would have a positive impact on the Welsh language. However, they highlighted several key points in order for this to be improved further:

- Communities should be encouraged to provide inclusive groups and activities.
- Increased opportunities for learning Welsh should be provided and free of charge.
- Organisations to work closely with Welsh-language organizations to promote their objectives through the medium of Welsh.
- Encouraging local businesses to ensure they have Welsh speaking staff.
- Promoting the benefits and making it the language of work and life.

A sample of the comments received are shown in the table below.

Sample Comments	
"Important that everything is guided through Welsh, and the opportunity for people to learn basic Welsh when involved in different activities. It is very important that the Welsh language is promoted and that the Welsh language is first in all aspects of our communities"	"Need more ready access to Welsh classes at all levels as most people who move into the area are keen to learn some Welsh"
"Some businesses may not have any Welsh speakers working for them, so perhaps businesses should be required to have a certain amount of Welsh speaking staff or translators. A lot of English speaking people may be interested in taking Welsh classes in their spare time and so there's an opportunity here to set up social events or groups where people can practice speaking Welsh so that they can be more inclusive in their daily lives."	"To treat the Welsh language as our right not as a secondary thought. This is pretty much being achieved by public bodies but more could be done to try and get non Welsh speakers to understand how important the history and culture of the Welsh Language is to us as a Nation."

14. Welsh Language - Please also explain how you believe this proposed proposal could be formulated so as to have:

- positive effects or increased positive effects on opportunities for people to use the Welsh language and not to treat Welsh language less favourably than English language
- so that there are no adverse effects on opportunities for people to use the Welsh language
- and not to treat Welsh language less favourably than English language

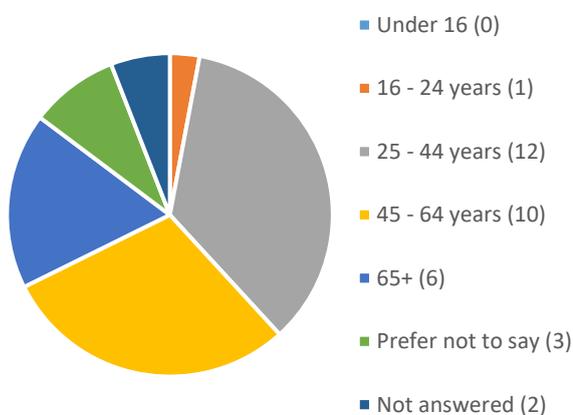
There were a variety of ideas of how the Local Well-being Plan could be implemented to have a positive impact on Welsh language and the opportunities for people to use Welsh. These were:

- Highlight the importance of having Welsh language skills when applying for employment.
- Supporting communities who would like to increase use of the language and the idea of Welsh citizenship.
- Public facing workers to identify that they speak Welsh.
- Official signs and documents should be bilingual.
- Request that websites or businesses in Ceredigion have their default language as Welsh instead of English, since Welsh is the official language of the country and is culturally significant.
- Also ensure that all information on signs, posters and websites is always translated into Welsh.

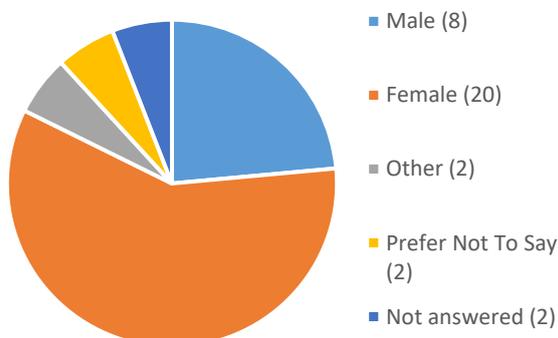
A sample of some of these comments are shown in the table below.

Sample Comments	
<p>"By supporting communities who would like to increase use of the language and the idea of Welsh citizenship"</p>	<p>"Perhaps request that websites or businesses in Ceredigion have their default language as Welsh instead of English, since Welsh is the official language of the country and is culturally significant - also ensure that all information on signs, posters, websites etc is always translated into Welsh if it is originally written in a different language, especially English"</p>
<p>"By adopting methods to measure the impact of the proposed proposal occasionally and putting measures in its place if that impact does not show positive results in terms of the Welsh language"</p>	<p>"Public facing workers to identify that they speak Welsh - unfortunately, I often start in English to avoid embarrassing them if they don't understand Welsh. Everything should be bilingual - signs, documents etc. - and promote use of basic everyday Welsh phrases"</p>

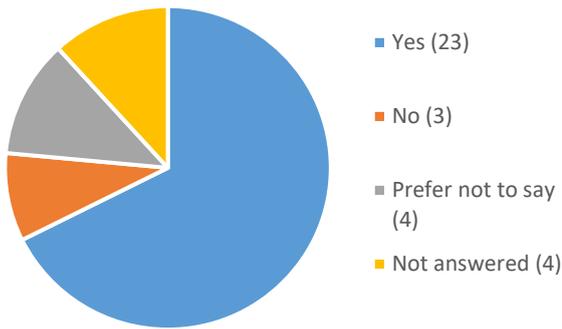
15. Age - What is your age group?



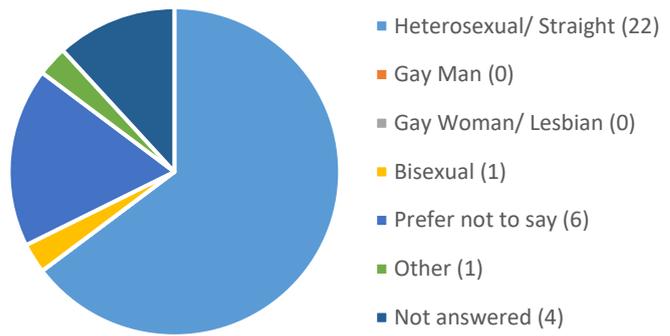
16. Gender - What is your gender?



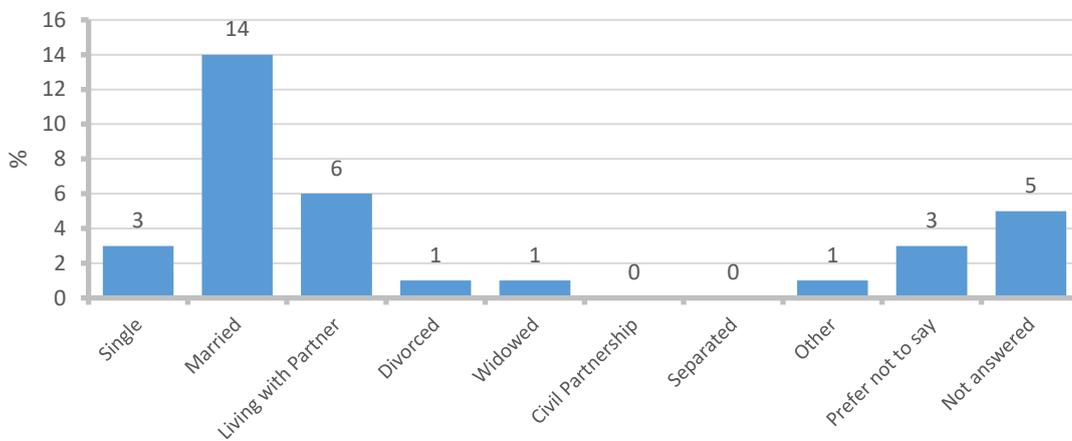
**17. Transgender - is your gender the same as when it was assigned at birth?**



