

SCRUTINY COMMITTEE REPORT

Date Written	20.08.2018
Report Author	Gareth Chapman
Service Area	Cwm Taf Public Services Board
Committee Date	06.09.2018

To: Chair, Ladies and Gentlemen

Overview of Our Cwm Taf Well-being Objectives Delivery Plans

1.0 SUMMARY OF THE REPORT

- 1.1 The report sets out the progress in respect of the Cwm Taf Well-being Plan since it was formally agreed by the Public Services Board (PSB) at its meeting on 17 April.
- 1.2 The Cwm Taf Well-being Plan was published on the 4th May 2018. The Well-being Plan contains four Well-being objectives that the PSB partners have agreed to collectively work towards in order to improve the economic, social, environmental well-being of Cwm Taf, as required by the Well-being of Future Generations Act.
- 1.3 Delivery Plans have been developed to progress and deliver the steps as set out in the Well-being Plan.
- The Joint Overview and Scrutiny Committee (JOSC) is asked to consider the Delivery Plans for the each of the four Well-being objectives, attached at Appendix 2-5.
- 1.4 Lead officers for three of the Well-being objectives will be present at the meeting, to provide a verbal overview of the Delivery Plans and progress to date. The Lead in respect of Healthy People has provided a written update attached at **Appendix 2A**.
- 1.5 Committee Members are also asked to consider the most effective method for ongoing scrutiny of the Delivery Plans and progress at future meetings of the JOSC.

2.0 RECOMMENDATIONS that

- 2.1 The Committee is requested to:
- review the Delivery Plans in respect of each of the Well-being Objectives.

- consider progress to date and the extent to which the Delivery Plans will improve the Social, Economic, Environmental and Cultural Well-being of the area.
- identify any further information it would like to consider in support of the delivery of Well-being Plan and how this could be most effectively presented to Committee at future meetings.

3.0 INTRODUCTION AND BACKGROUND

- 3.1 The Cwm Taf Well-being Plan 2018-2023 was published on the 4th of May 2018, see **Appendix 1**.
- 3.2 The PSB has met the legislative requirement of the Well-being of Future Generations Act 2015, in respect of the publication of the Well-being Assessment and the Well-being Plan.
- 3.3 The Well-being Plan sets out the four Well-being objectives that the PSB has committed to deliver in partnership and also sets out the steps, ranging from immediate to longer term steps that the PSB intends to deliver.

4.0 WHERE WE WERE

- 4.1 The Joint Scrutiny Committee approved the draft Cwm Taf Well-being Plan at its meeting on 26 February 2018. Since then the Plan has been finalised by the Public Services Board and published on 4 May. This is the first meeting of the Joint Overview and Scrutiny Committee since that time.

5.0 WHERE WE ARE NOW

- 5.1 Each of the four Well-being Objectives has a nominated Lead Officer from across the partnership, known as a Delivery Lead, see below. These Delivery Leads are working with other partners across the PSB to develop and progress the Delivery Plans that will start to give life to the Well-being objectives and specifically the immediate steps set out in the Well-being Plan.
- 5.2 The Well-being Objectives and the nominated leads are

Well-being Objective	Nominated lead
Thriving Communities	Paul Mee, Rhondda Cynon Taf CBC/Chris Hole Merthyr Tydfil CBC
Healthy People	Angela Jones, Public Health
Strong Economy	Alyn Owen, Merthyr Tydfil CBC
Loneliness and Isolation, cross cutting Objective	Ian Davy, Voluntary Action Merthyr Tydfil

The Delivery Plans are included at Appendix 2-5.

- 5.3 The Delivery Plans set out a series of actions that will contribute to the delivery of the Well-being Plan and also include how the implementation of the plan will make a difference to the people and communities of Cwm Taf. The Delivery Plans also seek to identify how the legislative requirements of the Well-being of Future

Generations Act in respect of the Sustainable Development principle, i.e. the 5 Ways of Working and the seven national Well-being goals are being met, below for completeness.

Five Ways of Working	Seven national well-being goals
Thinking and planning for the Long term	A prosperous Wales
Preventing problems before they happen	A resilient Wales
Integrating with other strategies	A healthier Wales
Collaborating with others	A more equal Wales
Involving people and communities	A Wales of more cohesive communities
	A Wales of vibrant culture and thriving Welsh language
	A globally responsible Wales

6.0 WHERE WE WANT TO BE

- 6.1 The PSB has indicated that it is vital that the Plan starts to deliver the improvements to which it has committed in order to improve the lives of people and communities across Cwm Taf.
- 6.2 The legislative requirements of the Well-being of Future Generations Act include the need for the PSB to “*prepare and publish a report no later than 14 months after the publication of its first local well-being plan. This is intended to enable the board to report on the full year’s activity*”. For Cwm Taf PSB, this means it will need to produce an annual report by July 2019. They also aim to demonstrate differences made to the people and communities within Cwm Taf as a direct result of partners working together to deliver services more effectively.
- 6.3 The work and progress demonstrated within the Delivery Plans over the next year will be key to this Statutory Report. However, this will not be the only source of evidence available.

7.0 WHAT WE NEED TO DO NEXT

- 7.1 The Delivery Plans for each of the Well-being objectives, as approved by the PSB on 17 July, are presented to Committee for consideration.
- A performance monitoring framework is currently being developed with a view to implementation following consideration and approval by the next PSB. Once implemented, the framework will provide a consistent update of progress and the basis for robust support, monitoring, challenge and scrutiny. It is anticipated that the monitoring framework will be available for the next meeting of the JO SC, subject to its agreed work programme.
- 7.2 The JO SC may also wish to identify any additional requirements that would assist them further.

The work to deliver the Well-being Objectives through the five Ways of Working and meeting the seven national goals will be a new challenge for all partners, which will take time to embed and mature. The PSB will ensure that the local and national lessons learned in the first year will be reflected in improvements in future years.

8.0 LINKS TO PSB's WELL-BEING OBJECTIVES

8.1 This report contains the Delivery Plans that will set out how the PSB intends to progress the work to delivering the four agreed Well-being objectives.

GARETH CHAPMAN
VICE CHAIR – CWM TAF PUBLIC
SERVICES BOARD

BACKGROUND PAPERS		
Title of Document(s)	Document(s) Date	Document Location
Our Cwm Taf		Our Cwm Taf Plan
Does the report contain any issue that may impact the Council's Constitution?		Yes / No*

BWRDD
GWASANAETHAU
CYHOEDDUS

CWM TAF

PUBLIC
SERVICES
BOARD



OUR CWM TAF

CWM TAF

WELL-BEING PLAN

2018-2023

Contents

- 1 Summary
- 2 The Plan on a Page:
Cwm Taf Well-being Objectives and Steps
- 3 Introduction
- 5 Cwm Taf Public Services Board -
working together and doing things differently
- 7 How we developed the Well-being Plan
- 11 Listening to our Communities and feedback
on our Draft Well-being Plan
- 14 Our Well-being Objectives
 - 14 CROSS CUTTING OBJECTIVE:
Tackling Loneliness & Isolation
 - 15 OBJECTIVE 1: Thriving Communities
 - 16 OBJECTIVE 2: Healthy People
 - 18 OBJECTIVE 3: Strong Economy
- 20 Next Steps
- 21 Appendix 1:
Contributions to the seven national Well-being goals



JB 47295-45 • March 2018
Cabinet & Public Relations @ RCTCBC

Foreword:



The Well-being of Future Generations Act is a groundbreaking law that provides a unique opportunity for all public services to work differently together, involving communities in shaping our long term future and improving well-being for all. We have a great history of close partnership working in Cwm Taf and we now have this opportunity to build on that in new, exciting and sustainable ways.

We have heard from our communities that we have many assets. We greatly value our heritage, culture and beautiful landscapes. Our unique and close knit communities are supportive and nurturing environments where people want to volunteer their time, skills and experience to help others. We have also learned that we are living longer, which is a great achievement.

We know that we have challenges to overcome with many of our communities being amongst the poorest in Wales, with ill health, lower paid jobs and skill shortages. Transport links are difficult and expensive for some. As leaders of public services in Cwm Taf we also recognise that loneliness and isolation are key issues for many of our residents of all ages.

These assets and challenges, together with our communities have shaped this Well-being Plan. It is ambitious and will require our public services to work in new and different ways. The Well-being Plan will continue to develop as we learn together from this. In particular, we will be working together in new ways to channel the undoubted strengths of our communities to tackle more effectively the loneliness and isolation which often exists within many of them.

We are committed to make this happen, to be radical in our thinking, clever in the use of all our resources and involve our communities in shaping and delivering better well-being for all in Cwm Taf.

Professor Marcus Longley

Chair of the Public Services Board

Summary:

This Well-being Plan is the result of more than two years work with the involvement of our communities being central to it. Initially a **Well-being Assessment** was undertaken, looking at the assets and challenges of our communities in terms of their social, economic, environmental and cultural well-being. We looked at data, long term population, environmental and economic trends and had many conversations with our communities.

We then used all this information to develop draft Well-being Objectives and a Plan and again engaged on this with our communities, partners, Welsh Government and the Future Generations Commissioner, among others. We heard overwhelming support for the Objectives and also advice and suggestions to further strengthen the Plan.

The Cwm Taf Public Services Board sees this Well-being Plan as a huge opportunity to strengthen our work as “One Public Service”. This approach is already set out in a **Statement of Intent** which introduced new principles to guide how we work together in the future:

“The members of the Cwm Taf Public Services Board are committed to developing a collaborative public service that puts the people in our communities at its centre.”

Our ambition for what this plan will deliver is also clear:

“We work as One Public Service, with communities, to support the development of resilient communities that are informed, connected, active and resourced and have the ability to adapt to and influence change and improve well-being.”

We have listened to our communities, identified our Well-being Objectives and prioritised what we need to do to achieve them, which is summarised on the next page. In delivering the Plan we will also directly link and boost the asset of volunteering with the challenge of loneliness and isolation and make the most of this in each of our objectives.

Our next step is to make this Plan a reality. We will develop and implement a delivery plan with detailed steps and actions to complete, continue to involve our communities to shape our work and share our progress as we go.



The Plan on a Page:

Cwm Taf Well-being Objectives and Steps

Cross-cutting Objective:
Immediate

TACKLING LONELINESS & ISOLATION

We will work in new ways to channel the undoubted strengths of our communities, including volunteering to tackle more effectively the loneliness and isolation which often exists within many of them.

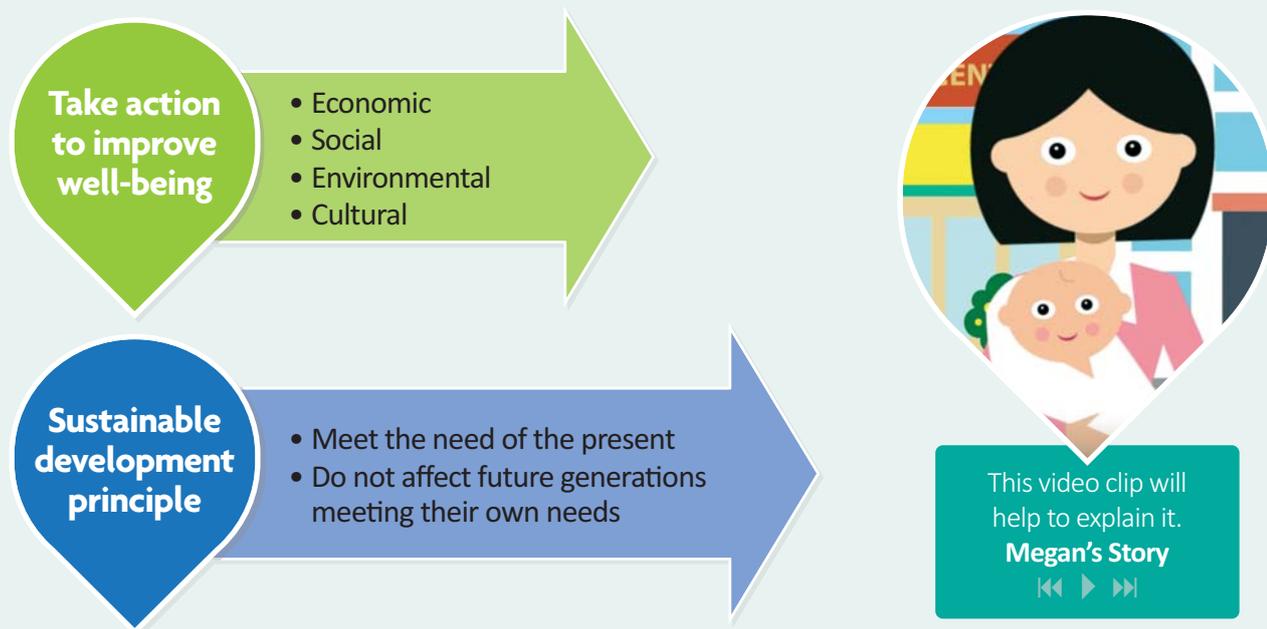
	THRIVING COMMUNITIES	HEALTHY PEOPLE	STRONG ECONOMY
OBJECTIVES	1 To promote safe, confident, strong, and thriving communities improving the well-being of residents and visitors and building on our community assets.	2 To help people live long and healthy lives and overcome any challenges.	3 To grow a strong local economy with sustainable transport that attracts people to live, work and play in Cwm Taf.
STEPS: Immediate (1-2 years)	1.1 Develop Community Zones as an area or place based approach focussing support to improve outcomes for our areas with the greatest challenges.	2.1 Work with our communities to make sure everyone has the best chance to live long and happy lives e.g. First 1000 days, working with older people to stay fit and healthy for as long as possible.	3.1 Stimulate and boost the aspirations and skills of our people to meet public and private sector career opportunities.
STEPS: Short to Medium Term	1.2 Work with our communities to provide consistent messages, links and signposting to community, public sector and business support within and close to communities.	2.2 Collectively promote healthy lifestyles by encouraging "One More Healthy Behaviour" for all staff and citizens.	3.2 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.
STEPS: Short to Medium Term	1.3 Work with and support communities who want to manage and improve their local environment.	2.3 To work together as public services and with our communities to reduce levels of obesity.	3.3 To make the most of the investment and return opportunities of the £1.229 billion City Deal locally within Cwm Taf.
STEPS: Short to Medium Term			3.4 Further explore the opportunities for sustainable housing and renewable energy developments with associated community funds.
VISION: Long Term	<ul style="list-style-type: none"> Well coordinated community volunteers and public services with ACE informed and thriving communities. A safe, healthy environment which people use, value and enjoy. The communities shaping services to meet the needs of residents and visitors. A better understanding of our natural assets and how our actions impact on them. 	<ul style="list-style-type: none"> Reduce the frailty of our ageing population by improving the rates of the population that have 4 or 5 healthy behaviours to 20%. Improve the rates of healthy life-expectancy and life expectancy in Cwm Taf to the average Wales. People of all ages spend time outdoors, using and enjoying their local environment to improve their health and well-being. 	<ul style="list-style-type: none"> 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. 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.

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.

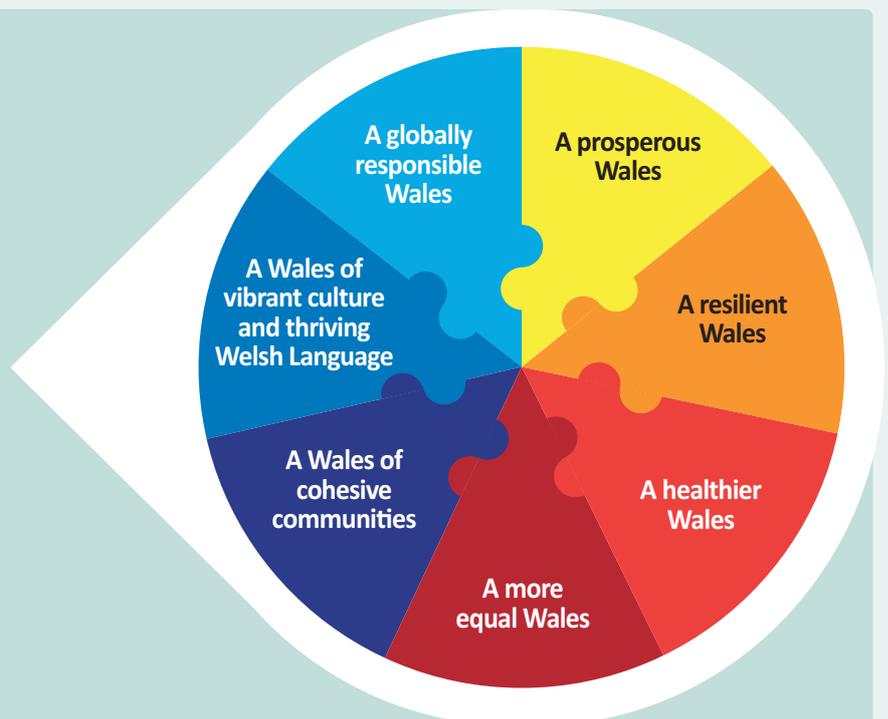
This new law puts the citizens of Wales in the centre of everything public services do to improve the economic, social, environmental and cultural well-being of Wales and has the sustainable development principle at its heart. This means that all public services need to work in a way that improves well-being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



Well-being Goals for Wales

The Well-being of Future Generations Act asks all our public services, e.g. councils, health, police, environment, fire and third sector organisations to work together to improve well-being for everyone in Wales. This is a new approach to improve public services in a sustainable way. We will all work towards these seven new goals.



