

Bwrdd Gwasanaethau Cyhoeddus



Ceredigion

Public Services Board



CEREDIGION PSB LOCAL WELL-BEING PLAN ANNUAL REPORT 2024-2025



FOREWARD

Ceredigion Public Services Board (PSB) is committed to involving everyone across all communities, as the more the people of Ceredigion help to inform and shape our plans, the greater the positive impact will be on everyone's well-being.

Working in partnership for the collective benefit of all, the PSB continues to strive to address the priorities identified within our Local Well-being Plan 2023-28. An overview of our priorities for action during 2024/25 is provided within this report and you can track our progress during the year by viewing the reports that are presented to the PSB at our meetings, available for consideration via this link [Ceredigion Public Services Board - Ceredigion County Council](https://www.ceredigion.gov.uk/ceredigion-public-services-board-ceredigion-county-council)

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1. Ceredigion PSB

Ceredigion PSB is made up of statutory member organisations and invited participant organisations from across the county. Established in 2016, the PSB aims to bring together local public service leaders to assess and address the well-being needs of Ceredigion.

Membership

The Statutory Members, along with the invited Participant Organisations in Ceredigion are shown below:

Statutory Member Organisations	
Ceredigion County Council	Hywel Dda University Health Board
Natural Resources Wales	Mid and West Wales Fire & Rescue Service
Invited Participant Organisations	
Welsh Government	Ceredigion Association of Voluntary Organisations
Dyfed Powys Police & Crime Commissioner	Dyfed Powys Police
Dyfed Powys Probation Service	Wales Community Rehabilitation Company
Public Health Wales	Department for Work and Pensions
Aberystwyth University	University of Wales Trinity St David
Coleg Ceredigion	National Library of Wales
One Voice Wales	

The PSB's main tasks are:

- To prepare and publish an assessment of the state of economic, social, environmental and cultural well-being in Ceredigion.
- To prepare and publish a Local Well-being Plan for Ceredigion setting out local objectives and the steps it proposes to take to meet them.
- To take all reasonable steps to meet the local objectives they have set.
- To prepare and publish an annual report that sets out the Board's progress in meeting the local objectives.



Well-being of Future Generations (Wales) Act 2015

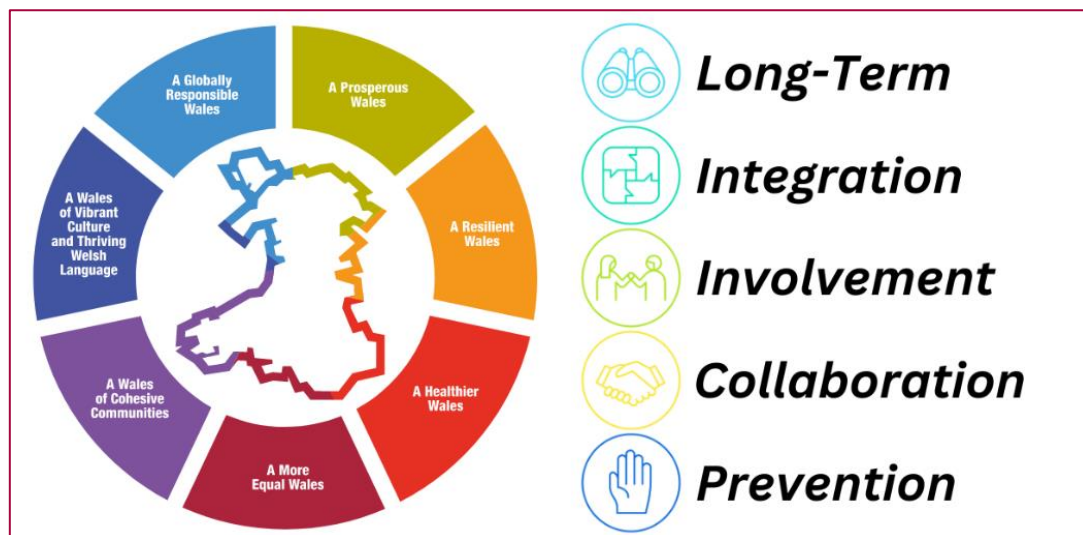
The [Well-being of Future Generations \(Wales\) Act 2015](#) gives local PSB's a legally-binding common purpose of seven Well-being goals and five ways of working. Details of these are seen below and they are specifically designed to support and deliver a public service that meets the needs of the present without compromising the ability of future generations to meet their own needs.

Well-being goals

- A prosperous Wales
- A resilient Wales
- A healthier Wales
- A more equal Wales
- A Wales of cohesive communities
- A Wales of vibrant culture and thriving Welsh language
- A globally responsible Wales

5 ways of working (Sustainable Development principle)

- Collaboration
- Integration
- Involvement
- Long-term
- Prevention



Ceredigion Assessment of Local Well-being (Summary)

The PSB has responsibility for preparing and publishing an assessment of the state of well-being in Ceredigion, which in turn informs the Ceredigion Local Well-being Plan. The diagram above visually depicts this cyclic process.

Further details of the Ceredigion Assessment of Local Well-being (2022) can be found here [Ceredigion Assessment of Local Well-being 2022](#)

Ceredigion Local Well-being Plan 2023-28

Based upon consultation, engagement events and the data included in the Assessment of Local Well-being (2022), the PSB listened to the county's residents to form its Local Well-being Plan for the period 2023-28. This plan was co-produced by partners and provided the agreed well-being objectives for the next 5 years. Further details of the plan, which was published in May 2023 can be found here [Ceredigion-Local-Well-being-Plan-2023-28.pdf](#).

This is the second Plan produced by Ceredigion PSB and under four pillars, it sets out a number of Well-being Objectives, which the Board will take all reasonable steps to meet. The Well-being Objectives for the next 5 years are as follows:

<u>Economic Well-being:</u> The PSB will work together to achieve a sustainable economy that benefits local people and builds on the strengths of Ceredigion.
<u>Social Well-being:</u> The PSB will work together to reduce inequalities in our communities and use social and green solutions to improve physical and mental health.
<u>Environmental Well-being:</u> The PSB will work together to deliver decarbonisation initiatives within Ceredigion to protect and enhance our natural resources.
<u>Cultural Well-being:</u> The PSB will work together to enable communities to feel safe and connected and will promote cultural diversity and increase opportunities to use the Welsh language.

In addition to these four objectives, **Tackling Hardship and Poverty** has been highlighted as a cross-cutting theme providing a specific focus and linking up to each of the Objectives.

Recently through interactive workshops we have agreed our short – term priorities and have outlined what we will do collaboratively to achieve these Objectives.

