

Our Cwm Taf

Cwm Taf draft Well-being Plan 2018-2023



BWRDD
GWASANAETHAU
CYHOEDDUS

CWM TAF

PUBLIC
SERVICES
BOARD

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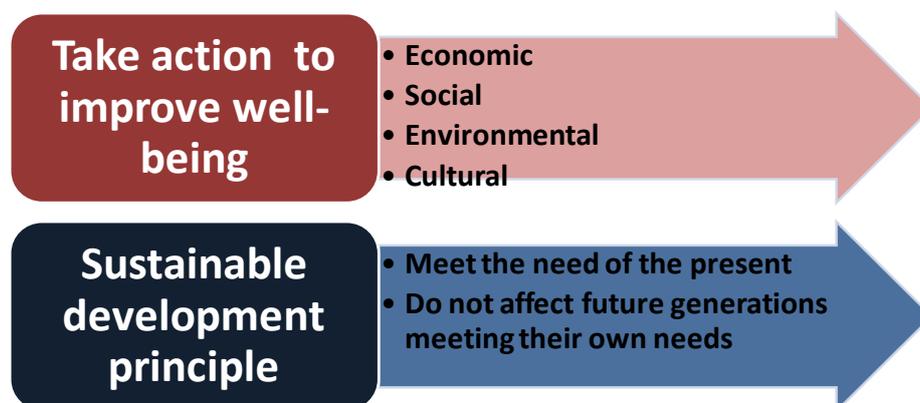
Introduction

The Well-being Plan and why we need it

In 2015, the Welsh Government made a new law in Wales called the Well-being of Future Generations Act. This followed conversations with many thousands of people across Wales about the “Wales we want”. From these conversations, the Government found out what most mattered to people in Wales, things like climate change, the environment, skills, education, jobs and health.

This new law puts the citizens of Wales in the centre of everything public services do to improve the economic, social, environmental and cultural well-being of Wales, and has the sustainable development principle at its heart. This means that all public services 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.

Sustainable development



This video clip will help to explain it. [Megan's Story](#)

The Well-being of Future Generations Act asks all our public services, e.g. councils, health, police, fire and third sector organisations to improve well-being for everyone and all public services in Wales. This is a new approach to improve public services in a sustainable way and we must all work towards the seven new goals shown here:



The Well-being of Future Generations Act also asks public services to act in five ways:

- Long term**



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



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



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



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



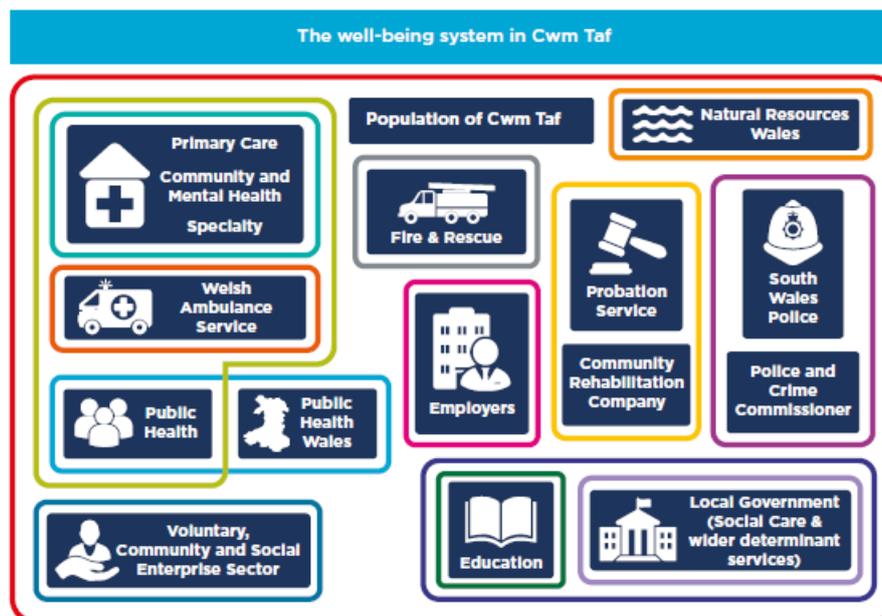
The importance of involving people with an interest in achieving the well-being goals, and ensuring that those people reflect the diversity of the area which the body serves.

As well as each public service working in this way, the Well-being of Future Generations Act asks all public services to come together and work in this way and form a **Public Services Board**, so that they can work better together to improve the economic, social, environmental and cultural well-being of people and communities in the area.

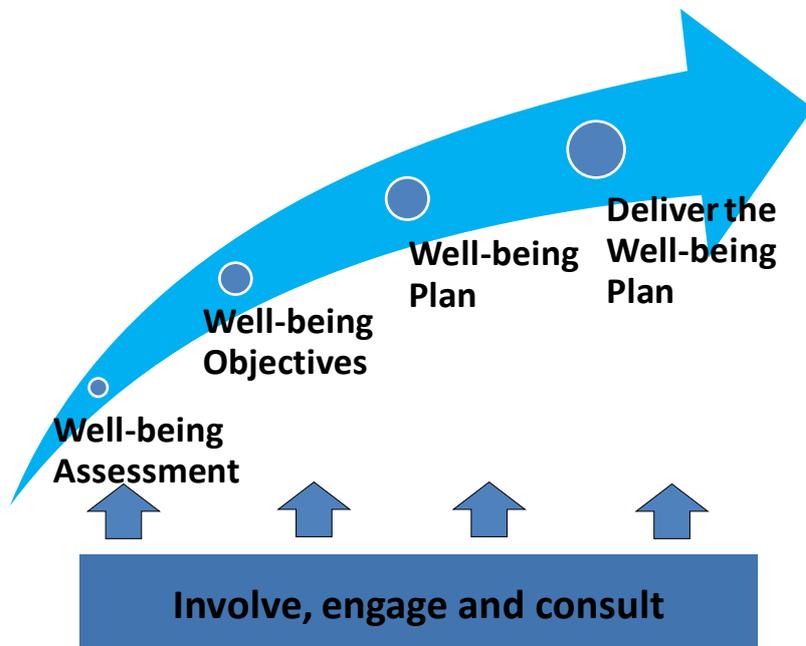
Working in partnership is not new, but there is a new approach with the Public Services Board working with their communities to improve their well-being in a sustainable way to meet the seven goals and the five ways of working. Importantly, we are encouraged to think long term, so this is the first stage of a long term plan.

Cwm Taf Public Services Board - working together and doing things differently

Locally, our public services have agreed to come together across Cwm Taf, including Rhondda Cynon Taf and Merthyr Tydfil local authorities and sharing the same area as the Cwm Taf Health Board. The Cwm Taf Public Services Board has agreed to develop a collaborative public service that puts the people in our communities at its centre. It is about breaking down barriers between public services and changing the way they work so that they can prevent problems from happening rather than having to react to them



Last year Cwm Taf Public Services Board carried out an Assessment of Well-being of the people and communities of Cwm Taf. They talked to hundreds of people e.g. people who live, work and use public services across the Cwm Taf area, community groups and anyone else that wanted to have their say. The findings from this Assessment are now being used to help to start more detailed work to find out what is most important and what can be done to improve people's well-being. This will be set out in Well-being Objectives which in turn will inform a Well-being Plan for the Cwm Taf area. It is important that the members of the Public Services Board work together and do things differently to improve well-being in Cwm Taf. At each stage of its work, the Board is continuing to talk to people and our communities so that their views help to inform and shape the final plan:

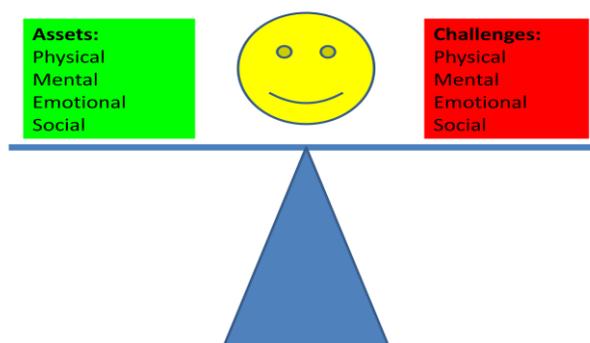


The Well-being of Future Generations Commissioner also has a role in advising Public Services Boards on the development of their Well-being Objectives and Plan and in monitoring progress.