The Well-being of Future Generations Act also asks individual public services to act sustainably and apply five ways of working:



1

LONG TERM

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



2

PREVENTION

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



3

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.



4

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.



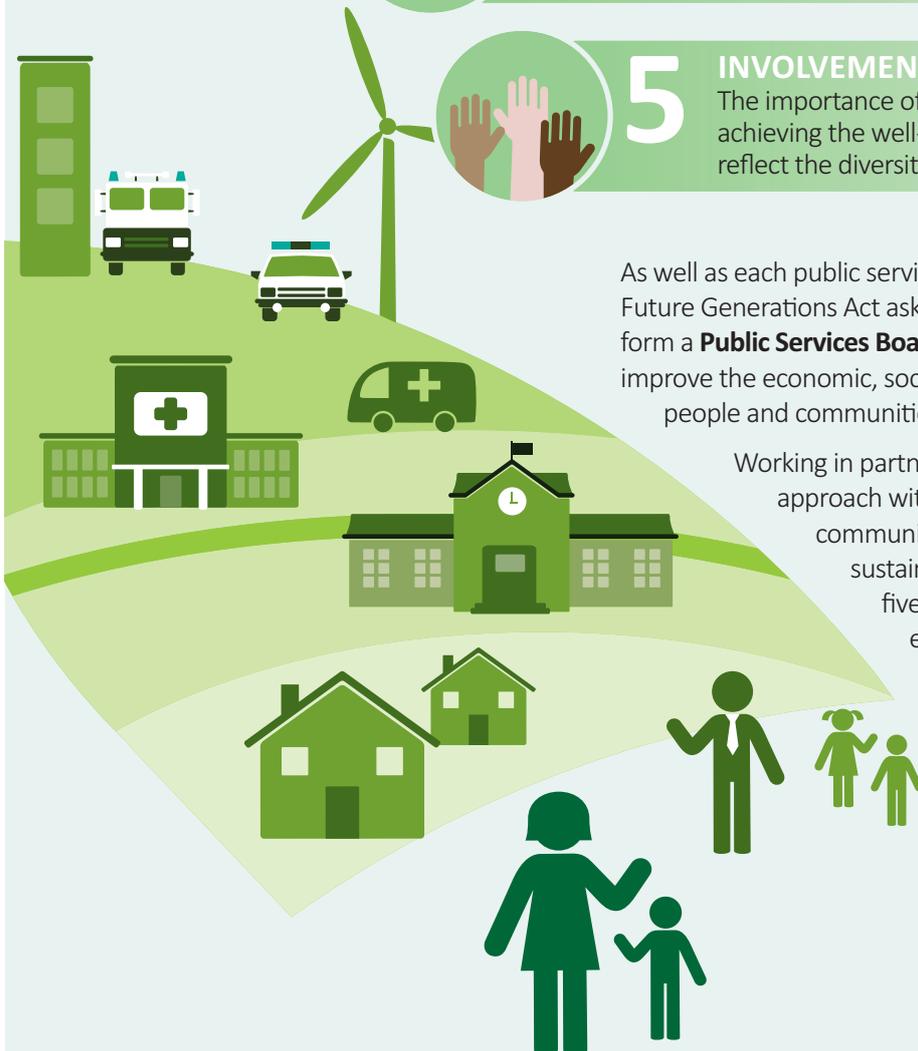
5

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 form a **Public Services Board** so that we can work better together to improve the economic, social, environmental and cultural well-being of people and communities in our area.

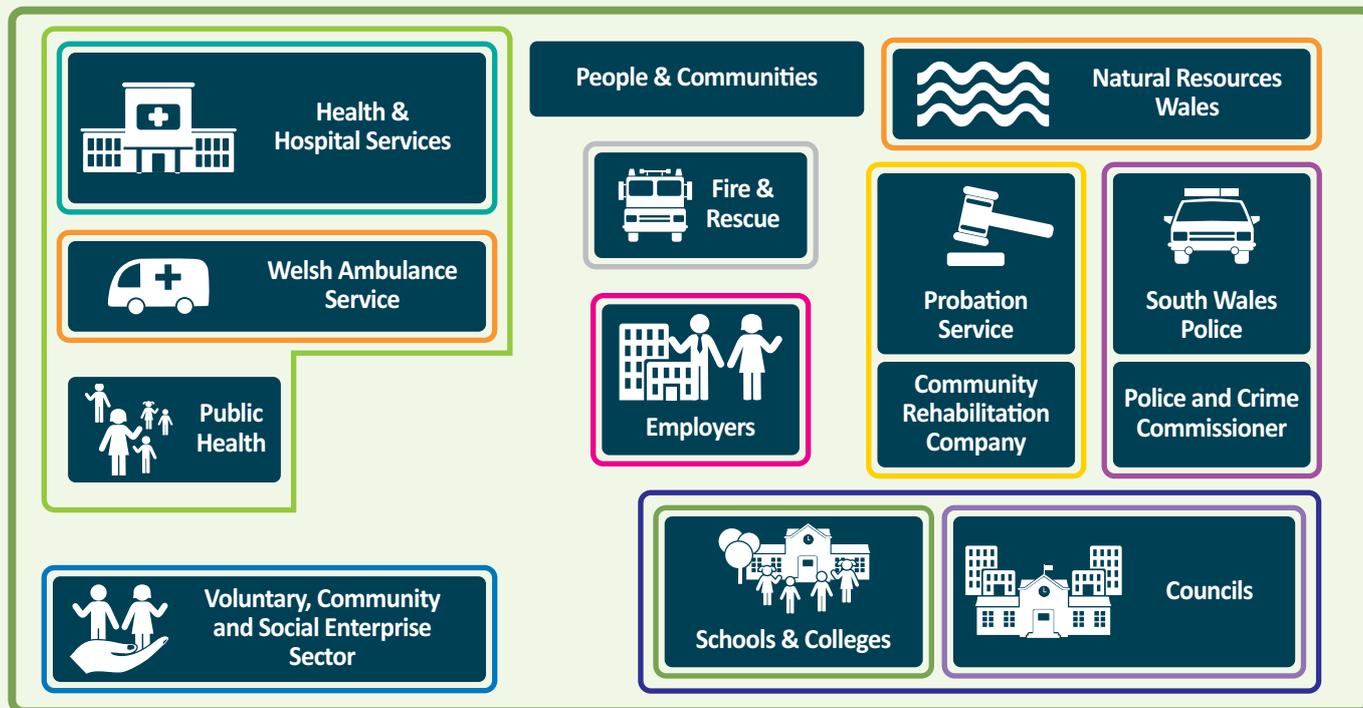
Working in partnership is not new, but there is a new approach with the Public Services Board working with our communities to improve their well-being in a sustainable way to meet the seven goals and the five ways of working. Importantly, we are encouraged to think long term, so this is the first stage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



...working together and doing things differently

Locally, our public services have agreed to come together across the Cwm Taf area, including Rhondda Cynon Taf and Merthyr Tydfil. The Cwm Taf Public Services Board 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 we prevent problems from happening rather than having to react to them. This diagram shows the many services we have in Cwm Taf:



Resources

Collectively the Public Services Board have many resources including staff, land and buildings. Although there is no new money to support different ways of working, we recognise that in working together and involving our communities, we can be more efficient, provide more focused services, share our assets and have a much bigger impact locally. We will develop radical and innovative ways of working, creating the momentum needed to improve the well-being of all in Cwm Taf.

How we will work together with our communities to deliver our Well-being Plan

In October 2016, the Public Services Board agreed a **Statement of Intent**:

The members of the Cwm Taf Public Services Board are committed to developing a collaborative public service that puts the people in our communities at its centre.

We intend to lead our organisations through a change in culture to a more innovative, integrated and preventative way of doing things for the benefit of people who live and work in Cwm Taf now and in the future. We will use our influence as a Board to encourage other public organisations to adopt the same approach and to make a collective effort in overcoming any legislative, financial or practical barriers to achieving our intent.

We aim to shift focus from reacting to problems and challenge 'crisis management', seeking to make decisions for the long term benefit of people in Cwm Taf. We aim to focus our joint efforts far more on better outcomes for the people we serve through understanding and tackling the causes of problems and preventing situations from arising.

To do this, we aim to be radical, removing the divisions between services to develop a way of working that makes sense to us and to the people and communities we serve.

To understand what that means, we will be involving people, in an equal relationship to the Board, to design, deliver and improve services.

This will involve working together with citizens, and within our own organisations, in a different way through making some high-risk decisions and attempting the things that seem too difficult to do.

As a Board, we intend to spend our finances in a different way, continue to train our staff to get to the root of issues and give permission to staff to support and enable people to live better lives.

In meeting this statement and further defining how we will achieve this intention, we have developed leadership principles to guide us going forward.

Cwm Taf Public Services Board will work as One Public Service with residents and communities to improve the economic, social, environmental and cultural well-being to achieve the Sustainable Development Principle at the heart of the Well-being of Future Generations Act. This means that we will act in a way to ensure that the needs of the present are met without compromising the ability of our future generations to meet their own needs.

In doing this, our ambition is that:

We work as One Public Service, with our communities, to support the development of resilient communities that are informed, connected, active and resourced and have the ability to adapt to and influence change and improve well-being.

To achieve this we will adopt the following leadership principles in our decision making to meet the five ways of working and identify where we can have a more collective and powerful impact:



Thinking Long Term

We will use the responses to our consultation and engagement to state the longer term vision and aspirations of our communities, alongside data and information on long term trends to help us plan our services now and for the future. Where there are gaps in our knowledge we will seek advice and research, where possible, to best inform us.



Preventing problems happening or getting worse

We will seek preventative measures that can be woven into each of our objectives and steps going forward. Priority will be given to predicting and preventing problems arising, then acting early when problems arise to improve the situation and prevent things getting worse and then to reduce harm from established problems. Information from the Well-being Assessment, long-term trends and community engagement will be used to guide how we work in this way alongside evidence of what works. Where evidence is not available, we will seek research opportunities to gain local evidence to inform us.



Working better together and with others

We will work together to jointly develop and implement intelligence led, innovative and creative approaches to achieving our Well-being Objectives. To do this we will challenge ourselves at Public Services Board and sub groups to ensure we have the best partners from the public, private, academic and third sector along with the voice of citizens, with lived experience, to inform and challenge ourselves in line with the expectations of our communities.



One Public Service

Working together and with our partners, communities and citizens, we will provide services that are seamless at the point of delivery. We will consider our services from our citizens' perspectives and where appropriate and possible co-locate staff, provide joint training, share our buildings and land in the best interest of our communities. Where there are obstacles to this approach we will work with partners and Welsh Government to resolve them.



Involving our communities

We will continue to involve our communities in informing, shaping and implementing plans. Building on the Community Zone approach we seek an ongoing conversation to jointly produce solutions, meeting the expectations for One Public Service for Cwm Taf. We will involve people with lived experience to inform our plans, building on our ground breaking work locally to tackle domestic abuse.

How we developed the Well-being Plan

Last year we published a **Well-being Assessment** of the people and communities of Cwm Taf. In preparing this we 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 were 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 was set out in Draft Well-being Objectives and Well-being Plan for the Cwm Taf area. We continued our conversations with our communities and others such as Welsh Government and the Future Generations Commissioner to get views on the draft Objectives and Plan.



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:



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.

Source: Adapted from Dodge R, et al (2012)
The Challenge of defining wellbeing, International Journal of Well-being, 2 (3) 22-235

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.



Links to other plans

The Wellbeing Plan is the overarching plan for Cwm Taf and the Public Services Board is the overarching partnership board. There are other partnership boards that sit under the PSB, including the Mental Health Partnership Board, the Area Planning Board, the Community Safety Board and the Safeguarding Board. These Boards will each have their own plans for their area of responsibility and can contribute to this Wellbeing Plan.

Another new law, the **Social Services and Wellbeing (Wales) Act 2014**, to improve the wellbeing of people who need care and support and carers who need support. A **Population Needs Assessment** was carried out by the Social Services and Wellbeing Partnership Board to help develop an Area Plan for these services in Cwm Taf. There are parts of both plans that affect the wellbeing of people in our communities and it is important that they each work well together and complement each other. For example, the Area Plan has a strong focus on connecting people to their communities and providing information and signposting. This has been clear in the Wellbeing Assessment and features in Wellbeing Plan. In developing both plans we will keep strong links to make this work well.

As well as this, the **Environment (Wales) Act, 2016**, puts in place a process to help plan and manage Wales' natural resources in a more sustainable and joined up way. Natural Resources Wales must publish Area Statements, primarily for the purpose of helping to implement the national natural resources policy. For Cwm Taf, the Area Statement covers the South Central Wales area and must consider how other plans and policies, such as the Well-being Plan, could be integrated with the statement or vice versa.

How the Public Services Board work with other bodies:



As other information becomes available, that can also help to shape the Well-being plan we will include it. For example, there has recently been an assessment carried out for community safety. Following a review of the evidence, the Community Safety Partnership 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. The Task Force's priorities for action by 2021 are:

1 Good quality jobs and the skills to do them.

2 Better public services.

3 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

All this information has helped, along with our conversations with our communities, to develop this Well-being Plan.

Listening to our Communities and feedback on our Draft Well-being Plan

Analysis of the responses to the consultation and engagement on the Draft Well-being Plan was undertaken by the Data Unit Wales. The **report** is available on the PSB's website, **Our Cwm Taf**.

The conclusions from the responses received and any common or emerging themes are highlighted here. These may not be specific to one of the objectives and, in some cases, may be relevant to all three.

In reaching the emerging themes, information was considered from every source. The following are extracts from the conclusions in their report with a response from the Public Services Board:

Are these the right objectives?

"This is a key question. Although the Well-being assessment was a thorough exercise with public engagement, and received praise from the Future Generations Commissioner and Welsh Government, moving from that stage to a set of draft objectives and a draft Well-being plan requires a lot of decisions to be made, and a lot of evidence and information to be considered.

To some extent, much of the information we have considered for this analysis does not consider if the draft objectives are the right ones. The responses from the Future Generations Commissioner and Welsh Government barely consider the content of the objectives, choosing to focus on process and organisation instead.

However, where responses do directly comment on the content of the objectives, they are overwhelmingly positive across all sources of information. They agree with the objectives themselves and the actions suggested to meet them. Where respondents have disagreed, this was often in a constructive manner, suggesting alternative or additional actions to meet the objectives."

The Public Services Board was very pleased with the extent of engagement and responses on the Draft Well-being Plan. The overwhelming support for the objectives and steps is welcomed and reflects the participation in each stage of the process from the Well-being Assessment, engagement of partners in developing the Draft Well-being Objectives and in the consultation and engagement process.

Strong support for objectives and draft Well-being Plan

"The Public Services Board should remember that across all engagement for this exercise, there was strong support for your draft objectives.

Responses to online consultation questions were overwhelmingly in support of the proposed content and aims of the objectives. The written responses and engagement events also mirrored this view."

"There is clear ambition in the draft Plan, which is welcomed, and each objective is set out clearly. The narrative is well-written and comprehensive, and the vision for the area is distinct."

Welsh Government

"It is good to hear that you have identified that you want your PSB to work collaboratively to put people in your communities at its centre, with an ambition to break down barriers between public services to change the way you work."

Future Generations Commissioner

The Public Services Board was reassured that where responses directly comment on the content of the objectives and actions to achieve them, they are overwhelmingly positive across all sources of information. There was agreement with the objectives themselves and the actions suggested to meet them. Where constructive comments have been received, they have helped provide further detail in the Well-being Plan.

Potential for increased use of existing assets and facilities

“Throughout the online consultation responses and engagement events, participants expressed a desire for more activities and community events.