See Figure 1

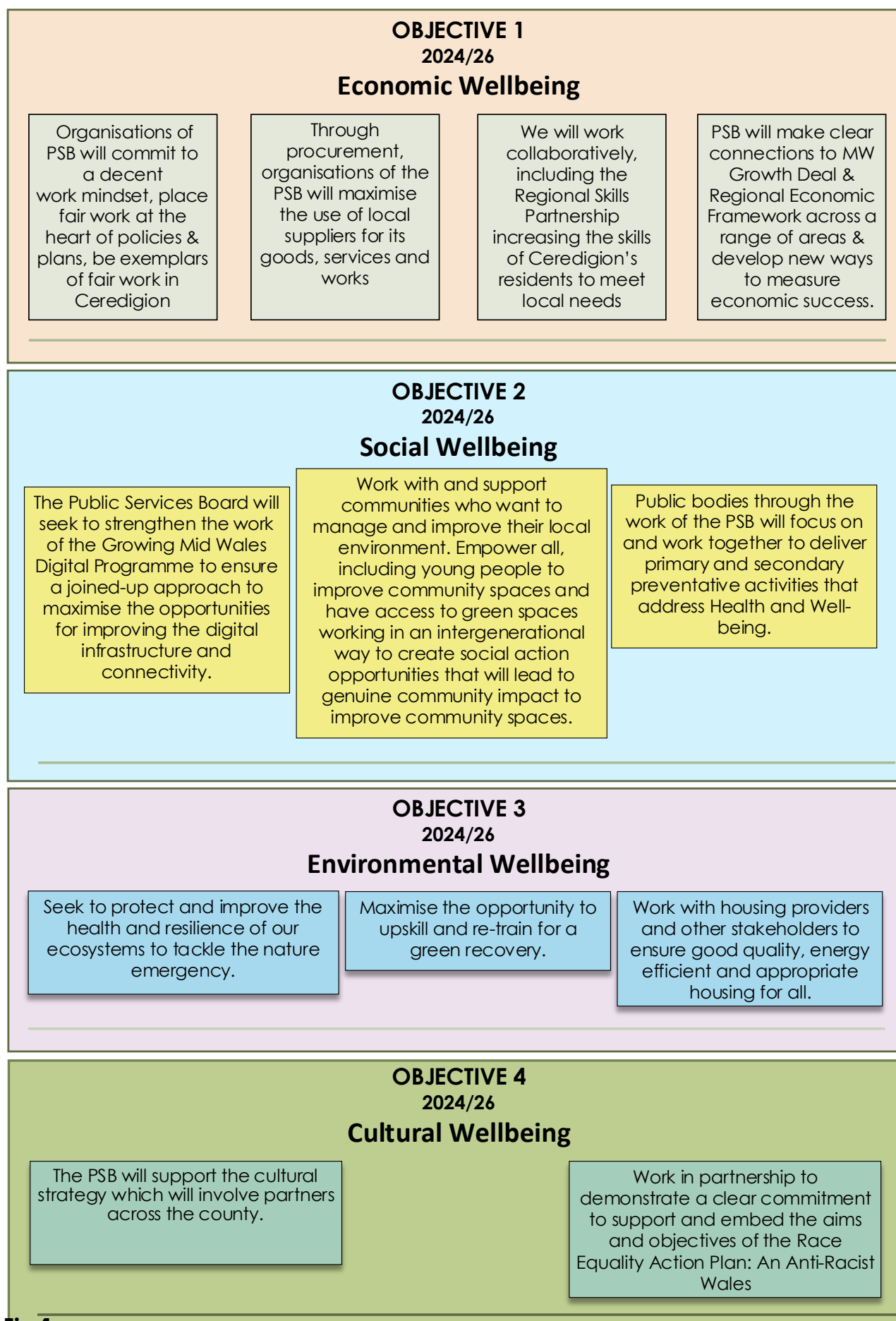


Fig 1

All Delivery Group Chairs were briefed on these agreed priorities, with the expectation that when considering their delivery group's activities, particular attention should be given to these areas. Updates on these prioritised areas are given as part of the Delivery Groups' quarterly reports to the Board and monitored by a PSB Delivery Plan Action Tracker.

2. Delivery Structure 2024-2025

Ceredigion PSB has organised delivery of the Ceredigion Local Well-being Plan 2023-28 into a hierarchical structure as indicated below in **Figure 2**

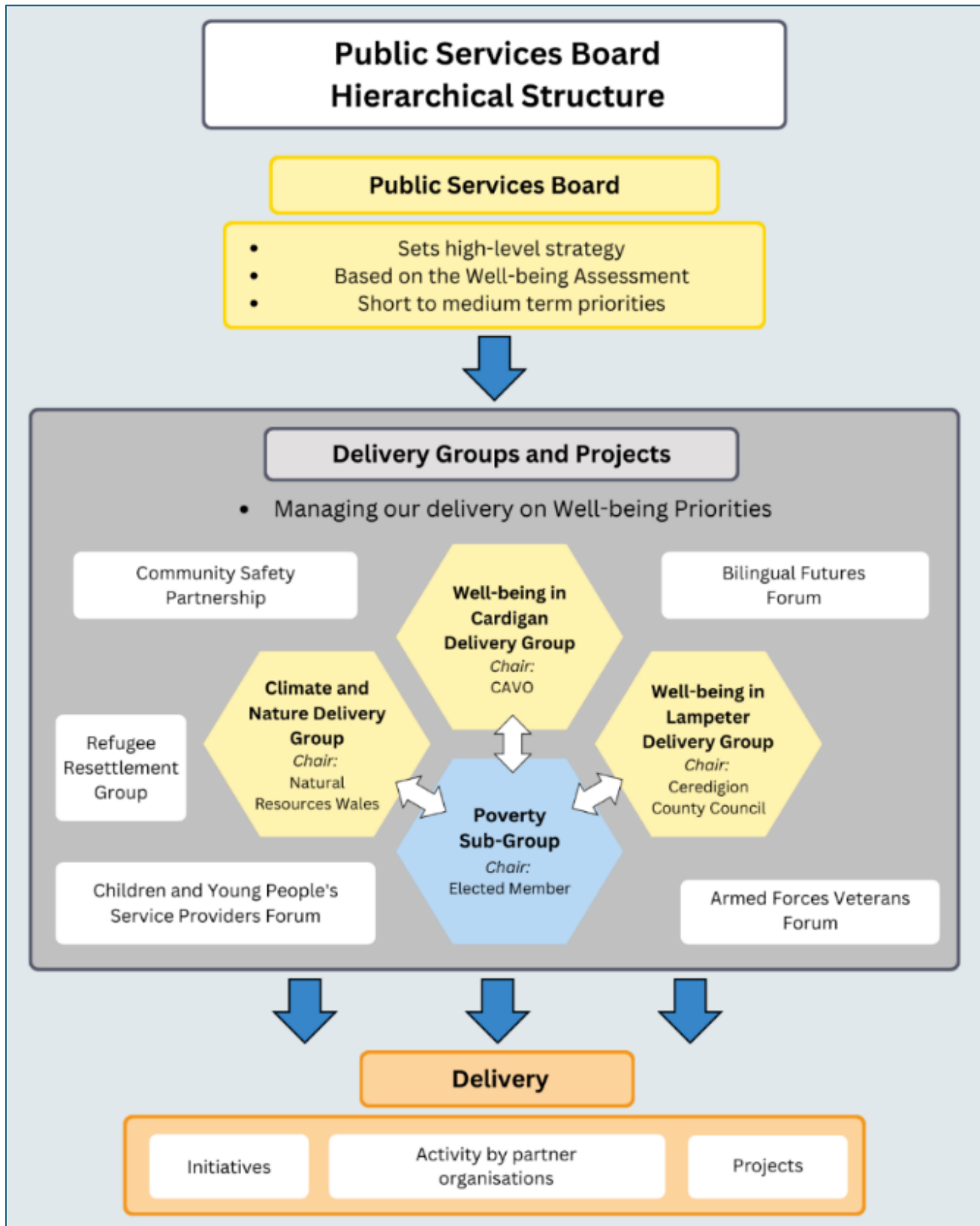


Fig 2

Each Delivery Group is Chaired by a member of the PSB, who represent different organisations. Membership of the each of the delivery groups includes representatives from public and third sector organisations, as well as individuals who have a specific interest or skillset to help with delivery.