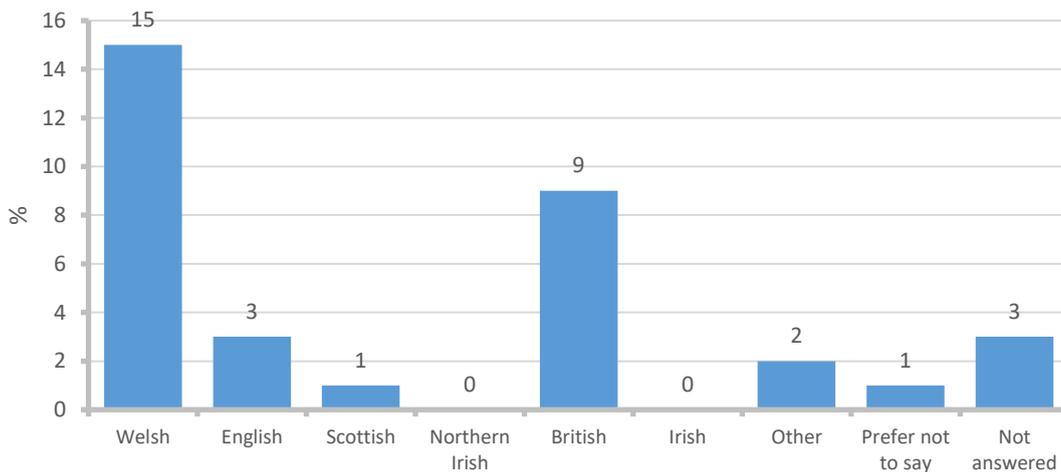
**18. Sexual Orientation - Which one of the following options best describes how you think of yourself?**



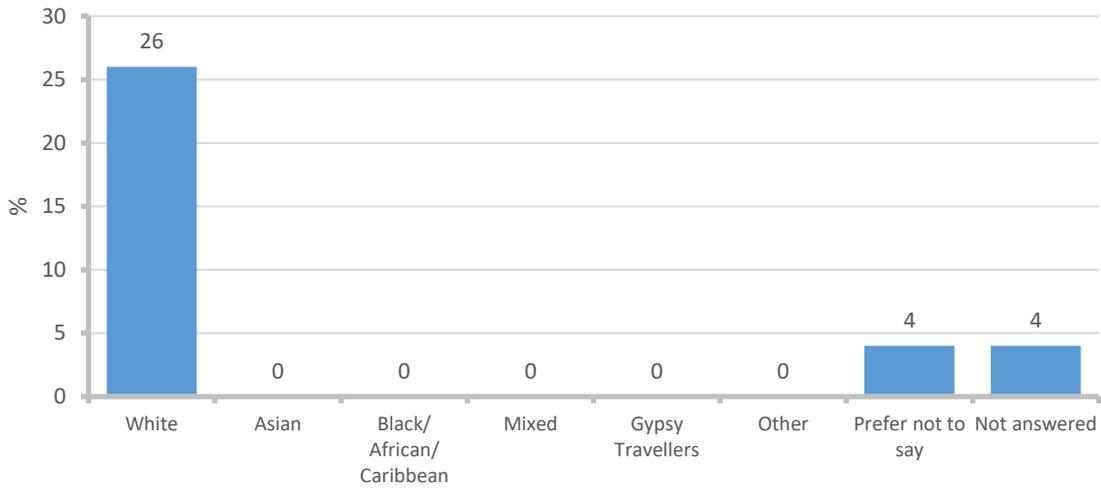
**19. Partnership - Which of the following options describes your partnership status?**



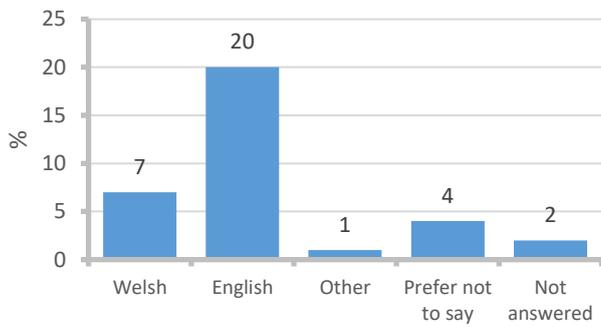
**20. National identity - How would you describe your national identity?**



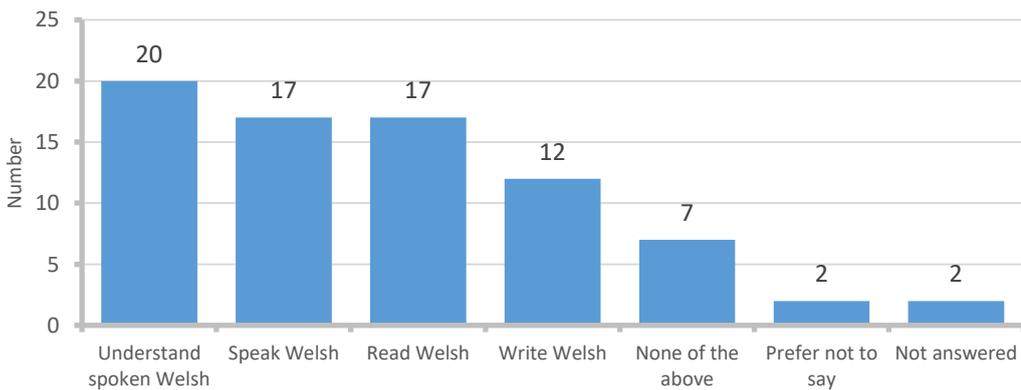
**21. Race - What is your ethnic group? Choose one option that best describes your ethnic group or background.**



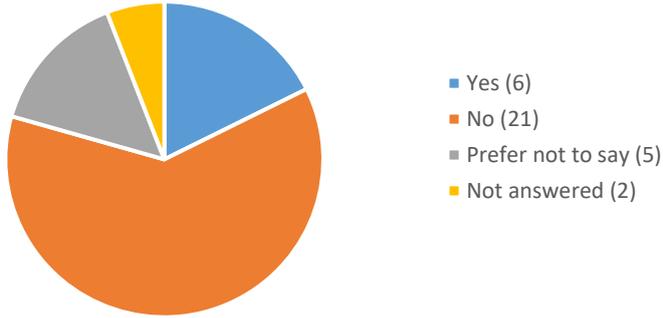
**22. Language - What is your preferred language?**



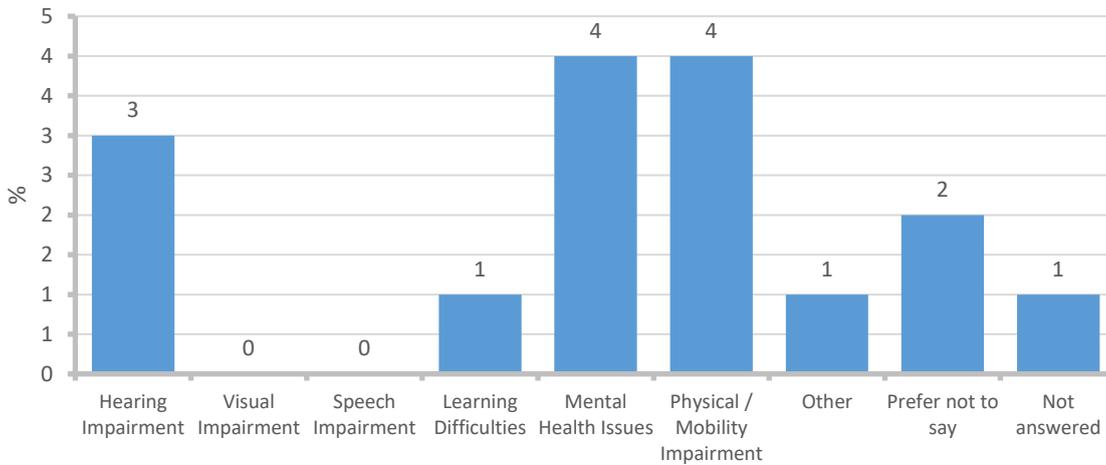
**23. Language - Can you understand, speak, read or write Welsh?**



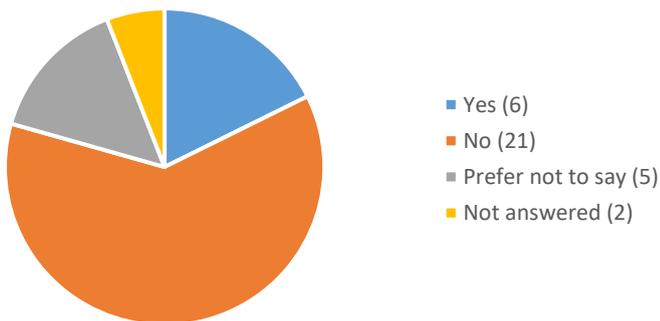
**24. Disability - Do you have a long term physical or mental health condition or illness that reduces your ability to carry out day to day activities?**



