

Bwrdd Gwasanaethau Cyhoeddus



# Ceredigion

Public Services Board

# CEREDIGION

## LOCAL WELL-BEING PLAN

2023-2028



# Contact Us

Bwrdd Gwasanaethau Cyhoeddus



# Ceredigion

Public Services Board

## By Post:

Ceredigion Public Services Board  
Canolfan Rheidol  
Rhodfa Padarn  
Llanbadarn Fawr  
Aberystwyth  
Ceredigion  
SY23 3UE

## By Telephone:

01545 570881

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Council

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# Foreword

I am pleased to introduce Ceredigion Public Services Board's (PSB) Well-being Plan. This is the second 5-year Well-being Plan and builds on the plan of 2018-2023, reflecting on the requirements and expectations set out in the Well-being of Future Generations Act (Wales) 2015.

The Well-being of Future Generations Act is unique to Wales and offers a huge opportunity to make a long-lasting, positive change to current and future generations ensuring all public services work together for the benefit of the Well-being of Wales.

We have always been fortunate to have good working arrangements between partners in Ceredigion and this Act provides the ambition, permission, and legal obligation to improve our social, cultural, environmental, and economic well-being.

Through the well-being assessment and hearing from our communities, we value the

environment in which we live but we know that we have challenges; not just because of the impact that Covid-19 has had, but the cost-of-living, population projections and skill shortages will have far reaching affects. We also expect to see increasing effects of climate change on communities.

These are complex issues, which are entwined throughout our communities but need to be tackled in a collaborative way. This provides an opportunity for communities to shape their long-term future and we are committed to shaping and delivering better with communities to improve well-being in Ceredigion.

**Cllr Bryan Davies**  
**Chair of the Public Services Board for Ceredigion and Leader of Ceredigion County Council**

**“What Wales is doing today the world will do tomorrow”**

United Nations



# Introduction

Ceredigion Public Services Board (PSB) is committed to working together to improve wellbeing in Ceredigion now and in the future. Working in partnership is not new and we have a long history of working in such a way. Our well-being plan outlines the things that Ceredigion PSB will work together on over the next five years; our wellbeing objectives and steps, as well as how we want Ceredigion to look in 10 years' time. More information about Ceredigion Public Services Board can be found [here](#).

This Well-being Plan has been informed by the comprehensive [Well-being Assessment](#) which was carried out during 2021-2022. This assessment looked at both assets and challenges that our communities are faced with in terms of their social, economic, environmental, and cultural well-being and importantly involved engagement with communities in Ceredigion. We looked at a wealth of data.

This wealth of data, including long term population projections, environmental and economic trends was collated and helped to establish the proposed Well-being Objectives on which this Wellbeing Plan is based. We engaged with our communities, partners, Welsh Government, and the Future Generations Commissioner, among others to further gain opinions and suggestions as to whether they were appropriate and reflected the well-being needs of the county. The Ceredigion Services Board sees this Well-being Plan as a huge opportunity to strengthen and bring together work programmes with no organisational boundaries.

Our next step will be to develop and implement a delivery plan with detailed steps and actions to complete, we will continue to involve our communities to shape our work, apply continuous review principles and share our progress as we go. The well-being objectives and our ambitions to achieve these are summarised on the following page.



## SUMMARY OF THE OBJECTIVES AND AMBITIONS OF THIS PLAN:

### TACKLING HARDSHIP AND POVERTY

<b>CROSS-CUTTING</b>	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			
<b>Wellbeing Pillar</b>	<b>1.Economic Wellbeing</b>	<b>2.Social Wellbeing</b>	<b>3.Environmental Wellbeing</b>	<b>4. Cultural wellbeing</b>
<b>Objectives</b>	<b>Work together to achieve a sustainable economy that benefits local people and builds on the strengths of Ceredigion.</b>	<b>Work together to reduce inequalities in our communities and use social and green solutions to improve physical and mental health.</b>	<b>Work together to deliver decarbonisation initiatives within Ceredigion to protect and enhance our natural resources.</b>	<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>
<b>Ambitions</b>	<p>Work of the Regional Skills Partnership is supported to ensure local needs and skill gaps are identified and addressed.</p> <p>Future funding opportunities are maximised for delivery against the PSB objectives.</p> <p>Innovative ways are explored to make supply chains more efficient whilst supporting the local economy.</p> <p>Organisations of the PSB drive more inclusive participation in fair, sustainable work as part of efforts to develop a well-being economy.</p>	<p>Geographical inequalities are addressed through place- based work that is embedded within the community in order to ensure long term empowerment.</p> <p>Improve unequal access to healthy food and work to improve the sustainability of the food system in Ceredigion.</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>Opportunities are maximised to improve and promote the potential of digital connectivity.</p>	<p>Deliver decarbonisation activity within communities and PSB organisations.</p> <p>To achieve Net Zero status by 2030.</p> <p>Upskill and re-train for a green recovery.</p> <p>Prepare for impacts of climate change.</p>	<p>Ceredigion is a place where cultural diversity and Welsh Language are celebrated.</p> <p>The community are involved to allow people to feel empowered and informed, to ensure they feel safe in their communities.</p> <p>Ceredigion is a welcoming, safe place with an accessible, healthy outdoor environment used and enjoyed by all.</p>



# The Well-being Plan and why we need it

## The seven well-being goals

The Well-being of Future Generations (Wales) Act is about improving the social, economic, environmental, and cultural well-being of Wales.