Well-being

Well-being is about people having the ‘assets’ they need to meet the ‘challenges’ they face in their everyday lives. These assets can include skills, family support, education and good health. Challenges could be poor health, bullying, neglect or violence at home. When people have more challenges than assets their well-being dips. Similarly if someone has many assets but few challenges, they may not feel fulfilled and that can also tip the see-saw, as shown:

Model of Well-being



Source: adapted from Dodge R, et al (2012) *The challenge of defining wellbeing*, *International Journal of Wellbeing*, 2 (3) 22-235

Differences in opportunity, experience and health can have a poor effect on wellbeing. This can show itself in high levels of anxiety, depression, addictive medication, alcohol and drug misuse. In addition, we know that being fit, active, not smoking, a healthy weight and eating fruit and vegetables can protect our well-being.

In Cwm Taf the [Well-being Assessment](#) was undertaken by speaking with our communities and looking at other information.

The draft Cwm Taf Well-being Plan

Firstly, it is a *work in progress*, which means you have the chance to tell us what you think and what is most important to you before it is completed.

The purpose of this draft plan is to start the conversation, and then to agree the main objectives that members of the Public Services Board will work together to deliver and improve well-being across Cwm Taf. The plan will contain more information on what we will do over the next five years but will also look to the medium and longer term.

What would you like your community to be like in 5 years, 15 years and 30 years time?

What the Well-Being Assessment told us

The main information we learned from the Well-being Assessment is:

Cultural well-being

- People need to feel part of their community and many want to offer their time, skills and connections.
- Our heritage and history, landscape and buildings should be celebrated and used in the future.
- Taking part in things seems to be good for everyone's well-being.
- Language is an important part of who we are and makes us feel like we belong.

Economic well-being

- Growing a resilient local economy that recognises the limits of the global environment.
- Helping the movement of people throughout Cwm Taf.
- People in decent work improving their overall wealth.
- People gaining new skills and qualifications to tackle the challenges they face.
- Development that facilitates a growing local economy and recognises the limits of the global environment.

Environmental well-being

- A healthy natural environment is the foundation for sustained economic growth, prosperity and resilience.
- Cwm Taf's environment (urban and countryside) has an important part to play in

improving people's health and well-being.

- People want to live in a clean, safe environment and increasingly want to help manage their local areas.
- Communities face significant risks from a changing climate, now and in the future.
- Cwm Taf's unique wildlife is increasingly fragmented and under threat but people can make a difference and help wildlife thrive.
- Children are spending less time outdoors but access to safe, natural play space outdoors has been shown to improve children's physical and emotional well-being.

Social well-being

- Life expectancy and healthy life expectancy are improving in Cwm Taf. However, outcomes for our population are determined by the inequalities that persist.
- A good start in life is fundamental to the well-being of future generations.
- Preventing ill-health across the population improves well-being and reduces inequalities.
- Ageing well in Cwm Taf: meeting the needs of an older population.
- Mental well-being: building resilient communities.
- Personal resilience and community cohesion.
- The quality of the home and environment has a substantial impact on well-being.
- A change of focus for Cwm Taf: from deficits to assets.

The Well-being Assessment also contains other detailed information which you can see for yourself at <http://www.ourcwmtaf.wales/cwm-taf-wellbeing-assessment>.

Appendix 1 shows how this information has helped to shape the draft Well-being Objectives.

There is also another new law, the Social Services and Well-being (Wales) Act 2014. This law looks to improve the well-being of people who need care and support and carers who need support. A Population Needs Assessment was carried out by the Social Services and Well-being Partnership Board to help develop an Area Plan for these services in Cwm Taf. There are parts of both plans that affect the well-being of people in our communities and it is important that they each work well together and complement each other. In developing both plans we will keep strong links to make this work well.

When other information becomes available, that can also help to shape the plan. For example, there has recently been an assessment carried out for community safety. Following a review of the evidence, the Community Safety Strategic Assessment will focus on several core theme areas:

- Improving service access and provision to reduce the impact of alcohol and drug misuse on our communities.
- Divert and prevent offenders and reduce re-offending
- Protecting vulnerable people against violence, harm and victimisation
- Keeping communities safe from acquisitive crime

- Improve our environment and reduce environmental crime
- Improve road safety
- Improving consultation and engagement

In addition the Welsh Government has established a Ministerial task force to improve prosperity in the South Wales Valleys. The recent report of this *Valleys Task Force* has suggested a number of actions including a Valleys Landscape Park to promote the natural environment and tourism. Three priorities have been identified for action by 2021:

- Good quality jobs and the skills to do them
- Better public services
- My local community, including a Valleys Landscape Park.

The Welsh Government has also published “*Prosperity for all*” a strategy setting out how it will work with the wider Welsh public service to lay the foundations for achieving prosperity for all. There are four key themes and five priority areas, as shown:

Key themes:

Prosperous and secure
 Healthy and active
 Ambitious and learning
 United and connected

Priority areas

Early years
 Housing
 Social care
 Mental health
 Skills and employment

Using the findings from the Assessment, the PSB’s draft plan is has been put together as a starting point to a conversation with people and our communities and other stakeholders over the autumn which will inform the final Well-being Plan.

Listening to our Communities - what you have told us so far

We have been talking to people across Cwm Taf over the summer months and a summary of what they have told us so far is:

- A number of people said they agreed with the overall tone of the draft well-being objectives.
- People often said that there are already many resources and assets available to support thriving communities and to help people to live longer. However, residents are not always aware that they exist or how they can access them.
- Respondents felt strongly that existing assets should be used and built upon and several noted that some assets had already been closed. Communities want a sense of ownership.
- The need to promote our resources and assets, marketing and communication of what already exists was mentioned a number of times. We should make the best possible use of what we already have and build upon that. Some, but not all people liked the idea of volunteering, so what can be done to bridge this? When the environment was mentioned it was viewed positively, but for some people fly-tipping and anti-social

behaviour has worsened and needs to be tackled. People want to know who will do what and by when. A number of people identified the link between mental and physical health and that health means many different things to different people. Access to services to help people to take control of their well-being and encouraging and supporting people to do so, bearing in mind poverty that exists locally.

- Investment in playgrounds, parks, transport, road links, local and social enterprise, tourism and open spaces to support job creation were also highlighted. It was also noted that working across all sectors will be needed to meet the objectives.
- Some people felt that growing a strong economy with sustainable transport links was out of their hands, too strategic and not within the power of local communities to influence.

