

Bwrdd Gwasanaethau Cyhoeddus



Ceredigion

Public Services Board

Ceredigion Local Well-being Plan 2023-2028



You, as a young person today, will need lots of things and help from different people to grow up **happy and healthy**.

You're probably in school today, where teachers are helping you get a good education. At some point you will have seen doctors, dentists and nurses who have helped you be healthy.

For you to be able to have fun, you need lots of chances to play sport, read books, go to the theatre and go to museums.

If you speak Welsh, you might want to be able to do these things in Welsh.

You also want to be able to feel safe where you live. You need clean water to drink, clean air to breathe, good food to eat.

As you get older, you might want to go to College or University, and you will want to get a job and form good relationships.

But things aren't always easy... Ceredigion faces some big challenges, things like:

Some people don't have enough money for everyday essentials.

Our economy is affected by what's going on all around the world.

We're all living longer, which is great but it also means we need to be healthier for longer.

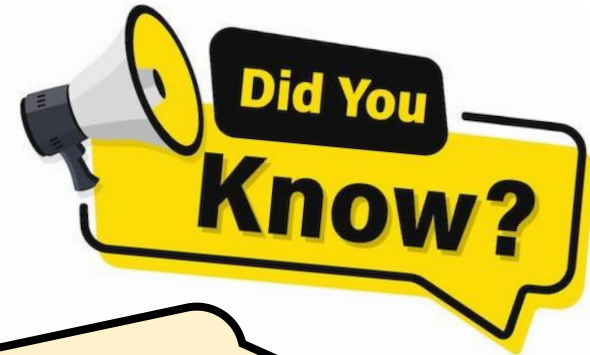
Some people have poor health.

Climate change is having an effect on things like our weather and the price of food.

If we are to beat these challenges, we know we can't keep doing things in the way we always have.

We have to do things differently to make things change.

That's why we have a law in Wales called the Well-being of Future Generations Act.



72,895 live
in
Ceredigion

59% live
outside the
main towns

47.3% of us
speak
Welsh

Ceredigion
has 90
kilometres
of
coastline

Average
income is
£22,028

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

Wales is one of the first countries to introduce a law like this. The Act says that public bodies, such as Local Authorities, the NHS, Fire and Rescue and others, must work together as a **Public Services Board (PSB)** towards seven well-being goals.

To show that we are working towards the 7 well-being goals we have to think about:



What happens long term



How to stop problems happening in the first place



How joined up our services can be



How we work together



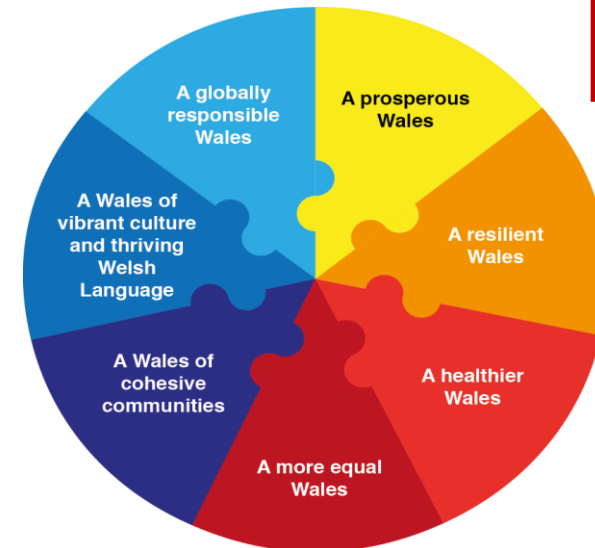
How we involve people in making decisions

1 Everyone has jobs and there is no poverty.

2 We are prepared for things like floods.

3 Everyone is as healthy as can be.

4 Everyone has an equal chance whatever their background.



5 Communities live happily together.

7 Look after our environment & think about other people around the world.

6 Lots of opportunities to do different things, in Welsh if you want to.

Who is on the Ceredigion Public Services Board (PSB)?

Members of the Board are senior people who work in:



Councillor Bryan Davies is the Chair of Ceredigion Public Services Board (PSB), he believes it is very important that we look at what we need to do now, as well as plan for the future for you and the communities you live in.

This plan will make us all work differently to achieve our aims, this means working together to provide better services for the people who live in Ceredigion.

What do the Ceredigion Public Services Board believe is important?

Welsh Language

We will treat the Welsh and English languages equally when providing services to you. We will also work hard to promote and encourage the use of Welsh in every aspect of community and everyday life.

Tackling Inequalities

People can be treated differently for many reasons, appearance, Language, where you come from, age or having a disability. We will use this plan to help us to treat people fairly.

Involvement

We want to involve you in setting out what we want to do, and give you the chance to tell us your views. We will use what you tell us when we develop our plan and provide feedback to you when we can.

Sustainability

This plan will ensure that decisions are taken now to improve things in the future which means a better quality of life for you and your families.

