

DRAFT WELL-BEING OBJECTIVES FOR CWM TAF

Introduction:

Well-being is a balance between the resources we have and the challenges we face. Our well-being includes our physical and mental health as well as satisfaction in our lives. We engaged with our communities as part of our Well-being Assessment and also looked at local information and evidence of what works. These Objectives and Steps outline the plan for the next five years to improve well-being in Cwm Taf

Theme: Community Resilience and Well-being

Draft Objective 1:

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

What our Well-being Assessment told us:

Feeling part of, or like you belong to, a community makes a huge difference to well-being. Many communities in Cwm Taf have a very strong sense of community spirit. We have heard from many groups of people that want to make a difference to well-being but do not know where to start, which can be frustrating. Language, history, music, theatre, writing, dance, art, sport, festivals, media and politics are all part of the culture of Cwm Taf.

Buildings in our communities are a place for people to come together and get information. Across Cwm Taf, there have been successful instances of community groups taking over community buildings.

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

Volunteering is core to well-being. Volunteers are really important to community groups or businesses in Cwm Taf, while at the same time giving others the opportunity to get involved in their community and feeling as though they are a part of something.

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

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

Children's chances in life are strongly influenced by their experience during their early years. Children from poorer families don't do as well in education. In the longer term this affects their future employment and income prospects.

Steps:

What we will do

Short term (up to 5 years)

- 1. Develop Community Zones as a place based approach focussing support to improve outcomes for our residents with the greatest challenges.** With our communities, we will work to join up our services in the heart of our communities. Adverse childhood experiences (ACEs) can often lead to poor outcomes for our children and into adulthood. By working together we will provide training and skills to 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, to show how it will work. The Zones will be worked up with the local communities. Cwm Taf has been selected as one of the five Pioneers for “Children First” and any support offered by Welsh Government will be incorporated into the Community Zones approach in **years 1-2**
 - b. The learning from these communities will be used as the approach is rolled out across communities in Cwm Taf, with priority given to areas where there is greatest need. **Years 2-5**
- 2. To help increase volunteering in our communities.** Recognising that people want to feel a part of their community and many want to offer skills and connections, we will help to remove any barriers to volunteering and stand back when the community are growing their own success. This 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. Compiling a list of people interesting in volunteering, along with their specific interests, resources and skills. This will provide opportunities to children, young people as well as adults e.g. linking opportunities for young people doing the Welsh Baccalaureate or Duke of Edinburgh awards with local volunteering opportunities.
 - c. Advertise volunteering opportunities on behalf of community groups, third sector, public service organisations and businesses.
 - d. Help with the official parts of volunteering e.g. Disclosure and Barring Service (DBS) checks, advice on supervision and health and safety risk assessments.
 - e. Develop an award system to recognise and celebrate volunteering and its achievements in our communities.
- 3. Work with our communities to provide connections and signposting to community, public sector and business support within and close to communities** e.g. Our Cwm Taf, DEWIS, local community information boards, community hubs as part of Community Zones, physical signposting.
- 4. Work with and support communities who want to manage and improve their local environment.** People told us that they wanted to live in clean and safe environments. Across the valleys there are a growing number of

individuals and groups who want to use, manage and take ownership of their local open, green spaces. As well as bringing people together, this will improve mental and physical health, benefit wildlife, and bring a sense of ownership to places that can foster local pride and reduce crime and anti social behaviour. We will encourage and support this by:

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

Medium Term (up to 10 years)

- **An integrated network of community volunteers and public services with ACE informed and thriving communities**
- **Safe and pleasant environments and green spaces, where people are proud to live and participate**

Long Term(10 – 30 years)

- **The integrated network designing services to meet the aspirations of residents and visitors.**

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

Draft Objective 2:

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

What our Well-being Assessment told us:

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

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

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

Language, history, music, theatre, writing, dance, art, sport, festivals, media and politics are all part of the culture of Cwm Taf. If we are thinking about belonging to a community, this is a good place to start. Community spirit connects people, makes them happy and improves well-being and culture is at the heart of this. The landscape, buildings, natural environment and languages spoken in Cwm Taf are the things that help people feel like they belong, which has a positive effect on happiness and well-being.

Steps:

What we will do:

Short term (up to 5 years)

1. **To target our support in the areas with the biggest challenges, working with our communities to make sure everyone has the best chance to live long and happy lives.** Preventing things before they happen makes the best sense, but if we cannot prevent them we will act early to help improve and stop things getting worse. There are some areas where this approach has an even better effect:
 - a. In the early years and especially the first 1000 days from pregnancy to age two years, is the most important time of development. Together with parents, parents to be and child care providers, we can help provide the best environment for our children to have a great start in life. This is an approach which can help our youngest people have the best outcomes in life. ACE collective support to prevent poorer outcomes in later life – partnership approach, community training in ACEs and good parenting
 - b. In Community Zones we can work together to help overcome the challenges facing people, including help to gain skills, services, link to local jobs or volunteering opportunities or participate in local activities. Working with our communities and pulling together our services we can help get the right support to the right people at the right time.
 - c. 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 in involved in our communities. Being active, involved and enjoying healthy lives helps us live longer.
2. **To work together as public services and with our communities to reduce levels of obesity.** As levels of obesity in children and adults are rising in Cwm Taf it is having a bad effect on our health, both physical and mental. There are many causes including poor access to healthy food, low levels of physical activity, easy access to fast food, reliance on cars, comfort eating due to bad experiences and low incomes to name but a few. There is no simple answer, so we need to work together to improve. Ways we can work together include:
 - a. Making sure there are safe routes to schools, community venues, the outdoor environment and Metro stops 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, walking routes in every community.
- c. Improving menus in public 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.