The Wellbeing of Future Generations Act asks all public services, e.g., councils, health, police, environment, fire and third sector organisations to work together to improve wellbeing for everyone in Wales and to work towards the seven 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

The Act also details the ways in which specified public bodies must work together to improve the well-being of Wales. It makes the public bodies listed in the Act think more about the long-term, work better with people and communities and each other, look to prevent problems and take a more joined-up approach. This will help us to create a Wales that we all want to live in, now and in the future.



## Sustainable Development

The Wellbeing of Future Generations (Wales) Act has the sustainable development principle at its heart. This means that we need to work in a way that improves well-being for people today without doing anything that could make things worse for future generations of babies, children, young people, adults, and older people, in other words, all our families, young and old, and our friends and neighbours. We have used the sustainable development principle to develop our plan.

The Ceredigion Public Services Board sees this Wellbeing Plan as a huge opportunity to strengthen the work undertaken together to improve the wellbeing of our communities and its contribution to the wider National and International impact.

## The Five Ways of Working

To help us to apply the sustainable development principle to our planning and decision-making, the Act requires public bodies to apply the "Five Ways of Working". These ways of working, help us to work better together as one public service to address the challenges we face as a county, whether it is to reduce poverty, improve inequality, create a low carbon economy, or contribute to viable, safe, and well-connected communities.



### Long Term

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



### Integration

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



### Involvement

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



### Collaboration

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



### Prevention

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





## Working together in Ceredigion

Public Services in Ceredigion have agreed to come together to develop a collaborative service that puts communities at its centre. They have agreed to remove barriers between public services and work in a preventative way to improve the economic, social, environmental, and cultural well-being of the area by contributing to the achievement of the national well-being goals. The Ceredigion PSB is comprised of senior representatives from the following organisations who have worked together to develop this plan.

None of our four objectives can be effectively delivered independently by just one organisation and therefore all partners of the PSB as below, will have a role to play in delivering the commitments identified in this plan.

## Statutory Member Organisations

- Ceredigion County Council
- Natural Resources Wales
- Hywel Dda University Health Board
- Mid and West Wales Fire and Rescue Service

## Invited Participant organisations

- Welsh Government
- Dyfed Powys Police and Crime Commissioner
- National Probation Service
- Public Health Wales
- Aberystwyth University
- Coleg Ceredigion
- One Voice Wales
- Dyfed Powys Police
- Department for Work and Pensions
- University of Wales Trinity St David
- National Library of Wales
- Ceredigion Association of Voluntary Organisations



### Other key strategies, plans and work programmes:

Ceredigion PSB recognise that there are other Corporate strategies, plans and work programmes already in place within the county and where appropriate the impact of these can be further enhanced through collaborative working. Examples include; NRW 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) amongst others.

The PSB will ensure these are considered where appropriate and contribute to the work undertaken, ensuring relevant links are made and delivery strengthened.

### Resources

Although there are no added resources to support this plan and the different ways of working, we recognise that in working together and involving communities we can be more efficient, provide more focused services, share our assets, and have a much bigger impact.



## How we developed the Plan

Before we developed this plan, we undertook a wellbeing assessment. The purpose of the Assessment is to gain a comprehensive picture of the state of well-being of Ceredigion's local people and communities, now and for the future. It was used as the evidence-base to set the objectives in this plan and help inform what Ceredigion PSB will do over the next 5 years to improve the well-being of people and communities in the County. Figure 1.5 displays the PSB's planning cycle under the Well-being of Future Generations Act (2105).

Our assessment told us a great deal about the social, economic, cultural, and environmental well-being of people and communities in Ceredigion. The conclusions drawn are based on all the evidence collected during the Assessment, both quantitative and qualitative, and were formed over

the course of the data analysis, engagement and writing stages of the Assessment.

The Assessment is informed by data, research and evidence gathering, from listening to people and stakeholders, and through consideration of future trends and the things which we can project might happen tomorrow, which we need to start planning for today.

The findings from this Assessment were used to help start more detailed work to find out what is most important and what can be done to improve people's wellbeing.

The following objectives were agreed, which form the foundation of the Local Wellbeing Plan 2023-2028.



## Our Well-being Objectives



### Economic Wellbeing:

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



### Social Wellbeing:

We will work together to reduce inequalities in our communities and use social and green solutions to improve physical and mental health.



### Environmental Wellbeing:

We will work together to deliver decarbonisation initiatives within Ceredigion to protect and enhance our natural resources.



### Cultural Wellbeing:

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.

**In addition to these four objectives, it was felt that tackling hardship and poverty needed a specific focus as it has the potential to link to each of the objectives. This has therefore been identified as a cross cutting theme.**

Conversations continued with our communities and others, such as Welsh Government and the Future Generations Commissioner to gather views on the objectives and what the PSB should do to achieve them.

These responses were explored and further refined through a PSB working group, with advice from the Future Generations Commissioner for Wales. Consideration was also given to individual Well-being Objectives of the PSB statutory organisations across the county and regional priorities, resulting in the Draft Wellbeing Plan,

accompanied with an Easy Read and Young Person's versions which were consulted upon during November, December 2022 and January 2023. Feedback was invited via paper and on-line surveys, as well as through engagement with specific interest groups such as, LGBTQ+ (Winter Pride 2022), Mencap Ceredigion and forums such as the Disability Forum.