This included:

- *formal and informal learning opportunities;*
- *the development of community groups;*
- *using the natural environment and countryside in Cwm Taf to facilitate activities; and*
- *the promotion of existing groups, clubs and activities that would improve participation, engagement with other people and physical/mental health and well-being.*

The common theme across all these suggestions was that existing assets and facilities could be used as venues to host these activities. Respondents commented that across all public sector organisations, there is a large portfolio of locations and buildings (schools and Merthyr Tydfil College were mentioned specifically) that are closed or under-utilised at evenings, weekends and during non-term time. Whilst some are already being used, there is potential to make many more facilities available to the public, groups and organisations, and to promote their potential use.”

The PSB understands that common theme across all these suggestions was that existing assets and facilities could be used as venues to host additional activities. The Well-being Plan supports this, is promoting an asset based approach and will continue to involve communities in the planning and delivery of the actions identified.

Improving overall well-being - physical and mental health

“Overall well-being was a priority across all the consultation exercise. However, the focus was clearly about improving the physical and mental health of the population. This included the provision of opportunities for organised and self-directed physical activity, supporting older people to reduce loneliness, the increased availability of leisure facilities, and utilising the natural environment to facilitate more physical activity.”

Public Services Board believes improving overall well-being and meeting the sustainable development principle is the

main purpose of this plan. This includes physical, mental, emotional and social well-being. Improving and promoting physical activity, both in facilities and the natural environment, is directly included in Objective 2 and many of the actions in Objectives 1 and 3 will also support this. Increasing participation will help reduce loneliness and isolation for all citizens, including older people.

Improve timeliness of access to all health provision

“This issue was raised across all engagement events and was also frequently referenced in online consultation responses. The concerns were about the geographical location of services, with many being concentrated in the two general hospitals in the Cwm Taf area when a community-based approach would be preferred. Difficulties accessing services in a timely manner was also a concern. The timeliness issue related to out-patient and referral services, where waiting times were considered too long. Many respondents outlined the difficulties when contacting their GP surgery in the first instance, and then the waiting time before they could get an appointment.

There were also a large number of responses wanting mental health services to improve. These focused mainly on reducing the stigma attached to mental health issues and improving access to, and the quantity of services.”

Public Services Board has Cwm Taf University Health Board as an active partner. The Health Board is keen to consider the feedback as part of its planning processes and is already committed to improving access and timeliness and providing services as close to home as possible. For example Stay Well @Home is a joint health and social care service to provide a rapid package of care to patients to avoid unnecessary hospital admissions. Also the community Hospitals Ysbyty Cwm Rhondda and Ysbyty Cwm Cynon and the Health Parks in Keir Hardie, Merthyr Tydfil and Dewi Sant, Pontypridd provide a range of health, social and mental health care services both at the site and in the community including GPs, outpatients, district nursing, community midwifery, health visitors and school nursing, dietitians, speech therapists and mental health teams.

The Public Services Board has also prioritised action in the Well-being Plan to help people keep healthy for as long as possible, which will contribute to reducing preventable demand on healthcare services and make better use of capacity. The Mental Health Partnership Board is a part of the Public Services Board and action is being progressed to improve mental health services, with a range of partners working together.

Need and opportunity to work differently

“One of the guiding principles, from the passing of the Well-being of Future Generations (Wales) Act 2015, through the guidance provided by Welsh Government, and up to the development of the Future Generations Commissioner’s policy stance and advice, has been that the Act is not about ‘business as usual’.

The Act and the creation of Public Services Boards, have been promoted as an opportunity for public sector organisations to work differently. Indeed, it has been pointed out that persistently poor outcomes across some services and indicators mean that doing the same thing is not an option.

It is clear, from the formation of the Cwm Taf Public Services Board and the development of your draft Objectives and Well-being Plan, that you have approached this challenge head-on. Indeed, there are comments from the Future Generations Commissioner and Welsh Government acknowledging the progress already made.

However, they both encourage you to follow through on these promises and deliver your Well-being Plan in a way that promotes a new style of partnership working and engages with a wider range of partners.

There were responses from the consultation that hinted at a public cynicism towards the proposals, that it had all been seen before. There was also a request from some respondents asking for more engagement and more information sharing around progress on the Well-being Plan. It might be the case that by addressing the latter point, you also deal with the former.”

The Public Services Board believes the purpose of this Well-being Plan is to demonstrate how we can improve well-being in Cwm Taf by working differently together. The Public Services Board has agreed a Statement of Intent and Leadership Principles to support and guide new ways of working, both detailed in this plan. We appreciate that people want seamless services and to be involved in shaping these and we are committed to make this happen.

We will publish and communicate our progress to keep our communities informed and share opportunities for involvement.

Communications and engagement with all sectors of the community

“Both the formal responses, from the Future Generations Commissioner and Welsh Government, highlight the work you have done to engage across all sectors, previously on your Well-being Assessment and now on your draft Objectives and Well-being Plan.

Some responses from this engagement, particularly from young people, highlighted the fact that more engagement would be welcomed.

This highlights the challenging position the Public Services Board finds itself in. The Public Services Board has met, and gone beyond, the statutory requirement to consult on your draft Objectives and Well-being Plan. However, large-scale engagement can be resource intensive, expensive and technically challenging, and the legislative requirement to complete this work is predominantly within existing resources. Some responses highlight innovative and cost-efficient ways to continue to engage with the public that could be considered (working in schools directly with young people, using existing groups and channels, etc.).”

The Public Services Board has a Public Engagement Group, with the community and voluntary sector leading this. We have worked hard to get our communities involved in our Well-being Assessment and our Well-being Plan. We have also started conversations with communities in the Upper Rhondda Fach and Gurnos to promote meaningful involvement in shaping our Community Zones and we will learn from this approach going forward.

The Public Engagement Group has also initiated a research project to specifically engage young people, including seldomly heard groups and communities who may experience barriers to involvement, funded by the Open Government Programme and including both Welsh Government and the Future Generations Commissioner’s Office. We will be looking at how young people feel in relation to their involvement in the Well-being of Future Generations Act and, in particular, how the Cwm Taf Public Service Board, including elected members, deliver on the sustainable development principle and goals in relation to the five ways of working. There will be an emphasis on the involvement of young people, including how feedback is taken forward to action and how young people hold the Public Services Board to account for its actions.

The PSB will use this intelligence to help us have ongoing meaningful conversations with communities and the workforce, together with resources and a structure to do so, to embed involvement of all our communities including seldom heard groups and communities.

Our Well-being Objectives

We have listened to all the feedback we have received from our communities and others, as well as local information and evidence of what works. We will continue to work with our communities to develop new and different solutions in implementing our Objectives. The contribution of our Objectives to the national Well-being Goals is outlined in Appendix 1.

Cross Cutting Objective

TACKLING LONELINESS & ISOLATION

Cross-cutting objective:
Immediate

We will work in new ways to channel the undoubted strengths of our communities to tackle more effectively the loneliness and isolation which often exists within many of them. This is a cross-cutting step supporting the delivery of all our Objectives.

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, focus involvement and support for those that are lonely or isolated and stand back when the communities are growing their own success. This will 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. Target volunteering to include people who are lonely or isolated, either through joining in or receiving support.
- c. Connecting 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 Bacalaureate or Duke of Edinburgh awards with local volunteering opportunities and encouraging public service employees to enable more volunteering in public services that help inspire others. This links to Objective 3.1.
- d. Advertise volunteering opportunities on behalf of community groups, third sector, public service organisations and businesses.
- e. Help with the official parts of volunteering e.g. Disclosure and Barring Service (DBS) checks, advice on supervision and health and safety risk assessments.
- f. Recognition and celebration of volunteering and its achievements in our communities.

This will initially be focused in the three priority steps in each Objective. We will develop a greater understanding, with our communities, of why people volunteer, what barriers there may be to volunteering and how new, innovative opportunities could be developed.

THRIVING COMMUNITIES

OBJECTIVE

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

STEPS:
Immediate
(1-2 years)

1.1 Develop Community Zones as an area or place based approach focussing a preventative approach to support to improve outcomes for our areas 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 develop vulnerability profiles, sharing our information, to help target support to those who need it most, 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 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 could include NHS, social services, schools and job centres working together with third sector to provide services for local communities using local assets. 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.

This objective is cross cutting and links to all other objectives and steps and as the other steps are developed they can be trialled with these communities.

STEPS:
Short to
Medium
Term

1.2 Work with our communities to provide consistent messages, links and signposting to community, public sector and business support within and close to communities.

What we will explore:

- 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.

This will be guided by our communities, particularly in the Community Zone areas and opportunities to link this with volunteers will also be explored (Cross-cutting objective and step 1.1).

STEPS:
Short to
Medium
Term

1.3 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 developed by the Valleys Task Force. We will explore options to encourage and support this by:

- a.** Review our public land assets to maximise their contribution for communities and ecosystem resilience.
- b.** Helping groups to take ownership or adopt open green spaces.
- c.** Helping groups to improve rundown buildings for community use.
- d.** Helping groups to develop creative activities in our community spaces.
- e.** Helping people who have poor mental health, are lonely or have damaged the local environment to get involved in local projects.

We will prioritise these actions in our Community Zone Areas, in conversation with our communities.

VISION:
Long Term

- 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.
- Communities shaping services to meet the needs of residents and visitors.
- A better understanding of our natural assets and how our actions impact on them.

HEALTHY PEOPLE

OBJECTIVE

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

STEPS: Immediate (1-2 years)

2.1 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, linking 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.

Many of us will spend a third of our lives in old age, and as we hope to live independently, robust in body and mind, with a wide social circle, we will need to be active and healthy, to be "Super-agers". Our older generations have the skills, experience and time that can benefit our communities and especially our younger generations, linking these two areas.

STEPS: Short to Medium Term

2.2 Collectively promote healthy lifestyles by encouraging "One More Healthy Behaviour" for all staff and citizens.

The five healthy behaviours are:

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

We will:

a. Promote healthy behaviours with our staff.

Our staff makes up about one quarter of the workforce in Cwm Taf and have big impact on our communities, with most living in the area. Together, we will support our staff to improve healthy behaviours with healthy workplaces and by supporting volunteering. This will build on the One More Healthy Behaviour campaign trialled in Cwm Taf University Health Board, sharing the learning among partners.

b. Promote healthy behaviours with citizens.

We will promote and support our communities 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 life style 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.

In promoting these opportunities, we will make links to accessing the natural environment, sports, heritage, arts, culture and language to provide a range of fun and engaging activities. We will collaborate with national bodies, including Sport Wales, Arts Council for Wales, National Museums of Wales and National Library of Wales as well as local groups.

HEALTHY PEOPLE

OBJECTIVE

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

STEPS: Short to Medium Term

2.3 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:

- a. Making the most of opportunities to walk and cycle to work and school with safe routes to schools, community venues, the natural environment and new Metro links to encourage walking and cycling.
- b. 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 and walking routes in every community.
- c. Improving menus in publicly controlled food outlets to offer more healthy choices.
- d. 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.

The Valleys Landscape Park will provide more opportunities for activity in the natural environment and transport hubs in the new Metro will help us combine walking and cycling with trains and buses. Maximising and promoting opportunities in the Community Zone areas and local assets, as part of the First 1000 days work and with older people will be prioritised to support the delivery of this plan.

VISION: Long Term

- Reduce the frailty of our ageing population by improving the rates of the population that have 4 or 5 healthy behaviours to 20%.
- Improve the rates of healthy life-expectancy and life expectancy in Cwm Taf to the average Wales and reduce inequalities.
- People of all ages spend time outdoors, using and enjoying their local environment to improve their health and well-being.

STRONG ECONOMY

OBJECTIVE

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

STEPS: Immediate (1-2 years)

3.1 Stimulate and boost the aspirations and skills of our people to meet public and private sector career opportunities.

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 organisations 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 e.g. working in different organisations and recognising their skills.

- a. Promote the advantages of the use of the Welsh language and bilingualism in gaining skilled employment across sectors in Wales.
- b. Through 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.
- c. 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.
- d. 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.
- e. Commit to the living wage in Public Services Board organisations and promote it for suppliers and commissioned services.

New ways to target support to those with the greatest need will be trialled in Community Zones with vulnerability profiling for people and families. Long term trends will be used to look at future job opportunities, especially in developing technologies, low carbon industries and care of older people, working with the Valleys Task Force.

STEPS: Short to Medium Term

3.2 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:

- a. Cycling and mountain biking networks and centres and links to the Brecon Beacons National Park. Lots of people use these attractions for leisure and play.
- b. 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.
- c. Walking routes from every town and village centre with colour coded routes of different lengths and challenge, again, supported by local historians, community stewardship and volunteers to include points of interest and creativity. This will also support objectives 1 and 2.
- d. 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 1.3.
- e. Market our Valleys as a place to live, work and play, making the most of the Valleys Landscape Park.

Our approach in involving our communities will support this work, in finding active travel routes, creating small and local business opportunities and encouraging a focus around the culture, heritage and language.

STRONG ECONOMY

OBJECTIVE

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

STEPS: Short to Medium Term

3.3 To make the most of the investment and return opportunities of the £1.229 billion City Deal locally within Cwm Taf.

The City Deal provides opportunities to attract investment, particularly in innovative communication technology and promote development in areas serviced by the Metro across South Wales. Public Services Board opportunities include:

a. Make the most of the opportunities to deliver regeneration in areas served by the Metro:

- i. Looking at public sector land and 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.
- ii. 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.
- iii. Look at how community transport across the valleys could be expanded and linked in, for example, building on volunteer-led community transport.

b. A coordinated approach to sustainable land use planning, economic and housing development:

- i. Identify the potential for green infrastructure to deliver multiple benefits, including reducing congestion and associated air pollution.
- ii. Understand the predicted impacts of climate change and how they may affect residents and the services they receive.
- iii. Maximise redevelopment of brown field sites and limit green field development.

Working closely with the Valleys Task Force and the City Deal Authorities will provide important opportunities to influence decisions, investment, planning and pollution control on a regional basis, in support of this Plan.

STEPS: Short to Medium Term

3.4 Further explore the opportunities for sustainable housing and renewable energy developments with associated community funds.

This will include:

- a. Tackle fuel poverty by promoting the Warm Homes Programme, community energy schemes and home insulation. Community Zones can be used to target support and signpost community members, exploring opportunities from our public land and assets.
- b. Support for an increase of well insulated, affordable, smaller units of social housing, supporting town centre regeneration.
- c. 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.

VISION: Long Term

- 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.
- 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.
- People have more options for active and sustainable travel.

Next Steps

We will continue to work together to share and achieve the ambition and objectives in this plan, finding innovative, radical and more effective ways of working for the benefit of our communities.

Our next steps include:

Continue our conversations with our communities to deliver One Public Service

Our journey through our Well-being Assessment to our Well-being Plan has involved many conversations with our communities across Cwm Taf. The next stage of this journey will be to make this a routine part of the way we work to improve our services and the well-being of the people of Cwm Taf. This new way of working will challenge us, but we are committed to create the momentum and allow the innovation needed to deliver One Public Service.

A detailed delivery plan

As work streams are initiated, Leads will be appointed to take work forward with relevant partners. We will use the Framework for meeting the Well-being Objectives, five ways of working and contribution to the seven National Well-being Goals developed by the Future Generations Commissioner. A detailed delivery plan will be produced with actions, timescales, key milestones, performance and outcome indicators and accountability for delivery. The delivery of the Objectives at pace is at the forefront.

Increase public awareness about the Public Services Board

A communications and engagement strategy is being developed by the Public Engagement Group. This will outline how the Public Services Board and the individual organisations that are part of it can:

- raise the profile of the Public Services Board to increase awareness of its work;
- communicate its key work streams simply;
- involve residents and communities in helping to identify solutions to the wider issues facing their community and;
- report on progress.

Reporting

The Public Services Board will receive updates on the progress against the delivery plan and any difficulties encountered. The decisions made at these meetings will be detailed in the minutes and will be made available on Our Cwm Taf website. In addition, in line with the communications and engagement strategy, progress will be shared publicly through a range of methods.

There is also a Joint Overview and Scrutiny Committee of both Merthyr Tydfil and Rhondda Cynon Taf Councils, made up of Councillors from both Councils. The role of this committee is to scrutinise decisions and governance arrangements of the Public Services Board and to make any recommendations. It may also carry out additional functions required by Welsh Government and the Future Generations Commissioner.

As the Public Services Board we will prepare and publish a report on each full year's activity. The first report will be available in July 2019 and annually after that until the next Well-being Assessment is undertaken following local government elections. The report will include the steps taken since the Well-being Plan was published to meet the objectives, progress against National Indicators or other performance measures and any other information the Public Services Board thinks would be helpful. Copies of the Annual Report will also be shared with Welsh Ministers, the Future Generations Commissioner, the Auditor General and the Joint Overview and Scrutiny Committee.