Leading by Example

The members of the Board will help Ceredigion to achieve this plan.

The Ceredigion Local Well-being Plan 2023-2028

Under the Well-being of Future Generations (Wales), each Public Services Board (PSB) in Wales must create and publish a **Local Well-being Plan**. This Plan sets out the things that Ceredigion PSB will work together on over the next five years:

- Our well-being objectives
- Steps to achieve our objectives
- How we want Ceredigion to look in 10 years' time

This Plan has been based on the **Ceredigion Assessment of Local Well-being 2021-2022**, which looked at both assets and challenges that face communities in terms of their social, economic, environmental, and cultural well-being. We also listened to communities' feedback, PSB colleagues and the advice of the Future Generations Commissioner for Wales.

There are **5 areas** we will work on to improve well-being.

These are our **Well-being Objectives**.



Our Well-being Objectives



Economic Well-being

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



Environmental Well-being

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



Tackling Hardship & Poverty

- We will work together to deliver shared ambitions for tackling hardship, poverty, and inequalities in Ceredigion.

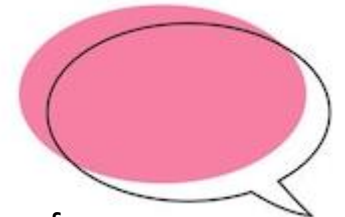
Social Well-being

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



Cultural Well-being

- 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.



Economic Well-being



Young people are leaving the county to look for jobs and more affordable housing, whilst the population of Ceredigion is getting older. The COVID-19 pandemic has shown the need for flexible working, and the importance of being connected digitally for businesses and communities. Financial difficulties as a result of the pandemic and rising cost of living is having an impact on people's physical and mental health.

As time goes on, to make sure the county continues to do well, we have to improve our infrastructure (like transport, the internet and housing) to support new opportunities.

The PSB will...

Help people develop new skills and experiences to meet public and private sector career opportunities, and consider how to strengthen apprenticeship programmes.

Work together to identify local priorities that would benefit from funding (like the UK Shared Prosperity fund), and consider ways to deliver on recommendations of how to best boost the economy.

Make sure people are looked after and treated fairly at the places that they work, and show the benefits of this for business and communities.

Social Well-being



Our health is impacted by where we are born, live, where we went to school and work, as well as how much we are paid and the way we are influenced. These factors sometimes mean that people do not get the same chances in life, which has an impact on their opportunities to live healthy lives. This has been made worse by the COVID-19 pandemic.

Spending time outside in nature or in the community taking part in physical activity, art classes or social groups can help people feel better. This is called social prescribing.

The PSB will...

Help people in local areas to have access to the same things, including equal access to healthy food. We will also look at ways to make the food system in Ceredigion more sustainable.

Find out what communities already have and need so that they are better supported, with a focus on helping those who find it hard to pay for basic things. We will promote social prescribing opportunities and community support.

Empower all, including young people to improve community spaces.

Environmental Well-being



Climate change is still the biggest challenge of our time and for future generations. People in Ceredigion enjoy nature and it plays a big part in their well-being. Children and young people want to protect our planet, and their awareness and concern is continuing to grow. They are especially worried about fly-tipping and losing green spaces.

Our actions continue to impact the planet and our natural environment. The decisions we make and the actions we take now must be the right ones for the future.

The PSB will...

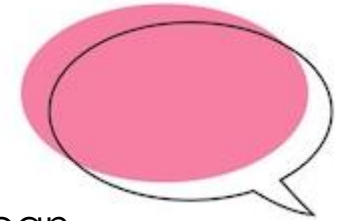
Carry out decarbonisation activity in communities, and work towards Net Zero status by 2030.

Try to better the quality of Ceredigion's air, water and environment, as well as protect Ceredigion's nature, plants and animals.

Help communities prepare for the effects of climate change so that they are able to effectively respond and adapt.

Improve skills and training to better look after our environment.

Cultural Well-being



There is a strong connection with language and culture in Ceredigion, and giving people the chance to learn and improve their Welsh language skills will mean that people in the future can speak it too. Having a particular identity has been linked to feeling a sense of inclusion. Having a social connection in communities makes people feel less lonely and isolated, which is very important in rural areas like Ceredigion.

Although the crimes rates in Ceredigion are low, people feel strongly that they want to feel in safe in their homes and communities.

The PSB will...

Support a community-based strategy to encourage pride in our culture and history, and help shape the future. We will also create a new strategy to encourage the use of the Welsh language and promote culture at workplaces.

Carry out a survey to see which types of crime worry people the most, and share information with organisations about tensions in communities.

Welcome and support asylum seekers and refugees to Ceredigion, as well as commit to supporting an Anti-racist Wales.