The Poverty Sub-Group provides the scope to address the essential cross-cutting theme of Tackling Hardship and Poverty, and its priorities and actions serve to inform the over-arching objectives of the Local Well-being Plan 2023-28. Further details of the progress made within this work during the period 2024-25 can be seen below.

In addition to this update and based upon data collated as part of the Assessment of Local Well-being (2022), it was agreed that a place-based model would initially be adopted for the market towns of Lampeter and Cardigan, with the aim of identifying examples of good practice and sharing the evidence and the learning across other areas of Ceredigion. Evidenced by the Census (2021), individual baseline reports for both these areas confirmed the need for focused action. Key statistics highlighted severe indicators of deprivation, and this highlighted the need for positive community interventions. These interventions have been aimed at embracing the strengths of each community and have looked to equip them with a range of tools, capable of encouraging positive development for the future. Further details of the progress made within this work during the period 2024-25 can be seen below.

Given the extensive range of activity within Climate and Nature a more thematic approach has been employed to address these issues and details of the progress made within this work during the period 2024-25 is also shown below.

3. Overview of Delivery Group Activity

Poverty Group

The Public Services Board's Poverty sub-group ensures that poverty is addressed as a cross-cutting theme throughout the PSB's Well-being plan. The group brings together relevant partners from the public, third and education sectors, including:

- Ceredigion PSB members
- Third Sector organisations
- Housing Associations

Our forward work plan is focused on two key objectives:

1. Reduce costs and maximise income

We will do this by:

- Providing accessible online and face-to-face advice

- Delivering specific campaigns on cost-saving and income boosting measures

2. Increase understanding of local poverty and address stigma

We will do this by:

- Continuing to develop and share poverty-related data and statistics
- Raising awareness of the lived experience and impact of poverty in Ceredigion

What we have done this year to reduce costs and maximise income

We published 13 themed bulletins this year. Each bulletin is themed, for example: Travel and Transport, Income Maximisation, Food, Household and Energy Bills.

The bulletins are shared via social media and distributed to:

- PSB Poverty sub-group members
- Ceredigion County Councillors
- Town and Community Council clerks
- A bespoke mailing list.

Feedback has been positive, with comments such as,

"Great to be updated on these matters regularly for ourselves but also to help others we work with too".

"I particularly liked the report on Community Growing."

"Great to see a resource like this when the cost of living is affecting so many families."

On behalf of the PSB, Ceredigion County Council hosts a single web landing page for people seeking help. This is regularly updated, this year for example, we added information about Severn Wye advice services and about claiming compensation due to Storm Darragh in December 2024.

We hosted presentations and discussions on hardship support for Barcud tenants, Ceredigion Citizens Advice's support and advice service, Hope4U support, Pension Credit, rural poverty, and Plant Dewi's Baby Bundle scheme.

What we have done this year to increase understanding of local poverty and address the stigma of poverty

Each of our meetings includes a presentation on poverty related data and trends, supported by our Tackling Hardship data dashboard.

We delivered a **Connecting Communities project**. Funded by Welsh Government and led by the Council, this project employed a dedicated officer to engage with

local food groups and Warm Welcome Spaces to foster a shared understanding of local issues between grassroots organisations and the PSB.

We also established a multi-agency task and finish group to develop a Fair Work charter, to be presented to the PSB in May 2025. This will encourage PSB members to commit to Fair Work practices.

The group raised concerns about the potential rise in fuel poverty due to new decarbonisation policies. These concerns will be escalated by the PSB Chair to relevant forums.

A member of the PSB Poverty sub-group attends other Local Well-being Plan delivery groups to ensure a poverty-informed approach is embedded across all PSB workstreams.

Underpinning theme – Tackling Hardship & Poverty

Key actions for the year ahead

We will deepen our understanding of residents' lived experiences of poverty to improve service accessibility and responsiveness.

We will encourage PSB members to adopt the Ceredigion Fair Work Charter and monitor progress through the PSB annual report.

We will support the rollout of Ceredigion Citizens Advice's CIAN (Ceredigion Information and Advice Network) portal and encourage local and national groups to become referring partners.

We will continue to enhance the Tackling Hardship dashboard and make it available to all members of the PSB Poverty sub-group.

Well-being in Cardigan

The priorities for this delivery group fall under the following objective within the Ceredigion Local Well-being Plan 2023-28.

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

The work of the Well-being in Cardigan delivery group is focused on bringing about changes within communities and is based upon the principles of creating an effective partnership space for collaboration and mutual support, in pursuit of assistance and preventative actions which will in turn, it is hoped, improve the well-being of its residents.

The Terms of Reference for this delivery group have been reviewed, and membership has been strengthened to support the agreed priorities for 2024-26.

Chaired by Hazel Lloyd Lubran, Ceredigion Association of Voluntary Organisations (CAVO), the group has focused its efforts upon the use of a partnership approach within communities, to tackling inequalities and hardship.

A baseline assessment of Cardigan was reviewed in 2023, and this has confirmed that the area continues to suffer deprivation. Key findings for the Census (2021) can be seen here [Cardigan Census Headlines 2021](#).

In response to the elevated levels of inequalities which exist in terms of income, employment, community safety and health the PSB Cardigan Wellbeing delivery group partners have sought to collaborate on the following priorities:

- **Mapping** of assets and resources.
- **Researching** and gathering of consultation reports and strategies and reviewing of any identified recommendations and actions.
- **Investing** by bringing together any available funding aimed at tackling hardship.
- **Targeting** provision by setting up an outreach programme to make it easier for citizens in Cardigan to access support and advice.
- **Linking** by working with key stakeholders to promote and increase opportunities for people to engage in activities to improve their own outcomes and the outcomes of others.
- **Monitoring** the data set for Cardigan.

Examples of actions implemented by partners during 2024-25 have centred around:

- identifying key drivers of support within the community.
- increasing capacity and galvanising volunteer support for action.
- identifying and signposting support services.
- engaging in local consultations.
- sharing best practice and creating the partnership space provided for networking and collaboration.

Partners have shared information on their individual priorities and have jointly discussed the identification of possible gaps in provision. They have noted the strength of collaboration, and their proactivity has subsequently led them to the establishment of new partnerships. They have implemented new ways of working and have sought to scope innovative solutions within the community. This has been particularly evidenced by collaboration which has been undertaken on the Whole Systems Approach to Healthy Weight. See page 33.

Another example of the work undertaken by this delivery group includes a collaborative programme of events which has been developed by partners under the banner of "Summer of Fun." See Page 31.

Key Actions Identified for the coming period include:

- Increasing the involvement of additional service providers linking partners and networks within the market town in an approach which will maximise collaboration and resource allocation.
- Improving opportunities for local education and skills development initiatives for the benefit of families and young people.
- Continued engagement regarding the possible establishment of a local integrated well-being centre in the Town.
- Enhancing outdoor facilities and increasing the use of green space for recreation, health & well-being within the Town.
- Continued participation with the Healthy Weight, Healthy Wales work, focusing upon “Access to Food” and establishing a learning network.
- Encouraging volunteering, promoting healthier lifestyles, and improving access to local food products and services.

Another key element of the work here over the coming period will seek to link to the aims of the **Age Friendly Strategy** for Ceredigion. See page 35.

Well-being in Lampeter

The priorities for this delivery group fall under the following objective within the Ceredigion Local Well-being Plan.

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

This place-based group acts on behalf of Ceredigion PSB to deliver on the Local Well-being Plan for 2023-2028, by monitoring well-being activity in Lampeter and identifying opportunities to work collaboratively to support and enhance well-being provision in the area. The group is currently Chaired by Greg Jones Corporate Lead Officer for Porth Cymorth Cynnar at Ceredigion County Council.