Recurring theme on what is missing or difficult to understand:

- The strongest recurring theme was jargon and language used. One suggestion was to use more diagrams or pictures.
- Some of the descriptions needed more explanation, e.g. what is a hub/zone (virtual or actual location?); one more healthy behaviour; resilience; assets; the City Deal; what defines vulnerable?
- Some also thought that there is little mention made of mental health, veterans, third sector, ex offenders, housing and public transport.

Our draft Well-being Objectives

Background

We have engaged with our communities as part of our Well-being Assessment and also looked at local information and evidence of what works. We have also shared our early work with people at community events such as the 'Big Bite', with some community groups and with a wider network of community representatives. This has helped us to start to develop the Objectives, using the community voice to add real value to improve well-being in Cwm Taf. We will continue to work with our communities to develop new and different solutions to some of the problems identified by the Assessment. Public Services do not have all the answers but by working more closely with people and communities we can make sure that we hear what needs to change and how we can improve together.

Theme: Community Resilience and Well-being

Draft Objective 1:

To promote safe, confident, strong, and thriving communities improving the well-being of residents and visitors and building on our community assets.

What our Well-being Assessment told us:

Feeling part of, or like you belong to, a community makes a huge difference to well-being. Many communities in Cwm Taf have a very strong sense of community spirit. We have heard from many groups of people that want to make a difference to well-being but do not know where to start, which can be frustrating. Language, history, music, theatre, writing, dance, art, sport, festivals, media and politics are all part of the culture of Cwm Taf. If we are thinking about belonging to a community, this is a good place to start. Community spirit connects people, makes them happy and improves well-being and culture is at the heart of this. The landscape, buildings, natural environment and languages spoken in Cwm Taf are the things that help people feel like they belong, which has a positive effect on happiness and well-being.

Some children go through physical, emotional, or sexual abuse or live in families where there is parental separation, substance misuse, domestic violence or mental illness. These are called Adverse Childhood Experiences and can cause long lasting health harms which continue into adult hood and older age. If we want to grow strong children who cope well we can have the greatest impact if we focus on stopping these things happening and protecting children and their families from the impact of ACEs, especially during the first 1000 days of life (from conception to age two). Children's chances in life are strongly influenced by their experience during their early years. Children from poorer families don't do as well in education. In the longer term this affects their future employment and income prospects.

Buildings in our communities are places for people to come together and get information. Across Cwm Taf, there have been successful instances of community groups taking over community buildings. We need to use this process in ways that best suit the community and support groups to become involved in managing buildings and assets in this way.

The people involved in cultural activities in Cwm Taf have time, skills and connections which they are happy to share with their communities. Volunteering, learning new skills and putting time and money back into our communities to make a difference for others, helps us to feel good about ourselves. Volunteering is core to well-being. Volunteers are really important to community groups and businesses in Cwm Taf, while at the same time giving others the opportunity to get involved in their community and feeling as though they are a part of something.

In Cwm Taf, people love the beautiful landscapes and attractive green spaces. Natural surroundings are important in making people feel proud, positive and happy. In many communities in Cwm Taf, people are interested in taking ownership of the outdoor spaces and making sure they stay attractive, clean and safe to play and spend time in.

Feeling safe is important to people's quality of life. However, some people have told us that crime and anti-social behaviour is a barrier for them using and enjoying their local

environment.

Things we could do:

Short term (up to 5 years)

- 1. Develop Community Zones as an area or place based approach focussing support to improve outcomes for our residents with the greatest challenges.** With our communities, we will work to join up our services in the heart of our communities. It is difficult to describe them now, as we want to work with our communities to make sure they are what they need. When children have difficult times or suffer abuse or distress this can often lead to poor outcomes for them as children and into adulthood. These are Adverse Childhood Experiences (ACEs). By working together we will provide training and skills with our staff and communities to prevent and reduce the effect of ACEs to help all our citizens thrive.
 - a. The approach will start in two of our communities, Gurnos and Upper Rhondda Fach. The Zones will be worked up with the local communities to show how it will work for them. These Zones or community hubs could include NHS, social services, schools and job centres working together with third sector to provide services for local communities. **Years 1-2.**
 - b. The learning from these communities will be used as the approach is rolled out across communities in Cwm Taf, with priority given to areas where there is greatest need. **Years 2-5.**
- 2. We will work differently to involve our communities and to increase local volunteering.** People want to feel a part of their community and many want to offer skills and connections, we will help to remove any barriers to volunteering and stand back when the community are growing their own success. This could include:
 - a. Working with our communities to understand what is important to them and how together, we can help to build support to make improvements.
 - b. Compiling a list of people interesting in volunteering, along with their specific interests, resources and skills. This will provide opportunities to children and young people as well as adults e.g. linking opportunities for young people doing the Welsh Baccalaureate or Duke of Edinburgh awards with local volunteering opportunities.
 - c. Advertise volunteering opportunities on behalf of community groups, third sector, public service organisations and businesses.
 - d. Help with the official parts of volunteering e.g. Disclosure and Barring Service (DBS) checks, advice on supervision and health and safety risk assessments.
 - e. Develop an award system to recognise and celebrate volunteering and its achievements in our communities.
- 3. Work with our communities to provide consistent messages and links and signposting to community, public sector and business support within and close to communities** e.g.
 - Consistent advice from all public sector staff
 - Our Cwm Taf the Public Services Board web site

- DEWIS - a website providing information on social care, health and third sector organisations across Wales
- local community information boards,
- Community Zones,
- Physical signs.

4. Work with and support communities who want to manage and improve their local environment. People told us that they wanted to live in clean and safe environments. Across the valleys there are a growing number of individuals and groups who want to use, manage and take ownership of their local open, green spaces. As well as bringing people together, this will improve mental and physical health, benefit wildlife, and bring a sense of ownership to places that can foster local pride and reduce crime and anti social behaviour. It will also attract people to the “Valleys Landscape Park” which is being proposed by the Valleys Task Force. We will encourage and support this by:

- Helping groups to take ownership or adopt open green spaces.
- Helping groups to improve rundown buildings for community use.
- Helping groups to develop creative activities in our community spaces
- Helping people, who have poor mental health, are lonely or have damaged the local environment to get involved in local projects.

Medium Term (up to 10 years)

- **Well coordinated community volunteers and public services with ACE informed and thriving communities.**
- **Safe and pleasant environments and green spaces, where people are proud to live and participate.**

Long Term(10 – 30 years)

- **The communities shaping services to meet the needs of residents and visitors.**

Theme: Lifestyles, health and vulnerability (Prevention and early Intervention)

Draft Objective 2:

To help people live long and healthy lives and overcome any challenges.

What our Well-being Assessment told us:

Having a good start in life is important to the well-being of future generations. This starts with looking after women's health before, during and after pregnancy and can be affected by the home and wider environment where children grow up. Nineteen percent of women in Cwm Taf in 2013 experienced stress, anxiety, depression and other mental health problems during pregnancy. Please also see Objective 1 in relation to ACEs.

Evidence tells us that investment to support children's well-being is good value, as early years programmes often cost less than the services needed to deal with the problems caused by poor child development. It is known that playing and spending time outside improves health. One in four children in Wales never plays outside. Children in Cwm Taf enjoy challenging, outdoor activities, but feel that there is a lack of this kind of activity for them to get involved in.

