

Well-being Plan



BWRDD GWASANAETHAU CYHOEDDUS  
**Blaenau Gwent**  
PUBLIC SERVICES BOARD

# The Blaenau Gwent We Want

2018-2023





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# Blaenau Gwent Well-being Plan



## “The Blaenau Gwent We Want”

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### Policy, Partnerships & Engagement

Blaenau Gwent County Borough Council  
Municipal Offices  
Civic Centre  
Ebbw Vale  
Blaenau Gwent  
NP23 6XB

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**Disclaimer:** This plan has been produced and published under the requirements of the Well-being of Future Generations (Wales) Act 2015. This published document is part of an on-going approach to improve well-being in Blaenau Gwent, and as a consequence it will be updated as appropriate.

The most up to date version of this document is available on the PSB website:  
<http://www.blaenaugwentpsb.org.uk>



**Mae'r ddogfen hon ar gael yn Gymraeg**  
This document is available in Welsh





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# Blaenau Gwent Public Services Board Partners



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## Foreword

As Chair of Blaenau Gwent's Public Services Board (PSB), I am pleased to introduce you to Blaenau Gwent's Well-being Plan 'The Blaenau Gwent We Want'.

Blaenau Gwent's Public Services Board was established in April 2016, under the Well-being of Future Generations Act. It brings together a range of public sector organisations with a focus on improving the well-being of the area.

Building on the findings of Blaenau Gwent's Well-being Assessment and the Blaenau Gwent We Want Engagement Programme, five local well-being objectives have been developed which sets out the direction for action and agenda for change over the next five years.

The well-being plan belongs to everyone. It is ambitious, and will require public service organisations to work in new ways, together with communities and stakeholders. The plan looks to drive significant change which will transform the area and will have wide positive impacts on the well-being of Blaenau Gwent's current and future generations.

We also invite you to take the time to be part of delivering the plan as we realise that everyone has an important role to play in improving well-being.

On behalf of the Public Services Board, we look forward to working with you, so together we can create the Blaenau Gwent We Want.

Councillor Nigel Daniels

**Chair of Blaenau Gwent Public Services Board**  
**Leader of Blaenau Gwent County Borough Council**



# Our Area

A profile of Blaenau Gwent

## Blaenau Gwent as a place

Blaenau Gwent is a place of heritage and dramatic change, with a sense of its past but its eyes firmly on the future. It is relatively small geographically, being at most 15 miles north to south, and 8 miles east to west. It is defined physically by high hillsides dividing the three main valleys. These valleys are home to towns and villages which seem to merge together into one. However, each community proudly maintains its own character and traditions.

Although the towns give the county borough a busy, urban feel, Blaenau Gwent is actually a largely rural area. Wherever you are, beautiful countryside is never far away.

## A short history

Before the early 1800s, the area that is now Blaenau Gwent was a quiet, rural area dominated by tiny villages and farmland. Welsh was the only language, and English was little understood.

The start of the industrial revolution sparked transformational change as people looked to take advantage of the plentiful supply of resources that could be found. In the first instance this took the form of ironworks, quickly followed by coal mining and steel making.

As the industries grew, so did the demand for labour and the population of Blaenau Gwent grew remarkably. Between the early 19th and early 20th century the population rose from around 1,200 to well over 120,000.

As our communities thrived, so did the need for services required to deal with this social and cultural explosion, examples being education, health, shops and leisure opportunities. This led to the growth of a network of communities and neighbourhoods, which make up the towns and neighbourhoods that we know today.

The strong commitment to social justice and a solid work ethic in Blaenau Gwent is demonstrated by campaigns for improvements in standards of living. Examples of this include the first ever board of health which marks Blaenau Gwent as the birthplace of the NHS, campaigns for electoral reform, abolition of company-run shops, and reductions in working hours, many of which still influence the way people live their lives today. The community spirit which is a lasting legacy of these achievements is alive and well today and is a recurring theme in this plan, as you will see.

## Present day Blaenau Gwent

The period from the late 1980s saw the formation of Blaenau Gwent as it is known today. In 1996 it changed from a district of Gwent County to a county borough council, following local government reorganisation.

In the last 20 years the people of Blaenau Gwent have faced challenges including the closure of coal mines in the 1980s and the closure of Ebbw Vale Steelworks in 2002, leading to huge job losses.

This is highlighted by a 5% reduction in the population between 1991 and 2011. This is in contrast to Wales overall which has seen a 4% increase. Currently, 49% of Blaenau Gwent working residents commute outside the borough to work and commuting distances have increased.

We cannot underestimate the effect of these issues. Even so, in the last 20 years the area has seen significant structural and environment improvement, following major levels of capital investment, and the greening of our valleys as nature recovers from the long-term scarring caused through our historical industries. In an attempt to reduce the effect of pit and steelwork closures, significant effort has been geared to re-focusing towards the manufacturing and services industry, which now makes up a significant part of the local economy.