3. **Promote healthy lifestyles through the “One More Healthy Behaviour” approach with all staff and service users.** The five healthy behaviours are:

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

We will:

- 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. We will support our staff to improve healthy behaviours with healthy workplaces and by supporting volunteering.
- b. **Promote healthy behaviours with service users.** Our service users are the our population. We will promote and support our community to take advantage of local opportunities and support services in a coordinated way, providing reliable information, signposting and access to services.

Medium Term (up to 10 years)

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

Long Term(10 – 30 years)

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

Theme: Economy and Infrastructure (principle of sustainable development)

Draft Objective 3:

To grow a resilient local economy with infrastructure that attracts people to live, work and play in Cwm Taf.

What our Well-being Assessment told us:

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

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

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

Large areas of Cwm Taf are publicly owned and managed. Many of our green spaces, especially forests and woodlands, are located close to communities, which means opportunities for public service organisations, businesses and communities to work together to make the most of these spaces.

Using footpaths or cycle paths to get around means that people are able to get to places they might otherwise not be able to get to, to take part in activities or work there, it also help to keep pollution down, make people more active and help keep them healthy.

Steps:

What we will do:

Short term (up to 5 years)

1. **To maximise the investment and return opportunities of the £1.229 billion City Deal 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. The development of the Metro as an integrated, sustainable and active travel network across the region using a combination of heavy rail (modern diesel and electric), light rail (or tram), rapid bus and active travel connections. The metro will have a single ticket across modes of transport and a minimum of four, up to 12, connections per hour, faster journey times delivering a “turn up and go” network. Public Services Board opportunities include:
 - a. Maximise the opportunities to deliver regeneration in areas served by the Metro:
 - i. Public sector land/property asset management to identify opportunities for development/joint use close to Metro stops.
 - ii. Support for innovators, entrepreneurs, small businesses, social enterprises as well as the innovation, information and communication technologies.

b. Coordinated approach to sustainable land planning, economic and housing development across the region, reducing congestion and associated pollution, maximising redevelopment of brown field sites and limiting green field development

2. Growth and promotion of tourism using the assets of our beautiful natural environment, heritage and culture for the health, prosperity and benefit of the whole community. Areas for development include:

- a. Cycling and mountain biking networks and centres¹ and links to the Brecon Beacons National Park
- b. Asset mapping cultural and heritage sites and buildings by local historians, community stewards and volunteers
- c. Walking routes from every town and village centre with colour coded routes of different lengths and intensity, again, supported by local historians, community stewardship and volunteers to include points of interest and creativity.
- 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, locally produced produce and gifts, regenerating town centres. This will include a joint approach to tackling negative aspects such as homelessness, drug equipment and antisocial behaviour and is closely linked with Objective 1.4

3. Stimulate and boost the aspirations of our people:

- a. Promote the advantages of the use of the Welsh language and bilingualism in gaining skilled employment across sectors in Wales.
- b. Through Community Zones and employability programmes, provide a gateway to skills, experience and 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 - 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
- f.

4. Develop the Cwm Taf Public Service Apprentice, Graduate and Opportunity Scheme in response to an integrated public service workforce planning strategy. Recognising the skills shortages in many of our public services now and as our population ages there are opportunities to “Grow our own” by targeting training for adults and young people in areas such as nursing, health and care support, social work, foster care, medicine and allied health professionals. There is also an opportunity for generic public service apprenticeships providing placements in partner organisation to build

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

the future workforce. In addition, citizens may wish to take on a number of different roles across public services with coordination and support.

- 5. Further explore the opportunities for sustainable housing and renewable energy developments with associated community funds.** This could include:
 - a. Targeting and expansion of services to address fuel poverty including community energy schemes and home insulation. Community Zones can be used as a hub to target support and signpost community members.
 - b. Support for the expansion 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.
- 6. Develop and deliver a Valleys Marketing Plan, promoting our Valleys as a place to live, work and play.** A coordinated approach to promoting all the opportunities in this Well-being objective

Medium Term (up to 10 years)

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

Long Term(10 – 30 years)

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

NEXT STEPS

The draft well-being objectives were approved by Public Services Board on 28th June, 2017 and will be developed over the coming months (July to December 2017), by engaging and consulting in various ways with our communities and stakeholders, including the Future Generations Commissioner.

Key to this will be extensive engagement on the objectives themselves and more importantly, the factors that will determine the steps to achieve them e.g. ideas, feasibility and potential measures/interventions.

The Draft Objectives and steps will be shared with different groups, in appropriate formats, to encourage engagement, understanding and long term visioning for and with our communities. A range of engagement methods will be used including workshops, public events, Our Cwm Taf portal, surveys, social media, community

groups and other fora. In addition there will be a launch event, with representatives from a range of stakeholders, who will be engaged to take the draft Objectives to their organisations and groups and feedback.

The initial engagement over the summer months will inform the redraft that will be need to be approved by Public Services Board in September ahead of the statutory consultation period.