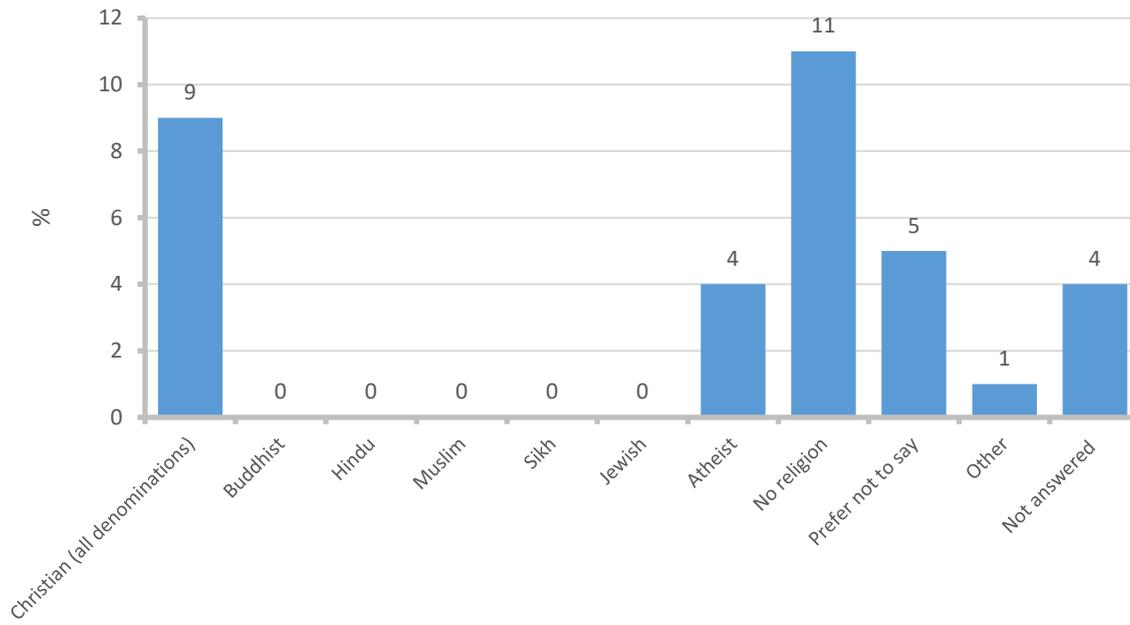
**25. Disability - If you answered 'Yes' to question 25, please indicate which applies to you?**



**26. Caring Responsibilities - Do you look after or give help or support to family members, friends, neighbours, or others because of either: long term physical or mental ill-health / disability; or problems related to old age?**



## 27. Religion or Belief - What is your religion?



## Attachment 1a:

# Office of the Future Generations Commissioner Response



## Public consultation of Ceredigion PSB's draft well-being plan

Advice of the Future Generations Commissioner for Wales

Dear Ceredigion PSB and supporting officers,

Thank you again for meeting with our office during the statutory advice period to help inform your draft well-being plan. As you're aware, our written advice was shared with the PSB on 11<sup>th</sup> October 2022.

Your draft well-being plan is now open for public consultation. To fulfil the Future Generations Commissioner's statutory duty of advising PSBs on how they might take steps to meet their draft objectives, this short letter represents our response to your public consultation.

### Consulting on your draft well-being plan

The public consultation currently underway is an opportunity for organisations, networks and residents to share their views on what they believe the PSB can do to improve well-being in your area. It is also an opportunity for your PSB to ensure it's applying the five ways of working in the development of the plan. For example, meaningfully involving people and collaborating with key partners and organisations, alongside using our advice and the feedback of others (from the consultation) to draw out the opportunities for prevention, integration and longer-term solutions.

We encourage you to fully consider the feedback you receive and reflect on how it can help influence the action the PSB might take to drive change in your area.

### Our advice on your draft well-being plan

The advice we shared in October 2022 was based on a version of the draft well-being plan dated 14<sup>th</sup> September 2022. As we have discussed, the draft plan is clear, reads well and is ambitious in its scope and the potential action it outlines.

Based on the draft well-being plan currently online for public consultation, there appears to be no significant difference between the two versions except the step to '*strengthen the work of the Growing Mid Wales Digital Programme...*' has been transferred from well-being objective one to two, and a step to '*Maximise the opportunity to upskill and re-train for a green recovery*' has been included under well-being objective three.

As only a couple of amendments appear to have been made, our advice is therefore attached again alongside this letter for your reference, and we encourage you to reflect on it again as you continue to refine the draft plan and develop your delivery plan.

For example, we shared our view that some of the steps outlined in the draft plan are broad in scope and encouraged your PSB to ensure the proposed activities are clear and achievable. To highlight one example, it is good to see the step to '*Deliver decarbonisation activity to support Welsh Government's ambition of a net-zero public sector by 2030*' but it's not clear from the information set out in the draft plan what the 'decarbonisation activity' is or might be.

While we note the draft plan states "*Our next step will be to develop and implement a delivery plan with detailed steps and actions to complete...*" our advice to all PSBs is to ensure the activity being proposed in their well-being

plans is specific, measurable, achievable, relevant and time-bound (SMART). Involving the right people during the public consultation period of your draft plan is a good opportunity to help your PSB achieve this.

In our earlier advice, we also encouraged the PSB to further consider the interconnections between the emerging priorities to help maximise your contribution to *all* of Wales' well-being goals. In this regard, the inclusion of Appendix one is helpful as it clearly sets this out.

Building on the information contained within appendix one, there are opportunities for the PSB to further consider how the activity being proposed can contribute more broadly. For example, while we would expect to see steps 4.1 and 4.2 included against the 'Wales of Vibrant Culture and Thriving Welsh Language' well-being goal in the appendix, the activity proposed in relation to steps such as 2.1.2 (Social and green prescribing), 2.2 (sustainable food place) and 2.3 (connecting people to nature) can be planned and delivered in a way that would also make a significant contribution to the cultural well-being of Ceredigion.

### Next steps

While there are significant challenges in the here and now, we encourage you to be bold in the action you plan to take for your communities over the next five years. We will continue to work with our key partners to provide ongoing support to PSBs and wish to reassure you we will not be seeking to penalise PSBs for taking risks and trying things aimed at driving change.

As you continue to receive feedback via the public consultation and work collaboratively to shape your final plan, we will be happy to continue providing our advice and assistance. Please contact Jenny McConnel (your regional lead) and Christian Servini in the first instance if this would be helpful.

### Office of the Future Generations Commissioner for Wales

30<sup>th</sup> January 2023

### Resources

For your reference, included below is a list of our resources. These are shared for the consideration of the PSB and its delivery groups as your work on particular themes and topics takes shape:

<b>The Future Generations Report</b>	<b>Summary of recommendations</b>	Already shared with PSBs and helpful in understanding the type of action PSBs can take in relation to topics and themes.
	<a href="#">Setting good well-being objectives</a>	Chapter 4 of the Future Generations Report.
	<a href="#">Bite-size products</a>	Drawn from the Future Generations Report, the 'bite-size' products are tailored to areas of work such as planning, transport etc, and include the most relevant ideas and recommendations.
<b>Implementation</b>	<a href="#">Section 20 Review Maturity Matrix</a>	A helpful tool that details steps organisations can take to further embed the Well-being of Future Generations Act and help us achieve the national well-being goals of Wales.
	<a href="#">The 'Future Generations Framework for Projects'</a>	A framework for ensuring public bodies (and others) are using the Act as a framework for thinking.
<b>Long-term</b>	<a href="#">Three Horizons Toolkit</a>	An easy-to-use guide to help public bodies think and plan better for the long-term, by keeping a clear vision and taking future trends into account.
<b>Cost of living</b>	<a href="#">Cost of living: now and in the future</a>	While some of these policy decisions are not within the remit of the PSB, we encourage you to consider what is possible and the power of the PSB to advocate to Welsh Government (and others) on policy change that would benefit your communities.
<b>Procurement</b>	<a href="#">Procuring well-being in Wales</a>	A review into how the Act is informing procurement in Wales, as well as recommendations for public bodies.
<b>Climate change and inequality</b>	<a href="#">Inequality in a Future Wales</a>	Our report with Public Health Wales which highlights the future of work, changing demographics and climate change could increase existing inequalities if the impacts on different groups in society are not factored in.