The Blaenau Gwent Well-being Assessment, published in May 2017, also provides a more detailed picture of local well-being.

## Easy ways for you to improve your well-being

If you are interested in improving your well-being below are five ideas you could consider doing.

- 

**1. Take a walk.**  
Why not get out and about in one of our many parks, forests, or areas of natural beauty.
- 

**2. Join a local club or group.**  
Invest some of your time in something you enjoy doing, or have always wanted to do.
- 

**3. Talk to your neighbours.**  
Take some time to connect with people, especially if you know they don't get out much.
- 

**4. Learn something new.**  
Keep your mind healthy by doing new things. Try a class, read a book or explore the internet.
- 

**5. Volunteer.**  
Give something back by volunteering in things you are passionate about.

## Well-being across the whole life-course

Our well-being plan is for everyone. Using a whole life-course approach we will look to maximise the well-being of local people and communities of all ages, from the conception of an embryo right the way through to later stages in life and becoming elderly. The diagram shows how we will achieve this through delivery of our 5 well-being objectives.



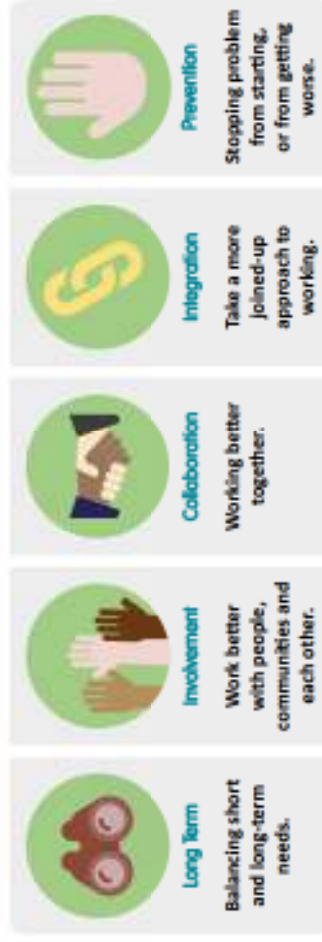
Further information is provided in supporting documents to this plan.

## Introduction

Blaenau Gwent Public Services Board was established in April 2016 as part of the Well-being of Future Generations Act 2015 ("the Act"). It is a partnership of key public bodies who by working together have a huge responsibility to create a place we want to live now and in the future.

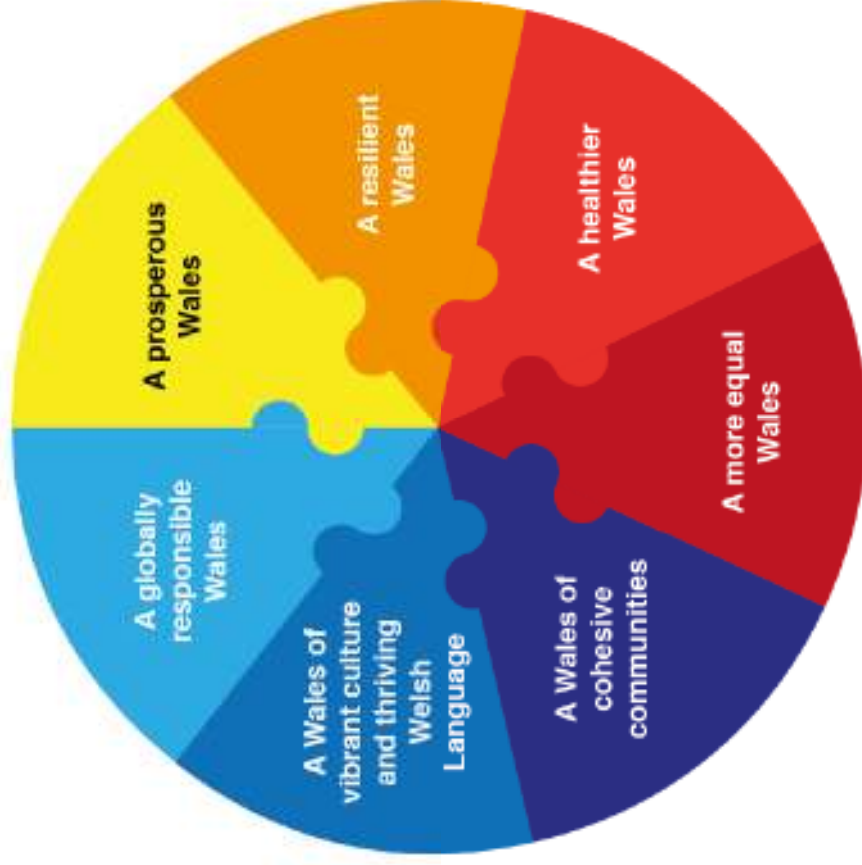
The Act is a ground-breaking piece of legislation which aims to improve the social, economic, environmental and cultural well-being of Wales. The vision of this legislation is expressed in the seven National well-being goals pictured opposite.