The group includes partner organisations from Ceredigion Public Services Board and co-opted members relevant to delivering against the Well-being Plan. Working on a place-based level provides the platform to inform plans and embrace partner input to add value and avoid duplication of service provision. Whilst the Delivery Group considers all aspects of the Local Well-being Plan, the nature of the group means that activity naturally and primarily delivers against the Plan's Social Well-being objectives. Poverty and hardship are also considered across all elements of the group's work as a cross-cutting theme, given the impact of these themes on economic, social, environmental, and cultural well-being.

This year, the group have focussed on a number of workstreams, One of these

focussed on working collaboratively to develop primary and secondary preventative activities that address health and well-being in the area. Lampeter became the home of Ceredigion's first Well-being Centre in 2023, providing an enhanced range of Through Age Services for residents' physical mental and social well-being. Officially opened by the Deputy Minister for Mental Health and Well-being, the Centre also acts as a gateway by facilitating access to a range of Council services, and acting as a base for promoting vital information, advice, and support. The Centre is, and will continue to be, a crucial resource for through-age access to universal and focussed well-being services in Lampeter and surrounding area.

The Delivery Group also worked closely with Hywel Dda University Health Board's Community Development Outreach Team to host the 'Lampeter Health and Well-being Show 2025' at Lampeter's Well-being Centre in February 2025, which promoted health messaging as well as providing the opportunity to showcase the work of the Public Services Board.

A number of partners were involved in the event, including a number of services from the Health Board and Local Authority, as well as Third Sector representatives. The event was well attended, with positive feedback received from members of the public.

Quarterly updates have continued to be given on Hywel Dda University Health Board's shift towards a Social Model for Health and Well-being leading to a pilot being undertaken in Lampeter. The aim of a Social Model for Health and Well-being (SMfHW) is to work with people and their communities to create the right conditions for them to take more control over their health and well-being.



Key actions undertaken include agreeing on a Definition and 6 Principles, which will in turn form the basis for a SMfHW Framework and Charter. A SMfHW Summit was held in March 2025, which celebrated and built support for a SMfHW in Hywel Dda, as well as showcasing efforts to reduce health inequalities and improve equity for communities.

The Creating Change Together meetings, which initially focussed on pilots in areas across the region, will be repurposed as forums for sharing good practice and learning. Further linkages are developing around supporting the **Lampeter Patch Based Intermediate Care Pilot** and Multi-Agency Team Development, as well as the Catalyst for Care project which aims is to expand the choice of small, local care and support enterprises so that people can choose from a range of local, personal services.

The Well-being in Lampeter Delivery Group have also been working closely with the Regional Whole Systems Approach (WSA) to Healthy Weight Team.

Another significant area of work for the Delivery Group over the past year has been to consider opportunities for rolling out a youth project in Lampeter, based on the findings of a feasibility report undertaken by a group member as part of their role within the Civic Engagement Team at the University of Wales Trinity Saint David.

The study found that the area would benefit greatly from a positive and nurturing environment designated for the area's young people,

These findings are in line with outreach work undertaken by Ceredigion County Council's Youth Service, which also identified a need for youth provision in the town.

The primary objective of the feasibility study was to identify project/s that are able to empower a younger generation in Lampeter by providing them with opportunities for personal growth, skills development, and community involvement.

The Well-being in Lampeter Delivery Group agreed to bring together a steering committee in 2024 to consider the findings of the study, and to use the goals and recommendations outlined in the report as a guide.

As part of this work, the Steering Group considered funding opportunities, mapping locations for potential pilot projects, and crucially, learning from other local youth-led projects such as Dyfodol Ni, Stage Goats Café and Ceredigion County Council's 'Y Fan.'

Guest speakers representing youth projects already established across the region, e.g. Dr Mz in Carmarthen, were also invited to present and share their experiences, learning and provide examples of good practice.

Developments over the past year have included **Area 43** and **Stage Goats** entering into a partnership to pilot a Youth Café in Lampeter, which will open in Spring 2025.

A pop-up café, which is acting as an interim arrangement until the official opening, has seen a significant number of young people attend, which reinforces the demand for this provision in the area. With Ceredigion County Council's Youth Service also continuing to offer support and preventative activities in the area, it has been agreed that the Steering Group's objectives for the area have been met for the time being.



Creating a Youth Café Safe Space in Lampeter

The Lampeter Poverty and Deprivation Report was also updated and presented to members during Quarter 1. Data indicated that the main areas of deprivation concerning Lampeter were Community Safety and Housing.

The group will remain fluid and prepared to respond to any emerging local issues, to ensure that output and progress against the Well-being Plan is maximised.

The establishment of this group has nurtured a strong relationship between public sector bodies and 3rd sector organisations based in Lampeter, providing an excellent opportunity to further develop initiatives that promote the well-being of residents.

Ceredigion Climate and Nature Group

The priorities for this delivery group fall under the following objective within the Ceredigion Local Well-being Plan.

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

This place-based pilot group was initially focused on the support of a key feasibility project around the development of a district heat network located around the University campus at Penglais. It has now been agreed that this pilot project would necessitate its own specialist delivery structure.

This has enabled the priorities of this PSB delivery group to expand its work to a broader remit with consideration to all climate and nature related matters across the county. This group has supported the development of the Mid and West Wales Healthy Travel Charter, whilst emphasising the importance of its complementarity with the Mid Wales Transport Plan.

Members have also supported actions prioritised by the Local Nature Partnership and have contributed to local lectures and workshops.

Within the group discussions have also focused upon the Local Energy Plan and in 2024 Ceredigion endorsed their Local Area Energy Plans (LAEPs). These plans, co-created with various stakeholders and funded by the Welsh Government, set out how local areas can transition to a net zero energy system by 2050.

Raising awareness and understanding within communities of matters relating to climate change and nature is deemed vital and initial partnership steps, centred around collaborative messaging will be taken forward via the **Climate Change Risk Assessment**.

Priorities for 2024-25

In the first instance the primary focus of this delivery group has been to concentrate its efforts on conducting a local **Climate Change Risk Assessment**.

Agreement has been reached with Carmarthenshire PSB to collaborate on this extensive piece of work. Working alongside both PSB's NRW have produced a framework for this project.

At present our group is awaiting the appointment of a chair who will lead the Ceredigion group in its collaboration activities - providing the local context to the assessment work.

The group will also

- Encourage positive actions aimed at enhancing local nature and the natural resources of Ceredigion.
- Emphasise climate risk, mitigation, and adaptation across all actions – buildings, transport, land and assets and procurement.
- Formulate clear messages and engage with community groups to encourage their participation and support in decarbonisation actions.

Sub-Groups and Forums

Community Safety Partnership

The Community Safety Partnership (CSP) is a sub-group of the Ceredigion Public Services Board and ensures contribution to community safety elements included within the Local Well-being Plan.

The CSP is comprised of statutory and non-statutory partners. This includes representatives from Dyfed-Powys Police, Ceredigion County Council, Mid and West Wales Fire and Rescue Service, Hywel Dda University Health Board and Probation Service.

The forum provides a single focus for community safety and facilitates the process of escalating issues raised by partners. The Partnership also has responsibility for Domestic Homicide Reviews (DHR) within Ceredigion.