Tackling Hardship & Poverty



Almost 1 in 3 households are living in poverty in Ceredigion, and this is increasing. The areas worst affected are Aberystwyth North & South, Cardigan and Aberporth. In poor areas, children and young people are more likely to have bad mental health. People are worried about how to pay for food, and many old houses are hard to heat.

Low earnings and incomes, affordable childcare, Universal Credit reduction and high housing costs / housing affordability are the main causes of poverty in Ceredigion.

The PSB will...

Support people who are finding the cost of living hard, and understand that poverty has an effect on economic, social, environmental and cultural well-being.

The Poverty Sub-group will act as a voice for those impacted by poverty and hardship in Ceredigion, and organisations will work together to meet those needs. Resources to support those impacted by poverty will be shared.

The Poverty Sub-group will advise the PSB on how to best support people in poverty through the work carried out across the other 4 Well-being Objectives.

Next Steps

Your views have already helped us to develop the Plan and now we want to hear from you again.

Before we agree this Plan, we want to know what you think about our Well-being Objectives.

For more information, including further details of how you can have your say, please visit:

<http://www.ceredigion.gov.uk/your-council/consultations/ceredigion-local-well-being-plan-2023-28/>

If you need to get in touch with us or need information in other formats, please contact us on 01545 570881 or clic@ceredigion.gov.uk. Paper copies and versions in other formats will also be available at all Ceredigion libraries, including the mobile library vans.

You must tell us what you think before **31 January 2023**.

Thank you for reading.



Bwrdd Gwasanaethau Cyhoeddus



Ceredigion

Public Services Board

Children & Young People's Consultation Questions



Looking at **all the Well-being Objectives together**, do you agree with them? Do you think there is anything missing?

Looking at the **ACTIONS** for Economic Well-being do you agree with them? Do you think there is anything missing?



Looking at the **ACTIONS** for Economic Well-being 
how well will the actions improve the well-being of:

	<u>Not a lot</u>									<u>A lot</u>
YOU personally	1	2	3	4	5	6	7	8	9	10
Your FAMILY	1	2	3	4	5	6	7	8	9	10
Your COMMUNITY	1	2	3	4	5	6	7	8	9	10
The whole COUNTY	1	2	3	4	5	6	7	8	9	10


How could you help?


Looking at the **ACTIONS** for Social Well-being  do you agree with them? Do you think there is anything missing?

Looking at the **ACTIONS** for Social Well-being 
how well will the actions improve the well-being of:

	<u>Not a lot</u>									<u>A lot</u>
YOU personally	1	2	3	4	5	6	7	8	9	10
Your FAMILY	1	2	3	4	5	6	7	8	9	10
Your COMMUNITY	1	2	3	4	5	6	7	8	9	10
The whole COUNTY	1	2	3	4	5	6	7	8	9	10

How could you help?

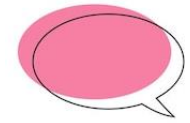
Looking at the **ACTIONS** for Environmental Well-being  do you agree with them? Do you think there is anything missing?

Looking at the **ACTIONS** for Environmental Well-being  how well will the actions improve the well-being of:

	<u>Not a lot</u>									<u>A lot</u>
YOU personally	1	2	3	4	5	6	7	8	9	10
Your FAMILY	1	2	3	4	5	6	7	8	9	10
Your COMMUNITY	1	2	3	4	5	6	7	8	9	10
The whole COUNTY	1	2	3	4	5	6	7	8	9	10

How could you help?


Looking at the **ACTIONS** for Cultural Well-being do you agree with them? Do you think there is anything missing?




Looking at the **ACTIONS** for Cultural Well-being 
how well will the actions improve the well-being of:

	<u>Not a lot</u>									<u>A lot</u>
YOU personally	1	2	3	4	5	6	7	8	9	10
Your FAMILY	1	2	3	4	5	6	7	8	9	10
Your COMMUNITY	1	2	3	4	5	6	7	8	9	10
The whole COUNTY	1	2	3	4	5	6	7	8	9	10

How could you help?

Looking at the **ACTIONS** for Tackling Hardship & Poverty  do you agree with them? Do you think there is anything missing?

Looking at the **ACTIONS** for Tackling Hardship & Poverty  how well will the actions improve the well-being of:

	<u>Not a lot</u>									<u>A lot</u>
YOU personally	1	2	3	4	5	6	7	8	9	10
Your FAMILY	1	2	3	4	5	6	7	8	9	10
Your COMMUNITY	1	2	3	4	5	6	7	8	9	10
The whole COUNTY	1	2	3	4	5	6	7	8	9	10

How could you help?

Thank you.

Your answers will help us improve the well-being of people who live in Ceredigion now, and in the future.



Contact us:

Post:

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

Phone:

01545 570881

Email:

partnerships@ceredigion.gov.uk

Further Information:

<http://www.ceredigion.gov.uk/your-council/consultations/ceredigion-local-well-being-plan-2023-28/>

Acknowledgements:
Pictures by Freepik.com