Health is an important part of well-being and poor health affects our ability to learn, work and socialise. In Cwm Taf, unhealthy behaviours (smoking, obesity, poor diet, inactivity and alcohol) have a major impact on illnesses (cancer, heart disease, stroke and diabetes) and early deaths (64% of early deaths under the age of 75).

Rates of obesity are higher in Cwm Taf than the Wales average.

Not enough people use our outdoors to stay fit and healthy. The levels of adult physical activity in Cwm Taf are among the lowest in Wales. We need to make sure that as many people as possible know the mental and physical health benefits of spending time outdoors and know how much being outside could improve their well-being. Cwm Taf has the highest levels of mental illness and poor well-being in Wales.

People also need to know where they can go and what they can do and know how the outdoors, nature and wildlife can be good for them. Using footpaths or cycle paths to get around ('active' travel) helps to keep us fit. It also means that people are able to get to places they might otherwise not be able to get to, to take part in activities or work there.

If we want our adult population to be fit and healthy, it is important that this starts in childhood. Twenty eight percent of children in Cwm Taf are overweight or obese by the time they start school. This leads to health problems later in life. Children in Cwm Taf eat less fruit and vegetables and are less physically active than children elsewhere in Wales. It is known that playing and spending time outside improves health. Children in Cwm Taf enjoy challenging, outdoor activities, but feel that there is a lack of this kind of activity for them to get involved in.

People In Cwm Taf are living longer, and living longer in good health, which is good news. However, people living in the most deprived parts of Cwm Taf live shorter lives. For men, this is 7.4 years shorter and for women 3.7 years shorter than those living in our least deprived areas.

Healthy life expectancy is an estimate of how long people can be expected to live in “good” or “fairly good” health. The healthy life expectancy gap in Cwm Taf between our least and most deprived areas is 15 years for men and women.

We need to make sure that the people who are getting older continue to have good well-being. Our population aged 65 years and over is set to increase over the next 20 years, with the largest increase predicted to be in those aged 85 and over. This will lead to an increase in age related chronic illnesses and will have a significant impact on people, carers and health and social care services.

Older people in Cwm Taf value their independence and being able to live in their own home. They expect to be treated with dignity and respect, have easy access to good information and accessible transport. Future plans will have to look at the housing needs of this age group, as a range of more adaptable and specialist housing will be needed. A third of our population aged 65 and over live alone and some have concerns about being isolated and lonely. In the future, communities will need to be more “age friendly”. This can be done by creating homes and neighbourhoods that help older people to remain active and involved with their friends, neighbours, family and local community.

As our older population increase, so will the amount of dementia in Cwm Taf. In 2015, there were approximately 3,685 over 65’s affected by dementia in Cwm Taf. It is estimated that this will rise to 5,455 by 2030.

Things we could do:

Short term (up to 5 years)

1. **To target our support in the areas with the biggest challenges, working with our communities to make sure everyone has the best chance to live long and happy lives.** Preventing things before they happen makes the best sense, but if we cannot prevent them we will act early to help improve and stop things getting worse. There are some areas where this approach has an even better effect:
 - a. In the early years and especially the first 1000 days from pregnancy to age two years, is the most important time of development. Together with parents, parents to be and child care providers, we can help provide the best environment for our children to have a great start in life. This is an approach which can help our youngest people have the best outcomes in life. In Community Zones we can work together to help overcome the challenges facing people, including help to gain skills, services, link to local jobs or volunteering opportunities or participate in local activities. Working with our communities and pulling together our services we can help get the right support to the right people at the right time.
 - b. Working together with older people to stay fit and healthy for as long as possible is in everyone’s best interest. We know that as we live longer it is even more important that we can be well enough to enjoy our older years. This is a time, as many retire, that we can spend more time involved in our communities. Being active, involved and enjoying healthy lives helps us live longer and reduces loneliness and isolation.

2. To work together as public services and with our communities to reduce levels of obesity. As levels of obesity in children and adults are rising in Cwm Taf it is having a bad effect on our health, both physical and mental. There are many causes including poor access to healthy food, low levels of physical activity, easy access to fast food, reliance on cars, comfort eating due to bad experiences and low incomes to name but a few. There is no simple answer, so we need to work together to improve. Ways we can work together include:

- Making the most of opportunities to walk and cycle to work and school, making sure there are safe routes to schools, community venues, the outdoor environment and new Metro links to encourage walking and cycling.
- Integrate outdoor activity into daily lives e.g. daily mile and outdoor learning in schools, identifying walking routes near workplaces to encourage activity in breaks, walking routes in every community.
- Improving menus in public controlled food outlets to offer more healthy choices.
- Using our Local Development Plans, planning laws and publicly owned land to increase safe access to the outdoors, walking and cycling with a healthy range of food outlets.

3. Promote healthy lifestyles by encouraging people to take up the “One More Healthy Behaviour” approach with all staff and service users. The five healthy behaviours are:

- Not smoking
- Keeping a healthy weight
- Regular physical activity in line with national guidance
- Eating a healthy diet including 5 portions of fruit and vegetables a day
- Reducing alcohol and substance misuse

We will:

Promote healthy behaviours with our staff. Our staff make up about one quarter of the workforce in Cwm Taf and have big impact on our communities, with most living in the area. We will support our staff to improve healthy behaviours with healthy workplaces and by supporting volunteering.

Promote healthy behaviours with service users. Our service users are the people of Cwm Taf. We will promote and support our community to take advantage of local opportunities and support services in a coordinated way, providing reliable information, signposting and access to services. We will promote “social prescribing” in our services, where improving lifestyle is the best way to improve health. Social prescribing enables services to connect people who need social, emotional or practical help to improve their lifestyles to local services in their community. It is also an opportunity for people to develop their own services.

Medium Term (up to 10 years)

- **Reduce the frailty of our ageing population by improving the rates of the population that have 4 or 5 healthy behaviours to 20%.**

Long Term(10 – 30 years)

- **Improve the rates of healthy life-expectancy and life expectancy in Cwm Taf to the average Wales.**

Theme: Economy and Infrastructure (principle of sustainable development)

Draft Objective 3:

To grow a strong local economy with sustainable transport that attracts people to live, work and play in Cwm Taf.

What our Well-being Assessment told us:

When we talk about the economy, we are talking about everything that makes it possible for our communities to be successful. This includes the jobs and skills we have, how we make money and how we spend money. Economic well-being is an important part of overall well-being because it helps us to feel safe, comfortable and that we are in control of our lives. Being in work is good for our health. Our well-being can also be affected by the built and natural surroundings we have, which is to do with how we plan and build our towns and communities. If people and businesses do well, this can have a really positive effect on bringing more of the same into communities and giving communities something to share and be proud of.

By joining in with other people, we may find ourselves doing something new, learning something or going somewhere we enjoy, or that opens doors to new friends, new skills and better well-being.

The people involved in cultural activities in Cwm Taf have time, skills and connections which they are happy to share with their communities. Volunteering, learning new skills and putting time and money back into our communities to make a difference for others and for the future help us to feel good about ourselves.

Having a paying job is important to people's health and well-being. The employment rate in Cwm Taf is growing and long term unemployment is reducing. However, these figures remain worse than they do in other areas of Wales. To make further improvements we need to make sure that people have the right skills to help them get a job, but also that they know how to find jobs.

The average distance employed people travel to work in Cwm Taf is shorter than the Welsh average. Despite this, the local landscape and geography of Cwm Taf mean it is often difficult to make connections and journeys locally. This can make it hard for people to easily get to a job, even if they have one.