The Act also puts a duty on public bodies to apply the sustainable development principle which states they 'must meet the needs of the present without compromising the ability of future generations to meet their own needs'. The sustainable development principle is made up of the following five ways of working, pictured below:



## National Well-being Goals for Wales

The seven well-being goals set out the kind of Wales we want to see, now and in the future. Together they provide a shared vision for Public Services Boards to work towards...



Please refer to Welsh Government's The Essentials Guide for further information on the Well-being of Future Generations (Wales) Act 2015.

As Blaenau Gwent's Public Services Board, we recognise the opportunity this legislation presents to do things differently. This means Public Services Board partner organisations working towards the same shared, ambitious vision. A vision shaped by what the evidence tells us, what the people of the area tell us, what we believe we can achieve with determination, and by embracing the five ways of working.

This document is the result of the Public Services Board's work to develop a coherent plan for delivering well-being. As part of this plan we have prioritised five key well-being objectives, to take forward, in order to bring about positive changes for local people and communities.

**Further information is provided in supporting documents to this plan.**

## Our Well-being Objectives for 2018 to 2023

<b>1</b>	<b>Blaenau Gwent wants everyone to have the best start in life...</b>	Ensuring early years of future generations are healthy, happy, free from harm and ready to succeed.
<b>2</b>	<b>Blaenau Gwent wants safe and friendly communities...</b>	Creating safer communities, where people feel safe and have good social connections, are socially responsible and have a good cultural life.
<b>3</b>	<b>Blaenau Gwent wants to look after and protect its natural environments...</b>	Creating a vibrant area that lives in harmony with its natural environments, using resources in a fair and sustainable way.
<b>4</b>	<b>Blaenau Gwent wants to forge new pathways to prosperity...</b>	A place where people thrive and achieve their full learning and lifelong potential.
<b>5</b>	<b>Blaenau Gwent wants to encourage and enable people to make healthy lifestyle choices in the places that they live, learn, work and play.</b>	A place where people live longer with better health, a place where healthy behaviours is the 'norm'.

**Further information is provided in supporting documents to this plan.**

Each well-being objectives is important, and of equal status. All five of the well-being objectives are connected, and must be considered collectively, if we are to successfully improve the well-being of the area and maximise the areas contribution towards achieving the National Well-being Goals.

Focusing our work on five key areas will enable the Public Services Board to ensure it is able to maximise the use of its finite resources. Allowing us to focus our efforts effectively, in order to bring about change and to deliver the biggest impact we can on the areas well-being. We recognise we will not be able to solve every problem, but by working better together with existing local, regional and national partnerships we will be able to achieve more and deliver better outcomes for the area.

**Further information is provided in supporting documents to this plan.**

Our well-being plan is a long-term plan which sets out the long-term vision for the area over the next 35 years. It will be divided into medium-term delivery phases of five year periods, with the initial phase to be launched in May 2018 to May 2023. During each delivery phase, we will regularly monitor and review progress and will be held accountable for our commitments in-line with the duties of the Act.

**Further information is provided in supporting documents to this plan.**



These five well-being objectives have been developed building on evidence from Blaenau Gwent's Well-being Assessment, citizen insight from the Blaenau Gwent We Want Engagement Programme, and also professional expertise provided by Public Services Board partners and wider stakeholders.



## Section overview

The document is divided into five main sections that provide key information for each of Blaenau Gwent's well-being objectives. Each main section is divided into the following sub-sections:

1	Overview	Sets the scene and provides an introduction to the well-being objective.
2	What people have told us?	Highlights what people told us during the Blaenau Gwent We Want Engagement Programme.
3	Why is this important?	Says why this well-being objective is important for the area, outlining some of the key headline statistics and where possible the consideration of future trends.
4	What difference do we want to make?	Outlines the wide positive impacts on well-being we are seeking to achieve for current and future generations.
5	How will we deliver?	Provides an overview of intended steps for delivery across the whole well-being plan. Outlines further information on what the intended steps for delivery are against each of the well-being objectives over the short, medium and long term. Highlights evidence-based case study examples to demonstrate what action could look like, where possible.
6	What are the other benefits?	Highlights wider economic, social, cultural and environmental well-being benefits that the intended steps for delivery looks to achieve.



Blaenau Gwent Wants...

# The Best Start in Life for Everyone

## Blaenau Gwent wants Everyone to have the Best Start in Life...

### Overview

Early childhood is a critical stage in life that can determine much of a person's future well-being. Over the course of the first 1000 days (from conception to the second birthday) a child develops behaviours, and the ability to think and reason as part of their cognitive development. This sets the stage for lifelong health, learning and achievement, to relationships (including family life) and what is passed on to future generations.