	<a href="#">Inequality in a Future Wales, part two: Communities and Climate Change in Wales</a>	Focussed on involvement and includes resources for policymakers to implement similar creative futuring techniques to involve communities in long-term thinking.
<b>Skills</b>	<a href="#">Skills through crisis: up-skilling and re-training for a green recovery in Wales</a>	Analysis showing the potential of investment in green jobs and skills for a prosperous, green and equal recovery.
<b>Decarbonisation of homes</b>	<a href="#">Homes fit for the future: the retrofit challenge</a>	Aimed at the Welsh and UK Governments, estimating the funding needed for the decarbonisation of homes in Wales, identifying funding gaps and approaches to addressing them.
<b>Good practice</b>	<a href="#">Case studies</a>	Good examples of how the Act is being implemented on the ground across Wales.

## Attachment 1b:

# Office of the Future Generations Commissioner Response



## Ceredigion PSB's draft well-being plan

Advice from the Office of the Future Generations Commissioner

7<sup>th</sup> October 2022

Thank you for sharing your draft well-being plan with us on 13<sup>th</sup> July. As your work developed over the summer, you also shared an updated version of your plan with us on 14<sup>th</sup> September for our consideration.

In response, we have provided two sets of advice to you: on 22<sup>nd</sup> August and 20<sup>th</sup> September. For your records, this advice is set out below in one document.

## Advice shared with Ceredigion PSB on 20<sup>th</sup> September 2022

Thank you for sharing your latest draft well-being plan with us on 14<sup>th</sup> September 2022. We're grateful for sight of your latest draft plan. It reads well and is ambitious in its scope and the potential action it outlines.

As you're aware, we shared our early advice on your first draft plan with you on 22<sup>nd</sup> August 2022. The advice set out below does not replace our earlier advice. Instead, it is intended to be helpful as you continue to refine the plan, and both sets of advice should be read in conjunction.

While we have had limited time to reflect on your latest plan, we hope the advice below is helpful.

### Cross-cutting objective

- It's clear the thinking on your cross-cutting objective on tackling hardship and poverty has developed from the first draft, particularly with the inclusion of 3 steps.
- The success of this cross-cutting objective will largely depend on the quality of conversations you're having with your communities, in this case, Cardigan. We refer you to our comments further below on involvement and the importance of embedding co-production.

### Well-being objective 1

- 1.1 Welcome the addition of the text that says 'including up-skilling and re-training for a green economy.' We appreciate exact clarity on this step may not be clear yet, but understanding, progress and success for this step (along with many others) will largely depend on who you're working with and involving. We therefore encourage you to make clear links to the importance of collaboration and involvement in the supporting text.
- 1.1. cont. It's positive to see the links to the Regional Skills Partnership in the ambitions text, but this relationship should work both ways, where the Regional Skills Partnership are also taking into account the extensive data and information you have presented within your well-being assessment. This is critical for their thinking and planning.
- 1.2 As you will be aware, the criteria for applying to the UK Shared Prosperity Fund does not include or refer to the requirements of the WFG Act. The PSB has an important role to play and we remind all PSBs that the Future Generations Commissioner wrote to all local authorities reiterating that any projects that are taken forward are in line with the progressive long term policy approach we have established in Wales through the Well-being of Future Generations (Wales) Act 2015. ("the Act"). These obligations continue to apply to

everything public bodies and PSBs do, including when applying for funding from outside of Wales. This means that any proposals must illustrate how the funding would enable you to take all reasonable steps to meet your well-being objectives and comply with the sustainable development principle.

- 1.4 We refer you to our earlier advice where we sought assurances you have considered the broader picture on the foundational economy in Wales, and shared various links. We anticipated this may have been incorporated into updated wording for this step but the wording remains unchanged. If the focus is solely on the CLES report, it would be helpful to know what recommendations, in particular, you are seeking to deliver.
- 1.5. Welcome the addition of the PSB's commitment to fair work. Public Health Wales have resources on fair work [here](#) which you may find helpful.
- General: Are there any opportunities to make the links here to point 4d within NRW's supporting paper, which sets out how PSBs can help incentivise a regenerative local economy whereby the environmental impacts of production and consumption are reduced? They include examples such as local procurement, repair cafes, local food systems, sourcing energy from waste and renewables, reducing packaging, payments for ecosystem services, incentivising integrated active travel networks. This cuts across all four of your objectives.

### Well-being objective 2

- 2.1.2. Welcome the additional reference to social, green and blue prescribing.
- 2.3 Reiterate our earlier comment that while it's very positive to see a step focussed on food, the draft step as worded (i.e. 'explore the opportunities...') is potentially a little vague and may need further consideration to ensure the activities you are seeking to achieve are clear and achievable.
- 2.4 Note that step 2.4 has been moved from well-being objective 3 (first draft) to well-being objective 2, which is a better fit and should complement the other steps set out in objective 2.

### Well-being objective 3

In the latest draft, the steps are clearer and stronger than the original draft. As per our earlier advice, collaboration between PSB partners and other important partners will be critical for making progress in this area. It would strengthen the draft plan if this could come across more, either in the wording of the steps or supporting text.

We've discussed the importance of flexibility within the plan and finding a balance in your steps between aspiration and detail. It is challenging to get this balance right, and we appreciate your consideration of this. If you're finding it challenging to get further detail in a step, we recommend trying to make the links and connections within the supporting text. This is critical for providing the right context within the plan.

- 3.1 As worded, the step only refers to 'decarbonisation activity'. Can this go further and include some of the areas the PSB will potentially focus on? For example, fleet, buildings, procurement etc?
- 3.2 Welcome addition of step 3.2 but it may be unclear to readers and members of the public exactly what 'supporting pollution prevention measures' means and there appears to be little connection between the step itself and the supporting text under objective 3. As above, it would be helpful if this could be expanded slightly so it more easily understood, or further context given in the supporting text.
- 3.3 Welcome the addition of this step and refer you to step 4b on 'Improve the health of our ecosystems' in NRW's supporting paper for further consideration of some of the areas it highlights that are relevant here, as well as consideration of consistency of language.
- 3.4 Welcome the inclusion of this step and its ambition. Strong links here to the actions highlighted by NRW in their paper, particularly 4a, 4c i and ii and 4d. As above, we appreciate flexibility will be important but recommend further consideration is given to areas 4a, 4c and 4d of NRW's paper to help provide some clarity on the specific action/s you'll be looking at.

### Well-being objective 4

As there are no substantial changes to the objective or its supporting steps, we refer you to our earlier advice.

On step 4.2, the Welsh Language Commissioner's Office have advised that your well-being plan should align with your Welsh Language Promotion Strategy and this may be helpful for you in identifying which local partners to

engage with. Attached is the Welsh Language Commissioners resources 'Considering the Welsh language in the Local Well-being Plans' which we hope you will find helpful.

Building on the inclusion of step 4.6 it would be helpful if further context could be provided within the supporting text. For example, information on what partnerships the PSB is intending to form and what they intend to achieve.

### **Further advice on involvement and co-production**

As we have discussed, the success of your plan will largely depend on the extent to which the PSB and its supporting groups apply the 5 ways of working.

It's fantastic to see the focus your draft plan has on taking a place-based approach, and the intent on working with your communities to help drive change and improve well-being. With this in mind, we're reminding PSBs that the involvement of communities should happen throughout the next five years of Well-being Plan delivery, not just during its development, and that a move towards a more co-productive way of working is considered good practice. The support you will receive as a regional cluster from the Co-production Network for Wales will be invaluable here.

Involvement and co-production practice are specific ways of working and successfully embedding these ways of working requires an investment of time and resource for staff to develop these skills. Accessing the necessary training and support collaboratively is beneficial both in terms of commitment and cost.