The aim of the Partnership is to work collaboratively as partner organisations on a strategic level to protect local communities from crime, help people feel safer and improve community safety outcomes for Ceredigion's residents. An important area of this work is to identify and examine current issues and potential future threats that may affect Ceredigion. In 2023 the Ceredigion Community Safety

Partnership undertook a Crime and Disorder Strategic Assessment. The partnership used the data gathered from the public and partners to identify two sets of priorities that drive the partnerships ongoing activities over the next 3 years.

Crime Priorities

Sexual Offences
Violence Against Women
Illegal supply of drugs
Domestic Abuse inc. Stalking & Harassment
Violent Crime

Feeling Safe Priorities

Burglary
Online Cybercrime / Fraud
Criminal damage
Cold calling
Drug & alcohol misuse
No Visible Police presence

Examples of some Community Safety work carried out recently.

Public Space Protection Orders (PSPO) provision across Aberystwyth, Cardigan and Lampeter town centres were extended for an additional 3 years until 2026.

Public Space Protection Orders are made under the Anti-social Behaviour, Crime and Policing Act 2014, and make it an offence should a person fail to comply with a request from a Police Officer or an authorised Officer to not consume or refuse to surrender alcohol to the Officer within the designated area. The PSPOs aim to reduce Anti-social Behaviour associated with excessive drinking.

Operation Burleigh - Clear Hold and Build

Between **August 2023**, and finally reporting in **February 2025** the Clear, Hold and Build multi-agency partnership tactic designed by the Home Office and endorsed by the Policing Inspectorate was piloted for the first time in Wales as part of Operation Burleigh in Aberystwyth.

Dyfed-Powys Police successfully teamed up with partner agencies such as Hywel Dda University Health Board, Dyfed Drug and Alcohol Service (DDAS), Ceredigion County Council and the Probation Service in a progressive three phase approach.

Operation Burleigh successfully broke a county lines organised crime group (OCG) running multiple drugs lines into the Aberystwyth area and applied a whole-system approach to delivering community-empowered interventions that effectively tackled drivers of crime, exploitation of vulnerabilities and hotspots of harm.

Home Office ASB Hotspot Funding

In August 2024, a successful proposal was submitted to the Office of Police & Crime Commissioner (OPCC) under the Home Office's Anti-Social Behaviour (ASB) Hotspot Response funding.

The proposal detailed the ambition to expand the use of modern technology in pursuit of reducing and prosecuting instances of Anti-Social Behaviour (ASB) across the county. The strategy involved capital expenditure on camera equipment to enhance monitoring and evidence gathering capabilities of ASB Hotspots.

Additional information on the work of the Ceredigion CSP can be found on this link

[Ceredigion Community Safety Strategy](#)

Refugee Resettlement Group

The Refugee Resettlement Group coordinates the delivery of refugee resettlement and asylum dispersal across Ceredigion. It includes representatives from relevant PSB partners:

- Ceredigion County Council
- Hywel Dda University Health Board
- Mid and West Wales Fire and Rescue Service
- Dyfed Powys Police
- Coleg Ceredigion
- Department for Work and Pensions (DWP)
- Aberystwyth University

Croeso Teifi and Aberaid Community Sponsorship groups also play a vital role, along with Aberystwyth and Lampeter Town Councils, and the Regional Community Cohesion Team.

The group is actively preparing for the arrival of asylum seekers under the UK Government's Asylum Dispersal Plan. However, Clearsprings, the UK government-contracted accommodation provider, has not yet secured suitable housing in Ceredigion.

A persistent shortage of affordable private rental properties continues to hinder our resettlement efforts. As a result, no refugees have been resettled through the UK Resettlement Programme this year. Despite these challenges, we remain committed to welcoming at least one refugee family per year.

The Homes for Ukraine scheme is less affected by the local housing market. Ukrainian families fleeing conflict are able to stay with local hosts, providing a more flexible and immediate solution.

As of March 2025, we are supporting 47 Ukrainian households and 26 local hosts. People continue to arrive slowly; most are family members coming to join their families that are already here.

Refugee Feedback and Community Integration

31 refugees responded to our 2024-25 satisfaction survey. Their feedback provides a valuable insight into their experiences:

Accommodation - 74% rated their housing 4/5 or 5/5

Common concerns included:

- Remote locations
- Heating and hot water issues
- Lack of garden or outdoor space
- Insufficient living space

Employment and Education

- 58% of working-age refugees are employed
- 8 are retired; 4 are in further or higher education
- 63% rated their job satisfaction 4/5 or 5/5

Support Services - 76% gave the refugee support service a 5/5 rating

Key challenges identified:

- Learning English
- Finding jobs that match skills
- Affordable housing
- Access to healthcare and transport
- Uncertainty around immigration status

One person shared, "uncertainty about further permission to remain and future status in the United Kingdom, which makes Ukrainian refugees (especially those with children) feel anxious."

100% of respondents said that they felt welcomed by the local community. A young person shared,

"It's very peaceful here, local people are very nice and kind to us and my brother has lots of local friends."

Despite ongoing challenges, Ceredigion PSB remains committed to supporting displaced people. We will continue to work with partners and the community to foster a welcoming and inclusive environment for all refugees and asylum seekers.

Armed Forces Community Covenant Forum

Priorities set by Ceredigion PSB accommodate development opportunities for differing local communities of interest. This applies to the Ceredigion Armed Forces Community Covenant Forum which draws widespread representation from the Armed Forces community.

Public, Private and Third Sector organisations collaborate thus seeking to maximise support for the benefit of Veterans and their families. Work seeks to reduce entry barriers to services and new initiatives are developed in pursuit of providing support measures at the earliest point of need. Most recently collaboration has focused upon a health initiative, within a medical centre, encouraging Veterans and their families to access health services locally.

Providing the Secretariat for the Forum, Ceredigion County Council has itself successfully attained silver accreditation under the Defence Employer Recognition Scheme (DER's) which encourages employers to support defence services and inspire other organisations to do the same. An application is also currently pending for the validation and achievement of the DER's Gold accreditation, demonstrating its commitment and positive advocacy on behalf of the Armed Forces community.

Additional Forum members with DER's accreditation include Hywel Dda University Health Board (HDdUHB), Age Cymru Dyfed, Dyfed Powys Police, Adferiad and Woody's Lodge.

"Improving the health and wellbeing outcomes for service users as the provision of tailored advice leads to a variety of positive health outcomes for veterans."



Children and Young Peoples Provider Forum

The Children and Young Peoples Provider Forum has continued to attract a healthy number of participants to its regular online meetings and there is excellent representation from organisations that support Children and Young People and their Parents/ Carers.

During 24/25 the responsibility for co-ordination of the meetings was transferred from Ceredigion LA - Equality and Inclusion Manager to Corporate Manager for Early Intervention and Corporate Manager for Youth Services.

As part of the transfer an online session with participants was held to consider the remit of the group. Participants were keen that the forum continues to be a place for information sharing and proffered a number of suggestions in relation to strategic alignment, representation and standing agenda items.

Participants were keen to ensure that the voice of the young person is a driver for the group and we are exploring how best this can be achieved, at the most recent meeting a report was received from the Youth Council.

Attendees have continued to benefit from receiving presentations relevant to working with Children and Young People and time is reserved during the meeting for participants to give structured updates with regard to service developments.

Bilingual Futures Forum

Our Strategy for the Promotion of the Welsh Language was published in December 2024 for the next 5 years in accordance with Standard 145/146. Our Language Forum, 'Ceredigion Bilingual Futures Forum ', is responsible for creating the actions of our strategy. Over the past year we have taken steps to restructure our forum in order to ensure more strategic and proactive approaches.