The delivery of early year's services can be cost effective as they can deliver improved outcomes for children, young people and families which create healthier and happier communities. There are also opportunities for children to be able to grow, play and learn in a healthy and safe environment which we will seek to maximise.

However, making sure everyone has equal access to the right services and support, at the right time, is critical if public service organisations are to maximise the opportunities for current and future generations to prosper. Work to support this is already going on through existing interventions and initiatives. We intend to help maximise impact, increase collaboration and where appropriate, develop new ways of working through this plan.



Types of services available to support the best start in life includes breastfeeding, oral health, vaccination uptake, parenting support, reducing smoking and alcohol intake during pregnancy and safeguarding.

### What have people told us?

During the Blaenau Gwent We Want Engagement Programme people recognised that giving children the best start in life was a key challenge that needed specific support, particularly given that Blaenau Gwent was a deprived area. Many felt that this was the most important thing to get right and that improvements here would have a positive impact on most of our other priorities.

The top three issues people told us about were:

**(21%)**

Activities for Children  
& Young People

**(11%)**

Educating /  
Raising awareness

**(9%)**

Support

"Need more things for children to do to keep them from trouble"

"Substance misuse epidemic across the area"

"Not every parent can help: some can't read or write themselves. Some children don't have stories read to them"

Further information is provided in supporting documents to this plan.

## Why is this important?

Ensuring everyone has the best start in life is important as it has a wide reaching impact across each of the well-being objectives and National Well-being Goals. The cost of the 'worst start in life' on public services is extremely high. Yet investing in early years could help achieve a saving of £72 billion (over 20 years), across Wales by preventing key associated issues.

There are a number of issues facing Blaenau Gwent's children, young people and families. For example, as an area of high deprivation it has the highest percentage of its sub-wards (23.4%) in the most deprived 10% in Wales.

Future trends research suggests that relative child poverty is projected to significantly rise from 29% (2014-15) to 36% in 2021-22, across Wales. However, Blaenau Gwent's current level is already at 35%.

Key to the delivery of this well-being objective is looking to tackle childhood poverty (including in-work poverty). Evidence shows this can have a positive impact on the quality of overall family life, leading to better educational attainment, better health, increased life expectancy and positive outcomes for the communities in which they live.



Further information can be found in Blaenau Gwent's Well-being Assessment and Welsh Government's Future Trends in Wales Report 2017.

## What are the other benefits?

Ensuring everyone has the best start in life has the potential to bring wide benefits to other areas of well-being. For example, children, young people and families will be more economically and socially resilient and will be able to effectively contribute to the culture and vibrancy of the area. Investing in early years will lead to safe, confident communities who utilise their environments to explore, develop and learn.



Further information is provided in supporting documents to this plan.

# How will we deliver Best Start in Life for Everyone?

Some of the key steps Public Services Board will take in order to meet this objective includes:

- Understand more about our early years services, including their quality and where the gaps are;
- Develop an early year's road-map that guides families towards the right support;
- Ensure public services are Adverse Childhood Experiences ready
- Explore how well-being hubs can help give children the best start in life





Blaenau Gwent Wants...

# Safe and Friendly Communities

## Blaenau Gwent wants Safe and Friendly Communities...

### Overview

Blaenau Gwent has strong community assets and a sense of self. Social, physical and digital networks are important to people as they help contribute to safer, more friendly and connected communities.

The area has a good range of community facilities ranging including parks, community centres, institutes, learning action centres, libraries, leisure centres, cinemas and theatres and museums.

We are proud of our cultural heritage and natural environment and will work in partnership to protect, conserve and enhance them.

The Public Services Board also recognise that there are community safety issues which can only be tackled in partnership. Therefore, developing a programme of action to tackle crime and anti-social behaviour, domestic abuse and substance misuse (drugs and alcohol) and preventing extremism, as well as providing support to vulnerable people and communities is critical. Work on these areas is already going on through existing interventions and initiatives. We intend to help maximise impact, increase collaboration and where appropriate, develop new ways of working through this plan.

Blaenau Gwent wants to have safe and friendly communities, now and for future generations. Using a 'whole place' approach, the Public Services Board will preserve, protect and enhance Blaenau Gwent's cultural heritage, natural environments, and will support thriving and vibrant settlements and new developments. We will develop a more equal partnership with citizens and communities, empowering and mobilising people to support change and take ownership and responsibility for where they live and work.

This objective will also focus on tackling key community safety issues and aims to bring change over a sustained period of time.



By tackling harmful behaviours such as grass fires, illegal off-road vehicle use, littering and fly tipping we can maintain the natural rugged beauty of our valleys and a strong sense of identity which impacts positively on those who visit, work and live here.