Provision of regular training through regional and national forums is an important way to continue provide value to members of these forums, and to grow membership. We're encouraging PSBs to invest in joining in these mechanisms to share practice, work through challenges in partnership with other PSBs and to learn from one another. Meaningful involvement and co-production takes people who are genuinely passionate about putting it into practice.

At a decision-making level, we're also encouraging PSBs to undertake an exercise in identifying where there are meaningful and achievable opportunities to change ways of working, and the demonstrable benefits of doing so, as well as looking at the challenges. This is particularly relevant given your steps on taking a place based approach.

### 'Hard to reach' groups and children and young people

With your place-based focus in Cardigan, improved involvement of and co-production with 'hard to reach' groups and children and young people in the well-being planning process will be critical. You're encouraged to undertake an exercise in identifying the individuals and groups who are best placed to involve specific communities in the well-being planning process. Use involvement conduits who are already carrying out this work successfully, such as frontline staff and third sector projects. PSBs should also involve their local third sector organisations in this work, where there are great examples of dedicated relationships between 'hard to reach' communities and the services they access facilitated. Work of this nature should be ongoing.

Well-being and the work of the PSB are not always tangible topics of conversation. The most successful conversations through which to learn about how individuals and communities feel about well-being are not necessarily about well-being. PSBs should try talking to communities about what they want to talk about and drawing out the well-being messages, not the other way around.

## **2 Advice shared with Ceredigion PSB on 22<sup>nd</sup> August 2022**

We're grateful for early sight of your 4 draft well-being objectives and steps, shared with us on 13<sup>th</sup> July 2022. As you stated, the objectives are high level, with each one sitting under one of the dimensions of well-being. You also highlighted 'Tackling hardship and poverty' will be a cross-cutting theme.

We noted your comments on the potential scope of the work, and importance of focussing on where the PSB can best add collective value. In our initial meeting, it was reassuring to hear you say your draft steps could and would reflect the engagement you were undertaking, and that there would be flexibility.

Overall, it's great to see the way you have framed the draft document: using the four dimensions of well-being; considering the findings of your well-being assessment; understanding what needs to be achieved (strategically) and then looking at what the PSB can do about it.

### **Draft well-being objective 1: economic well-being**

In the supporting text, it's positive to see reference to the changing demographics, changes to working patterns and the importance of digital infrastructure/connectivity. It's also good to see you highlight your ambition to support the work of the Regional Skills Partnership to help ensure local needs and skill gaps are addressed.

#### Objective 1, step 1.1

- Great to see the collaborative focus of the step.
- While it refers to identifying gaps, we encourage you to ensure you're looking longer-term at the skills and training needed to help address some of the challenges facing Ceredigion and Wales. For example, research tells us the environmental sector has the potential for significant job creation to help tackle the climate and nature emergencies, but we don't currently have the people or skills in place in Wales to fill those jobs. Our report on upskilling and retraining for a green recovery in Wales is [here](#).
- Going further, could consideration be given to whether the ambition of the step could go beyond addressing gaps and potentially seek to lead the way in a specific area? The specifics of this step will be important, and likely to be shaped through involvement of other organisations and members of the public. What can each organisation do themselves? How can they play a role as key public sector 'anchor institutions' in encouraging training and employment in other sectors?
- Consideration should be given to what targeted and sustained action might be needed to ensure entry for those furthest from the labour market in your area, e.g. disabled people, women and Black, Asian and minority ethnic people.
- If the ambition is to help address existing inequalities in the area, this could be made more explicit in the step or supporting text.

#### Objective 1, step 1.2

- As above, it's positive to see the collaborative focus of this step.
- Any proposals submitted to the UK's Shared Prosperity Fund must illustrate how the funding would enable you to take all reasonable steps to meet your well-being objectives and comply with the sustainable development principle.

#### Objective 1, step 1.3

- In their consideration of the four dimensions of well-being in the areas, PSBs have a unique and significant role to play in their regions and the broader partnership landscape. Instead of being 'aware of', we recommend the wording is strengthened to reflect the important role PSBs can play in influencing this broader landscape (e.g. regional growth deals, CJs etc).
- To give an example, NRW are advocating PSBs make clearer connections to their respective growth and [regional economic](#) frameworks across a range of areas such as energy, the economy and skills, and seek to influence these partnerships to take a more 'inclusive' approach to measuring economic success to help reduce the growing socio-economic pressures on biodiversity.

#### Objective 1, step 1.4

We welcome the step on the foundational economy. Given the specific focus on CLES, which forms one (important) part of the foundational economy landscape in Wales, we would seek assurance you have considered the broader picture. For example:

- Welsh Government's [Foundational Economy Delivery Plan \(April 2021\)](#), outlining policy interventions to strengthen the foundational economy. This refers to the work of CLES as one of the deliverable areas.
- The 2020 report '[Procurement in the Foundational Economy](#)'
- [Business Wales](#)
- [Wales' Economic Action Plan](#)
- The work of the Foundational Economy Ministerial Advisory Board.

## Draft well-being objective 2

### Overarching comments

It's great to see recognition of the wider determinants of health and it'll be important to prioritise opportunities to work in partnership on primary and secondary preventative activities. The Future Generations Report 2020 recommends public bodies and PSBs look to collaborate beyond traditional partners to address the wider determinants of health. While collaboration has come across as a strength in our discussions so far, and your well-being assessment, this way of working could be emphasised more within this objective.

Welcome the strong, clear focus on taking a place-based intervention in Cardigan to help reduce inequalities and share what works beyond. For clarity, it would be helpful if the supporting text for draft objective 2 could include an explanation on what 'place-based interventions' are, what they might look like for your area and how they might be different from previous approaches.

Based on the current wording of draft objective 2, further consideration could potentially be given to reflecting the existing strengths and examples in the area and how these might be a basis from which to learn and progress. For example, through 'Asset Based Community Development'.

The Future Generations Report 2020 recommends investing in and valuing the important role biodiverse green and blue space plays in supporting people's health and community well-being. It's therefore positive to see the ambition on social, green and blue prescribing. While the focus of this is strong within the supporting text, it is lost somewhat in the current wording of the steps. Are there links to be made to national developments in this area, such as Welsh Government's [proposed national framework for social prescribing](#)?

### Objective 2, step 2.1

- It would be helpful to understand what consideration has been given to work and activity that will have already taken place to map assets and resources in the area. NRW for example, will already hold extensive information on the Cardigan area.
- 'Place based interventions' are being explored by other PSBs, and this may be an area where learning and progress can be shared through collaboration. For example, we're aware Cwm Taf Morgannwg are using GIS to map their community assets.
- The Future Generations Report 2020 recommends integrating health and wellness into your other well-being objectives. With this in mind, can connections be made between this step and your step in objective 3 to 'Work with and support communities who want to manage and improve their local environment'? The Future Generations Report recommends prioritising placemaking and designing-in community health and well-being – enabling places to support the health and well-being of people and communities.
- We encourage you to identify and set out any barriers or tensions that may exist with this objective, and any potential steps you (or others) can take to remove them.
- As per comments below on the links between draft objectives 2 and 4, can consideration be given to help integrate culture into this objective as much as possible too, given the emphasis on the place based approach?

### Objective 2, step 2.2

- While it's positive to see a step focussed on food, as set out, the draft step is broad and may need further consideration to ensure the activities set out are realistic and achievable.
- Can wider links be made to the introduction of free school meals for primary school children in Wales (from September 2022), other key local and national progress in this area as well as your own procurement? For example, we understand Ceredigion procure Catering Packaging and Products as part of the procurement pipeline and that this is up for renewal in Sept 2022. This is potentially timely and helpful in consideration of reducing carbon emissions – see WRAP's support [here](#).
- Involving people passionate about food equality and community prosperity will be critical for developing this step further and there may be potential to use and integrate the support you'll be receiving from the Co-Production Network for Wales in this area, ensuring you're 'working with' your local communities to help realise your ambition of Ceredigion becoming a sustainable food place. For example, while [Planna Fwyd!](#) is no longer running and was located just outside the official boundary of Ceredigion, many of the successful

small enterprises it helped set up are still running and are helping local communities, such as the family seed packs, land army and solidarity veg boxes.