Acknowledgments

The Well-being Plan was developed by a task group, Chaired by Angela Jones, with membership from across the PSB partners including: Andrew Morgan, Adrian Williams, Ann Unitt, Caroline O'Neill, Chris Hole, Christian Servini, Christopher Lee, Craige Wilson, Earl Smith, Einir Sion, Gaynor Davies, Ian Davy, James Watkins, Jim Dyson, John Selliwood, Lee Jones, Lesley Lawson, Mark Thomas, Nicola Cowan, Nicola Davies, Nicola Kingham, Nigel Williams, Paul Mee, Phil Ashby, Rae Baker, Richard Erskine, Sarah Bowen, Sian Nowell, Simon James, Sue Walker, Suzanne Davies, Tim Davies.

Leadership and support was provided by the members of the Public Services Board and Strategic Partnership Board during the development.

Translated by Merthyr Tydfil County Borough Council.

Designed and published by
Rhondda Cynon Taf County Borough Council.

Contributions 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.

2 Cross Cutting Objective

We will work in new ways to channel the undoubted strengths of our communities to tackle more effectively the loneliness and isolation which often exists within many of them.

1.3 Support communities who want to manage and improve their local environment.

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

3.1 Stimulate and boost the aspirations and skills of our people to meet public and private sector career opportunities.

3.2 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.

3.3 To make the most of the investment and return opportunities of the £1.229 billion City Deal locally within Cwm Taf.

3.4 Further explore the opportunities for sustainable housing and renewable energy developments with associated community funds.

A RESILIENT WALES

A nation which maintains and enhances a bio diverse natural environment with healthy functioning ecosystems that support social, economic and ecological resilience and the capacity to adapt to change (for example climate change).

1.3 Support communities who want to manage and improve their local environment.

3.4 Further explore the opportunities for sustainable housing and renewable energy developments with associated community funds.

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.

2 Cross Cutting Objective

We will work in new ways to channel the undoubted strengths of our communities to tackle more effectively the loneliness and isolation which often exists within many of them.

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

2.1 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 e.g. First 1000 days, working with older people to stay fit and healthy for as long as possible.

2.2 Collectively promote healthy lifestyles by encouraging "One More Healthy Behaviour" for all staff and citizens.

2.3 To work together as public services and with our communities to reduce levels of obesity.

A MORE EQUAL WALES

A society that enables people to fulfil their potential no matter what their background or circumstances (including their socio economic background and circumstances).

2 Cross Cutting Objective

We will work in new ways to channel the undoubted strengths of our communities to tackle more effectively the loneliness and isolation which often exists within many of them.

1.1 Develop Community Zones as an area or place based approach focussing support to improve outcomes for our areas with the greatest challenges.

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

3.1 Stimulate and boost the aspirations and skills of our people to meet public and private sector career opportunities.

A WALES OF COHESIVE COMMUNITIES

Attractive, viable, safe and well-connected communities.

2 Cross Cutting Objective

We will work in new ways to channel the undoubted strengths of our communities to tackle more effectively the loneliness and isolation which often exists within many of them.

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

1.3 Support communities to provide consistent messages and links and signposting to community, public sector and business support within and close to communities.

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.

2 Cross Cutting Objective

We will work in new ways to channel the undoubted strengths of our communities to tackle more effectively the loneliness and isolation which often exists within many of them.

3.1 Stimulate and boost the aspirations and skills of our people to meet public and private sector career opportunities
a. Promote the advantages of the use of the Welsh language and bilingualism in gaining skilled employment across sectors in Wales.

3.2 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. Our approach in involving our communities will support this work, in finding active travel routes, creating small and local business opportunities and encouraging a focus around the culture, heritage and language.

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.

1.3 Support communities who want to manage and improve their local environment.

3.4 Further explore the opportunities for sustainable housing and renewable energy developments with associated community funds.

Well-being Objective 2.1a	The first 1000 days (F1000D)
Lead Officer	Angela Jones
Immediate step: 2.1a	
<p>Why do we need to do it?</p> <p><i>To be informed by Well-being plan, Well-being and any other Assessments and Future Trends</i></p>	<p>Information shows a need.....</p> <ul style="list-style-type: none"> • To reduce high number of Children Looked After (CLA), particularly in 0-2 years • To reduce high number of vulnerable people of child bearing age/pregnant/parents • To break the cycle of vulnerability through exposure of children to ACEs • To improve school readiness of children from vulnerable backgrounds • To reduce high levels of obesity in children aged 4-5 years and dental caries • To target resources more effectively to address needs
<p>What difference will delivering this Objective make to the people and communities in Cwm Taf?</p>	<p>The Outcomes that will demonstrate a difference are.....</p> <ul style="list-style-type: none"> • Effective sharing of information across organisations on risk factors for vulnerability • Reducing the number of CLA • Reducing exposure to ACEs • Mitigating and reducing the impact of exposure to ACEs • Improving school readiness of children from vulnerable families • Improving health and well-being for pregnant women and their infants
<p>What are the quick wins that the Partnership can complete in the first year?</p>	<p>The quick wins are.....</p> <ul style="list-style-type: none"> • Agree a data sharing protocol and implement to identify risk factors for vulnerability to target action for prevention/early intervention • To target more effectively vulnerable women to prevent unplanned pregnancies through promotion and easy access to long acting reversible contraception (LARC)

	<ul style="list-style-type: none"> • Reviewing sex and relationships education (SRE) and personal social education (PSE) in secondary school. To focus on the importance health and well-being prior to conception for males and females. <p>Other actions are....</p> <ul style="list-style-type: none"> • Identify and implement effective targeted support to vulnerable women and their partners during pregnancy • Identify and implement effective targeted support for vulnerable families during early parenthood; to mothers, partners and their infants
<p>Who will be involved in contributing towards this Objective?</p> <p><i>This will include Cwm Taf PSB partners, people and communities, and new contributors who can help</i></p>	<ul style="list-style-type: none"> • PSB to agree actions, priorities and data sharing protocols • Welsh Government to support the co-construction of the early years system and funding flexibility of relevant grants • Health, Local Authorities, schools, Sexual Health Advisory Board, Public Health Team to directly deliver or commission services • Communities and target groups being involved in the design of services to tailor delivery to best meet their needs • All stakeholders who support vulnerable people e.g. probation, police, Health Board, schools, local authorities, third sector
<p>How does this Objective also contribute to the delivery of another Cwm Taf well-being objective?</p>	<ul style="list-style-type: none"> • Support to vulnerable people and families will help address issues of loneliness and isolation (Cross-cutting Objective). • Potential to pilot interventions in Community Zone areas (Objective 1.1). • Targeting of support to vulnerable people could include access to training skills, volunteering and employment (Objective 3.1)
<p>How does this Objective align with the delivery of other local or national plans or strategies?</p>	<ul style="list-style-type: none"> • Prosperity for All • Health Child Wales Programme • All Wales Maternity Strategy • Social Services and Well-being Act, Area Plan • Welsh Government Early Years Co-construction – Partnership with Cwm Taf

<p>How have you considered the Sustainable Development principles i.e. five ways of working in delivering this objective:</p> <ul style="list-style-type: none"> • Thinking and planning for the Long term • Preventing problems before they happen • Integrating with other strategies • Collaborating with others • Involving people and communities 	<ul style="list-style-type: none"> • Long Term: breaking the cycle of family vulnerability through identifying and reducing exposure to ACEs • Prevention: identifying risk factors to effectively target preventative action • Integration: actively involving all partners of the PSB; • Collaboration: linked to the Children and Young People’s strategic group, delivering the area plan: integrated in to the Welsh Government Early Years Co-construction – Partnership with Cwm Taf • Involvement: target groups will be involved with the development of effective interventions
<p>How will work towards this Objective contribute towards the seven national well-being goals:</p> <ul style="list-style-type: none"> • A prosperous Wales • A resilient Wales • A healthier Wales • A more equal Wales • A Wales of more cohesive communities • A Wales of vibrant culture and thriving Welsh language • A globally responsible Wales 	<ul style="list-style-type: none"> • A prosperous Wales – the support will include targeting to the most vulnerable people, including linking in to additional skills, volunteering and employment to reduce poverty, the effects of poverty and support prosperity • A resilient Wales – targeting prevention and support to and with vulnerable groups to promote their resilience to start/expand their family supporting their children to achieve their potential in the first 1000 days. • A healthier Wales – promoting the development of healthy children from pre-conception to age 2 years • A more equal Wales – directly addressing inequalities by targeting vulnerable people with the poorest outcomes • A Wales of more cohesive communities – providing knowledge and skills to communities to prevent ACEs and help nurture children in a community setting. • A Wales of vibrant culture and thriving Welsh language – using local cultural influences in designing interventions including play and music and the provision of services through the medium of Welsh • A globally responsible Wales – providing services as close to the home as possible to reduce the need for transport and through the sustainable use of the local environment.

Actions that will deliver this Objective

Actions (from first year plan)		Milestones		Delivery date	Lead
Ref	Description	Ref	Description		
1	System-wide approach		<ol style="list-style-type: none"> 1. Sharing the system mapping with the Cwm Taf and Bridgend PSB, Regional Partnership Board, professionals, community hubs, service users to: <ol style="list-style-type: none"> a. promote better understanding of the complexity of pathways and determine the governance of planning and service delivery b. initiate innovative ways to simplify the system c. promote easier access to service d. Ensure effective governance 2. Explore the benefits of a Single Point of Contact for access to services 3. Explore the benefits of a 'trusted person' to help vulnerable people navigate the system, including routine enquiry, motivational interviewing, goal setting 4. Review acceptability and effectiveness of parenting programmes with service users (to include the importance of 	<p>Jun – Nov 2018</p> <p>Mar 2019</p> <p>Jun 2019</p> <p>Jun 19</p>	<p>Angela Jones/Zoe Lancelot ICE Sub Group</p> <p>Public Health Team/PHW?</p> <p>Local Authorities (completed by MT)</p>

Actions (from first year plan)		Milestones		Delivery date	Lead
Ref	Description	Ref	Description		
			attachment) with a view to optimising programmes. 5. Training: ACE aware professionals and communities – trial in Community Zones	Jan 2019	CZ Implementation Group PHW support
2	<p>Vulnerability profiling Agree a data sharing protocol and implement to:</p> <ul style="list-style-type: none"> • identify risk factors for vulnerability • to target action for prevention/early intervention • identify appropriate outcome measures 		<ol style="list-style-type: none"> 1. Define information and data sources of interest 2. Agree Information sharing protocol 3. Risk profiling based upon all data sources 4. Identifying priority risk groups for interventions 5. Explore funding flexibilities to support and target early interventions (midwifery and Health Visitor led) 	<p>Nov18</p> <p>Mar 19</p> <p>Jun 19</p> <p>Sept 19</p> <p>Mar 19 – Mar 20</p>	<p>Angela Jones with PSB leads for services with support form the CT/WG Early Years Co-construction Project</p>
3	<p>Preventing unplanned pregnancies To target more effectively vulnerable women to prevent unplanned pregnancies through promotion and easy access to long acting reversible contraception (LARC)</p>		<ol style="list-style-type: none"> 1. Using data and risk profile of parents of CLA 0-1 years, identify priority groups to target contraceptive outreach 2. Identify and implement appropriate contraceptive outreach, working with “trusted key workers” in targeted services, having regard to current good practice by engaging partners working with priority groups. 	<p>Mar 19</p> <p>Mar 19 - 20</p>	<p>Sexual Health Advisory Board with LA Children’s Services</p> <p>All PSB Partners ICE Sub Group</p>

Actions (from first year plan)		Milestones		Delivery date	Lead
Ref	Description	Ref	Description		
4	Increasing School Readiness		<ol style="list-style-type: none"> 1. Promote attachment of infant:parents 2. Optimise support/referral to interventions to support healthy growth, play and development through the Healthy Child Wales Programme 3. Early identification of speech and language: timing of health visitor assessment 4. Engagement and knowledge of parents with 'school readiness' 5. Review transition in to schools 	<p>Mar 20</p> <p>Mar 20</p> <p>Jun 19</p> <p>Mar 20</p> <p>Mar 20</p>	<p>Health Visitors</p> <p>Health Visitors</p> <p>Speech and Language Therapists</p> <p>Health Visitors, schools, early years settings and ICE Sub Group</p>
5	Improving Education Reviewing sex and relationships education (SRE) and personal social education (PSE) in secondary school. To focus on the importance healthy relationships, health and well-being prior to conception for males and females.		<ol style="list-style-type: none"> 1. Undertake review to include content, delivery, timing of delivery and uptake by vulnerable groups and having regard to the recommendations in <i>The Future of the Sex and Relationships Education Curriculum in Wales</i> 2. Recommendations to be implemented 	<p>Jun 19</p> <p>Sep 19</p>	<p>Sexual Health Advisory Board, School Nurses and Schools</p>

Information that will help to monitor the delivery of this Objective

Quantitative Evidence – including Performance Indicators

PI ref	Local/ National	PI description	Direction of travel	Frequency	Responsible partner
	Local and National	Percentage of vulnerable clients with active LARC (data development need)	Increase		Various
	Local	Risk factors in pregnancy	Decrease		Midwives (MITS)
	Local and National	Low Birth Weight rates	Decrease		Midwives (MITS)
	Local and National	Initiation of Breastfeeding	Increase		Midwives
	Local and National	Breastfeeding at 6 months	Increase		Health Visitors
	Local and National	Children Looked After at Birth, Year 1 and Year 2	Decrease		Children's' Services
	Local and National	Children meeting their development goals e.g. weight, language development, physical development	Increase		Health Visitors

Data and targets will be required for all identified Performance Indicators

Qualitative Evidence

Activity	What will/does it demonstrate?	When/how often will this be available?

Risks that will affect the delivery of this Objective

Risk	Ref to existing action above, if relevant	Other mitigating actions if required
If a data sharing protocol is not agreed then information to target services to the most vulnerable people cannot be implemented effectively		
If.....then.....		

Support required to progress this Objective, including any associated financial contributions

From PSB support Team	In respect of engagement/involvement	In respect of data or analyses

Joint Overview Scrutiny Committee

6 September

APPENDIX 2a

Objective	Healthy People 2.1a The First 1000 Days (F1000D)
Delivery Lead	Angela Jones The Delivery Plan for Healthy People sets out: <ul style="list-style-type: none"> • Why we need to do it • The difference that will be made • Quick wins for the first year • How have we done this differently, i.e. the 5 Ways of Working • How has this contributed to the 7 national Well-being goals
Progress to date	<ul style="list-style-type: none"> • Work is progressing, but as it is complex, it will take time to work through. • A System Engagement event was held on 25th June bringing together all agencies including, family planning, midwifery, health visiting, school nursing, early education, childcare, social care, child protection, probation, police, registered social landlords, third sector groups. The day was attended 68 delegates and constructive workshops were held. The outcomes were: <ul style="list-style-type: none"> ○ Completed the mapping of the pathways from conception to age 7 including health, education, play and parenting provisions. This showed the complexity of the system and that no-one person/agency new about all the support available and how to access it. This in turn raises questions about the ability of service users to navigate the system. ○ Agreed on the priorities for the work, with the delivery Plan presented to Strategic Planning Board on 26th September and agreed at Public Services Board on 17th July. • This is a complex system and involves a wide variety of partners. There are considerable challenges in sharing information between agencies as a result of regulations to protect personal data as well as the number of unconnected databases e.g. more than 40 different and separate databases in the Health Board alone are used to collect, analyse and report on data. There are two meetings organised to take this forward: <ul style="list-style-type: none"> ○ 10th September meeting of staff from each area and agency to explore the data needed to identify risks and vulnerability of women preconception, pregnant women and partners, infants and children and families. ○ 15th September meeting of Senior Executives to agree and facilitate the principle of data sharing and the development of a Data Sharing Agreement for Vulnerability Profile. • The Early Years Co-Construction Programme between Welsh Government (WG) and Cwm Taf is supporting the review and redesign of the system. It is anticipated that Vulnerability Profiling will provide greater intelligence to target support to those in most need. Welsh Government in turn is looking at the flexibility of funding and outcome reporting between the 10 anti-poverty funding streams to support this work.