## What have people told us?

During the **Blaenau Gwent We Want Engagement Programme** some people told us they thought there is low levels of pride in the area. To combat this people said that there should be more activities available and advertised, where people can get to know one another to help reduce levels of isolation.

People told us **transport** in the area is not adequate enough and can lead to isolation and missed opportunities. We also recognise that isolation can lead to **poor mental health** including depression and anxiety which should be supported to improve overall mental health.

People also told us they wanted more police on the streets, as they felt that this would lower **Anti-Social Behaviour (ASB)**, and help them feel safer, particularly in town centres.

**Substance misuse** was also seen as a particular problem for Blaenau Gwent with drug taking apparent in town centres and local parks.

The top three issues people told us about were:

**(29%)**

Police presence

**(14%)**

ASB/Vandalism

**(8%)**

Activities for Children & Young People

"Skate parks are for skating. not drug taking"

"Drugs are rife in the area"

"Intimidating environment in town centres for young people"

Further information is provided in supporting documents to this plan.

## Why is this important?

Creating safe and friendly communities can have a substantial impact on social, cultural, economic and environmental well-being.

People in Blaenau Gwent report 70.96 crimes to the police per every thousand people. This is above the Gwent average of 68.33. There continues to be a long term fall in the amount of anti-social behaviour reported to the police, although this may be because some of these incidents are now recorded in a different way. The numbers of people who report domestic abuse to the police has risen, and 14% of all reported domestic abuse incidents in Gwent are reported in Blaenau Gwent.

With domestic abuse being one of the Adverse Childhood Experiences (ACEs), we recognise how ACEs affect the well-being of children, young people and families.

Just over half of people living in Blaenau Gwent think it is safe for children to play outside (51%), indicating that just under half of the population perceives that it is not safe for children to play outdoors.

Furthermore, it's estimated that by 2035 those aged 65 and over will make up 23% of the total U.K. population.

Older people already currently make up 25% of Blaenau Gwent's population, with this trend set to increase. Ensuring older people feel secure and connected is an important focus for us. Currently 47% of people aged 65 and over say they did feel part of their local community; 20% said they did 'sometimes', and 20% said they did not.



Further information can be found in Blaenau Gwent's Well-being Assessment and Welsh Government's Future Trends in Wales Report 2017.

## What are the other benefits?

Ensuring everyone has the best start in life has the potential to bring wide benefits to other areas of well-being. For example, children, young people and families will be more economically and socially resilient and will be able to effectively contribute to the culture and vibrancy of the area. Investing in early years will lead to safe, confident communities who utilise their environments to explore, develop and learn.



Further information is provided in supporting documents to this plan.

# How will we deliver Safe and Friendly Communities?

Some of the key steps Public Services Board will take in order to meet this objective includes:

- Use the skills, experiences and resources of local people to create strong, connected communities
- Develop area based approaches responding to community safety issues
- Create Age Friendly Communities







Blaenau Gwent Wants...

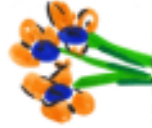
# To Look After and Protect the Environment

## Blaenau Gwent wants to look after and protect its environment...

### Overview

Our environment is much more central to our day to day well-being than we may realise. It is the places we live, work and learn, the streets we walk down and the countryside that surrounds us. It is the places we visit for enjoyment and recreation, and it provides employment.

To look after and protect our environment there are challenges including climate change and the loss of natural habitats that we must address. To do that we must improve our urban green spaces walk and cycle more recycle more and look after the land in a sustainable way



"WE HAVE ADAPTED  
(COMMON LAND &  
PLANTED FLOWERS  
TO MAKE IT LOOK A  
NICE



Loss litter  
on the streets 

OUR NATURAL  
ENVIRONMENT  
'IT TAKES WORK  
'BUT NOT  
MUCH



We rely on the environment for "ecosystems services" which are the air we breathe, the clean water we drink, the food we eat, and the energy that heats our homes.

### What have people told us?

During the Blaenau Gwent We Want Engagement Programme, people told us that they treasure the natural assets Blaenau Gwent has. A picture emerged of an area that people are proud of but also want to see it taken better care of.

There is a real desire to see that communities are kept clean, tidy and useable. Many suggested taking more action to protect the environment and make the area a better place to live, work and attract more visitors to the area through tourism.

The top three issues people told us about were:

**(39%)**

Clean, tidy area

"We have a great history in BG. Attract and invest in tourism"

**(14%)**

Waste & recycling

"Support people to make homes more environmentally friendly"

**(10%)**

Preserving

"Lack of respect for the environment – pick your litter up!"

Further information is provided in supporting documents to this plan.