In restructuring we have revised our remit which will be reviewed annually, as well as expanding the membership of the forum to ensure an effective partnership involving a range of stakeholders that will reach a wider audience. In Summer 2025 we will be holding our first Language Conference in Ceredigion, this will be an opportunity to bring the forum's partnerships together to celebrate the ongoing effort to promote the Welsh language in our County.

Further details can be found via the following link:
[CeredigionWelshLanguagePromotionStrategy2024-29pdf](#)

Membership of Ceredigion Bilingual Future Forum



- **Ceredigion County Council:** including:

Cabinet Member for the Welsh Language and Culture (Chair), Officers representing: Democratic Services, Welsh Language Development Team, Ceredigion Education Service, Childcare Unit, Ceredigion Youth Service, Clic Ceredigion and other relevant officers as required.

- Aberystwyth University
- Barcud
- CAVO
- Cered (Language Initiative)
- Ceredigion Centre for Learning Welsh
- Coleg Ceredigion
- Cwmni Iaith
- Dyfed Powys Police
- Hywel Dda University Health Board
- Job Centre Plus
- Mid and West Wales Fire and Rescue Service
- Mudiad Meithrin
- National Library of Wales
- Natural Resources Wales
- Theatr Felin-fach
- University of Wales Trinity Saint David
- Urdd Gobaith Cymru Ceredigion
- Welsh Government
- Young Farmers Clubs Ceredigion



4. Scrutiny and Review

The effective working of PSBs is subject to overview and scrutiny by the Future Generations Commissioner as well as by a designated Local Authority Overview and Scrutiny Committees.

Future Generations Commissioner

Derek Walker, Future Generations Commissioner, on the eve of the 10th Anniversary of the Well-being of Future Generations Act, 2015 suggested recently that the key focus for PSB's lie in the following areas:

- climate and nature
- culture and the Welsh Language
- the well-being of the economy
- health and well-being.

Public bodies are being urged to commit to:

- **Targets to save nature**
- **Re-building trust in decision making**
- **A national food resilience plan**
- **Ringfencing prevention funding**
- **A real living wage**

Overview and Scrutiny Co-ordinating Committee

Under Section 35 of the Well-being of Future Generations (Wales) Act 2015, Local Authorities are required to ensure their Overview and Scrutiny Committees have the power to scrutinise decisions made, or other action taken, by the Public Services Board for the Local Authority area in the exercise of its functions.

The work of the PSB has been presented to the Ceredigion County Council Overview and Scrutiny Coordinating Committee following each of its meetings. The Committee Chair, Cllr Wyn Evans attends PSB meetings as an observer and to feed back on the discussions and matters raised at the Committee meetings.



5. Spotlight Sessions

During 2024-25 “**spotlight sessions**” have been included on the agenda for PSB meetings. These sessions have enabled the PSB to focus on priorities and topics of interest in a focussed way.

During 2024-25 three Spotlight Sessions were held:



Climate & Nature Spotlight (3 parts)

The first “spotlight session” was Climate Change and the threat posed by the collapse of nature.

Calling on the work of the PSB Climate and Nature Delivery Group, PSB members considered in more detail matters relating to this individual theme and focus was placed on the following three key elements:

- **Race To Zero Campaign** – notwithstanding local support established in some regions across Wales the Ceredigion PSB urged that consideration of the WG and NRW’s approved methods and ways of working within this complex sphere was deemed essential.

Whilst accepting this current ‘PSB’ position, ultimately this does not of course influence or inhibit the ability of any individual partner to further their individual commitment to this campaign.

- **Mid & West Wales Healthy Travel Charter Spotlight** - This Charter, which provides an organisational framework aimed at promoting sustainable

travel options for staff has been co-developed by PSB partners and now encompasses 17 flexible pledges for improvement.

The intention is that, within a 3-year action plan partners may address these commitments in their preferred order and in line with their individual resource capabilities.

There are four areas of focus namely:

- Active Travel,
- Public Transport,
- Decarbonisation of Transport and
- Behaviour Change.

Given this complementarity with the proposed pledges within the Mid and West Wales Healthy Travel Charter, the PSB agreed on the importance of ensuring alignment with the Mid & West Wales Regional Travel Plan. (RTP) It was agreed that a follow-on spotlight session including both the Regional Travel Plan & The Travel Charter together would be opportune and beneficial in the future once the (RTP) consultation has reported back.

Partners agreed that the enhancement of accessibility is crucial, given the rural context which exists for implementation.

There is now a Mid and West Wales Healthy Travel Charter webpage, and it offers up the opportunity for individual partners to register and sign-up to the Charter, thus pledging their organisational commitment to pursue the pledges.

In view of the work that has taken place the results from the Mid & West Wales Regional Travel Plan consultation once shared, will need to be reflected in any further action by all partners who may then consider adoption of some or all of the Charter pledges.



We're taking steps to reduce carbon emissions, improve air quality and support staff health and well-being.

“Showing commitment to healthier and more sustainable forms of transport. Demonstrating commitment to supporting walking, cycling, public transport, and ultra-low emission vehicle use.”

- **Climate Change Risk Assessment (CCRA)** - The final element of the spotlight session was focused on the Climate Change Risk Assessment, a priority piece of work for the Climate and Nature delivery group.

The PSB is obliged to undertake the risk assessment, and with no specific funding in place for this work PSB's have approached it differently, with some accessing external funding to engage consultants and initiate the process. As explained earlier the **Climate and Nature Group** are working in collaboration with Carmarthenshire PSB to conduct the CCRA.

NRW (in partnership with WG and Public Health Wales) have developed a framework to support PSBs to assess and understand climate change risks in a local context, especially in relation to well-being and this process naturally commences with mapping detailing what organisations are already doing.

The support of the Co-production Network for Wales will be engaged to conduct initial workshop sessions aimed at reviewing current mapping work and further contributing towards this delivery groups focus on Objective 3 within the Local Well-being Plan - Delivering decarbonisation initiatives across Ceredigion.

This work is also closely aligned to the Local Area Energy Plan and the Mid Wales Energy Plan.



Transport Spotlight

The second spotlight session focussed on Healthy Travel, taking into consideration both the Growing Mid Wales Regional Travel Plan and the Mid & West Wales. Travel Charter work.

The Mid Wales Corporate Joint Committee (CJC) have responsibility for:

- Regional Transport Planning (RTP)
- Strategic Development Planning
- Economic Well-being and they have a responsibility to develop transport policies for the promotion and encouragement of safe, integrated, efficient and economic transport to, from and within its area.

Each Highway Authority (Ceredigion and Powys Councils) will deliver a programme of interventions to implement the policies.

Some initiatives are already underway, and these include Active Travel Routes in Aberystwyth, Cardigan and Lampeter, public transport interchanges and digital information screens, as well as electric buses and additional charging points.

Strategic consideration has been given by PSB partners to the limitations of the rail network in Mid Wales and it has been suggested that Welsh Government (WG) grants intended for rail infrastructure could instead be allocated to bus services in these rural areas.

An analysis undertaken by the Carbon Trust (2022) on behalf of Hywel Dda University Health Board showed that Procurement accounted for 58% of the organisation's carbon footprint, followed by Building Use (23%) and Transport (19%).

Based on this Carbon Footprint Analysis, the HDdUHB Transport and Accessibility Plan for 2024-2034 was developed and work has been extended to the Healthy Travel Charter introduced initially by Dr Tom Porter (Cardiff and Vale University Health Board).