- We are in regular discussions with Public Health Wales on PSBs and work focussed on health, inequalities and the cost of living. We would be happy to signpost you for potential support and/or links to other PSBs if this would be helpful.

### **Draft well-being objective 3**

It's reassuring to see the focus on addressing climate change and to see reference to your well-being Assessment in showing the value local people place on their local environment and the crucial role it plays in their well-being.

The information presented in the draft document focusses on renewable energy schemes, Aberystwyth achieving net-zero status by 2030 and supporting communities who want to manage and improve their local environment. As you state: *"decarbonisation will be challenging and requires careful consideration as to how its implemented."* With this in mind, it would be helpful to know:

- If the PSB is clear on what might make the largest contribution to decarbonisation in the area?
- Which groups/organisations have you identified who are working towards similar goals in the area/region? For example, is the PSB involving representatives from higher education in the area to its work, such as the University of Wales Trinity Saint David, Aberystwyth University and the Centre of Alternative Technology (CAT) located in nearby Machynlleth, Powys? This objective will require a broad range of people to be involved and the 'unusual suspects' sometimes have the best solutions to long-standing problems.
- Ceredigion is blessed with an outstanding natural environment and strong cultural heritage. Can these assets help drive some of the thinking behind the draft objectives and steps? For example, what is the potential role of the coast and/or agriculture within this objective? Are there links to objective 2 around promoting health and green solutions? Are there potential links to objective 1 with training opportunities?
- Could the steps consider cross-generational opportunities within communities, as well activity focussed on young people?

Attached alongside these comments is a helpful 3 page document produced by NRW for our office to share with PSBs. It focusses on potential steps PSBs can take to help address the climate and nature emergency.

While we recommend you consider the four areas set out in the paper, based on the draft objectives and steps you have shared, we recommend particular attention is paid to '2 Ensure a Just Transition' (with your step on Aberystwyth achieving net-zero in mind), and '4 Deliver collaborative interventions' which you could consider with the other PSBs in your region (as well as other organisations/academia), building on the strong relationships already present.

Please note, their advice relating to '3 Influence change in the measures of economic success' has been referred to above in relation to objective 1, step 1.3.

### **Draft well-being objective 4**

This a broad objective covering community well-being, safety, cultural diversity and the Welsh language. Given the scale and breadth of activities within this objective, our advice is to recommend you explore and identify opportunities to integrate some of the activity outlined within your other objectives and steps. For example:

- Are there potential links between supporting a cultural strategy for the area (step 4.1) and the step within objective 1 to support the foundational economy and the steps within objective 2 where you're seeking to take a place-based approach?
- Are there opportunities to pursue and integrate your ambitions for the Welsh language through other activities, such as your steps focused on skills, place-based interventions, the foundational economy and/or cultural strategy, thereby strengthening their impact beyond a statutory duty?
- It would be helpful to understand how community enterprise is being considered within this objective? There are clear links to step 1.4 on the foundational economy and the ambitions within objective 2 on place-based interventions. And linked to objective 1, are there collaborative interventions the PSB could consider to incentivise a regenerative local economy whereby the environmental impacts of production and

consumption are reduced? As NRW have set out in their attached paper, examples of this might include local procurement (step 1.4), repair cafes, local food systems (objective 2), sourcing energy from waste and renewables (objective 3), reducing packaging, payments for ecosystem services, incentivising integrated active travel networks.

- From the draft wording, there doesn't appear to be much specific reference to sport or art (with possible links to draft objective 2). While these may not be priorities for the PSB at this stage, there may be opportunities to explore these areas further with Sport Wales, Arts Council of Wales and the National Library of Wales (based in Aberystwyth).

We encourage you to consider the interconnections between your emerging priorities to help inform your decisions about the most effective steps and who will need to be involved. This will help you maximise contribution across Wales' 7 well-being goals.

On involvement, we understand the Co-Production Network for Wales will now be supporting Ceredigion, Carmarthenshire and Pembrokeshire PSBs. As you develop your objectives and steps over the summer, it would be helpful to understand:

- How this work is being shaped by key stakeholders over the summer period, and particularly their needs and challenges?
- How the key stakeholders affected by the objectives and steps can continue to influence the project throughout its life?

### Summary of activity between Ceredigion PSB and the Office of the Future Generations Commissioner during the 14 week consultation period

Below is a record of correspondence during the consultation period:

Date	Activity	Comments
1 <sup>st</sup> July 2022	Email triggering start of 14 week consultation.	<ul style="list-style-type: none"> <li>• Shared 4 draft objectives.</li> </ul>
13 <sup>th</sup> July 2022	First meeting between Ceredigion and OFGC	<ul style="list-style-type: none"> <li>• Positive introductory meeting.</li> <li>• Agreed 14 week timescales.</li> <li>• Update from Ceredigion on period between well-being assessment and drafting of objectives and steps.</li> <li>• Ceredigion agreed to share draft objectives and steps for OFGC's early thoughts.</li> <li>• Ongoing dialogue welcomed and agreed to meet again in late August.</li> </ul>
13 <sup>th</sup> July 2022	Email from Ceredigion to OFGC	<ul style="list-style-type: none"> <li>• Shared draft objectives and steps with OFGC.</li> </ul>
17 <sup>th</sup> August 2022	Second meeting between Ceredigion and OFGC	<ul style="list-style-type: none"> <li>• Updates from Ceredigion and OFGC</li> <li>• OFGC agreed to share initial comments on Mon 22<sup>nd</sup> August.</li> <li>• Agreed to meet 1<sup>st</sup> September before PSB meeting on 20<sup>th</sup> September to continue discussing progress and advice.</li> </ul>
22 <sup>nd</sup> August 2022	OFGC email to Ceredigion	<ul style="list-style-type: none"> <li>• Initial advice and comments to Ceredigion, based on draft plan shared on 13<sup>th</sup> July.</li> </ul>
24 <sup>th</sup> August 2022	Ceredigion email to OFGC	<ul style="list-style-type: none"> <li>• Shared synergy matrix being used to illustrate synergy between other key plans and strategies.</li> </ul>
1 <sup>st</sup> September 2022	Third meeting between Ceredigion and OFGC	<ul style="list-style-type: none"> <li>• Discussed updates, progress and timescales.</li> </ul>
2 <sup>nd</sup> September 2022	Email correspondence between OFGC and Ceredigion	<ul style="list-style-type: none"> <li>• Ceredigion asked for more information on how the PSB might address skills gaps in Ceredigion – a local response to the green economy growing.</li> </ul>

		<ul style="list-style-type: none"> <li>• OFGC responded, providing resources, information and offering to meet.</li> </ul>
14th September 2022	Email from Ceredigion to OFGC	<ul style="list-style-type: none"> <li>• Updated draft well-being plan shared with OFGC for advice and comment.</li> <li>• Asked for comments by 20<sup>th</sup> Sept to inform PSB meeting.</li> </ul>
20 <sup>th</sup> September 2022	Email from OFGC to Ceredigion	<ul style="list-style-type: none"> <li>• Shared second set of advice from OFGC to Ceredigion, based on updated draft plan.</li> </ul>
28 <sup>th</sup> September 2022	Email from OFGC to Ceredigion	<ul style="list-style-type: none"> <li>• Shared summary of FG Report recommendations.</li> </ul>
7 <sup>th</sup> October 2022	Email from OFGC to Ceredigion	<ul style="list-style-type: none"> <li>• Final letter from OFGC shared with Ceredigion.</li> </ul>

## Attachment 2: Welsh Government Response



Llywodraeth Cymru  
Welsh Government

### **Welsh Government response to the consultation on the draft local well-being plan for Ceredigion PSB, required by the Well-being of Future Generations (Wales) Act.**

Thank you for sight of Ceredigion PSB's draft Local Well-being Plan as a partner among what is clearly a wide range of stakeholders consulted.

Welsh Government acknowledges that the preparation of a local well-being plan is a significant undertaking, and we recognise the amount of work that has been accomplished. These are the second round of plans, and it is hoped that there will be lessons learned from the first iteration, building on what happened previously.