### Why is this important?

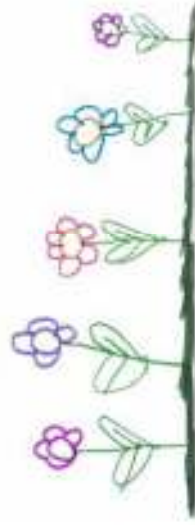
Global emissions of carbon dioxide have almost doubled since 1990. Wales has only reduced its emissions by 18% since 1990. We recognise our responsibility towards reducing carbon emissions. Currently Blaenau Gwent's carbon footprint is 10.64 tonnes per person, which is below the Wales average of 11.11 tonnes per person. However, we recognise more must be done to reduce it even further.

Wales is one of the least wooded nations in Europe (14%), however Blaenau Gwent is one of the most wooded counties in Wales (22.5%) and 65% of people living in Blaenau Gwent live within 400m of their nearest accessible green space.

We also recognise that there are areas where we can improve more. For example, Blaenau Gwent has a 57% re-cycling rate (2016-17). The lowest in Wales, which is a significant increase from the previous year's 48%.



ENCOURAGING  
PEOPLE TO GO OUT &  
ENJOY OUR ENVIRONMENT  
- J. SWANMANNAWNAWNA



Further information can be found in Blaenau Gwent's Well-being Assessment and Welsh Government's Future Trends in Wales Report 2017.

### What are the other benefits?

By reducing our reliance on fossil fuels we can be more prepared for current and future generations transitioning to a low carbon economy which we know we must do. We recognise this will lead to benefits such as instant costs savings and raising environmental awareness.

However, there are also a number of compelling knock on and secondary benefits if we can achieve what we are setting out to do.

Research also shows that being outdoors and engaged in nature can have significant benefits for mental health and physical well-being. This presents a natural link to some of the social prescribing methods we are interested in exploring further as part of our 'Blaenau Gwent wants safe and friendly communities...' well-being objective.

A clean, and safe and easily accessible environment that is easily accessible can have a significant role in people being active in their communities, creating safer, more cohesive neighbourhoods and make the most of natural resources.

Children will be more likely to play, and be allowed to play outdoors if they can play in a well-kept, safe and accessible environment. This will help them exercise, socialise and learn.

People who regular use are active in their environments and take part in active travel are less likely to suffer chronic conditions associated with non-active lifestyles.

On a more apparent level, having a street scene and landscape that is well maintained and enhances the perception of the area can contribute towards making Blaenau Gwent a place that is attractive to live in, visit and invest in, therefore helping our tourism industry, falling population and need for more investment and thriving businesses.

Reducing our reliance on fossil fuels and moving to a 'low carbon economy' can provide jobs and attract investment. Gearing our consumption towards renewables will also be future-proofing ourselves against the possibility of future energy shortages and shocks. A more energy secure Blaenau Gwent with warm homes will also address fuel poverty, and help to reduce winter deaths and associated respiratory problems that are linked to cold homes.

As we reduce our carbon footprint through more sustainable procurement practices, we can fulfil our role as a global citizen by using alternatives that are ethical and sustainable such as Fairtrade, Forest Stewardship Council and Marine Stewardship Council sustainably approved products.

# How will we deliver Look After and Protect it's Natural Environment?

Some of the key steps Public Services Board will take in order to meet this objective includes:

- Lead on taking action against climate change through delivery of a carbon positive project;
- Promote active travel to reduce our collective carbon footprint;
- Make Blaenau Gwent a cleaner, greener place where nature can thrive





Further information is provided in supporting documents to this plan.



Blaenau Gwent Wants...

# To Forge New Pathways to Prosperity

## Blaenau Gwent wants to Forge New Pathways to Prosperity...

### Overview

In Wales, one in four people currently live in poverty and Blaenau Gwent is at the sharp end of this. We have the highest child poverty rate in Wales and some of its most deprived communities. It is no coincidence that we are one of the least competitive places in the UK and for decades have suffered from economic decline associated with de-industrialisation.

The consequences of this can be clearly seen in our town centres. Through the amount of people who had to leave the area for work, are out of work, or employed with low paid or insecure jobs. The nature of poverty has changed too. Having a job or even two or three jobs does not guarantee a life of prosperity. In-work poverty is an increasing concern and is illustrated by the fact that working families and young people in Wales are at greater risk of poverty now than they were a decade ago.

Having a successful well-being economy will require us to move away from unsustainable patterns of economic growth. Many interventions that have gone before have helped create jobs and mitigate the effects of de-industrialisation but have not brought about the scale of change required to meet the area's economic development needs. In times of economic crises, communities like ours are the first to feel the effects and the last to benefit from recovery. That is why we need a local economy that is more resilient to change and sustainable in the face of trends like globalisation, climate change, a UK exit from the European Union and an ageing population.