Our public transport in Cwm Taf needs to be improved, but there are other ways to get around, like walking or cycling. Using footpaths or cycle paths to get around means that people are able to get to places they might otherwise not be able to get to, to take part in activities or work there; it also help to keep pollution down, make people more active and help keep them healthy.

Where we live has a big effect on our well-being, particularly between housing and physical and mental health. Using the Local Development Plans as an opportunity for targeted regeneration of rundown neighbourhoods could lead to improvements in physical and mental health and overall well-being.

Large areas of Cwm Taf are publicly owned and managed. Many of our green spaces,

especially forests and woodlands are close to communities, which means opportunities for public services, businesses and communities to work together to make the most of these spaces.

Clean and safe communities are something to be proud of and attract tourism to Cwm Taf, bringing with it money. The cost of making sure our natural environment is attractive is low compared to the money that could come from businesses and visitors who are drawn to the beauty of Cwm Taf.

Learning or speaking Welsh can have a positive effect on skills, jobs and networks and provide more opportunities to make connections. It is because of these things that we need to encourage more people to use the language in the future.

Older people in Cwm Taf value their independence and being able to live in their own home. They expect to be treated with dignity and respect, have easy access to good information and accessible transport. Future plans will have to look at the housing needs of this age group, as a range of more adaptable and specialist housing will be needed. A third of our population aged 65 and over live alone and some have concerns about being isolated and lonely. In the future, communities will need to be more “age friendly”. This can be done by creating homes and neighbourhoods that help older people to remain active and involved with their friends, neighbours, family and local community.

As our older population increase, so will the amount of dementia in Cwm Taf. In 2015, there were approximately 3,685 over 65’s affected by dementia in Cwm Taf. It is estimated that this will rise to 5,455 by 2030.

Things we could` do:

Short term (up to 5 years)

1. To make the most of the investment and return opportunities of the £1.229 billion Cardiff Capital Region City Deal and Metro locally within Cwm Taf. This provides opportunities to attract investment, particularly in innovative communication technology, and promote development in areas serviced by the Metro across South Wales. The development of the Metro as an integrated, sustainable and active travel network across the region using a combination of heavy rail (modern diesel and electric), light rail (or tram), rapid bus and active travel connections will bring benefits to Cwm Taf. The Metro will have a single ticket across buses and rail and a minimum of four, but up to 12, stops per hour, and faster journey times so we will have a “turn up and go” network. Public Services Board opportunities include:

- Make the most of the opportunities to deliver regeneration in areas served by the Metro:
 - Looking at public sector land/property to identify opportunities for development or joint use close to Metro stops. This can encourage jobs, tourism and easier access to services and linked to the planned development of the Valleys Landscape Park.
 - Provide support to make it easier for people to bring jobs and visitors into the area. Support for innovators, entrepreneurs, small businesses, social

enterprises as well as the innovation, information and communication technologies.

- Look at how community transport across the valleys could be expanded and linked in, building on work in Cynon Valley where volunteer-led community transport is helping disabled people.
- Coordinated approach to sustainable land planning, economic and housing development across the region, reducing congestion and associated pollution, maximising redevelopment of brown field sites and limiting green field development.

2. Growth and promotion of tourism using the assets of our beautiful natural environment, heritage and culture for the health, prosperity and benefit of the whole community and alongside the development of the Valleys Landscape Park.

Areas for development include:

- Cycling and mountain biking networks and centres¹ and links to the Brecon Beacons National Park. Lots of people use these attractions for leisure and play.
- Mapping of cultural and heritage sites and buildings by local historians, community stewards and volunteers to promote them and share information with the community and visitors.
- Walking routes from every town and village centre with colour coded routes of different lengths and challenge. Also, supported by local historians, community stewardship and volunteers to include points of interest and creativity.
- Coordinated approach to supporting the small businesses to establish tourist support services as part of town centre regeneration schemes e.g. bed and breakfast, cafes, restaurants, outdoor supplies, local produce and gifts, regenerating town centres. This will include a joint approach to tackling negative aspects such as homelessness, drug equipment and antisocial behaviour and is closely linked with Objective 1.4.

3. Stimulate and boost the aspirations of our people:

- Promote the advantages of the use of the Welsh language and bilingualism in gaining skilled employment across sectors in Wales.
- Through Community Zones and employability programmes, provide a gateway to skills, experience, qualifications and employment for those who are not in work supported by the anti-poverty programmes of the Welsh Government, along with higher and further education.
- Targeted early support with education and the employability programmes for more vulnerable residents e.g. children who are looked after and people in the criminal justice system.
- Linking residents who are out of work with local job opportunities e.g. guaranteed interviews for residents in new supported businesses and the public sector on completion of programmes will provide incentives.
- Commit to the living wage in Public Services Board organisations and promote it for suppliers and commissioned services.

¹ Barry Sidings Bike Park Case Study <https://www.thebicycledoctor.com/pages/bike-park-barry-sidings-cafe>

4. **Develop the Cwm Taf Public Service Apprentice, Graduate and Opportunity Scheme in response to integrated joint public service workforce planning strategy.** There are skills shortages in many of our public services now, and as our population ages there are opportunities to “Grow our own” by targeting training for adults and young people in areas such as nursing, health and care support, social work, foster care, medicine and allied health professionals. There is also an opportunity for generic public service apprenticeships providing placements in partner organisation to build the future workforce. In addition, people may wish to take on a number of different roles across public services with coordination and support.
5. **Further explore the opportunities for sustainable housing and renewable energy developments with associated community funds.** This could include:
 - Tackle fuel poverty by promoting the Warm Homes Programme, community energy schemes and home insulation e.g. Rhondda Cynon Taf home improvement loan scheme. Community Zones can be used as a hub to target support and signpost community members.
 - Support for an increase of well insulated, affordable, smaller units of social housing, supporting town centre regeneration.
 - Work with older people to develop of a range of homes in dementia friendly communities e.g. smaller unit accommodation, retirement complexes, extra care facilities, care homes and sheltered accommodation.
6. **Develop and deliver a Valleys Marketing Plan, promoting our Valleys as a place to live, work and play.** A coordinated approach to promoting all the opportunities in this Well-being objective. Developing a new positive story for tourism in the valleys, building on successful ventures such as Bike Park Wales in Merthyr Tydfil.

Medium Term (up to 10 years)

- **Encourage opportunities for development and regeneration as the City Deal delivers jobs and returns on its investments, including attracting hotels.**
- **Supporting the development of a clean economy.**

Long Term(10 – 30 years)

- **A sustainable, energetic and expanding economy with employment rates equalling the UK average.**
- **A vibrant tourist industry attracting people from near and far, enjoying our natural environment, history and culture.**

Next Steps

The draft Well-being Objectives will continue to be developed up to the end of the year, involving, engaging and consulting in various ways with people and our communities and stakeholders, including the Future Generations Commissioner.

Key to this will be the continuing conversations about the objectives themselves and more importantly, the factors that will help shape the steps to achieve the right things for the people of Cwm Taf.

The draft Well-being Plan will be made widely available to different groups, in suitable formats, to encourage more people to get involved and gain a greater understanding about the long term vision for the communities of Cwm Taf. We will involve people and communities in different ways including workshops, public events, encouraging people to use on line surveys on 'Our Cwm Taf website, surveys, social media, community groups

All the information that comes back from our ongoing involvement will be considered and used to help us make the best Well-Being Plan for Cwm Taf which will be published next year.