We have structured our response to the consultation in a similar way as 2018 which is as follows:

- General comments providing an overview of thoughts on the plan;
- More specific comments on the way in which the plan has been prepared, such as observations on the approach the PSB has taken to choosing the objectives;
- A final summary table which identifies the areas we would suggest could benefit from further development. We are adopting a consistent approach to these matters, similar to the local well-being assessments, which have been categorised as follows:
  - Category A – these are significant issues which we hope would be addressed prior to publication of the final plan. They might relate, for example, to compliance with the statutory requirements or major concerns with key elements of the plan
  - Category B – these are issues which, if addressed prior to publication, would strengthen the final plan. While we acknowledge in the time remaining that may not be possible, we think these important matters will add genuine value to the plan and prioritised alongside early development.
  - Category C – these are matters which would strengthen the plan but could be addressed as it continues to develop and evolve.

We will be using the same approach in responding to each of the plans. This time we have also added an accompanying annex which highlights some of the feedback we have received from policy leads within Welsh Government on the specific steps that you have chosen.

#### **Overall Thoughts**

This a clearly thought-out draft plan and it is evident that a lot of work has gone into considering the key priorities emerging from the well-being assessment. We look forward to hearing more about how you will be implementing your ambitions as part of the delivery plan.

## Comments on particular aspects of the draft plan

### Structure and Format

The draft plan is well structured and clearly written and presented. The introduction is a useful 'scene-setter' for those readers who may be unfamiliar with the work of the PSB. It explains clearly how the evidence gathered from the well-being assessment has been used to inform the plan. The section on the well-being objectives is well set out and flows well with the three headings – 'Why this objective', 'Our ambitions', and 'What we will do'; this provides a good, clear explanation of the process.

### Timescales

The ambitions generally cover what will be done over the five-year plan, with a vision of what Ceredigion will look like in ten years. Whilst it is normal to develop plans aligned with electoral terms, we would suggest that genuine, longer-term thinking needs to be more thoroughly considered i.e., around twenty-five years. More demonstration of how longer-term thinking (i.e., for future generations) has been incorporated in the plan would be welcome. The introduction acknowledges that the assessment highlighted long-term trends and projections for the population, economy and environment and helped to establish the well-being objectives on which the plan is based. We would suggest that this longer-term thinking could be more clearly reflected in the plan, for example it is implied in certain ambitions such as climate change, the Welsh language, education and skills, physical and mental health and well-being, but could be drawn out more in each of the chapters.

It is worth noting that there are different understandings of long-term in relation to different issues. There are a number of resources available to support you in making better decisions for the long-term, including the [Future Trends Report 2021](#)

### Involvement

It would be helpful if the plan could provide more specific information on how you have used or plan to involve communities in the design and delivery of the objectives. The plan mentions the involvement of communities during the preparation of the assessment – which was informed by data, evidence, and listening to people - but there is only a small amount provided on involvement in developing the plan ('engaging with businesses, communities, and members of the public to gather views...'). There is no real detail beyond this brief overview, so it is difficult to comment fully on this aspect. For example, it would be interesting to learn more about any challenges and/or opportunities you have experienced in this process.

Involvement of communities and partners has been reflected in some of the actions that will be taken to reach ambitions, but again there is little detail provided on who these communities and partners are and how and when they are engaged and involved. It would be useful to know, for example, how you have worked with 'seldom heard' groups and children, if indeed you have. The Welsh Government is committed to recognising, respecting and fulfilling children's rights and supporting public bodies to think about the reality of this in practice. If you would like more practical support on implementing a children's rights approach, please visit [The Right Way - A Children's Rights Approach - Children's Commissioner for Wales \(childcomwales.org.uk\)](#).

Your work with the Co-Production Network for Wales, along with Pembrokeshire and Carmarthenshire PSBs, will be a helpful means of support to successfully engage citizens and bring together diverse groups of individuals to co-produce solutions to local problems, helping deliver some of the activities you have outlined. We look forward to hearing more about this as the project develops.

### Collaboration

It is good that there is recognition in the plan that PSB partner organisations have individual programmes and strategies, and that the PSB will look to enhance these where possible. We would encourage you to provide more detail about what this will involve. Some specific examples are named,

and the plan mentions cross-organisational working and oversight, but there is little detail beyond that. However, it appears the intention is there.

In some instances, it would be good to understand more about who the PSB will involve in terms of achieving its ambitions. When identifying who is best placed to take the proposed actions forward, or collaborate to deliver them, we would encourage the board to think laterally about who might contribute to each action. It is important that the people with whom the PSB engages can potentially bring the broadest range of insights, constructive challenge, data and solutions to the PSB.

To this end, we would suggest reaching out to partners with an interest in the interventions being proposed, such as existing equality networks, youth forums, employability support services and County Voluntary Councils.

Finally, it would be beneficial if the plan could include the role community and town councils in the area will play towards meeting the objectives, particularly those councils under a duty to do so. We note that a representative from One Voice Wales sits on the Board, so hopefully some engagement is planned.

## **Integration and Prevention**

The decision to have an over-arching cross-cutting objective will hopefully have the potential to contribute to impacts across the four well-being pillars; the individual objectives also recognise overlaps and will potentially deliver against multiple goals.

The plan could further benefit from showing how climate change also has the potential to affect delivery across several of the well-being objectives identified and taking this into consideration when planning actions across the different objectives. For example:

- Climate change has the potential to exacerbate existing inequalities. It could impact digital infrastructure as a result of extreme weather events such as excessive heat and flooding. Additionally, adaptation of housing stock is likely to be needed for both decarbonisation and to mitigate the effects of climate change (such as more extreme heat and flooding) – lower income households may find this harder to achieve.
- It could exacerbate health inequalities, for example linked to poorly adapted housing, as well as access to healthy food, whose production both locally and globally (impacting supply chains) could be impacted by climate change.
- When undertaking the proposed initial baseline study which focuses on tackling hardship, it may be helpful to consider the effects of climate change, the need to decarbonise, and the need to adapt.

It is not clear from the plan whether the objectives you have chosen are similar to the well-being objectives of the statutory members of the board. It would be good to get a sense of how much integration is planned between the PSB and other organisations. In a similar vein, the plan could be stronger where it shows the added value for the PSB in contrast to separate bodies carrying out their own actions.

There is scope to be more explicit and to elaborate on the theme of prevention. More specifically, it would be useful to explore how the actions proposed might prevent problems/key priorities from getting worse, and to consider the implications of preventative approaches on the way the board will operate and deploy resources.

## **Balance and Comprehensiveness**

The plan is well-balanced, with an overarching cross-cutting objective (to tackle poverty and hardship), and a specific objective for social, economic, environmental and cultural well-being. Our colleagues leading on culture policy in the Welsh Government thought that the cultural objective had been watered down somewhat by combining it with connected and safer communities, which could be considered as more of a social objective. There would be value in explaining more explicitly how cultural well-being is being supported, or how culture will help improve connected and safer

communities. Each of the objectives has a clear justification as to why it was chosen (based on evidence from the assessment) and has a set of ambitions, with actions that will be taken.

It is a strength that you have referenced the other corporate strategies, plans and work programmes already in place within the county (including Natural Resources Wales Mid Wales Area Statement, Green Infrastructure plans, Social Model of Wellbeing, Ceredigion County Council Economic Strategy, Sustainability and Environment Strategy (Mid and West Wales Fire and Rescue Service). It is clear that these other plans and programmes will be considered, where appropriate, and relevant links made to ensure that the plan can contribute to the work undertaken.

### **Reflective and Critical Approach**

The well-being assessment has been used effectively to help identify the priorities to be addressed in the plan and it sets out clearly the justification for each of the objectives. It could be strengthened by including more consideration of the strengths and gaps of developing the plan, for example, engaging different communities and delivery partners.

The evidence gap on protected characteristics data since Covid-19 is mentioned, but there is very little detail on this and no reference to other gaps in the evidence which may have affected the development of the plan.