9

This is important because the economic circumstance is a big determining factor of well-being. It is the backdrop to our daily experiences and the conditions we live in. It affects our aspirations and those of our children and grandchildren. It also matters because of equality and fairness – no one's life chances should be disadvantaged or reduced because of where they live.

### What have people told us?

During the *Blaenau Gwent We Want Engagement Programme* many people told us improving the quality of education was important and that children need to be better prepared for jobs by introducing a curriculum for life which would give children the skills they needed to get jobs.

There was a perception that issues around employment were not so much a shortage of available skills, but *lack of local jobs* and *poor public transport links*. For example, many people were critical of the bus services, which they said were often late, not available early in the morning, too expensive, and did not provide the adequate connections to jobs.

People also told us there needed to be more apprenticeship schemes and volunteering opportunities to give people 'on the job experience'.

### The top three issues people told us about were:

**(17%)**

Employing/training  
experiences

**(12%)**

Jobs availability

**(12%)**

Public transport

"Those out of work are being asked to apply for jobs with no hope of actually getting there due to the lack of public transport"

"Need more jobs, not just skills"

"The only place you can get to from Cwmillery at 6 o'clock in the morning is Brynmawr, and to get to Ebbw Vale takes you an hour and a half"

Further information is provided in supporting documents to this plan.

### Why is this important?

Blaenau Gwent is the least competitive place in the UK overall. It has 294 active businesses per 10,000 working age population which is low compared to neighbouring areas and Wales overall (481 per 10,000 working age population). Nearly 20% of people have no qualifications and nearly a quarter of residents live in the most deprived areas across Wales.

On average people earn £433.90 per week, compared to people earning £623.40 per week in Monmouthshire, and £498.30 for Wales.



ACCESS TO  
GOOD  
JOBS



i

Further information can be found in Blaenau Gwent's Well-being Assessment and Welsh Government's Future Trends in Wales Report 2017.

### What are the other benefits?

If we are able to improve the economic fortunes of Blaenau Gwent, we know that having a better economic outlook can lead to a number of other benefits including health. For example, if more people can have good quality, well paid employment it is more likely they will live healthier and happier. Having a stronger local economy will also help reduce Blaenau Gwent's "carbon footprint". If more goods and services are produced locally, and more jobs are closer to home, it means there will be lower carbon emissions from people commuting in and out of the area, and from goods and services being brought into the area from further away.



Further information is provided in supporting documents to this plan.

# How will we deliver Forge New Pathways to Prosperity?

Some of the key steps Public Services Board will take in order to meet this objective includes:

- Maximise the opportunities for prosperity through regional projects such as the Cardiff Capital Region City Deal
- Ensure people have the right skills for the future
- Respond to welfare reform to ensure people they receive the right support







**Blaenau Gwent Wants...**

**Encourage and Enable People to Make  
Healthy Lifestyle Choices in the Places they  
Live, Learn, Work and Play**

## Blaenau Gwent wants to encourage and enable people to make healthy lifestyle choices in the places they live, learn, work and play...

### Overview

Blaenau Gwent wants to encourage and enable people to make healthy lifestyle choices to promote good health and reduce levels of poor health and disease.

Blaenau Gwent has a population that on average is unhealthier than the rest of the population in Wales. Our life expectancy rates and healthy life expectancy levels are lower than the Wales average.

**The proportion of people getting enough physical activity to benefit their health in Blaenau Gwent over the last decade has remained stubbornly flat**

and smoking rates are above the Wales average.

We want to encourage and support people to make healthy lifestyle choices to enable children, young people and families to thrive. Resulting in local people and communities reaping the wider social and economic benefits of being active, eating healthy and being health conscious and fully aware of the negative consequences harmful health behaviours can have. Further to this, we will look at how we can collectively support preventative methods, such as social prescribing, which provides alternative ways for dealing with health issues, rather than advocating people to automatically take prescription medications.

We want to ensure current and future generations live longer, but with good health. Research has proven that people practicing positive health behaviours from birth throughout the life course will lead to greater independence, and people being free from complicated health conditions later in life. Helping to relieve existing pressures and reduce costs on public services. For example, obesity alone is estimated to cost the Welsh NHS £73 million per year, rising to nearly £86 million if overweight people are also included.

Blaenau Gwent wants to encourage and enable people to make healthy lifestyle choices and will set out a programme of activity which builds on the delivery of existing interventions and initiatives. We intend to help maximise impacts, increase collaboration and where appropriate, develop new ways of working through this plan.

Part of this work will include exploring the root causes and barriers of why people make unhealthy lifestyle choices, and understanding how we can support behaviour change effectively.