Specific workshops were also held with primary and secondary school pupils as well as youth council to gather their views. Social media postings, staff bulletins and posters with QR

codes were also on display and Town and Community councils were contacted directly promoting opportunities to contribute and feedback. Ceredigion PSB are grateful to the Co-Production Network for Wales for advising on the content of the consultation documents and delivery of the young people's workshops. A summary of responses are in the Local Well-being Plan 2023-2028 Consultation Feedback Report and due regard has been given to these with the final Well-being Plan 2023-2028.



## Project Dewi 2021-2026

Ceredigion PSB is fortunate to have the input and expertise from the Co-production Network for Wales who received National Lottery Community Funding to support, guide and advise on improving co-production and involvement whilst preparing for and during the delivery of the Well-being Plan 2023-2028.

This will involve professionals working in partnership with people who have lived experiences to develop solutions to challenges in Public Services and communities. Involving people with an interest will help achieve the well-being goals and reflect the diversity of the area. It is recognised that involvement and co-production practice are specific ways of working

and successfully embedding these ways of working requires resource for staff to develop these skills. Co-production Network for Wales will be assisting and guiding the PSB on improving co-production and involvement throughout the course of the Wellbeing Plan and will be active in supporting delivery of all the objectives below.



## Cross Cutting Objective: Tackling hardship and poverty

### Why this is a priority and cross cutting theme:

Child poverty in Ceredigion is higher than average and has seen the second highest increase nationally since 2014/15. In Ceredigion 3,459 children are living in poverty<sup>1</sup>.

The data available suggest that in-work poverty is increasing and remains a key challenge for households, particularly in Aberystwyth North, Cardigan & Aberporth and Aberystwyth South<sup>2</sup>.

Income poverty relative to the UK median is one of the Welsh Governments National Indicators. This indicator measures income inequality, not living standards. Ceredigion is underperforming on this measure, nearly one third of households in Ceredigion (10,250) are living in poverty (living on less than 60% of the UK average income)<sup>3</sup> and this figure is increasing. Between 2018 and 2020 the number of households living in poverty increased by 9% (or 856 households).

Children and young people from areas of poverty were subject to increased risk of poor

mental health and well-being. The COVID-19 Pandemic presents new challenges for Social Services in identifying children at 'risk'. Since the pandemic, the region has experienced a rise in Children and Young People seeking support with complex emotional and mental health difficulties<sup>4</sup>.

The Well-being Survey highlighted the level of concern amongst survey respondents regarding families facing food poverty and the affordability of food in the future. When asked – 'what concerns you most about your county's global responsibility in the future?' food poverty was identified as the top concern, with 61% of respondents selecting this answer<sup>5</sup>.

Poverty remains one of the biggest challenges for the County. Low earnings and incomes, affordable childcare, Universal Credit reduction and high housing costs/ housing affordability are the drivers of poverty in Ceredigion.

Much of the housing stock in Ceredigion is inadequate due to its old age which makes it difficult to heat and adapt to improve the safety

and energy efficiency, as a result, Ceredigion residents have higher energy costs. In 2019, the median estimated energy cost per year in Ceredigion for existing flats was £651 and £1,158 for existing houses, both of which are significantly above the national average (£525 for existing flats and £907 for existing houses)<sup>6</sup>. It is very likely that these figures will have increased due to the current UK energy crisis. This will have an adverse impact on older people, particularly those already living in fuel poverty, as heating usually needs to be at a higher temperature and left on for longer hours. Furthermore, a high proportion of Ceredigion's households are located off the main gas network, which leaves residents reliant on more expensive fuels such as oil, electricity or LPG and dual fuel tariffs<sup>7</sup>.





## Our long-term ambition:

Hardship, poverty and inequalities are no longer experienced by residents of Ceredigion; with a reduced impact across each of the four wellbeing pillars - economic, social, environmental, and cultural wellbeing.

## What we will do:

The PSB will prioritise tackling hardship and poverty in response to the cost-of-living crisis, cross referencing with economic, social, environmental and cultural well-being pillars.

The poverty sub-group will act as a voice for those impacted by poverty and hardship in Ceredigion. This group will be the eyes and ears, knowing what communities and citizens need and the information that partners hold. Benefits and resources to mitigate the impact of poverty will be collated and shared in a coordinated way in order to ensure that it reaches all those that require support.

The poverty sub-group consisting of a network of partner organisations will scrutinise the work of the PSB to enhance the work undertaken to combat poverty across each of the four objectives.

<sup>1</sup>“Child poverty in your area 2014/15 – 2019/20”. End Child Poverty Coalition. Online: <http://www.endchildpoverty.org.uk/local-child-poverty-data-2014-15-2019-20/>. Retrieved: 25.09.2021.

<sup>2</sup>CACI Paycheck Directory MSOA. 2020.

<sup>3</sup>CACI Paycheck directory (2020). ‘No of HH below 60% GB median income.’ [Internal].

<sup>4</sup>Public Services Board (2021). ‘Ceredigion Assessment of Local Well-being’. [Online]. Available at: [Ceredigion Assessment of Local Well-being 2022](#) (Accessed: 10.10.22).

<sup>5</sup>Ceredigion Public Services Board (2021). ‘Ceredigion Assessment of Local Well-being’. [Online]. Available at: [Ceredigion Assessment of Local Well-being 2022](#) (Accessed: 10.10.22).

<sup>6</sup>The Office for National Statistics (2020). ‘Energy Performance Certificate statistics for new and existing flats and houses’. [Online]. Available at: <https://www.ons.gov.uk/peoplepopulationandcommunity/housing/datasets/energyperformancecertificatetstatisticsfornewandexistingflatsandhouses> (Accessed: 21.10.21).