### **Use of evidence**

Although, evidence from the assessment has been used effectively in choosing the objectives and developing the plan, we think that the plan could be strengthened by:

- Giving consideration to the 'what works' evidence base as to why certain actions have been chosen and developing a theory of change to explain how these actions are expected to lead to the stated ambitions (there is some indication in the plan that you have begun to implement theory of change thinking e.g., through the discussion on the benefits of surf therapy, but this could be built on).
- Demonstrating plans for evaluating the implementation of the ambitions and the impact of them. The theory of change approach mentioned above could provide a helpful framework for building evaluative approaches.

### **Areas for development**

<b>Category A</b> Further consideration of short, medium and long-term actions (see 'Timescales')
<b>Category B</b> More detail on engagement and involvement (see 'Involvement') Greater emphasis on prevention (see 'Integration and Prevention') More consideration given to gaps in the evidence (see 'Reflective and Critical Approach')
<b>Category C</b>

## ANNEX

Objective		Advice from policy leads
<p><b>Tackling hardship and poverty: working together to deliver shared ambitions for tackling poverty and inequalities in Ceredigion, as these have the potential to impact across the four well-being pillars – economic, social, environmental, and cultural well-being.</b></p>		<p>We welcome the idea of having a cross-cutting objective which will feed into all of the other objectives, particularly on such an important issue. Welsh Government will shortly be consulting on its new Child Poverty Strategy and we would encourage you to feed into that on ways in which the Welsh Government could help the PSB to achieve this objective.</p>
Objective	Ambition	Advice from policy leads
<p><b>Work together to achieve a sustainable economy that benefits local people and builds on the strengths of Ceredigion</b></p>	<p>The work of the Regional Skills Partnership is supported to ensure local needs and skill gaps are identified and addressed.</p>	<p>The Regional Skills Partnership have recently launched their Employment and Skills Plan. It will be important to work closely with the Partnership on this ambition to ensure there is no duplication.</p>
	<p>Future funding opportunities are maximised for delivery against the PSB objectives</p>	<p>A review of how the work of PSBs are funded is currently underway by Welsh Government. The review aims to look at the funding which PSBs can draw on to deliver their priorities and objectives by;</p> <ul style="list-style-type: none"> <li>• Exploring how PSBs are funded by statutory members.</li> <li>• Exploring what other funding resources available for PSBs to access to deliver their priorities and objectives.</li> <li>• Identifying good practice to resourcing PSBs through pooling of funding and other resources and exploring whether developing a common approach would be useful.</li> </ul> <p>We hope the outcomes of the review, once completed, will prove useful to you.</p>
	<p>Innovative ways are explored to make supply chains more efficient whilst supporting the local economy.</p>	<p>We would be interested in understanding more about the plan for delivering the CLES recommendations and if these align to Foundational Economy priorities and support local businesses, would be happy to consider the potential for providing financial support. How will greater efficiency of supply chains be measured and are there specific sectors within the local supply base where focus will be prioritised?</p>
	<p>Organisations of the PSB drive more</p>	<p>From a fair work perspective, we welcome the detail which sets out how the ambition</p>

	<p>inclusive participation in fair, sustainable work as part of efforts to develop a well-being economy.</p>	<p>will be achieved, in particular the pledge that: “All organisations of the PSB will commit to developing a fair work mindset, place fair work at the heart of policies and plans, create fair work and be exemplars of fair work in Ceredigion demonstrating the value of such an approach for business and the community and promote access to fair work for all.” This articulates an approach that we would be entirely supportive of – with individual organisations within the PSB doing their bit to lead by example on fair work as employers in their own right, as policy-makers, as funders of external partners and in championing fair work and its benefits to business and the wider community. There would definitely be potential for the Welsh Government to engage with the organisations of the PSB on these issues.</p> <p>Concern lies in a lack of measures that can be used to benchmark progress against the stated ambition and action.</p> <p>Public Health Wales have produced a briefing on fair work which may be helpful and this is attached.</p>
<p><b>Work together to reduce inequalities in our communities and use social and green solutions to improve physical and mental health.</b></p>	<p>Improve unequal access to healthy food and work to improve the sustainability of the food system in Ceredigion</p>	<p>There are some interesting things already happening in Ceredigion that could be built upon with a platform “Connect Ceredigion” <a href="#">Connect Ceredigion - Boost your wellbeing</a> – This could be useful for you to consider. We note you intend to explore opportunities to become a Sustainable Food Place. Cardiff currently have silver status as a Sustainable Food Place and you may wish to make contact with them about their experiences. In developing Ceredigion as a Sustainable Food Place, how will this link to/benefit from work to develop the Community Food Strategy?</p>
	<p>Social, green and blue prescribing, provided by well-coordinated services, is seen as a normal and accepted referral mechanism for health improvement.</p>	<p>This is a really forward-thinking ambition which seeks to benefit from the advantages that Ceredigion’s geographical location brings. We look forward to hearing more about how this ambition is delivered. The Welsh Government is currently developing a model for social prescribing and a</p>

		<p>consultation took place last year. We recommend you keeping up to date with developments on this. <a href="#">Developing a national framework for social prescribing   GOV.WALES</a></p>
<p>Work together to deliver decarbonisation initiatives within Ceredigion to protect and enhance our natural resources.</p>	<ul style="list-style-type: none"> <li>• Seek to deliver decarbonisation activity within communities.</li> <li>• To achieve Net Zero status by 2030</li> <li>• Upskill and re-train for a green recovery</li> <li>• Prepare for impacts of climate change.</li> </ul>	<p>This objective speaks specifically about protecting the environment and mitigating the impacts on the environment and biodiversity, but this could be viewed more broadly by also considering impacts on health, inequality, and infrastructure. It may be helpful to include more detail in this objective on what the PSB's role will be as more specific details are given for the other well-being objectives compared to this one. For example, how will the PSB help deliver decarbonisation activity? What role will they take? How will they help develop resilient communities – and can they look across the different well-being objectives to deliver adaptation and resilience to climate change?</p> <p>It is good to see that the plan outlines steps for up-skilling and re-training for a green economy.</p>
<p><b>Work together to enable communities to feel safe and connected and will promote cultural diversity and increase opportunities to use the Welsh language</b></p>	<p>Ceredigion is a place where cultural diversity and Welsh language are celebrated.</p>	<p>It is good to see culture reflected at the highest level of the plan as pillar four – Cultural Wellbeing. However, the objectives under cultural wellbeing aren't quite aligned with the goal of a Wales of vibrant culture (and thriving Welsh language). Culture does contribute to social cohesion if the offer is 'vibrant' but this is very underdeveloped and linked (weakly) to 'community safety'. There is so much that could be said about how culture contributes to social wellbeing and a sense of belonging, but it is not apparent. Ceredigion – Aberystwyth in particular, is a very significant and national player in terms of Wales' cultural offer – for example, The National Library, Royal Commission, Books Council, the Arts Centre, Arad Goch, Yr Hen Goleg and the University, and excellent libraries and museums. The top-level ambitions could reflect Ceredigion as a centre of national cultural importance.</p>

		<p>Although the actions you intend to take in relation to the Welsh language are welcomed, we would encourage you to review the wording of the ambition, given the recent census results.</p>
	<p>The community are involved to allow people to feel empowered and informed, to ensure they feel safe in their communities</p>	<p>It is definitely welcome that you have created the nuance between the reality of crime figures and people’s perceptions of the numbers, as well as the link between feeling safe and community identity more broadly. Connecting your strategic assessment to your CSP is a sensible move.</p> <p>It is not clear from the drafting exactly what the Strategic Assessment will focus on and how it will be undertaken. We would encourage you to:</p> <ul style="list-style-type: none"> <li>• Think about the broader drivers of crime – how can partners work together to address poverty, intergenerational trauma, substance misuse etc? Many of the other well-being objectives and actions here will contribute towards reducing crime as well, and we would encourage you to think about crime as a social or public health issue (which the drafting does somewhat imply)</li> <li>• Embed an anti-racist approach, in line with the Criminal Justice in Wales Anti-Racism action plan – we would hope that any strategic assessment would include action to reduce the over-representation of people from Black, Asian and minority ethnic backgrounds in the justice system.</li> </ul>

Bwrdd Gwasanaethau Cyhoeddus



**Ceredigion**

Public Services Board