<p>Progress to date cont</p>	<ul style="list-style-type: none"> • The Cwm Taf Sexual Health Advisory Board agreed in July to take forward the work to prevent unplanned pregnancies, focusing on the most vulnerable women. A development event is planned for the autumn, • A group has been initiated with Public Health Wales and WG to look at the evidence base and return on investment of interventions to prevent or mitigate risks identified through vulnerability profiling to ensure that there is prudent and effective use of all resources from universal (core services) to enhanced or intensive (more targeted). • It has been agreed in principle that the F1000D work stream of the PSB (Well-being of Future Generations Act) will be integrated with the Children and Young People Strategic Group of the Regional Planning Board (Social Services and Well-being Act), to ensure effective governance, avoid duplication and integrate actions. The lead for this work is now a member of the CYPSG and the reporting mechanisms to both boards are being worked through. •
<p>Next steps</p>	<p>There are a number of work streams ongoing:</p> <ul style="list-style-type: none"> • Agreement of data sharing for vulnerability profiling. • Evidence base and return on investment to inform commissioning • Early Years Co-Construction Programme • Prevention of unplanned pregnancies in vulnerable women <p>Further work will need to be undertaken for:</p> <ul style="list-style-type: none"> • Development of an effective technical system to undertake vulnerability profiling • Weighting of risk factors to assist in the prioritisation of support • Development of process and outcome measures for this work stream
<p>Challenges</p>	<ul style="list-style-type: none"> • The ability to agree a data sharing protocol between agencies and having regard to the Regulations • The technical development of a database to profile the vulnerabilities of pregnant women, infants and children and their families. • Agreement of Local Authorities and Welsh Government to adapt the Anti-Poverty Programmes to address the needs of the most vulnerable in our area, with flexibility over the funding streams and reporting frameworks. • The change of boundary of Cwm Taf Health Board to include Bridgend Local Authority, as work to date has been with Rhondda Cynon Taf and Merthyr Tydfil County Borough Councils. • The delivery of Objective 2.1.b to keep people healthier for longer may be a challenge given the complexity of this objective and the capacity to lead and deliver.



Cwm Taf Well-being Cross-cutting Objective – **Tackling Loneliness and Isolation Delivery Plan**

NB This plan is subject to further work following the involvement of the Social Value Forum on 5 July

Well-being Cross-cutting Objective	Tackling Loneliness and Isolation
Lead Officer	Ian Davy, Voluntary Action Merthyr Tydfil
Immediate steps:	<p>We will work in new ways to channel the undoubted strengths of our communities to tackle more effectively the loneliness and isolation which often exists within many of them. We will help to remove any barriers to volunteering, focus involvement and support for those that are lonely or isolated and stand back when the communities are growing their own success. This will include:</p> <ol style="list-style-type: none"> working with our communities to understand what is important to them and how together, we can help to build support to make improvements; target volunteering to include people who are lonely or isolated, either through joining in or receiving support; connecting people interested in volunteering, along with specific interests, resources and skills. This will provide opportunities to children and young people as well as adults advertise volunteering opportunities on behalf of community groups, third sector, public sector organisations and businesses; help with the official parts of volunteering e.g. Disclosure and Barring Services (DBS) checks, advice on supervision and health and safety risk assessments; and recognition and celebration of volunteering and its achievements in our communities.
<p>Why do we need to do it?</p> <p><i>To be informed by Well-being plan, Well-being and any other Assessments and Future Trends</i></p>	<p>People want to feel a part of their community and many want to offer skills and connections. The Well-being Assessment demonstrated that feeling part of, or like you belong to, makes a huge difference to well-being and that we, as a Public Services Board, need to make sure there are as few things stopping people from getting involved as possible. Being part of and regularly contributing to the community has a positive impact on loneliness and isolation, as evidenced in the Journals of Gerontology 19% of people aged 16+ in RCT identify as feeling lonely according to the 2016-17 National Survey for Wales. The figure for Merthyr is 20%. This compares to 17% nationally. As</p>

Cwm Taf Well-being Cross-cutting Objective – **Tackling Loneliness and Isolation Delivery plan**

	<p>highlighted in the Cwm Taf Population Needs Assessment, loneliness and isolation is a challenge for people of all ages, but particularly older people. We know from research that social isolation affects 7-17% of older adults, and is becoming more prevalent. The same survey showed that 22% of people aged 16+ in RCT volunteer, 21% for Merthyr and 28% nationally. Volunteering has a non-monetary contribution to the economy that is vital to charities and civil societies.</p>
<p>What difference will delivering this Objective make to the people and communities in Cwm Taf?</p>	<p>The long term vision is to develop a greater understanding, with our communities, of why people get involved and volunteer, what barriers exist and what opportunities could be developed.</p> <p>Through delivering this Objective:</p> <ul style="list-style-type: none"> • people will feel more connected and less isolated; • people will be more active; • there will be increased community capacity to tackle loneliness and isolation; and • people will have better mental health and well-being
<p>What are the quick wins that the Partnership can complete in the first year?</p>	<ul style="list-style-type: none"> • Promoting Volunteering Wales http://www.volunteering-wales.net and https://en.infoengine.cymru/ to raise the profile of volunteering and the range of opportunities available. • Forming relationships with schools and colleges to explore ways to tackle loneliness and isolation whilst improving quality volunteering opportunities linked to the Welsh Bacalaureate Qualification (WBQ) – e.g. through intergenerational and health and social care opportunities. • Pilot opportunities in existing Community Hubs for people to be active and to volunteer and address loneliness and isolation. • Review the funding and delivery of existing befriending schemes and gaps in provision.
<p>Who will be involved be involved in contributing towards this Objective? <i>This will include Cwm Taf PSB partners, people and communities, and new contributors who can help</i></p>	<p>Nominated colleagues from identified PSB partners (see action below), 3rd sector representation as identified from the Social Value Forum, communities, schools and colleges delivering the WBQ, communities and neighbourhood networks.</p>
<p>How does this Objective also contribute to the</p>	<p>This is a cross-cutting step supporting the delivery of all our Objectives.</p>

Cwm Taf Well-being Cross-cutting Objective – **Tackling Loneliness and Isolation Delivery plan**

<p>delivery of another Cwm Taf well-being objective?</p>	
<p>How does this Objective align with the delivery of other local or national plans or strategies?</p>	<p>It's a cross cutting theme throughout the Cwm Taf Well-being Plan as well as:</p> <ul style="list-style-type: none"> • WG's progress on producing a Loneliness & Isolation strategy (the WG team established, with Penny Hall leading a new team of 3); • Preventative actions within the SSWB Act and Mental Health Partnership Plan; and • Valleys Taskforce Landscape Park through their social prescribing and green spaces agenda.
<p>How have you considered the Sustainable Development principles i.e. five ways of working in delivering this objective:</p> <ul style="list-style-type: none"> • Thinking and planning for the Long term • Preventing problems before they happen • Integrating with other strategies • Collaborating with others • Involving people and communities 	<p>Long Term – potential to offer opportunities to young children by engaging with Primary Schools to spark their interest in volunteering at the earliest possible age. This will develop a culture of being active in the community for people of all ages and abilities to build community capacity and reduce loneliness and isolation.</p> <p>Prevention – setting up a robust framework for volunteering through the WBQ could result in more young people volunteering in their community, improving physical and mental well-being preventing loneliness and isolation among all age groups. As set out in the Children's Commissioner's <i>The Right Way: A Children's Rights Approach in Wales</i>: "Provide children with opportunities to act collectively to develop ideas and proposals, to take action and to influence decisions."</p> <p><i>The Right Way</i> also states: "Develop appropriate priorities, targets and programmes of action to increase participation, in particular amongst otherwise excluded/ marginalised or disadvantaged groups.</p> <p>Integration – this plan will positively contribute to the Cwm Taf SSWB Regional Plan, particularly around the key actions for the Mental Health Partnership and the work with older people and their Dementia Strategy. The work on this cross-cutting theme will also develop links across strategic partnerships to support people to develop confidence and skills through connecting to and being active in the community.</p> <p>This also contributes to the Older People's Commissioner's target, set as a challenge to PSB's: <i>a reduction in the number of older people affected by Loneliness and Isolations within the first 3 years of the Well Being Plans</i>. It also addresses the WBFG Commissioner's advice on developing volunteering opportunities and reducing isolation.</p> <p>Collaborating – ensuring partners in the Public Services Board develop the capacity of community and voluntary organisations, and all partners as 'one public service' offer staff the opportunity to be involved in the community; and to provide volunteer opportunities within public services.</p> <p>Involvement – we will speak directly with people and communities about how we remove barriers and what we can do to help and support. This will be done through accessible formats, using a</p>

Cwm Taf Well-being Cross-cutting Objective – **Tackling Loneliness and Isolation Delivery plan**

	<p>variety of formats to ensure we engage with diverse communities. Where we work with young people and the WBQ, we will promote and encourage the extension of active citizenship, so that young people are aware of their rights and develop their political literacy, to enable them to be effectively involved now and in the future.</p>
<p>How will work towards this Objective contribute towards the seven national well-being goals:</p> <ul style="list-style-type: none"> • A prosperous Wales • A resilient Wales • A healthier Wales • A more equal Wales • A Wales of more cohesive communities • A Wales of vibrant culture and thriving Welsh language • A globally responsible Wales 	<p><i>Identified in the well-being plan is contributing towards a more prosperous Wales, a healthier Wales, a more equal Wales, a Wales of more cohesive communities, and a Wales of vibrant culture and thriving Welsh language.</i></p> <p>Prosperous - the volunteering opportunities provided within this Objective could change people’s willingness and readiness to find paid employment. It could also give young people opportunities to explore future career opportunities.</p> <p>Healthier: the volunteering and befriending opportunities made available through this Objective, will have a positive impact on people’s mental health and well-being</p> <p>Healthier – through volunteering opportunities, there will be a reduction in people’s feelings of loneliness and isolation which will have a positive impact on people’s mental health and well-being.</p> <p>More equal – by developing this plan with people with protected characteristics and providing opportunities for older people, children and young people, people with disabilities, LGBT groups and BME groups, providing greater opportunities to volunteer get involved, the plan recognises the Public Sector Equality Duty and will carry out Equality Impact Assessments on any new or improved services.</p> <p>More Cohesive – by working through the Community Zones to deliver some of this plan, it will provide volunteering and befriending opportunities, which will contribute to well-connected and integrated communities that are pleasant to live in.</p> <p>Vibrant Culture and Thriving Welsh Language – the volunteering opportunities to be developed for young people through the WBQ will be bi-lingual, in line with curriculum requirements for the Welsh Language, and promoted in the Community Zone pilot areas, through Adult volunteering and learning opportunities, forging links with local and National Welsh Language organisations. Through the Community Zones and the volunteering opportunities provided for young people through the WBQ, culture and heritage will form an integral part of those opportunities, such as, music and dance, sport, art, heritage sites and tourism destinations.</p>

Cwm Taf Well-being Cross-cutting Objective – **Tackling Loneliness and Isolation Delivery plan**

Actions that will deliver this Objective

Actions (from first year plan)		Milestones		Delivery date	Lead
Ref	Description	Ref	Description		
a.	Working with our communities to understand what is important to them and how together, we can help build support to make improvements.	a.1	Establish a task and finish group and confirm membership and priorities from plan.	August 2018	Ian Davy
		a.2	Look to emulate success stories by undertaking research to establish best / good practice in tackling loneliness and isolation	August 2018	Ian Davy
		a.3	Use neighbourhood networks to find out about activities which seek to achieve the Objective	From autumn 2018	Simon James, as chair of ICE
		a.4	Promote activities, through ICE, which will seek to achieve the Objective – i.e. tackle loneliness and isolation.		Simon James, as chair of ICE
b.	Target volunteering to include people who are lonely or isolated, either through joining in or receiving support.	b.1	Audit of PSB partners current activity that contributes to the Objective including <ul style="list-style-type: none"> • Public sector core activity • Commissioned services • Third sector and community led activity 	Template rollout July 2018.	Ian Davy
		b.2	Identify PSB Activity and undertake gap analysis to identify priority groups.		
		b.3	Use gap analysis to inform / be considered as part of Well-being Delivery Plans	October 2018 (PSB 23 Oct)	Ian Davy
		b.4	Review and evaluate result of challenge	April 2019	
		b.5	Undertake review of the way in which tackling of loneliness and isolation has been or can be addressed in all three Well-Being Delivery Plans		
c.	Connecting people interested in volunteering, along with their specific interests, resources and skills. This will provide opportunities to children	c.1	Review the “community volunteering” requirement of the Welsh Bacalaureate to explore ways in which contributing to the Objective can be improved and maximised	August 2018.	Ian Davy
		c.2	To develop draft proposals for 2018/19 regarding the community	12 July	Simon James, as

Cwm Taf Well-being Cross-cutting Objective – Tackling Loneliness and Isolation Delivery plan

Actions (from first year plan)		Milestones		Delivery date	Lead
Ref	Description	Ref	Description		
	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 and encouraging public service employees to enable more volunteering in public services that help inspire others. This links to Objective 3.1 (strong economy)		challenge / skills challenge aspects of the WBQ to enhance young people's experience of volunteering and community action.	workshop	event 3 rd sector rep
		c.3	Work with schools to develop a Cwm Taf model for volunteering and improve the value of volunteering 'as a citizen'	Project proposal deliverable in Year One.	Sue Walker
		c.4	Pilot the model in identified/nominated schools	September 2018	
		c.6	Link to 'workforce development' workstream and 'strong economy' well-being Objective and developing corporate volunteering	Summer 2018	
		c.7	Pilot a Public Sector Employee Volunteering Scheme	January 2019	Workforce Lead to be identified
d.	Advertise volunteering opportunities on behalf of community groups, third sector, public service organisations and businesses.	d.1	Agree (at PSB level) minimum standards of levels of Information, Assistance and Advice provision in communities.	October 2018 Stage 1: April 2019	Ian Davy
		d.2	PSB to determine minimum standards. Look for leads and links with Neighbourhood Networks.	October 2018	To be confirmed
		d.3	Taking into account actions a.3 – a.4 and develop proposals for communities of greatest need as a pilot area.	Stage 1: April 2019	To be confirmed
		d.5	Volunteering Wales www.volunteering-wales.net as the tool for recruiting volunteers and promoting volunteering opportunities <i>(NB live at the moment but not official launched as the full product)</i>	From July 2018	Ian Davy
d.	Advertise volunteering opportunities on behalf of community groups, third	d.6	Promote info-engine as the directorate for third sector and well-	From July	Ian Davy

Cwm Taf Well-being Cross-cutting Objective – Tackling Loneliness and Isolation Delivery plan

Actions (from first year plan)		Milestones		Delivery date	Lead
Ref	Description	Ref	Description		
	sector, public service organisations and businesses.		being and community services (NB this will merge with Dewis in July 2018)	2018	
		d.7	Work with neighbourhood networks to use these as a tool for promoting and sharing as a way of improving information, advice and assistance (IAA) and informing single point of contact (SPOC).	Autumn 2018	Simon James, as chair of ICE
		d.8	Establish alignment between Well-being Plan and Social Services and Well-Being (SSWB) Regional Plan	Ongoing	Ian Davy
		d.9	Cwm Taf PSB Support Team and SSWB Regional Commissioning Unit (when in place) to develop jointly owned delivery mechanisms.	Once SSWB team in place	Ian Davy
		d.10	Engage co-productively with the Cwm Taf Social Value Forum (SVF) to establish a solution focused model for third sector delivery.	Ongoing	Ian Davy
		d.11	Work with Valleys Landscape Park to pilot the green spaces / social prescribing projects	By 2021 (VTF timescale)	Ian Davy
e.	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.1	Work towards a public service partner arrangement that will support all volunteers in Cwm Taf to obtain DBS checks at Passport level	April 2019	Ian Davy
		e.2	Develop a model through Corporate Social Responsibility, to provide a central advice and support offer for Cwm Taf voluntary organisations for legislative compliance and good practice, e.g., health and safety, safeguarding, GDPR, Equalities.	April 2019	Ian Davy

Cwm Taf Well-being Cross-cutting Objective – **Tackling Loneliness and Isolation Delivery plan**

Information that will help to monitor the delivery of this Objective

Quantitative Evidence – including Performance Indicators

PI ref	Local/ National	PI description	Direction of travel	Frequency	Responsible partner
	National	National Survey for Wales: Percentage of people feeling lonely (to include target groups)	Decrease	As published	ICE – information element
	National	National Survey for Wales: Percentage of people volunteering	Increase	As published	ICE – information element
	Local	Number of Cwm Taf based opportunities and groups on ‘Infobase’ and ‘Volunteering Wales’	Increase		Ian Davy

Data and targets will be required for all identified Performance Indicators

Qualitative Evidence

Activity	What will/does it demonstrate?	When/how often will this be available?
Subjective Well-being Measures (Warwick/Edinburgh scale) to be used across activities delivered through community hubs	Asking people to grade how strongly they agree with subjective well-being statements at the beginning and end of an activity can assess the impact that the activity is having on the individual and collective well-being.	As activities are run

Risks that will affect the delivery of this Objective

Risk	Ref to existing action above, if relevant	Other mitigating actions if required
If there are insufficient resources then there is likely to be limited impact on loneliness and isolation		To look at what current resources could be more effectively used to direct providers to addressing loneliness and isolation
If there is an assumption this is about older people then key issues with certain groups including people with disabilities (physical and mental) children, young people and adults will not be addressed.		To ensure we define target groups and/or target communities in order to measure progress.