<sup>7</sup>Ceredigion Public Services Board (2021). ‘Ceredigion Assessment of Local Well-being’. [Online]. Available at: [Ceredigion Assessment of Local Well-being 2022](#) (Accessed: 10.10.22).



## Well-being objective 1

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

### Why this objective:

From our Well-being Assessment we know that the overall population of Ceredigion is projected to decrease over the next 25 years, including a continuation of trends that have seen the working age population decrease and the outward migration of young people to other parts of Wales and the UK. At the same time the population is ageing. The impacts of these changes will be far reaching, affecting the economic, social, environmental, and cultural well-being of the county. For example, affecting the availability and ability of the workforce to meet the skills demands of the local economy, and in protecting the strong cultural traditions of the county<sup>8</sup>.

Working patterns are changing and have been brought to the fore during COVID-19. There is a need for more flexible working to support the existing workforce and to help others into the workforce in the future, such as flexible hours, locations of work and greater flexibility around childcare. We know the value of being in-work and its impact on well-being, and these trends may point to ways of creating employment opportunities and fill skills gaps identified in the local economy.

Our reliance on digital communications continues to grow particularly following the COVID-19 pandemic, and these trends are set to continue. This Assessment demonstrates the importance of fast and reliable broadband and mobile services for businesses, communities, and individuals alike. Improving digital connectivity in Ceredigion will be essential to provide the infrastructure required for the future.

Stress and financial difficulties arising from the pandemic, coupled with the increasing cost of living and poor working environments, all contribute to inequalities in levels of chronic ill-health and mortality rates across Wales. Many employers adapted rapidly to safeguard their workforce's health during the pandemic. As we look to shape a better future for Wales, it is our duty to improve participation in fair work for health, well-being, and equity. At local and regional levels, we must act with focus and intensity to make access to good quality work more equitable, use public funding to improve working conditions and partner with businesses to promote and implement fair work. (Delivering fair work for health, well-being, and equity, PHW 2022).

### Our long-term ambitions:

- A local workforce is available that meets the public and private sector needs.
- Future funding opportunities are maximised for delivery against the PSB objectives.
- Innovative ways to make supply chains more efficient whilst supporting the local economy are implemented.
- Organisations of the PSB drive more inclusive participation in fair, sustainable work as part of efforts to develop a well-being economy.





## What we will do:

**1.1** We will work with partners in a collaborative way, including the Regional Skills Partnership, involving interested parties in undertaking workforce audits and identify skill gaps to help plan our future workforce; increasing the skills of Ceredigion's residents to meet public and private sector career opportunities and local needs, that are fit for the future, including up-skilling and re-training in for a green economy.

**1.2** We will work collaboratively and champion an approach across our organisations, strengthening apprenticeship programmes and volunteering opportunities that provide skills for employment, help connect with others as well as contribute to improved mental and physical health.

**1.3** A partnership group will be set up to deliver on the UK Shared Prosperity Fund. This will ensure cross-organisational oversight and a joint approach to addressing local priorities. This will also facilitate the alignment of funding streams where appropriate and ensure that Wellbeing Objectives are considered and the sustainable development principle is applied.

**1.4** Through procurement, organisations of the PSB will maximise the use of local suppliers for its goods, services and works.

**1.5** 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.

**1.6** The PSB will make clear connections to the Mid Wales Growth Deal and regional economic framework across a range of areas such as energy, economy and skills to develop a more inclusive approach to measuring economic success.



<sup>8</sup> Ceredigion Public Services Board (2021). 'Ceredigion Assessment of Local Well-being'. [Online]. Available at: [Ceredigion Assessment of Local Well-being 2022](#). (Accessed: 10.10.22).

## Well-being objective 2

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

### Why this objective:

The COVID-19 Pandemic has both created new inequalities and exacerbated existing ones. The Inequality Wales Report<sup>9</sup> highlights that those who were living in poor health, poverty or in marginalised communities have been hardest hit by the pandemic. In addition, COVID-19 has highlighted the huge evidence gap in the data collection on protected characteristics.

Our health is tightly bound with social and economic aspects of our lives: from where we are born, live and work, to our educational opportunities, income, and influence. These social factors lead to inequalities in health and wellbeing across different people and communities, both in access to healthcare, and in the opportunities, we have to live healthy lives. These are, of course not the only factors and social prescribing can provide positive benefits and help tackle these issues. Social prescribing is all about holistic wellbeing and placing control of health with individuals and is a mechanism to empower and enable.

There is consistent evidence that engagement with nature is beneficial in terms of physical activity and mental well-being and social prescribing also includes access to support on issues such as debt and housing as well as activities like art and social groups. Evidence suggests that ease of access to support and even a small amount of time spent outdoors can be beneficial; leading researchers to call for everyone to receive a daily 'dose of nature'. Research has also indicated excellent social return on investment of green volunteering.

There has been recent public health interest in the positive effects of coastal proximity on health and well-being. With significant experience of 'green' social prescribing, where people with mental health problems such as depression, anxiety and problems with substance use are directed to nature-based activities. As a coastal county there is an acknowledgement of the potential of 'blue' social prescribing, such as surf therapy to promote social connection, positive mental health and well-being.

### Our long-term ambitions:

- Geographical inequalities are addressed through place-based work which are embedded within the community in order to ensure long-term empowerment.
- Improved unequal access to healthy food and work to improve the sustainability of the food system in Ceredigion.
- Social, green and blue prescribing, provided by well-coordinated services, is seen as a normal and accepted referral mechanism for health improvement.
- Opportunities are maximised to improve and promote the potential of digital connectivity.