How to get involved and have your say.

Your views and contributions are important to us.

You can reply for yourself, your family, neighbours or on behalf of a group.

You can reply:

Online at: <http://www.smartsurvey.co.uk/s/CwmTafEng/>

You can complete the attached form and post it to:

Rae Baker
Keir Hardie University Health Park,
Aberdare Road,
Merthyr Tydfil,
CF48 1BZ.

We will also share this consultation on social media and with our public sector partners, so please look out for it and ***Have your say.***

Cwm Taf Public Services Board
Feedback on Cwm Taf draft Well-being Objectives

Our plan for the people and communities of Cwm Taf

Cwm Taf Public Services Board covers the areas of Merthyr Tydfil and Rhondda Cynon Taf. The Public Services Board (PSB) is a partnership of all our public services (e.g. health, police, council, third sector). Its purpose is to improve the economic, social, environmental and cultural well-being in our area by strengthening joint working.

The PSB carried out an **Assessment of Well-being** of the people and communities of Cwm Taf. We talked to hundreds of people who live, work and use public services across the Cwm Taf area, community groups and anyone else that wanted to have their say. The findings from this Assessment have been used to develop **three Well-being Objectives** and ideas of things we could do to reach these objectives.

We now need to know what you think as part of the development of the **Well-being Plan** for the Cwm Taf area for the next five years. This is part of a continuous conversation with the people and communities of Cwm Taf.

This consultation should take no more than 15 minutes of your time. The consultation is anonymous - you will not have to provide any identifying information. Please note that all text response boxes in this consultation feature a character limit of 1,000 characters (around 150 words) so please try to limit the length of your answers.

Your responses will be shared with the PSB to help develop the Well-being Plan which is due to be published in May 2018.

If you would prefer to complete a response on paper or if you have any additional accessibility requirements, or would like further information please phone: **01685 351440**.

Please complete your response by 19 December 2017.

Thinking about well-being, what matters most to you and your family within your community?

What changes would you like to see:

in 5 years?

in 15 years?

in 30 years?

Objective: *To promote safe, confident, resilient, and thriving communities improving the well-being of residents and visitors and building on our community assets*

Things we could do:

Set up Community Zones/centres for public services in one place in local area

Support children and families as a way of growing communities and improving their well-being

Encourage involvement and increase volunteering opportunities in our communities

Make information, advice and support easy to find when people need it

Work with our communities to improve our environment

What do you think of this well-being objective?

What do you think of the suggestions of things we could do to meet this objective?

Thinking about the objective "To promote safe, confident, resilient, and thriving communities improving the well-being of residents and visitors and building on our community assets" is there anything else we could do that would:

Make a difference to you personally?

Make a difference to your family?

Make a difference to your community?

Objective: *To help people live long and healthy lives and overcome any challenges*

Things we could do:

Use the outdoor environment to increase physical activity to reduce levels of obesity

Support our most vulnerable people (pregnant women, babies and young children, older people, people living in poverty)

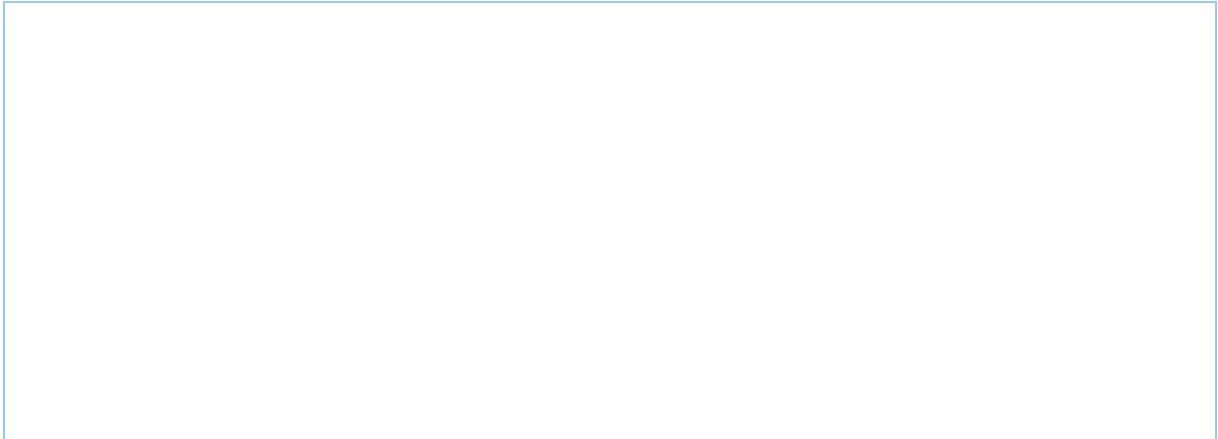
Help staff, service users and our population to take up 'one more healthy behaviour' (quit smoking, maintain a healthy weight, moderate alcohol intake, eat five fruit and veg a day, be physically active) to live longer and healthier lives.

What do you think of this well-being objective?

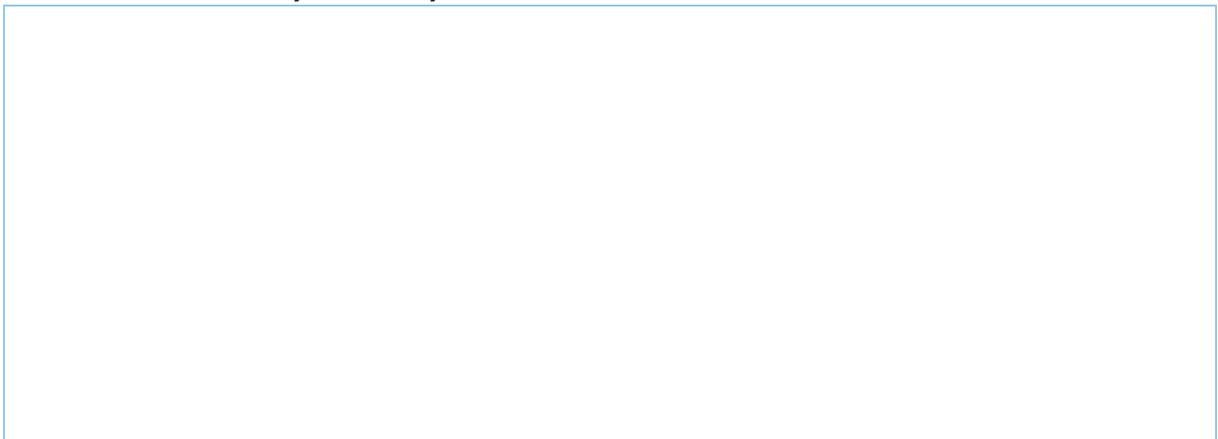
What do you think of the suggestions of things we could do to meet this objective?