Cwm Taf Well-being Cross-cutting Objective – **Tackling Loneliness and Isolation Delivery plan**

Support required to progress this Objective, including any associated financial contributions

From PSB support Team	In respect of engagement/involvement	In respect of data or analyses
Support for audit and analysis as described in Action a.3 above.	Other Objective Leads and key partners to drive specific projects and ensure their own delivery plans seek to tackle loneliness and isolation, where possible	Evidence base for identifying how we collect and report making a difference.
Administration / secretariat of delivery group. Establishing a working group.	Help to identify what groups are most affected by loneliness and isolation and establish an evidence base.	Welsh Bacalaureate, results and value.
Clearer definition of target groups is required to assess involvement capacity and needs.	Integration and collaboration with SSWB board	Evidence gathering from other work areas and national schemes.

DRAFT

Cwm Taf Well-being Objectives – **Strong Economy Delivery plan**

Well-being Objective 3	Strong Economy – To grow a strong local economy with sustainable transport that attracts people to live, work and play in Cwm Taf
Lead Officer	Alyn Owen
Regional Strategic Context:	<p>The Cardiff Capital Region City Deal (CCRC) Strategic Business Plan identifies four key 'Regional Strategic Themes' which are:</p> <ul style="list-style-type: none"> • Skills & Employment • Connecting the Region • Innovation • Regeneration & Infrastructure
Sub Regional Context:	<p>Within the Cwm Taf Well-being Objective of Strong Economy all of the above 'Regional Strategic Themes' are relevant. However, in the first year of the Strong Economy Delivery Plan two strands will be taken forward - 'Workforce Planning' which fits within the 'Skills & Employment' Strategic Theme, and secondly, the tourism economy which is aligned within the 'Regeneration & Infrastructure' Strategic Theme.</p>
Immediate steps:	<p>In order for the PSB partners to improve the economy of the region we need to positively impact Gross Value Added (GVA). By creating a set of replicable products that are agnostic of sector of the economy we can systematically apply a set of actions to aid growth and address issues in identified sectors.</p> <p>In relation to 3.1, 'stimulate and boost the aspirations and skills of our people to meet public and private sector career opportunities' we will collectively ensure we have a skilled and sustainable workforce for the future.</p> <p>We will develop a repeatable Workforce Development model to address workforce issues where identified. Whilst this will initially concentrate on Public sector workforce Development in order to develop the model, once developed and tested this model can be applied to other sectors.</p>

Cwm Taf Well-being Objectives – **Strong Economy Delivery plan**

	<p>With regard to the other three Strategic Regional Themes that are critical for economic growth we will again develop a repeatable model producing a set of products that positively contribute to a strong economy. In order to do this we have identified a growth sector within Cwm Taf, Tourism where these principles can be applied. In order to enable this element of the plan a development phase will simultaneously take place within the sector in preparation for the implementation phase and 3.2 of the wellbeing plan.</p> <p>Three achievable outcomes for the first year are:</p> <ol style="list-style-type: none"> 1. Agree and adopt a Cwm Taf Employability Pledge across all PSB partners (which includes committing to the living wage) 2. Identify the key issues within the Cwm Taf workforce and create an action plan to address these problems. 3. Create a Schools and Further Education (FE)/Higher Education (HE) engagement plan to ensure the skills development and pipeline workforce in the region is available for Public Sector. 4. Develop a short to medium term development plan for the Tourism Sector that allows us to test and develop growth models.
<p>Why do we need to do it?</p> <p><i>To be informed by Well-being plan, Well-being and any other Assessments and Future Trends</i></p>	<p>Analysis from across the Cwm Taf region of its various sectors shows a heavy reliance on public sector and low value employment (defined in this Delivery Plan as being 'entry level employment' such as retail, social care and tourism sectors).</p> <p>Traditional economic development has always assumed that growth and sustainability will occur when there is a particular focus on one or two priorities such growth sectors such as education, enterprise, connectivity, promotion or tourism. However, it has been found that a long term strategy for a region like Cwm Taf needs to combine and sequence multiple interventions that are not in tension with one another but require careful integration.</p>

Cwm Taf Well-being Objectives – Strong Economy Delivery plan

	<p>Wards within the Cwm Taf region amongst the most economically deprived in the whole of the UK and addressing the needs of the residents from within these wards will be crucial if this Work Plan is to be judged as a success. Over many decades the region has experienced a cumulative loss of over 200,000 jobs. Much of the demand for entry-level tourism sector jobs comes from people that reside close to those businesses. Responding to this by strategically linking in with skills and development programmes will be socially and economically imperative.</p> <p>Improving skills is fundamental to increasing productivity, raising income levels and supporting increased labour market participation. Inextricably linked to the skills of the city-region, job creation is also a fundamental element of delivering better opportunities for everyone and improving the city-region economy.</p> <p>The Cwm Taf Well-being Assessment identified that the history and heritage, landscapes and buildings of Cwm Taf should be celebrated and used in the future. The landscape, buildings, natural environment and languages spoken in Cwm Taf are the things that help people feel like they belong and support well-being. The heritage of Cwm Taf can also bring economic benefits to the region through tourism and celebrations within local communities.</p> <p>There is a need to further understand the needs of tourism sector businesses across the Cwm Taf region and solidify a strategic approach to meet the need set by the sector. For instance, the sector employs staff on a seasonal basis with certain opportunities requiring specific qualifications or training. Through undertaking a joint Diagnostic Review exercise across the Cwm Taf region we will be able to ascertain the need of the sector (employment, training, enhancement, diversification etc.) and develop a strategic action plan where businesses are aligned to the right organisations that could potentially assist with employment, training and finance.</p> <p>Long term trends will be used to look at future job opportunities, especially in developing technologies, low carbon industries and care of older people, working with Valleys Task Force</p>
--	--

Cwm Taf Well-being Objectives – Strong Economy Delivery plan

<p>What difference will delivering this Objective make to the people and communities in Cwm Taf?</p>	<p>Benefits to Cwm Taf PSB:</p> <ul style="list-style-type: none"> • In depth view of the workforce of Cwm Taf PSB partners; • In depth view on the development need of visitor sector businesses; • Better understanding of employment opportunities across the sector (types of jobs, qualifications needed, seasonality of jobs etc.); and • View of types of training required by the sector which can be presented to and used by Cwm Taf Employment Programmes. <p>Benefits to Local People and Communities in Cwm Taf:</p> <ul style="list-style-type: none"> • Provide training / employment / volunteering opportunities for local people; • Build / develop individual confidence and capacity; and • Develop synergy and better awareness between local visitor economy businesses and local people. <p>Benefit to the Visitor Economy Businesses in Cwm Taf:</p> <ul style="list-style-type: none"> • Structured approach to collecting development need information for individual businesses; • Provide an opportunity for those businesses to send staff on training / site visits based on the general consensus of training requirements taken from the Cwm Taf Diagnostic Review exercise; and • Provide a platform where businesses can link directly with employment programmes that encompass banks of trained / qualified people looking for employment / volunteering opportunities.
<p>What are the quick wins that the Partnership can complete in the first year?</p>	<p><i>The quick wins are.....</i></p> <ol style="list-style-type: none"> 1. Strong alignment and support of the existing Workforce Development workstream, build on successes and seek to drive forward actions in conjunction with workstream members. 2. Agree a Cwm Taf Employability Pledge. 3. Joint Training Compendium for the Cwm Taf Public Sector. 4. Full Diagnostic Assessment of the Visitor Economy Businesses in Cwm Taf which will include stats, development needs and key data.

Cwm Taf Well-being Objectives – **Strong Economy Delivery plan**

<p>Who will be involved in contributing towards this Objective?</p> <p><i>This will include Cwm Taf PSB partners, people and communities, and new contributors who can help</i></p>	<p>Membership of the group working to deliver this objective will evolve as the approach develops. It is imagined that the initial group (first six months) will be quite small but then expand to include more partners, both from within the PSB and beyond.</p> <ul style="list-style-type: none"> • Merthyr Tydfil County Borough Council • Rhondda Cynon Taf County Borough Council • Cwm Taf PSB, in particular the Workforce Development Workstream • Brecon Beacons National Park Authority (BBNPA) • Natural Resources Wales (NRW) • Ten South East Wales Local Authorities (as part of the SE Wales DMG) • Schools and colleges delivering tourism courses • Visit Wales • Post 16 Training Providers • Various community groups / organisations and businesses • Welsh Government – Valleys Taskforce and Landscape Park • Cardiff Capital Region City Deal (Programme Board & Cabinet) • Private Business Representatives
<p>How does this Objective also contribute to the delivery of another Cwm Taf well-being objective?</p>	<p>The work of this objective complements other well-being objectives.</p> <p>We will use the two developing ‘Community Zones’ as new ways to target support and involve our communities will be trialled in these areas, particularly with Communities for Work+ and training opportunities being provided in and around the Hubs.</p> <p>The ongoing and planned work undertaken surrounding 'Active Travel' has a particular focus helping people stay fit and healthy for as long as possible, contributing to the second Well-being Objective of ‘healthy people’ as well as tackling loneliness and isolation through linking with local groups using and around the Taff Trail and other active transport routes.</p> <p>We will also be linking in with volunteering opportunities linked to schools, the Duke of Edinburgh and the Welsh Baccalaureate, the identify opportunities to develop skills needed now, and in the future, and how these can also contribute towards tackling loneliness and isolation.</p>

Cwm Taf Well-being Objectives – **Strong Economy Delivery plan**

<p>How does this Objective align with the delivery of other local or national plans or strategies?</p>	<p>This work strategically aligns itself a range of strategies and programmes, all of which have a positive effect on developing a strong economy and well-being. These are as follows:</p> <ul style="list-style-type: none"> • Prosperity for All • Well-being of Future Generations Act • Partnership for Growth Strategy (Visit Wales) • Growth & Competitiveness Repot (CCR City Deal) • South east Wales Regeneration Strategy • Our Valleys, Our Future (Valley's Task Force) • South East Wales Destination Investment Plan • Merthyr Tydfil Destination Management Plan 2016-18 • RCTCBC Destination Management Plan 2019-21
<p>How have you considered the Sustainable Development principles i.e. five ways of working in delivering this objective:</p> <ul style="list-style-type: none"> • Thinking and planning for the Long term • Preventing problems before they happen • Integrating with other strategies • Collaborating with others • Involving people and communities 	<p>Thinking long term, by tackling the source of the ‘wicked problems’ associated with the economy we can actively contribute to creating a stronger workforce, both now and in the future. Through identifying skills shortages and linking with training opportunities, we can look to ‘grow our own’ and prevent employment or skills gaps, and potential shortfalls in service provision. Investing in and developing our workforce will also boost the aspirations. We can also ensure that our current and future workforce is able to meet the evolving needs of our diverse citizens and visitors. We will also provide those living, working and visiting Cwm Taf to have more options for active and sustainable travel – the Well-being Assessment identified the opportunities to build on Cwm Taf’s potential as a premium cycling destination and the region has over 800km of public rights of way.</p> <p>By working together and integrating our approach we will collectively make a difference to the workforce of each PSB member, as well as the identified growth sector of tourism, and contribute towards the seven national well-being goals, as set out below. There is a natural link to the Capital City Region Deal and work of the Valleys Taskforce that we will be looking to capitalise on.</p> <p>In order to understand our workforce and our economy, we recognise that we need to work differently and actively seek to collaborate. We will be creating a steering group for this work based on the list of parties identified in collaborating on achieving this objective as listed above.</p> <p>The approach in involving local businesses and communities will support this work. The joint training compendium will help to identify gaps, both in terms of the workforce and</p>

Cwm Taf Well-being Objectives – **Strong Economy Delivery plan**

	<p>the training opportunities, and we will work with our communities and businesses to address these. We will work to understand the economic needs of our existing and potential workforce and labour market, with particular regards to language, culture and heritage.</p>
<p>How will work towards this Objective contribute towards the seven national well-being goals:</p> <ul style="list-style-type: none"> • A prosperous Wales • A resilient Wales • A healthier Wales • A more equal Wales • A Wales of more cohesive communities • A Wales of vibrant culture and thriving Welsh language • A globally responsible Wales 	<p>This approach, as set out in the Cwm Taf Well-being Plan will contribute towards a prosperous Wales as we are working to develop a skilled and well educated population in an economy which generates wealth and provides employment opportunities. Through working with PSB partners, particularly Natural Resources Wales, we will be protecting and promoting the beautiful natural landscape of Cwm Taf, improving access and facilities around the our extensive Rights of Way network. All of this will contribute towards a more resilient Wales.</p> <p>We know that being in employment, and feeling valued through workforce development, contributes towards better physical and mental well-being. Having a higher disposable income (GDHI) makes it easier for people making healthier choices. Along way promoting active travel and encouraging people to use the green spaces around Cwm Taf will contribute towards a healthier Wales.</p> <p>Developing the workforce across Cwm Taf and working closely with HE/FE and training providers across the region will help to enable people to fulfil their potential. Through stimulating and boosting the aspirations and skills of people to meet public and private sector career opportunities will contribute towards a more equal Wales.</p> <p>Working to create well-connected communities and build on the work of the City Deal will create cohesive communities, creating and improving access to employment opportunities across the region.</p> <p>Developing the growth area of tourism and use it as an approach for the private sector workforce development will promote and protect culture and heritage, contributing towards a Wales of vibrant culture and thriving Welsh language.</p> <p>Consistently promoting active travel and working to create more skilled jobs, linked to the capacity of our developed and future workforce within Cwm Taf, will result in fewer residents travelling outside of the area for employment and contribute to a globally responsible Wales.</p>

Cwm Taf Well-being Objectives – Strong Economy Delivery plan

Actions that will deliver this Objective

Actions (from first year plan)		Milestones		Delivery date	Lead
Ref	Description	Ref	Description		
3.1	<p>Stimulate and boost the aspirations and skills of our people to meet public and private sector career opportunities:</p> <p>Develop a repeatable Workforce Development model to address Workforce issues.</p> <p>Outcome: To develop future generations and create a more resilient and agile Public Sector Workforce for Cwm Taf strengthening this employment sector and a workable model of WFD to apply to other Sectors. E.g. Manufacture, tourism etc.</p>	3.1.1	<p>Cwm Taf SPB Workforce Plan & Recruitment</p> <p>This will present a baseline and overview analysis of one public sector at Cwm Taf, to identify the current workforce composition. It will identify the occupational groups that are in large demand and limited supply (<i>i.e. engineers, social workers, fire fighters, etc.</i>), and will help to predict future vacancy levels across the SPB.</p>	1 June 2019	Joanne Davies / Beth Winder (CTLHB)
		3.1.2	<p>Building an External Workforce : College & School Engagement</p> <p>The Public Sector is the largest employer within Cwm Taf. We will promote it as a sector of choice schools and colleges, through focus groups, school engagement, work placement opportunities and developing talent pipeline opportunities. This will ensure that the SPB has a skilled external labour market in place.</p>	1 June 2019	Paul Gray (TT)
		3.1.3	<p>Building an External Workforce : Employability</p> <p>The Cwm Taf Commitment Pledge will help to identify the numbers of job opportunities that will become available. The SPB will work with the National Training Federation Wales to maximise its investment on the apprenticeship levy to build employability skills and talent pipelines through shared apprenticeship programmes, internship, graduate, job trial opportunities.</p>	1 June 2019	Deb Ryan-Newton Maria Price (MTCBC)