## What we will do:

**2.1** We will use a partnership approach with communities to tackle inequalities and hardship using the place-based interventions. Applying a place-based approach enables more targeted and focussed work, building on the strengths the community and identifying what's needed. Applying such a joint focus on a specific community, cultivates conditions for people to flourish and over time, reduce the demand for services. We will initially focus on Cardigan, a town that has been especially hard hit by the coronavirus pandemic and it is well documented as being an area with high levels of health inequalities and deprivation. This will include:

**2.1.1** Undertake an initial baseline study with a focus on tackling hardship. Maintain focus on key hardship indicators – deprivation, universal credit, household income, child poverty, employment and jobs, foodbanks, housing, community safety, heating/fuel.

**2.1.2** Use an Assets Based Community Development approach to help connect people, including hard to reach groups, children and young people to help create more

resident-to-resident relationships, building on interdependence and reliance on each other. Connecting people to their shared interests and enabling them to exchange skills and resources helps communities identify and take action on the issues that are most important to them.

**2.1.3** Map assets and resources across the whole community and identify potential gaps for preventative action, as well as current and potential opportunities for social, green and blue prescribing; integrating further the work of the social prescribers and community connectors.

**2.1.4** Learning from this approach will enable similar approaches to be applied in other areas and contribute to improved participation with communities.

**2.2** Develop a Local Food Partnership across Ceredigion to address issues of food sustainability, access and affordability whilst also acknowledging the additional wellbeing benefits that community food initiatives/growing schemes can bring.

**2.3** Work with and support communities who want to manage and improve their local environment. Empower all, including

young people to improve community spaces and have access to green spaces working in an intergenerational way to create social action opportunities that will lead to genuine community impact to improve community spaces.

**2.4** The Public Services Board will seek to strengthen the work of the Growing Mid Wales Digital Programme to ensure a joined-up approach to maximise the opportunities for improving the digital infrastructure and connectedness.

**2.5** Use a partnership approach to increase participation of current and future generations in sport and physical activities across the county, with appropriate links made to accessing green spaces.

**2.6** Public Bodies through the work of the PSB will focus on and work together to deliver primary and secondary preventative activities that address Health and Well-being.

<sup>9</sup> D MacBride-Stewart, S. and Dr Parken, A. (2021). Inequalities in a Future Wales: Areas for action in work, climate and demographic change – Full Report. [Online]. Available at: [Future Trends and Inequalities in Wales \(futuregenerations.wales\)](https://futuregenerations.wales) (Accessed: 07.02.2021).



## Well-being objective 3

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

### Why this objective:

From our well-being assessment we know that Climate change remains the most critical challenge of our time and for future generations. The Assessment shows the value that local people place on their local environment and the crucial role it plays in their well-being, but coordinated action needs to be taken now to protect the environment and mitigate the impacts on both the environment and the biodiversity around us.

- Decarbonisation will be challenging and requires careful consideration as to how its implemented.
- Children feel connected to the natural environment and are very aware of the need to protect it<sup>10</sup>.
- Young people's awareness and concerns about protecting the environment continues to grow<sup>11</sup>.
- Young people were most concerned about fly-tipping and loss of green spaces<sup>12</sup>.

### Our long-term ambitions:

- Deliver decarbonisation activity within communities and PSB organisations.
- To achieve Net Zero status by 2030.
- Upskill and re-train for a green recovery.
- Prepare for impacts of climate change.





## What we will do:

**3.1** Deliver decarbonisation activity to support Welsh Government's ambition of a net-zero public sector by 2030.

**3.2** Seek to improve air, water and environmental quality by supporting pollution prevention measures, ensuring links are made with objective 2 with regards to working with and supporting communities who want to manage and improve their local environment (step 2.3).

**3.3** Seek to protect and improve the health and resilience of our ecosystems to tackle the nature emergency and support the implementation of Welsh Government's sustainable farming scheme within Ceredigion.

**3.4** Carry out a Climate Change Risk and Opportunity Assessment and help to develop adaptive and resilient communities in response to climate change, encouraging innovation and development of nature-based solutions.

**3.5** Maximise the opportunity to upskill and re-train for a green recovery ensuring links are made with step 1.1, with regards to increasing the skills of Ceredigion's residents to meet public and private sector career opportunities that are fit for the future.

**3.6** PSB organisations commit to a Healthy Travel Charter promoting walking, cycling, public transport and ultra-low emission vehicle use, recognising the positive contribution that this has on improving social connectedness, physical and mental health as well as reducing carbon emissions as well as contributing towards sustainable tourism.

**3.7** Work with housing providers and other stakeholders to ensure good quality, energy efficient and appropriate housing for all.

<sup>10</sup>Ceredigion Public Services Board (2021). 'Ceredigion Assessment of Local Well-being'. [Online]. Available at: [Ceredigion Assessment of Local Well-being 2022](#) (Accessed: 10.10.22).

<sup>11</sup>Ceredigion Public Services Board (2021). 'Ceredigion Assessment of Local Well-being'. [Online]. Available at: [Ceredigion Assessment of Local Well-being 2022](#) (Accessed: 10.10.22).

<sup>12</sup>Ceredigion Public Services Board (2021). 'Ceredigion Assessment of Local Well-being'. [Online]. Available at: [Ceredigion Assessment of Local Well-being 2022](#) (Accessed: 10.10.22).