Thinking about the objective "To help people live long and healthy lives and overcome any challenges" is there anything else we could do that would:

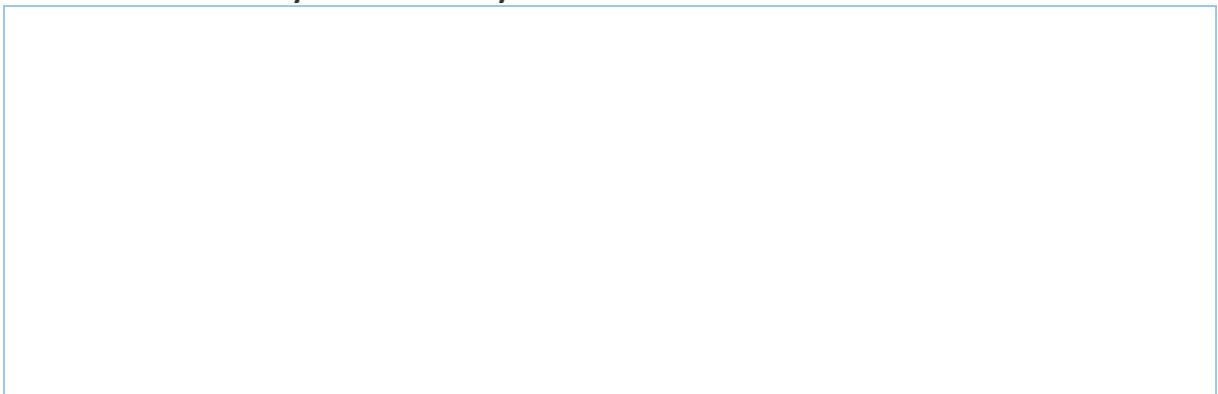
Make a difference to you personally?



Make a difference to your family?



Make a difference to your community?



Objective: *To grow a strong local economy with sustainable transport that attracts people to live, work and play in Cwm Taf*

Things we could do:

Use the money coming into our area (e.g. Cardiff Capital Region City Deal and Metro) to get better access to new jobs

Support and promote the use of the Welsh language

Improve education and support so that people have more skills for good jobs

Support young people and adults to develop skills to work in our local area

Make better use of our beautiful environment, history and culture to increase tourism

Develop a Cwm Taf apprenticeship, graduate and opportunity scheme to "grow our own" people into the jobs we need e.g. nurses, social workers, carpenters, police officers and doctors

Develop a Valleys Marketing Plan to really sell the Valleys as a place to live, work and play

What do you think of this well-being objective?

What do you think of the suggestions of things we could do to meet this objective?

Thinking about the objective "To grow a strong local economy with sustainable transport that attracts people to live, work and play in Cwm Taf" is there anything else we could do that would:

Make a difference to you personally?

Make a difference to your family?

Make a difference to your community?



About you

The information requested on this page is entirely optional, but it would greatly assist our analysis of the data if you would be willing to provide these details.

Are you:

Male

Female

Your age band:

0-15 years

16-24 years

25-34 years

35-44 years

45-54 years

55-64 years

65-74 years

75-84 years

85 years or over

Your local area postcode (the first four characters e.g. CF48):

If you have completed this response on behalf of an organisation/group, please tell us the:

Organisation/group name:

Number of people that contributed to this consultation response:

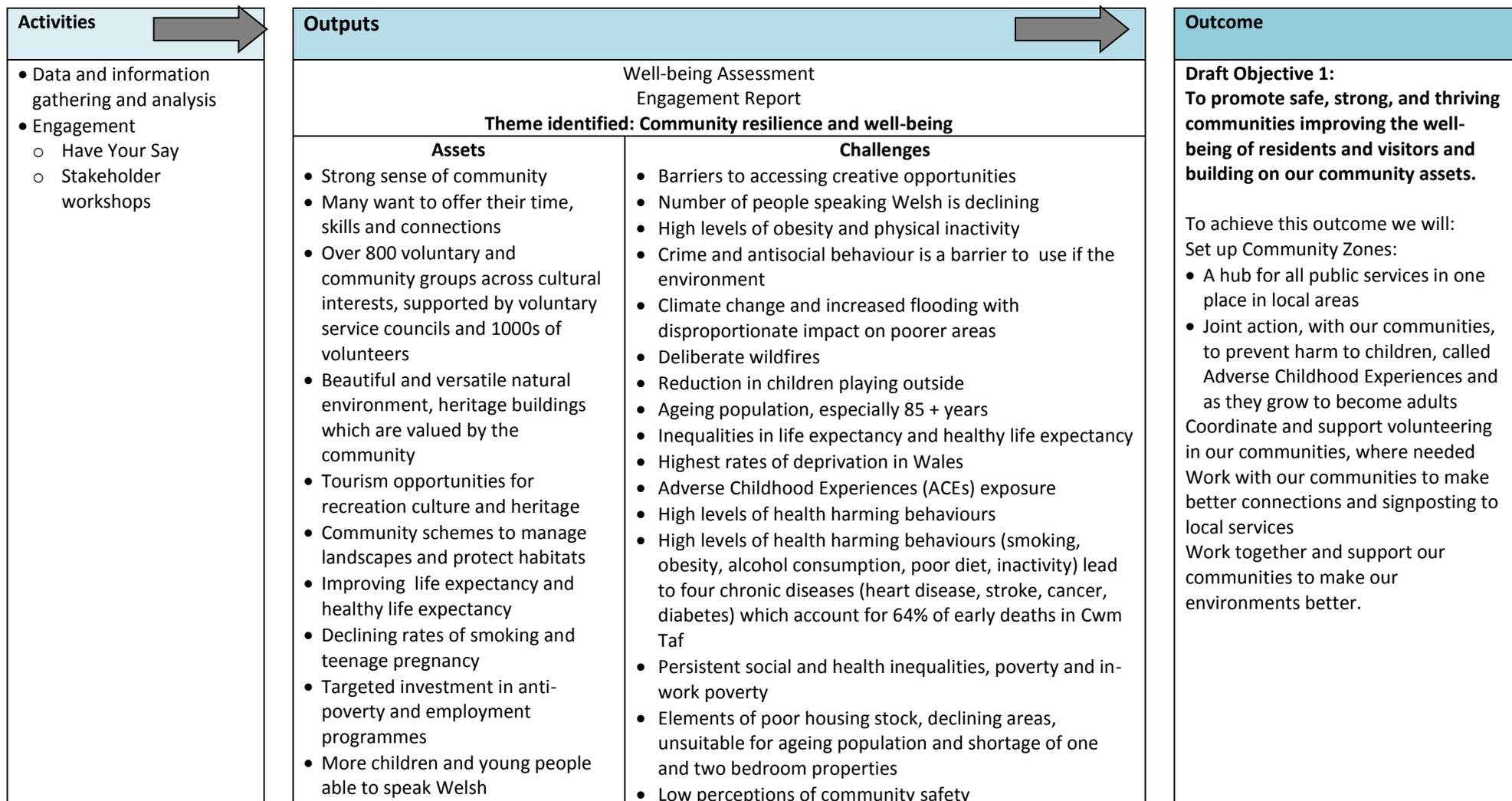
Broad area of interest of the organisation/group (e.g. health):