Cwm Taf Well-being Objectives – **Strong Economy Delivery plan**

Actions (from first year plan)		Milestones		Delivery date	Lead
Ref	Description	Ref	Description		
		3.1.4	Building an Internal Workforce : Training The SPB training compendium will bring financial savings whilst increasing opportunities for training simultaneously. It will also support the consistency of Leadership and Management courses, and in ensuring that there are consistent arrangements to retain and develop Welsh Language Capacity.	1 June 2019	Deb Hughes (RCT)
		3.1.5	Building a Future Workforce : Retention The SPB is keen to build its relationship with Academi Wales, particularly with the graduate programme. This will assist in the development of a holistic approach to performance management and succession planning, encouraging colleagues to embrace change as an opportunity for continuous development.	1 June 2019	Fran Donnelly (MTCBC)
3.2	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: Undertake a full diagnostic assessment of the Visitor Economy Businesses in Cwm Taf, including statistics, development needs and key data.	3.2.1	Amalgamate recent STEAM figures for Merthyr Tydfil and RCT in order to fully understand the economic impact of tourism on the Cwm Taf economy.	Aug 2018	Ryan Barry (MTCBC) Ian Christopher (RCT)
		3.2.2	Mapping tourist 'hot spots' across Cwm Taf	Aug 2018	Ryan Barry (MTCBC) Ian Christopher (RCT)
		3.2.3	Full Diagnostic Review of hospitality provision (including business need) in Cwm Taf	Nov 2018	Ryan Barry (MTCBC) Ian Christopher (RCT)
		3.2.4	Full Diagnostic Review of accommodation provision (including business need) in Cwm Taf	Nov 2018	Ryan Barry (MTCBC) Ian Christopher (RCT)
		3.2.5	Undertake 'gap analysis' based on findings of the above, including identifying new partners or information sources	Nov 2018	Ryan Barry (MTCBC) Ian Christopher (RCT)

Cwm Taf Well-being Objectives – **Strong Economy Delivery plan**

Actions (from first year plan)		Milestones		Delivery date	Lead
Ref	Description	Ref	Description		
3.4	Align the employment and training needs of the sector to the Cwm Taf Employment Programmes in the respective local authority areas.	3.4.1	Undertake a mapping exercise of local Employment Programmes and providers	Sep 2018	Deb Ryan-Newton
		3.4.2	Compile the results of mapping exercise into a training compendium to be shared with staff	Dec 2018	Paul Gray
		3.4.3	Work with local businesses, providers and commissioning services to address any identified gaps in training requirements	Jan 2019	Paul Gray
		3.4.4	Look for opportunities for 'informal' upskilling through on- the-job training or corporate volunteering	Jan 2019	Deb Ryan-Newton
	Develop leisure/tourism as an employment and training opportunity	3.4.5	Liaise with schools and HE in Cwm Taf around opportunities for links between tourism courses and training opportunities	Feb 2019	Deb Ryan-Newton Paul Gray
		3.4.6	Explore links between 'suitable' volunteering for the Welsh Baccalaureate Qualification and leisure/tourism	Feb 2019	Deb Ryan-Newton Paul Gray
		3.4.7	Explore potential apprenticeships in the leisure and tourism sector	Feb 2019	Deb Ryan-Newton Paul Gray
		3.4.8	Create links with (corporate) marketing and communication teams to create a young person's guide to Cwm Taf promoted and shared through social media	Mar 2019	Deb Ryan-Newton Paul Gray

Cwm Taf Well-being Objectives – **Strong Economy Delivery plan**

Information that will help to monitor the delivery of this Objective

Quantitative Evidence – including Performance Indicators

PI ref	Local/ National	PI description	Direction of travel	Frequency	Responsible partner
	Local	Development of one Cwm Taf SPB workforce plan		Annually	MTCBC
	Local	Calculation of Training spend per head – pre and post training compendium		Annually	MTCBC
	Local	Predicted employee labour turnover across the partnership organisations aligned to the age profile		Annually	MTCBC
	Local	X40 accommodation providers assessed as part of the Cwm Taf Diagnostic Review process.		Annually	MTCBC
	Local	X12 key attractions assessed as part of the Cwm Taf Diagnostic Review process.		Annually	MTCBC
	Local	Growth in Tourism across Cwm Taf annually (utilising STEAM Figures)		Annually	MTCBC

Data and targets will be required for all identified Performance Indicators

Qualitative Evidence

Activity	What will/does it demonstrate?	When/how often will this be available?
7X2 New Destination Management Plans	Two new DMP's written which reference the importance of key stakeholders and regional working across the Cwm Taf and wider South East Wales regions.	Usually every three years
Cwm Taf Diagnostic Review Report on Accommodation Providers	Report outlining accommodation sector needs, stats, opportunities and training requirements	Annually
Cwm Taf Diagnostic Review Report on Attractions Providers	Report outlining attractions sector needs, stats, opportunities and training requirements	Annually
Tourism Training Plan / Compendium	Demonstrate the training need of the tourism sector based on the two Diagnostic Review exercises completed across the Cwm Taf region	Annually

Cwm Taf Well-being Objectives – **Strong Economy Delivery plan**

Risks that will affect the delivery of this Objective

Risk	Ref to existing action above, if relevant	Other mitigating actions if required
Participation and commitment of partners If tourism sector business don't immediately engage in the Diagnostic Review process then other alternatives / approaches may need to be considered If.....then.....	ALL	PSB to own Key officers from both local authorities engage with tourism sector businesses prior to the Diagnostic Review taking place.

Support required to progress this Objective, including any associated financial contributions

From PSB support Team	In respect of engagement/involvement	In respect of data or analyses
Support in making strategic links across Cwm Taf	To be discussed	Support in analysing data and developing various reports / plans.



Cwm Taf Well-being Objective 1 – Thriving Communities Delivery plan – Rhondda Fach and Gurnos

Well-being Objective 1	To promote safe, confident, strong and thriving communities improving the well-being of residents and visitors and building on our community assets
Lead Officer	Paul Mee
Immediate step: (strategic objectives)	<ol style="list-style-type: none"> 1. Develop Community Zones as an area or place based approach focussing on a preventative approach to support and improve outcomes for our areas with the greatest challenge. 2. Improve access to information and services through a single point of contact approach at the Community Hub within each Community Zones, joining up/integrating ‘one public service’. <p>= Communities to be positively engaged and empowered so they have a real say in the services they receive and how they are organised and delivered in their community together through a co-production approach</p> <ol style="list-style-type: none"> 3. Develop a joint evaluation framework across Cwm Taf to compare and contrast the models and their effectiveness to inform future developments.
<p>Why do we need to do it?</p> <p><i>To be informed by Well-being plan, Well-being and any other Assessments and Future Trends</i></p>	<p><i>The following plans and assessments highlight the need for Community Zones:</i></p> <p>Cwm Taf Well-being Plan</p> <p>The Cwm Taf Well-being plan was informed by the Well-being Assessment carried out with communities in Cwm Taf. Consequently, the plan places the development of Community Zones and Community Hubs as an action under Objective 1. This action will support the priority of ensuring consistent, timely and access to information, advice and assistance.</p> <p>Cwm Taf Social Services & Well-being Area Plan</p> <p>The two regional priorities outlined in the Cwm Taf Social Services & Wellbeing Area Plan are; <i>Integrated Services</i> and <i>Cross Cutting Priorities</i>, both of which were informed by the Population Needs Assessment. The development of Community Zones requires public</p>

	<p>services to work in a more joined up way and will tackle a number of the identified cross cutting priorities.</p> <p>The Community Safety Strategic Assessment</p> <p>The Community Safety Strategic Assessment outlined the need to improve service access and provision to reduce the impact of crime on our communities. The objectives of Community Zones will contribute to improving this priority area.</p>
<p>What difference will delivering this Objective make to the people and communities in Cwm Taf?</p>	<p><i>The Outcomes that will demonstrate a difference are.....</i></p> <ul style="list-style-type: none"> • Communities feel safe, happy and empowered • A Community that is engaged in determining how best to meet the needs of their community • Communities will be better connected to services - accessing the right services at the right time • A community that embraces opportunities in education, employment and training
<p>What are the quick wins that the Partnership can complete in the first year?</p>	<ol style="list-style-type: none"> 1. Establish Strategic and Local Governance arrangements across the Community Zones initiative. 2. In partnership with key agencies establish the model for Information Advice and Assistance Service within each Community Zone. 3. Establish a Neighbourhood Network model to ensure a co-production approach is embedded across each Community Zone. 4. Agree evaluation framework and lead external partner.

<p>Who will be involved in contributing towards this Objective?</p> <p><i>This will include Cwm Taf PSB partners, people and communities, and new contributors who can help</i></p>	<p>RCT, Fern Partnership, NRW, SWP, 3rd sector (Interlink), Health, the community</p> <p>MTCBC, Merthyr Valleys Homes, 3G's, 3rd Sector (VAMT), Health, the community</p>
<p>How does this Objective also contribute to the delivery of another Cwm Taf well-being objective?</p>	<p>This objective is cross cutting and links to all other objectives and as these action plans are developed it may be possible to pilot initiatives through the Community Zone model where appropriate.</p>
<p>How does this Objective align with the delivery of other local or national plans or strategies?</p>	<p>Children First, Tackling Poverty Strategy, City Deal, Social Services and Well-being Regional Partnership Board and Area Plan, Valleys Task Force, Corporate Plans.</p>
<p>How have you considered the Sustainable Development principles i.e. five ways of working in delivering this objective:</p> <ul style="list-style-type: none"> • Thinking and planning for the Long term • Preventing problems before they happen • Integrating with other strategies • Collaborating with others • Involving people and communities 	<p>Thinking long term, breaking the generations of residents affected by ACEs and their effects. Balancing short term community needs for the Hub with long term aspirations. Working with individuals, families and communities to prevent and mitigate ACEs Integrating the individual objective of Cwm Taf PSB's well-being plan with other identified objectives and cross cutting theme to maximise contribution to the seven well-being goals. Collaborating with established community groups, to develop and deliver services at the Community Hub as well as with identified PSB partners. Involving communities and neighbourhood networks at all stage of development and delivery.</p>
<p>How will work towards this Objective contribute towards the seven national well-being goals:</p> <ul style="list-style-type: none"> • A prosperous Wales • A resilient Wales • A healthier Wales • A more equal Wales • A Wales of more cohesive communities • A Wales of vibrant culture and thriving Welsh language • A globally responsible Wales 	<p>This proposal is consistent with the sustainable approach promoted by the Well-being of Future Generations (Wales) Act through the five ways of working:</p> <ul style="list-style-type: none"> • Long-term – each community hub will seek to achieve long term sustainable change in their community. • Prevention – this approach is a key element of the PSB's increased emphasis on early intervention and prevention. • Integration – this proposal contributes to a range of strategic priorities in an integrated and coherent approach. • Collaboration – intrinsic to this approach is collaboration with other public services and the third sector.

	<ul style="list-style-type: none">• Involvement – communities will be involved through a different approach to engagement and co-production. <p>This proposal makes a direct contribution to the seven national well-being goals, in particular a prosperous Wales, a resilient Wales, a healthier Wales and a Wales of cohesive communities.</p> <p>In addition to contributing to the well-being goals, this proposal will meet our commitment to the Welsh Government Children First initiative and contribute to the priorities in the Our Valleys, Our Future Delivery Plan.</p>
--	---

Actions that will deliver this Objective - **Upper Rhondda Fach**

Actions		Milestones		Delivery date	Lead
Ref	Description	Ref	Description		
1.1.1	<p>Develop Community Zones as an area or place based approach focussing on a preventative approach to support and improve outcomes for our areas with the greatest challenge.</p> <p>Outcome: Better service join-up to mitigate the impact of statutory interventions.</p>	1.1.1a	Create a Cwm Taf Strategic Group (Objective 1) along with Terms of Reference and governance structure	Completed	Paul Mee and Chris Hole
		1.1.1b	Engage with and feedback to the community in the identified area through an 'Our Community Matters Event' to identify what the community values and how things can be improved.	Completed	Chair of Cwm Taf Strategic Group (objective 1)
		1.1.1c	Identify a Hub in the pilot area acting as a single point of contact (SPOC) for those requiring information, advice, support and intervention.	Completed	Chair of Cwm Taf Strategic Group (objective 1)
		1.1.1d	Confirm Community Hub model and Anchor organisation	Completed	Chair of Cwm Taf Strategic Group (objective 1)
		1.1.1e	Create a Rhondda Fach Task and Finish group to produce the plans of Community Hub, delivery timeline and associated costs	Completed	Paul Mee
		1.1.1f	Identify from feedback from the community, key services to be delivered from the Hub, including well-being services e.g. Library, childcare, employment support	Completed	Chair of Cwm Taf Strategic Group (objective 1)
		1.1.1g	Deliver four consultation events with the community in both the proposed Hub building and the library with a focus on sharing the plan layouts and services that could be delivered by the Hub.	19 th February to the 19 th March 2018	RCT Consultation team, Claire Hutcheon, Wendy Edwards, Fern Partnership
		1.1.1h	Complete a 'spoke' mapping exercise of Rhondda Fach including buildings, services, networks, community groups and environmental and cultural assets.	April 2018-ongoing	Angharad Stephens with identified partners

Actions		Milestones		Delivery date	Lead
Ref	Description	Ref	Description		
		1.1.1i	Engage with the community through an 'Our Community Matters' event to allow residents to reflect on their community experiences, highlighting strengths and areas to develop.	17 th April 2018	Simon James
		1.1.1j	Produce and present a cabinet report for approval to develop community Hubs in RCT, specifically in the Rhondda Fach area, Ferndale Infant school.	19 th April 2018	Paul Mee
		1.1.1k	Arrange and attend a Theory of Change workshop facilitated by Welsh Government for all Cwm Taf strategic group members.	22 nd May 2018	Angharad Stephen
		1.1.1l	Produce a draft Theory of Change process in readiness to be jointly developed with the community	May 2018	Cwm Taf Strategic Group (objective 1)
		1.1.1m	Explore the accessibility of current services for individuals with Learning Disabilities in Rhondda Fach.	June 2018- Ongoing	Angharad Stephens/Nicola Sweet with identified community links
		1.1.1n	Develop and undertake a Theory of Change workshop with the community and undertake a baseline audit to monitor the success of the approach in the coming year.	19 th June 2018	Community Zone Task and Finish group with ICE support
		1.1.1o	Fern Partnership, as anchor organisation, to submit a funding business plan to Pen Y Cymoedd for match funding to develop the hub and zone	June 2018	Michelle - Fern Partnership
		1.1.1p	Review the membership and governance of the Cwm Taf Strategic group; create a Rhondda Fach implementation groups with Terms of Reference	June 2018	Chair of Cwm Taf Strategic Group (objective 1)

Actions		Milestones		Delivery date	Lead
Ref	Description	Ref	Description		
		1.1.1q	Establish the membership of the local Community Zone Implementation group with Terms of Reference	June 2018	Claire Hutcheon
		1.1.1r	Explore the membership of a Community Hub Management Board and required roles and representation	September 2018	Chair of Local Community Zone Implementation group
		1.1.1s	Explore the membership of a Community Steering Group for the area to support the development of Neighbourhood networks	September 2018	Chair of Local Community Zone Implementation group
		1.1.1t	Establish the Community Hub Management Board and required roles and representation	October 2018	Chair of Local Community Zone Implementation group
		1.1.1u	Establish the Community Steering Group for the area to support the development of Neighbourhood networks	October 2018	Chair of Local Community Zone Implementation group
		1.1.1v	Launch the opening of the Community Hub and Zone with the community	March 2019	The Community
1.1.2	Improve access to information and services through a single point of contact approach at the Community Hub within each Community Zones, joining up/integrating 'one public service'.	1.1.2a	Engage with the community through an 'Our Community Matters' event to explore access to information and services that have been identified through the mapping exercise.	September 2018	Chair of Local Community Zone Implementation group
	Outcome: Increase in ACE awareness in communities and workforces. Communities have access to the right information and support at the right time. Social prescribing arrangements in place.	1.1.2b	Promote and raise awareness of the services that could be accessed through the Community Zones/Hub, such as: <ul style="list-style-type: none"> • Social pre scribing • Intergenerational activities • Communities for Work plus programme, widening the eligibility criteria for support. • Digital inclusion and information literacy e.g. Digital Fridays and work clubs 	September 2018 - ongoing	Partners

Actions		Milestones		Delivery date	Lead
Ref	Description	Ref	Description		
			<ul style="list-style-type: none"> Childcare provision being offered from the Community Hub in response to identified need by the community Access to the Resilience Family Service 		
		1.1.2c	Raise awareness around the ACE agenda with the community.	September 2018- Ongoing	Chair of Local Community Zone Implementation group
		1.1.2d	Promote and raise the profile of online services such as the young person 'Wicid' website and DEWIS with a focus on information, advice and assistance.	September 2018 - ongoing	Chair of Local Community Zone Implementation group
		1.1.2e	Build capacity for providing the community with timely and accessible information, advice and assistance e.g. through upskilling volunteers/helpers and hub staff	September 2018 - ongoing	Chair of Local Community Zone Implementation group
		1.1.2f	Work with partners to provide health information and activities that promote people's wellbeing including supporting the GP book prescription scheme	September 2018 - ongoing	Chair of Local Community Zone Implementation group
		1.1.2g	Ensure that all relevant staff complete ACE training to build an ACE informed workforce	January 2019- Ongoing	Chair of Cwm Taf Strategic Group (objective 1)
1.1.3	Communities to be positively engaged and empowered so they have a real say in the services they receive and how they are organised and delivered in their community together through a co-production approach	1.1.3a	Work with the community to identify different methods of communication to ensure engagement is inclusive and accessible	June 2018- ongoing	Chair of Local Community Zone Implementation group
		1.1.3b	Work with the community to identify areas of concerns regarding anti-social behaviour and discuss potential solutions	August 2018	Chair of Local Community Zone Implementation group
	Outcome: Communities feel safer where they live and utilise community assets	1.1.3c	Pilot approaches to tackle ASB in identified areas	September 2018 - ongoing	Chair of Local Community Zone Implementation group