## 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.

### Why this objective:

We know that there is a strong connection with language and culture in Ceredigion and the provision of opportunities for people to learn and improve their Welsh language skills will be essential to expanding it for future generations. The Well-being Survey indicated that Welsh speaking is highly important for a sense of inclusion and identity, which can have positive well-being outcomes<sup>13</sup>. Ceredigion is considered as being one of the heartlands of the Welsh language, and in a globalizing world, having a particular identity, such as being Welsh, can be both exciting and enriching. Research shows that Welsh language development in early years can encourage feelings of belonging and offer a path into new cultural and social opportunities such as literature, music, film and theatre later on in life. Furthermore, ensuring that Welsh speakers pass the language down to the next generation and that children have the opportunities to socialise in the language of their local area is essential to the survival of the Welsh language.

Social connectedness is a key driver of well-being outcomes. Socially, well-connected and resilient people and communities are happier and healthier and are better at positively shaping their lives<sup>14</sup>. Achieving well-connected communities is growing in importance, the Welsh Government launched their first strategy; 'Connected Communities' in 2020, for tackling loneliness and social isolation and building stronger social connection. This is particularly important in rural areas like Ceredigion, as structural barriers may limit connectedness which could result in perceived loneliness and social isolation.

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Despite the low crime figures in Ceredigion, feeling safe is still essential to well-being and features prominently in the Well-being Survey and stakeholder events. But across all responses feeling safe in their own home was identified as the single most important theme, identified by 61% of all respondents<sup>15</sup>. Whilst the perception of crime tends to be higher than the reality of crime, it's not entirely clear as to why the wider sense of 'feeling safe' emerged so often during the engagement.

### Our long-term ambitions:

- Ceredigion is a place where cultural diversity and Welsh Language are celebrated.
- The community are involved to allow people to feel empowered and informed, to ensure they feel safe in their communities
- Ceredigion is a welcoming, safe place with an accessible, healthy outdoor environment used and enjoyed by all.





## What we will do:

**4.1** The PSB will support the Cultural Strategy for Ceredigion which will involve partners across the county. It will be a community-based strategy to use our culture and history to make people feel that they belong to their community are invested in it and are valued. Culture contributes to social cohesion and through having pride in the past can help shape the future. Due to the potential links with Social well-being links will be made with place-based working under objective 2.

**4.2** Implement the new Welsh Language Strategy which will involve partners across the county, reflecting the need to address the reduction in Welsh Language speakers as noted in the 2021 Census. All PSB partners will consider what their next steps will be beyond the implementation of the statutory requirements of the Welsh Language Measure, to encourage use of the Welsh language and Welsh culture in the workplace and communities to strengthen a sense of place, community and belonging.

**4.3** A Ceredigion Crime and Disorder Strategic Assessment will be undertaken to inform priorities of the Community Safety Partnership and assist with understanding the fear of crime in Ceredigion.

**4.4** Community Tension Monitoring meetings are held with partner organisations to identify early indicators of tensions developing within communities and implement early intervention and preventative workstreams in those identified areas.

**4.5** Partners will continue to work together to support and welcome asylum seekers and refugees to Ceredigion.

**4.6** Work in partnership to demonstrate a clear commitment to support and embed the aims and objectives of the Race Equality Action Plan: An Anti-racist Wales.

<sup>13</sup>Ceredigion Public Services Board (2021). 'Ceredigion Assessment of Local Well-being'. [Online]. Available at: [Ceredigion Assessment of Local Well-being 2022](#) (Accessed: 10.10.22).

<sup>14</sup>Ceredigion Public Services Board (2021). 'Ceredigion Assessment of Local Well-being'. [Online]. Available at: [Ceredigion Assessment of Local Well-being 2022](#) (Accessed: 10.10.22).

<sup>15</sup>Ceredigion Public Services Board (2021). 'Ceredigion Assessment of Local Well-being'. [Online]. Available at: [Ceredigion Assessment of Local Well-being 2022](#) (Accessed: 10.10.22).







## Delivery and Monitoring Progress

### Governance and delivery

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

The Project Groups are under the direct governance of the PSB, allowing the forums to adopt a more flexible approach by providing the ability for exception and highlight reporting to the PSB. Each Project Group will develop a planning and project delivery plan that will be published on the PSB website.

The delivery plan will provide clarity on the steps we propose to take to deliver the Actions within this Plan and which partners and stakeholders will be responsible for delivery.

### Monitoring our performance

The delivery of this Plan will be monitored by the PSB and we will develop a reporting tool based on project management principles. We will design indicators that are suitable to the Plan and relevant to our local area.

### Scrutiny

The Ceredigion County Council Co-ordinating Overview and Scrutiny Committee is responsible for taking an overview of the overall effectiveness of the Ceredigion PSB by both reviewing or scrutinising the decisions made or action taken by the Board, and by reviewing or scrutinising the Board's governance arrangements.

### Annual Report

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



## How these contribute to the Seven Well-being Goals



### A prosperous Wales

An innovative, productive and low carbon society which recognises the limits of the global environment and therefore uses resources efficiently and proportionately (including acting on climate change); and which develops a skilled and well-educated population in an economy which generates wealth and provides employment opportunities, allowing people to take advantage of the wealth generated through securing decent work.