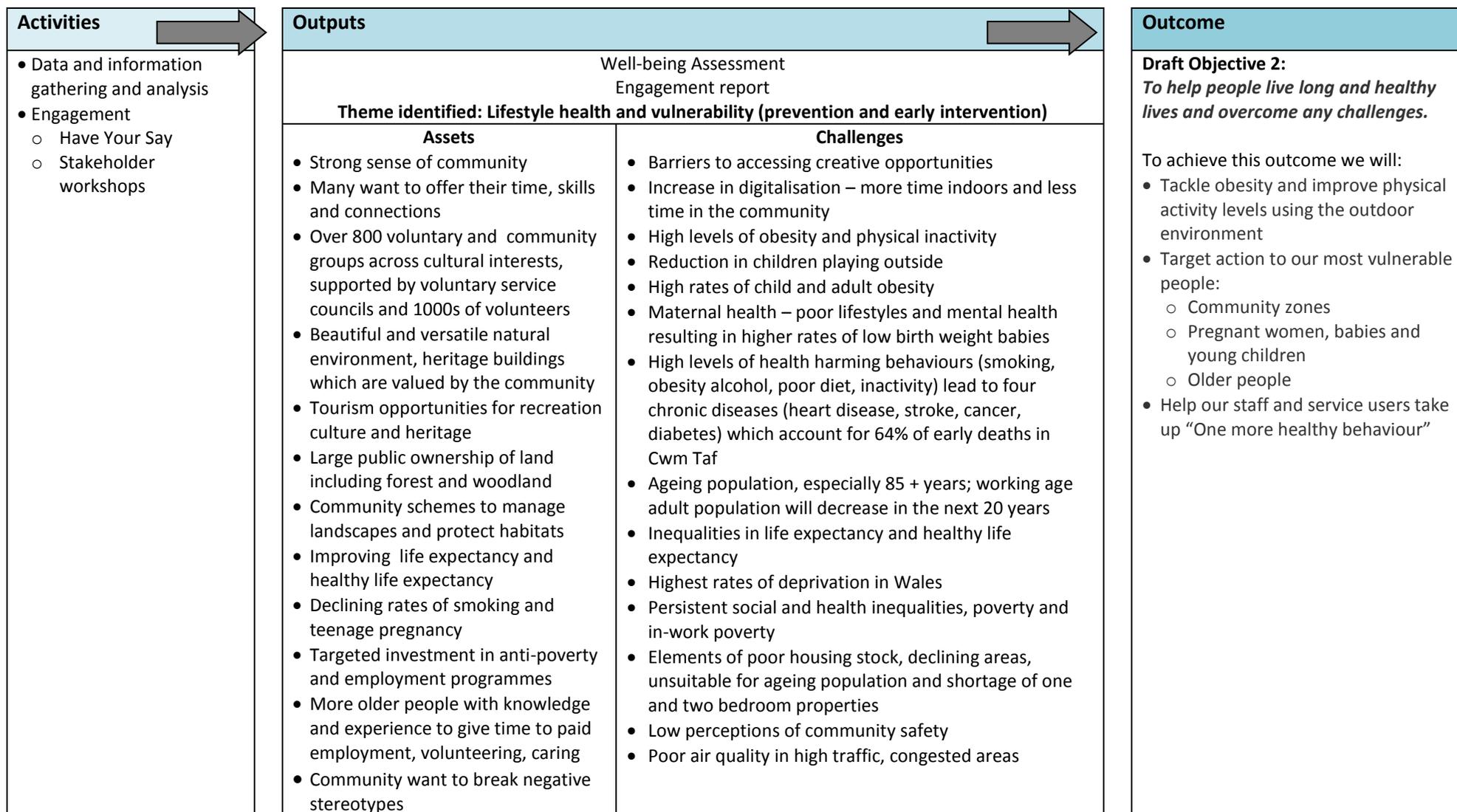
If you would be willing for us to contact you to continue our conversation around well-being in Cwm Taf, please provide your email address:

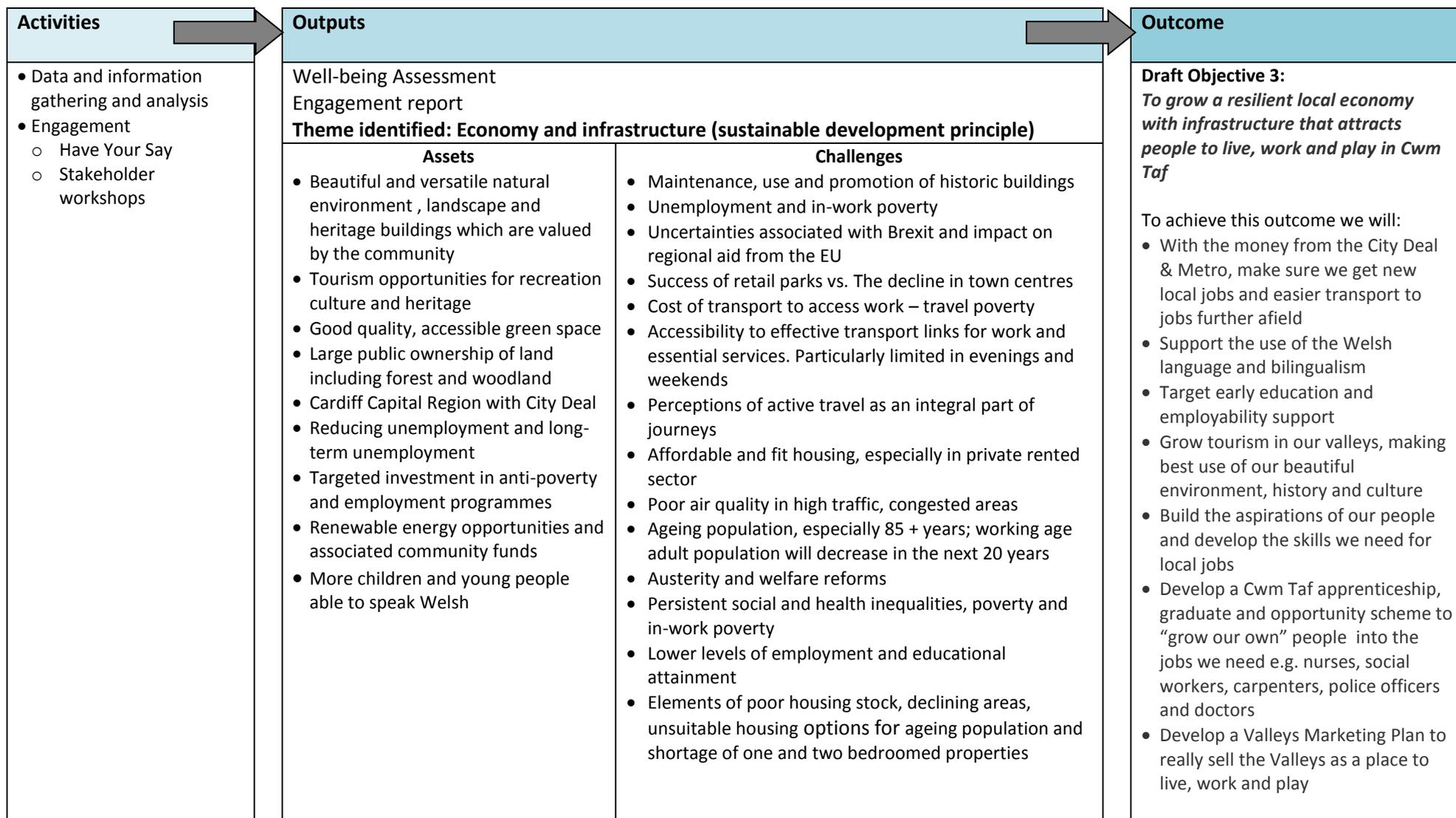
We will process the information you have provided in accordance with the Data Protection Act 1998. The information may be used for statistical purposes but all personal details will be anonymous.

Appendix 1

Logic model showing the development of the Well-being Objectives







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