A need was identified during this spotlight session for further work to be undertaken around behavioural change.

Following the identification of funding which Public Health Wales (PHW) have received to support behavioural change programmes Ceredigion PSB has requested that a further progress report is provided to members at a future PSB meeting.

The spotlight session also touched upon approaches to Active Travel and referred specifically to the challenges around meeting commitments within a rural area.

Ceredigion PSB have identified the need to ensure that parallel execution of both the Mid & West Wales Regional Travel Plan and Mid & West Wales Healthy Travel Charter is undertaken to maximise impact and opportunity.

A public consultation on the Mid & West Wales Regional Travel Plan concluded on the 4th April 2025. When the results have been analysed the output will be shared with the PSB to consider further activity.



Fair Work Spotlight

At the Public Services Board meeting in July 2024, members held a discussion on Fair Work.

“Fair work is where workers are fairly rewarded, heard and represented, secure and able to progress in a healthy, inclusive environment where rights are respected.”

(Fair Work Wales - Report of the Fair Work Commission 2019)



The PSB Poverty Subgroup agreed to facilitate a Task and Finish Group to explore **Fair Work** in greater depth. This group brought together HR and Procurement leads from key organisations, including:

- Ceredigion County Council
- Hywel Dda University Health Board
- Mid and West Wales Fire and Rescue Service
- CAVO
- Coleg Ceredigion
- Dyfed Powys Police
- Department for Work and Pensions (DWP)
- Office of the Police and Crime Commissioner
- National Library of Wales

The group met to identify current practice and suggest opportunities for improvement within their own organisations.

An interim report was presented to the PSB in December 2024, outlining 15 recommendations. Among these was a proposal to develop and present a draft Fair Work Charter for PSB approval and implementation. The PSB approved the recommendations.

The draft Charter will be presented to the Public Services Board at their meeting in June 2025. They will be asked to deliver the actions in the Charter during the lifecycle of our current Local Well-being Plan which ends in March 2028.

They will report on their progress on delivering this Charter every year, as part of our Annual Report.



Ways of Working Spotlight

This spotlight session was led by Ceredigion County Council and commenced with an overview of the 'Ways of Working' project, introduced during Covid -19, that included the production of a Hybrid Working Strategy for the County. The project was established to explore the appetite for long-term change within the workforce and the extent of a shift in the wider strategic vision of where, when and how people can access services. A staff engagement exercise which was carried out in April 2021 to gather feedback, experiences, ideas and future workplace requirements in order to support strategic decision-making.

A public engagement exercise was subsequently carried out whereby residents were asked how they would like to see any unused spaces in the Council Offices at Canolfan Rheidol and Penmorfa being utilised. Feedback from the public showed that Health and Social Care were the most popular suggestions across the 2 sites.

Based on this feedback, offices have been re-designed to support the "Through Age and Well-being Programme" in Penmorfa, with the new "Centre for Independent Living" opening in 2024 on the ground floor. The Centre promotes independence and community support and is set to transform the way individuals find solutions and access information to help themselves. In Canolfan Rheidol, Hywel Dda University Health Board are currently trialling the use of areas within the building for the provision of services.

The PSB recognised that many organisations across the County are currently having to make difficult decisions regarding use of buildings. The PSB agreed to continue conversations around exploring opportunities for co-locating services, with a consensus that costs saved on overheads could potentially be better utilised on frontline services.

It was agreed that the PSB must remain fully aware of its communities' requirements and recognise developing trends. The importance of becoming more visible in communities and moving away from a physical building being the sole route to accessing services was considered.

Innovative solutions such as advocating a shift towards being more agile including increased working from home, pop-up clinics and localised provision have the potential to work. Reference was made to the Integrated Care Centres (ICC) located in Aberaeron and Cardigan and these have been well received with the potential for replication in other market towns such as Lampeter.

PSB members were also briefed on a survey undertaken by Ceredigion Association of Voluntary Organisations (CAVO) to ascertain the needs of 3rd sector groups. It was noted that there still appears to be interest in terms of shared office space in Aberystwyth amongst 3rd sector groups and it was suggested that it would be beneficial for the PSB to gain a better idea of what 3rd sector organisations and community groups are looking for in terms of spaces.

Focused initially on Aberystwyth a discussion group will now be convened by the PSB whereby 3rd sector requirements can be discussed in more detail and hopefully identify mutually beneficial solutions. Subsequently it is planned to consider expansion of this approach into other areas of the county.

6. Initiatives - 2024-25

Initiatives

In addition to the main work of the Board as outlined above, the PSB has also been involved with the following initiatives during 2024-25.

Ceredigion Local Food Partnership

Over the last period this partnership has re-ignited its work and has undertaken a detailed growing survey.

Calling upon sole growers, small producers and distributors as well as end food users the network has sought to work along the supply chain in a dedicated bottom-up approach. Details of lived experiences have been sought along with the opportunity to provide new ideas for the future.

This work has seen the coming together of the private, public and third sectors as they continue to target the affordability and ease of access to locally sources food.

This work is also aimed at providing some of the foundations for the production of a **Ceredigion Good Food Strategy** and partners have now agreed to collaborate further on the design and hosting of a **Food Security Summit** later this year.

The work fully complements the call within the Future Generations Report which highlights the need to develop a long-term plan to improve Wales's food security and ensure equal access to local, affordable, healthy and sustainable diets.

Indeed, supported via a wide partnership and linked to the PSB Climate and Nature delivery group the methodology applied within this sectoral community has proved both efficient and effective and calls have now been made for its application to be made across other communities of interest.



Ceredigion Local Nature Plan

Falling within the remit and scope of the PSB Climate and Nature delivery group the Ceredigion Local Nature Plan (CLNP) aims to strategically influence funding themes – meadows, grassland, pollinators, food growing and fruit trees and focuses on current key actions which targets improvements at care homes, social housing and schools. With the known benefits of increasing people's access to nature this plan calls upon partners to positively advocate within their networks and to collaborate for the generation of additional collective value-added benefits within communities.



“Bringing nature back to people’s doorsteps, where they live, work and access public services.”

Cardigan “Summer of Fun”

An extended series of community events under the banner of “Summer of Fun” are being arranged for the community of “Pentop” Cardigan. Arranged by community volunteers, sessions are scheduled for Thursday morning (6 sessions 11am-2pm, with a free hot lunch) throughout the summer holidays, and these

sessions will be further complemented by additional actions aimed at raising the confidence of individuals and enhancing their range of personal skills.

Partners are working collaboratively to enhance the opportunities available to residents and activity is facilitated via grant support.

Examples (but not an exhaustive list) of partners directly involved here include Wales and West Housing, Barcud, RAY Ceredigion, Jigso, Area 43, Ceredigion Actif, Dysgu Bro Ceredigion, Coleg Ceredigion etc. Strength has been clearly demonstrated by this partnership approach to the provision of wellbeing support.

Activities are supported by a variety of sources including the “Multiply” programme and there are examples of individuals who have successfully completed courses to enhance their personal skills.

Participants have benefited from a 9-week Digital/Employability/Budgeting and Life Skills Course which was fully funded by Adult Learning Wales. Focusing also upon Resilience/Confidence Building/Stress Management/Anxiety

Management/Health & Wellbeing participants here have engaged in specific activities enabling them to improve their personal skills.

These additional sessions, aimed at improving personal skills have led to the opening of new employment avenues for participants. New business ideas have come forward and improved numeracy skills have enhanced the personal CVs of individuals as they pursue additional courses and employment opportunities to seek to better their futures.