0.1	The PSB will prioritise tackling hardship and poverty in response to the cost-of- living crisis, cross referencing with economic, social, environmental and cultural well-being pillars.
0.2	The poverty sub-group will act as a voice for those impacted by poverty and hardship in Ceredigion. This group will be the eyes and ears, knowing what communities and citizens need and the information that partners hold. Benefits and resources to mitigate the impact of poverty will be collated and shared in a coordinated way in order to ensure that it reaches all those that require support.
0.3	The poverty Sub-group consisting of a network of partner organisations will scrutinise the work of the PSB to enhance the work undertaken to combat poverty across each of the four objectives.
1.1	We will work with partners in a collaborative way, including the Regional Skills Partnership, involving interested parties in undertaking workforce audits and identify skill gaps to help plan our future workforce; increasing the skills of Ceredigion's residents to meet public and private sector career opportunities and local needs, that are fit for the future, including up-skilling and re-training in for a green economy.
1.2	We will work collaboratively and champion an approach across our organisations, strengthening apprenticeship programmes and volunteering opportunities that provide skills for employment, help connect with others as well as contribute to improved mental and physical health.



1.3	A partnership group will be set up to deliver on the UK Shared Prosperity fund. This will ensure cross-organisational oversight and a joint approach to addressing local priorities. This will also facilitate the alignment of funding streams where appropriate and ensure that Wellbeing Objectives are considered and the sustainable development principle is applied.
1.4	Through procurement, organisations of the PSB will maximise the use of local suppliers for its goods, services and works.
1.5	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.
1.6	The PSB will make clear connections to the Mid Wales Growth Deal and regional economic framework across a range of areas such as energy, economy and skills to develop a more inclusive approach to measuring economic success.
2.1	We will use a partnership approach with communities to tackle inequalities and hardship using the place-based interventions. Applying a place-based approach enables more targeted and focussed work, building on the strengths the community and identifying what's needed. Applying such a joint focus on a specific community, cultivates conditions for people to flourish and over time, reduce the demand for services. We will initially focus on Cardigan, a town that has been especially hard hit by the coronavirus pandemic and it is well documented as being an area with high levels of health inequalities and deprivation.
2.4	The Public Services Board will seek to strengthen the work of the Growing Mid Wales Digital Programme to ensure a joined-up approach to maximise the opportunities for improving the digital infrastructure and connectedness.
3.1	Deliver decarbonisation activity to support the delivery of Welsh Governments ambition of a net-zero public sector by 2030.
3.3	Seek to protect and improve the health and resilience of our ecosystems to tackle the nature emergency and support the implementation of Welsh Government's sustainable farming scheme within Ceredigion
3.5	Maximise the opportunity to upskill and re-train for a green recovery ensuring links are made with step 1.1, with regards to increasing the skills of Ceredigion's residents to meet public and private sector career opportunities that are fit for the future.
3.6	PSB organisations commit to a Healthy Travel Charter promoting walking, cycling, public transport and ultra-low emission vehicle use, recognising the positive contribution that this has on improving social connectedness, physical and mental health as well as reducing carbon emissions as well as contributing towards sustainable tourism.





## A resilient Wales

A nation which maintains and enhances a biodiverse natural environment with healthy functioning ecosystems that support social, economic and ecological resilience and the capacity to adapt to change.

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1.6	The PSB will make clear connections to the Mid Wales Growth Deal and regional economic framework across a range of areas such as energy, economy and skills to develop a more inclusive approach to measuring economic success.



2.1	We will use a partnership approach with communities to tackle inequalities and hardship using the place-based interventions. Applying a place-based approach enables more targeted and focussed work, building on the strengths the community and identifying what's needed. Applying such a joint focus on a specific community, cultivates conditions for people to flourish and over time, reduce the demand for services. We will initially focus on Cardigan, a town that has been especially hard hit by the coronavirus pandemic and it is well documented as being an area with high levels of health inequalities and deprivation.
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2.3	Work with and support communities who want to manage and improve their local environment. Empower all, including young people to improve community spaces and have access to green spaces working in an intergenerational way to create social action opportunities that will lead to genuine community impact to improve community spaces.
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2.6	Public Bodies through the work of the PSB will focus on and work together to deliver primary and secondary preventative activities that address Health and Well-being.
3.1	Deliver decarbonisation activity to support the delivery of Welsh Governments ambition of a net-zero public sector by 2030.
3.2	Seek to improve air, water and environmental quality by supporting pollution prevention measures, ensuring links are made with objective 2 with regards to working with and supporting communities who want to manage and improve their local environment (step 2.3).
3.3	Seek to protect and improve the health and resilience of our ecosystems to tackle the nature emergency and support the implementation of Welsh Government's sustainable farming scheme within Ceredigion
3.4	Carry out a Climate Change Risk and Opportunity Assessment and help to develop adaptive and resilient communities in response to climate change, encouraging innovation and development of nature-based solutions
3.5	Maximise the opportunity to upskill and re-train for a green recovery ensuring links are made with step 1.1, with regards to increasing the skills of Ceredigion's residents to meet public and private sector career opportunities that are fit for the future.



3.6	PSB organisations commit to a Healthy Travel Charter promoting walking, cycling, public transport and ultra-low emission vehicle use, recognising the positive contribution that this has on improving social connectedness, physical and mental health as well as reducing carbon emissions as well as contributing towards sustainable tourism.
3.7	Work with housing providers and other stakeholders to ensure good quality, energy efficient and appropriate housing for all.
4.1	The PSB will support the Cultural Strategy for Ceredigion which will involve partners across the county. It will be a community-based strategy to use our culture and history to make people feel that they belong to their community are invested in it and are valued. Culture contributes to social cohesion and through having pride in the past can help shape the future. Due to the potential links with Social well-being links will made with place-based working under objective 2.
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4.4	Community Tension Monitoring meetings are held with partner organisations to identify early indicators of tensions developing within communities and implement early intervention and preventative workstreams in those identified areas.
4.6	Work in partnership to demonstrate a clear commitment to support and embed the aims and objectives of the Race Equality Action Plan: An Anti-racist Wales.