Actions		Milestones		Delivery date	Lead
Ref	Description	Ref	Description		
		1.1.3d	Explore with the community possible events that would bring the community together and help them to feel better connected e.g. Christmas party, Halloween, Bonfire Night.	September - ongoing	Chair of Rhondda Fach Community Steering group
		1.1.3e	Seek community views on the local green spaces and activities to gain a better understanding of what exists, used and needed	October 2018	Chair of Rhondda Fach Community Steering group
		1.1.3f	Complete a mapping exercise to identify the volunteering and 'helping' opportunities in Rhondda Fach	November 2018	Chair of Rhondda Fach Community Steering group
		1.1.3g	Promote the benefits of volunteering/helping and inspire people to engage with volunteering/helping opportunities	December 2019	Chair of Rhondda Fach Community Steering group
		1.1.3h	Identify with the community the skills and resources that they could provide as a volunteer/helper	December 2019	Chair of Rhondda Fach Community Steering group
		1.1.3i	Develop a volunteering training schedule	January 2019	Chair of Rhondda Fach Community Steering group
		1.1.3j	Link volunteering/helping opportunities to time banking and other reward schemes	January 2019	Chair of Rhondda Fach Community Steering group
1.1.4	Develop a joint evaluation framework across Cwm Taf to compare and contrast the models and their effectiveness to inform future developments.	1.1.4a	Complete an evaluation exercise with the community to gain base line data	June 2018	Chair of Local Community Zone Implementation Group
	Outcome: Explore/create evaluation framework's which will allow us to	1.1.4b	Complete a Theory Of Change exercise with partners and community	June 2018-ongoing	Chair of Local Community Zone Implementation Group

Actions		Milestones		Delivery date	Lead
Ref	Description	Ref	Description		
	measure the impact of Community Zones over the next 5 years.	1.1.4c	Confirm the performance indicators that will be reported on once the hub is established	September 2018-ongoing	Chair of Cwm Taf Strategic Group (objective 1)
		1.1.4d	Work with young people to capture the impact of Community Zones through film making.	September 2018-ongoing	Chair of Local Community Zone Implementation Group
		1.1.4e	Work with partners to explore and establish an evaluation framework to measure the impact of Community Zones	September 2018-ongoing	Chair of Cwm Taf Strategic Group (objective 1)
		1.1.4f	Complete the same evaluation exercise delivered in June, with the community in order to measure distance travelled	March 2019	Chair of Local Community Implementation Group
		1.1.4g	Case studies to be completed by the community to evidence the development and impact of neighbourhood networks	March 2019	The Community

Information that will help to monitor the delivery of this Objective

Quantitative Evidence – including Performance Indicators for the first year

PI ref	Local/ National	PI description	Direction of travel	Frequency	Responsible partner
	Local	Number of residents attending community engagement events	Increase	As event schedule	Local Community Implementation Group
	Local	Awareness and understanding of the role and work of the Hub (measures being developed around developing a baseline of what people understand of the approach)	Increase	As event schedule	Local Community Implementation Group
	Local	Visitor numbers to Ferndale Hub-specific pages on Our Cwm Taf	Increase	Available weekly	Cwm Taf PSB support team
	Local	Footfall at the Hub following launch	Increase		Fern Partnership / hub staff and volunteers
	Local	Measuring subjective well-being (short Warwick-Edinburgh scale) used to assess courses and sessions delivered in the Hub, once operational.	Increase	As course schedule	Fern Partnership / delivery staff
	National Survey for Wales	Percentage who feel they able to influence decisions affecting their local area (<i>#23 of National indicators for Wales</i>)	Increase	As updated	Cwm Taf Strategic Group (objective 1)
	National Survey for Wales	Percentage of people satisfied with their ability to get to / access the facilities they need (<i>#24 of National indicators for Wales</i>)	Increase	As updated	Cwm Taf Strategic Group (objective 1)
	National Survey for Wales	Percentage of people feeling safe at home, walking in the local area, and when travelling (<i>#25 of National indicators for Wales</i>)	Increase	As updated	Cwm Taf Strategic Group (objective 1)
	National Survey for Wales	Percentage of people satisfied with their local area as a place to live (<i>#26 of National indicators for Wales</i>)	Increase	As updated	Cwm Taf Strategic Group (objective 1)

	National Survey for Wales	Percentage of people agreeing that they belong to an area; that people from different background get on well together; and that people treat each other with respect (#27 of National indicators for Wales)	Increase	As updated	Cwm Taf Strategic Group (objective 1)
--	---------------------------	---	----------	------------	---------------------------------------

Data and targets will be required for all identified Performance Indicators

Qualitative Evidence

Activity	What will/does it demonstrate?	When/how often will this be available?
Mapping exercises	A better understanding of: <ul style="list-style-type: none"> • What assets exist and how they are used • What services exist, how they are used • What networks and groups exist, how they can be utilised and developed • Gaps in the above that can be addressed by the Community Hub and Zone 	Undertaken in preparation for launch and kept up-to-date
Case Studies completed by the community	Demonstrate the development of neighbourhood networks	Annually

Risks that will affect the delivery of this Objective

Risk	Ref to existing action above, if relevant	Other mitigating actions if required
If funding applications are not successful then the launch of the Hub may have to be pushed back, or the planned scale of delivered services reduced.	1.1.1n	Cwm Taf Strategic group (objective 1) and Objective lead to ensure support for Fern Partnership bid and have fall-back options based on available confirmed funding.
If neighbourhood networks are not set up and utilised then this will still feel like something being done 'for' the community, and not 'with' the community	1.1.1v	Ensure and arrange regular conversation and engagement opportunities as well as necessary consultation exercises. Look for opportunities to tap into existing groups. Look at alternative ways of engaging 'other' members of the community, e.g. social media and Our Cwm Taf.

If the community does not engage in the approach then the Hub will not be used		Deliver services from the Hub that the community says are needed and continuously look to promote the Hub as a single point of contact (SPOC). Explore the role of a local-based 'Hub Ambassador' or champion to promote the value of the Hub and be the community link.
--	--	---

Support required to progress this Objective, including any associated financial contributions

From PSB support Team	In respect of engagement/involvement	In respect of data or analyses
Representative to sit on the local implementation group	Assist in setting up and tapping into Neighbourhood Networks	Undertaking baseline data collection to assess how informed people feel about the Zones and Hubs
Support and help co-ordinate the community engagement events.	Community views work, linking with related projects and approaches, e.g. Valleys TaskForce and the listening project	Assist in creating and reporting local PIs to monitor the success and range of courses being delivered through the Hub
Provide accessible feedback to the community regarding the 'Our Community Matters' events	Support, promote and facilitate events.	
Develop and drive (with ICE) a Cwm Taf Communication Engagement Strategy to support awareness of the development of the Community Hub and Zone.		

_____ **Upper Rhondda Fach End** _____

Actions that will deliver this Objective - **Gurnos**

Actions (first year)		Milestones		Delivery date	Lead
Ref	Description	Ref	Description		
1.1.1	<p>Develop community zones as an area or place based approach focussing a preventative approach to support to improve outcomes for our areas with the greatest challenges.</p> <p><i>Outcome: Better public services that are joined up, efficient co-ordinated and located close to the point of need, irrespective of who is providing them</i></p>	1.1.1a	Create a Community Zone in the Gurnos – building identified, renovations underway	April 2018	MTCBC, MVH,
1.1.2		1.1.1b	Review approach to regional governance- governance agreed	May 2018	Strategic Implementation group
		1.1.1c	Co locate services into community hub- service re-located	June 2018	MTCBC/MVH
		1.1.1d	Agree Local Governance arrangements for the Community Hub ‘facility’ - Strategic Building Group Operational	June 2018	MVH
		1.1.1e	Develop Governance Structure for the ‘wider community zone’ approach across partners - Agreed by Partners and community	August 2018	MTCBC
		1.1.1f	Develop a Community Zone/ Gurnos Community Network ‘brand’ – with a marketing plan in place	July 2018	MTCBC
		1.1g	To identify the needs of vulnerable families residing in the Gurnos community zone - identify needs	August 2018	Cordis bright research
		1.1h	Develop “an ACE-informed” workforce across the community Zone - Schedule of training to be agreed	November 2018	Public Health
	Improve access to information and services through a single point of contact approach at the Community Hub within	1.1.2a	In partnership with key agencies establish the model for Information Advice and Assistance Service within the Community Zone.	July 2018	MTCBC/MVH

Actions (first year)		Milestones		Delivery date	Lead
Ref	Description	Ref	Description		
	<p>each Community Zones, joining up/integrating ‘one public service’.</p> <p><i>Outcome: Communities that can access timely and appropriate information, advice and assistance that enables them to improve or maintain their health and well-being.</i></p>	1.1.2b	Ensure IT access and infrastructure is in place for the community to access information within the hub Electronic Info points in place	May 2018	MTCBC / 3Gs
		1.1.2c	Agree contract with Voluntary partner to provide Information and advice from facility ‘SPOC’ approach - 3 sessions open to community	September 2018	MTCBC/CS
		1.1.2d	Explore with FF and CS the provision of IAA in the community hub ‘SPOC’ approach – 3 additional spaces open	September 2018	MTCBC
		1.1.2e	Agree how IAA model is extended to co-located services within the hub - 4 additional sessions available	September 2018	Lead; 3Gs Development Trust
		1.1.2f	Complete a mapping exercise of services and provision, and data, including building, services, networks, community groups, environmental and cultural - A map of provision and services in the area	July 2018	MVH /MTCBC
		1.1.2g	Establish and develop a range of specialist clinics for drop ins based upon community needs - Drop in take up	July 2018	
1.1.3	<p>Communities to be positively <i>engaged</i> and empowered so they have a real say in the services they receive and how they are organised and delivered in their community together through a <u>co-production</u> approach</p>	1.1.3a	Establish a Neighbourhood Network model to ensure a coproduction approach is embedded across the Community Zone	July 2018	MTCBC, 3Gs Development Trust, VAMT
		1.1.3b	Develop a Community Zone promotional campaign- to raise awareness of community zone, marketing plan and use of digital media	July 2018	MTCBC, 3Gs Development Trust, VAMT

Actions (first year)		Milestones		Delivery date	Lead
Ref	Description	Ref	Description		
	Outcome: communities feel safer where they live and utilise community assets.				
		1.1.3c	Establish and create a Neighbourhood Network - TOR's agreed and in place	July 2018	MTCBC, VAMT
		1.1.3d	Develop a robust annual community engagement and involvement action plan - 1 co-produced solution to local needs identified	August 2018	MTCBC, VAMT
1.1.4	Develop a joint evaluation framework across Cwm Taf to compare and contrast the models and their effectiveness to inform future developments.	1.1.4a	Complete a base lining exercise with the community	June 2018	Implementation group/Community Steering group
		1.1.4b	Complete a Theory Of Change exercise with partners and community	June 2018-ongoing	Implementation group/Community Steering group
		1.1.4c	Finalise the performance indicators for Community Zones	September 2018- ongoing	Implementation Group
		1.1.4d	Work with the community to capture the impact of Community Zones through case studies	September 2018- ongoing	Gurnos Community Zone Implementation Group
		1.1.4e	Work with partners to explore and establish an evaluation framework to measure the impact of Community Zones	September 2018- ongoing	Cwm Taf Strategic Group (objective 1)/Implementation Group

Actions (first year)		Milestones		Delivery date	Lead
Ref	Description	Ref	Description		
1.2.1	Work with our communities to provide consistent messages, links and signposting to community, public sector and business support within and close to communities.	1.2.1a	Proactively target and engage with individuals and families identified through vulnerability profiling and strengths based approach - Vulnerability profiling produced	April 19	MTCBC
		1.2.1b	Create a co-locating key services approach wrapped around the Gurnos - Key services signed up to an agreed approach	April 19	MTCBC
		1.2.1c	Explore and develop an Information Sharing Protocol for interventions with vulnerable families on Gurnos - Agreed ISP in place	June 2019	MTCBC
		1.2.1d	Establish and develop 'community connectors' to the wider community	April 2019	Lead; 3Gs Development Trust & VAMT
		1.2.1e	Identify and develop new support groups and volunteering opportunities within the Gurnos based upon identified and strategically agreed needs	May 2019	Lead; 3Gs Development Trust & VAMT
		1.2.1f	Through consultation, facilitate the development of community led services targeting - children, young people and vulnerable groups	April 2019	Lead; 3Gs Development Trust Members of the Gurnos Community Network

Information that will help to monitor the delivery of this Objective – Look to ‘How will we know we have achieved this’ on existing plan

Quantitative Evidence – including Performance Indicators

PI ref	Local/ National	PI description	Direction of travel	Frequency	Responsible partner
	Local	Number of residents engaged with community events	Increase	Event schedules	3Gs Foundation Group / Gurnos Community Zone Implementation Group
	Local	Number of residents accessing information, advice and assistance	Increase	Weekly	3Gs Foundation Group / Gurnos Community Zone Implementation Group
	Local	Footfall through the community hub	Increase	Weekly	3Gs Foundation Group / Gurnos Community Zone Implementation Group
	Local	Measuring well-being to assess courses and sessions delivered in the ‘Hub’	Increase	As course schedule	Gurnos Community Zone Implementation Group
	National Survey for Wales	Percentage who feel they able to influence decisions affecting their local area (#23 of National indicators for Wales)	Increase	As updated	Cwm Taf Strategic Group (objective 1)
	National Survey for Wales	Percentage of people satisfied with their ability to get to / access the facilities they need (#24 of National indicators for Wales)	Increase	As updated	Cwm Taf Strategic Group (objective 1)
	National Survey for Wales	Percentage of people feeling safe at home, walking in the local area, and when travelling (#25 of National indicators for Wales)	Increase	As updated	Cwm Taf Strategic Group (objective 1)
	National Survey for Wales	Percentage of people satisfied with their local area as a place to live (#26 of National indicators for Wales)	Increase	As updated	Cwm Taf Strategic Group (objective 1)
	National Survey for Wales	Percentage of people agreeing that they belong to an area; that people from different background get on well together; and that people treat each other with respect (#27 of National indicators for Wales)	Increase	As updated	Cwm Taf Strategic Group (objective 1)

Data and targets will be required for all identified Performance Indicators

Qualitative Evidence

Activity	What will/does it demonstrate?	When/how often will this be available?
Mapping exercise	A better awareness and understanding of; <ul style="list-style-type: none"> • Baseline data available at a local and regional level • Local needs • Provision and services are in the area and how they are used • Local networks/partnership and how they connect with the wider community • Gaps in provision and services locally 	Initial exercise to establish services/provision and baseline data, agreed schedule of refreshing the exercise thereafter

Risks that will affect the delivery of this Objective

Risk	Ref to existing action above, if relevant	Other mitigating actions if required
Community ‘buying’ into the approach - due to exit of CF programme in the area	1.1.3d	Ensure there is regular and sustained community ‘conversations’ and engagement sessions. Building strong relationships with the wider community and community connectors. Use local community partners to promote the value and use of the services and facility (SPOC)
Partners ability to change models and align to Community Zone and hub model	1.1.3c 1.1.2a 1.1.3a	Ensure the engagement of key strategic and operational partners into the process / approach. Mapping of services to identify gaps. Cordis bright evidence and vulnerability profiling to identify need and potential work streams

Support required to progress this Objective, including any associated financial contributions

From PSB support Team	In respect of engagement/involvement	In respect of data or analyses
-----------------------	--------------------------------------	--------------------------------

<p>To be a member of the local implementation group</p>	<p>To provide regular PSB regional updates To support the implementation of the local action plan Provide feedback on progress, and sharing good practice A 'critical friend' to the implementation group</p>	<p>Support the local mapping and setting of baseline data, local needs assessments and identifying gaps Analysis of regional data, and support analysis of local data</p>
<p>Support the coordination of community events</p>	<p>Supporting the strategic group to work with local groups and partnerships Supporting the promotion and value of the hub</p>	<p>Supporting the collection of data from established children first /community zones i.e. lessons learnt and effective measures used</p>