This initiative is breaking down barriers via a range of avenues and examples of additional inclusion actions include:

- **Community garden project** - a school garden project which has recently received £4k funding via a “Local Places for Nature” grant. Focused upon improving wellbeing in the natural environment by working with the community using the outdoors to support food growing activities.
- **“Coffee, Cake and Natter sessions”** – weekly sessions to encourage parents to join together in a relaxed session which is held on the school premises.

Collaboration is on-going via this initiative and action focused upon the creation of a local community school - it is reported on via the Ceredigion PSB Cardigan Well-being delivery group.



Whole Systems Approach to Healthy Weight

With the lead here being taken by the Health Board, partners are collaborating to identify, design and plan for early intervention and the delivery of preventative action.

Recognised long term health challenges exist within local communities and partners are united in their understanding and focus that new approaches are required to tackle inequalities for the benefit of residents and indeed the health delivery system as a whole.

Partners are working collectively to strengthen prevention, thus keeping people healthy for as long as possible. Through 3 train the trainer sessions and several follow - up workshop sessions held with Ceredigion PSB partners from both delivery groups we have collaborated and recognised that actions aimed at change need to be encouraged at the earliest opportunity.

This is particularly the case when considering the intrinsic links which exist between health and nutrition. With this in mind partners within the Cardigan and Lampeter Well-being delivery groups have collectively identified, that the initial focus for this work, via a sub-system of interest will focus on **“Access to food.”**

This will be taken forward as a priority area of work by the PSB

“Through collaborative efforts, this work aims to make it easier for people to access nutritious food, be active, and lead healthier lives, building a foundation for a healthier future across Wales.”



WHOLE SYSTEMS APPROACH to HEALTHY WEIGHT : SWANSEA BAY & HYWEL DDA



• National Co-ordination •

Our story so far...

• Public Health Wales •

DID YOU KNOW...

Excess weight is one of the biggest public health challenges we face



EARLY 2023

PARTICIPATORY

What are the local causes of excess weight?

SYSTEMS MAPPING

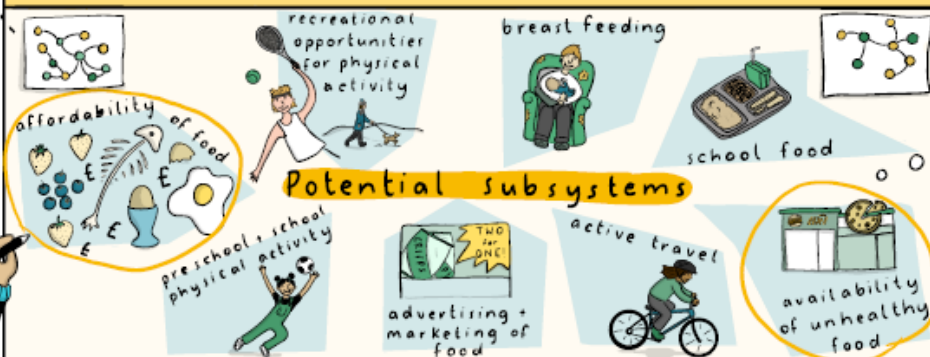
APRIL 2024

the TEAM

BUILDING THE FOUNDATIONS



AUTUMN 2024 - WORKSHOP SERIES TO AGREE THE SUB-SYSTEM PRIORITY WITH PUBLIC SERVICES BOARDS



WHAT DO WE WANT A HEALTHY WEIGHT ENVIRONMENT TO LOOK LIKE IN 2050?



DECEMBER 2024: SUBSYSTEM PRIORITY AGREED...



TO MARCH 2025 AND BEYOND...



• Wellbeing of Future Generations (Wales) Act- Five Ways of Working-Longterm: Prevention; Integration; Collaboration; Involvement •

Healthy Weight: Healthy Wales - Leadership and Enabling Change •

What surrounds us shapes us • Systems Thinking Tools and Methods •

Age-Friendly Strategy Launch

In Autumn 2024 the Ceredigion Age-Friendly Strategy was launched and this will proactively steer future collaboration across the County. With a significant aging population key partners, led by the Local Authority have sought to prioritise the collaborative actions deemed necessary to positively address the needs of this faction within the County.

This work has been considered within the place-based delivery groups at Cardigan and Lampeter and all members of Ceredigion PSB have provided their support to the targeted actions detailed with the Plan and the goal is to ensure that Ceredigion is a place where people of all ages can thrive, feel valued, and actively participate in community life.



“Creating places in which older people, communities, policies, services, settings, and structures work together to support and enable everyone to age well.”

7. Events and Awareness Raising

Engagement with residents is key and enhances the potential impact of the Local Well-being Plan.

Marketing our work and improving connections with the community are seen as key priorities.

Awareness Raising Events 2024/25

With a priority placed on the sharing of generic messages and the collation of resident feedback, over the course of this year the PSB have participated in a range of awareness raising activities, each providing access to residents and additional partners embedded within local communities.

At each PSB meeting there is an agenda item devoted to events and engagement. A live timetable of upcoming events and opportunities are shared with the Board. Opportunities are discussed with partners for future representation involvement and engagement. A copy of the timetable is kept updated on the PSB website for information and suggestions are encouraged from the public.

EVENT DATE	EVENT NAME	EVENT LOCALTION
07.08.2024	RAY Ceredigion Play Day	Aberaeron
22.08.2024	Pentop Summer of Fun Day	Cardigan
15.09.2024	Future Generations Organic Farm Visit	Lampeter
30.09.2024	Aging Well Strategy Launch	Aberaeron
26.02.2025	Lampeter Well-being Show	Lampeter

The PSB discuss feedback from the events and ensure that most social groups and age ranges are reached.

8. Co-production Network for Wales Support

During 2024-25 Ceredigion PSB continued to be supported by the expertise of the Co-production Network for Wales. Assistance has been provided via Project Dewi, which is funded via the National Lottery Community Fund and is now in its 4th year of providing support.

Ceredigion PSB and its delivery groups have benefited directly from the involvement, expertise and support provided by the associates at the Co-production Network for Wales. Direct involvement in meetings and the sharing of best practice and experience has served to guide PSB partners as they have sought to consider strategic decisions and embarked on new delivery actions.

Support has also been provided in training local mentors and undertaking community asset mapping.

During the course of this year the project group Chairs addressing the Well-being of Cardigan, Lampeter, Climate and Nature and the cross-cutting theme of Tackling Poverty have all called upon the assistance of the Co-production Network for Wales in consideration of actions to enhance community engagement, address poverty and in tackling in-equalities.

A Shared Learning Network has been established to support co-production and involvement in Public Services Boards.

As the Co-Production Network for Wales enters its final year, Ceredigion PSB will continue to proactively engage with them as their focus will be on the following key areas:

Sharing Learning - develop focused resources and practical training to support long-term learning and will deliver their Autumn Involvement Series and National Co-production Conference in order to share insights and spark dialogue.

Legacy: Create accessible case studies and refresh the Co-production Catalogue to demonstrate what works.

Influencing: Continue working with partners like Shaping Places, Welsh Government, and OFGC to ensure PSBs receive the right support.

Support PSBs: Help them develop sustainable co-production strategies beyond the life of the project.

Assisting Climate Change: Collaboration with Carmarthenshire PSB



In 2026 the PSB will start work on the next (3rd) Assessment of Local Well-being in preparation for producing the next Local Well-being Plan in 2028.

Ceredigion PSB -is committed to working together to improve Well-being in Ceredigion now and in the future.