## A more equal Wales

A nation which maintains and enhances a biodiverse natural environment with healthy functioning ecosystems that support social, economic and ecological resilience and the capacity to adapt to change.

0.1	The PSB will prioritise tackling hardship and poverty in response to the cost-of- living crisis, cross referencing with economic, social, environmental and cultural well-being pillars.
0.2	The poverty sub-group will act as a voice for those impacted by poverty and hardship in Ceredigion. This group will be the eyes and ears, knowing what communities and citizens need and the information that partners hold. Benefits and resources to mitigate the impact of poverty will be collated and shared in a coordinated way in order to ensure that it reaches all those that require support.
0.3	The poverty Sub-group consisting of a network of partner organisations will scrutinise the work of the PSB to enhance the work undertaken to combat poverty across each of the four objectives.
1.1	We will work with partners to identify skill gaps and increase the skills of Ceredigion's residents to meet public and private sector career opportunities that are fit for the future, including up-skilling and re-training in for a green economy. We will champion an approach across our organisations and explore the need for strengthened apprenticeship programmes that provide skills for employment.
1.5	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.
2.1	We will use a partnership approach with communities to tackle inequalities and hardship using the place-based interventions. Applying a place-based approach enables more targeted and focussed work, building on the strengths the community and identifying what's needed. Applying such a joint focus on a specific community, cultivates conditions for people to flourish and over time, reduce the demand for services. We will initially focus on Cardigan, a town that has been especially hard hit by the coronavirus pandemic and it is well documented as being an area with high levels of health inequalities and deprivation.



2.2	Develop a Local Food Partnership across Ceredigion to address issues of food sustainability, access and affordability whilst also acknowledging the additional wellbeing benefits that community food initiatives/growing schemes can bring.
2.3	Work with and support communities who want to manage and improve their local environment. Empower all, including young people to improve community spaces and have access to green spaces working in an intergenerational way to create social action opportunities that will lead to genuine community impact to improve community spaces.
2.5	Use a partnership approach to increase participation of current and future generations in sport and physical activities across the county, with appropriate links made to accessing green spaces.
2.6	Public Bodies through the work of the PSB will focus on and work together to deliver primary and secondary preventative activities that address Health and Well-being.
3.2	Seek to improve air, water and environmental quality by supporting pollution prevention measures, ensuring links are made with objective 2 with regards to working with and supporting communities who want to manage and improve their local environment (step 2.3).
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4.5	Partners will continue to work together to support and welcome asylum seekers and refugees to Ceredigion.
4.6	Work in partnership to demonstrate a clear commitment to support and embed the aims and objectives of the Race Equality Action Plan: An Anti-racist Wales.





## A healthier Wales

A society in which people's physical and mental well-being is maximised and in which choices and behaviours that benefit future health are understood.

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## A Wales of cohesive Communities

Attractive, safe, viable and well-connected.

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4.6	Work in partnership to demonstrate a clear commitment to support and embed the aims and objectives of the Race Equality Action Plan: An Anti-racist Wales.





## A Wales of vibrant Culture and Thriving Welsh language

A society that promotes and protects culture, heritage and the Welsh language, and which encourages people to participate in the arts, and sports and recreation.

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## A globally Responsible Wales

A nation which, when doing anything to improve the economic, social, environmental and cultural well-being of Wales, takes account of whether doing such a thing may make a positive contribution to global well-being.

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3.1	Deliver decarbonisation activity to support the delivery of Welsh Governments ambition of a net-zero public sector by 2030.
3.2	Seek to improve air, water and environmental quality by supporting pollution prevention measures, ensuring links are made with objective 2 with regards to working with and supporting communities who want to manage and improve their local environment (step 2.3).
3.3	Seek to protect and improve the health and resilience of our ecosystems to tackle the nature emergency and support the implementation of Welsh Government's sustainable farming scheme within Ceredigion
3.4	Carry out a Climate Change Risk and Opportunity Assessment and help to develop adaptive and resilient communities in response to climate change, encouraging innovation and development of nature-based solutions.
3.5	Maximise the opportunity to upskill and re-train for a green recovery ensuring links are made with step 1.1, with regards to increasing the skills of Ceredigion's residents to meet public and private sector career opportunities that are fit for the future.
3.6	PSB organisations commit to a Healthy Travel Charter promoting walking, cycling, public transport and ultra-low emission vehicle use, recognising the positive contribution that this has on improving social connectedness, physical and mental health as well as reducing carbon emissions as well as contributing towards sustainable tourism.
3.7	Work with housing providers and other stakeholders to ensure good quality, energy efficient and appropriate housing for all.
4.5	Partners will continue to work together to support and welcome asylum seekers and refugees to Ceredigion.
4.6	Work in partnership to demonstrate a clear commitment to support and embed the aims and objectives of the Race Equality Action Plan: An Anti-racist Wales.





Acknowledgements:

The Well-being Goals and The 5 Ways of Working logos obtained from the Office of Future Generations Commissioner for Wales website - [www.futuregenerations.wales](http://www.futuregenerations.wales).

The Well-being of Future Generations Act visuals obtained from the Well-being of Future Generations Visual Toolkit - [www.gov.wales](http://www.gov.wales).