We are fully committed to supporting local people and communities to become more healthy and active. Using a holistic approach we will consider how our natural and built environment, heritage and culture, arts, and the range of existing social activities can be used as a platform to drive positive changes to well-being. For example, we will look to maximise improvements in health through promotion of our urban green spaces and 10 local nature reserves. However, we recognise improving the quality and accessibility of green space is something to be addressed during the initial phase of delivery to support the increase of physical activity.

### What have people told us?

During the **Blaenau Gwent We Want Engagement Programme** there were a low number of comments received about promoting healthy behaviours and lifestyles. However, comments received by young people, particularly teenagers, were more likely to say that smoking was an issue and they said that smoking e-cigs was seen as a 'cool' thing to do. Some suggested that work needs to be done, such as campaigns, to create a negative stigma around smoking.

The top three issues people told us about were:

**(32%)**  
 Activities for Children  
 & Young People

"Free gym memberships and activities for parents and children"

**(14%)**  
 Educating / raising awareness

"Too many fast food restaurants; not enough healthy food options"

**(7%)**  
 Affordability of healthy eating options and healthy eating

"Smoking is seen as cool; particularly e-cigs and weed"

Further information is provided in supporting documents to this plan.

## Why is this important?

Males born today can expect approximately 60 healthy years of life and females about 59 years. This is significantly lower than the Wales average (males, 65.3 years; females, 66.7 years).

Less than one third of people in Blaenau Gwent get the recommended amount of exercise they need to live healthily. Also the percentage of adults in Blaenau Gwent who reported eating five a day is 26%, which is statistically lower than the average for Wales (32%).

The Child Measurement Programme (CMP) Wales tells us that 29% of children aged 4 and 5 years are overweight or obese. With obesity levels for both adults and children projected to increase. People with obesity face more barriers in living life to the full and achieving their full potential.

28% of all people in Blaenau Gwent have a limiting long-term health problem or illnesses according to the most recent census. This is higher than Wales overall (23%) and was the second highest level in Wales.

Whilst smoking levels in Blaenau Gwent have reduced over time they remain too high. 26% of adults smoke compared to 21% in Gwent and 20% in Wales. Smoking is the largest single preventable cause of ill health and death in Wales with high costs to the NHS, society and the economy. We have an opportunity to improve health if we reduce smoking rates.

## i

Further information can be found in Blaenau Gwent's Well-being Assessment and Welsh Government's Future Trends in Wales Report 2017.

## What are the other benefits?

By having a population that makes healthier lifestyle decisions, we will have a fitter, healthier population that are in work, or ready for volunteering and work. This will make a contribution to our objective to have a successful well-being economy if people are in a better position to be economically active.

People who have healthier lifestyle choices are in a better position to be active in their local communities, which can help support safer and friendlier communities and stronger social networks

Healthier lifestyle choices can result in a smaller carbon footprint through more sustainable consumption and travel practices, as well as from a reduced need for health services, prescription drugs and resources required to treat the side effects of unhealthy lifestyles and associated conditions.



Further information is provided in supporting documents to this plan.

# How will we deliver Encourage and Enable People to Make Healthy Lifestyle Choices in the Places they Live, Learn, Work and Play?

Some of the key steps Public Services Board will take in order to meet this objective includes:

- Promote healthy lifestyle behaviours like taking exercise and eating well
- Help people to reduce and avoid health harming behaviours (like smoking)
- Remove the barriers that stop people making healthier choices



# Supporting Documents



## Our PSB Commitment and Approach

We recognise delivering this ambitious plan will require a step change in the way we work together as public service organisations. Bringing about significant change and improving the area's well-being will require a different approach, where new ways of working are explored to deliver the short, medium and long-term outcomes we want to achieve.

In seeking to drive forward positive change, we are committed to embedding "sustainable development" at the heart of our decision making processes, recognising the importance of putting the five ways of working (involvement, collaboration, integration, prevention, long-term) at the forefront of our work.

To compliment this approach, we have collectively agreed to adopt a core set of principles which we will enact to maximise well-being. This builds on the work we did in December 2016 on 'Creating a Purposeful PSB'.

### Blaenau Gwent has a Public Service Board who....

- **Recognise collective responsibility**  
Committed towards shared ownership, accountability and added value
- **Provides collaborative leadership, but welcomes mature challenge**  
Works effectively together to achieve a shared vision and outcomes
- **Focuses on what matters the most**  
Does not attempt to prioritise everything; seeks opportunities which ensure the biggest differences are made
- **Uses intelligence to drive action**  
Proactively seeks the use of data, information and citizen insight to inform priorities and shape delivery
- **Remains locally focussed, but considers regional opportunities**  
Seeks to improve the well-being of Blaenau Gwent, whilst maximising the areas opportunities

## Well-being Plan Delivery Programme 2018 to 2023 2018/19 Edition (Year One)

No.	High Level Action	PSB Lead	Timeframe	Delivery Method
1.	Working Together on Universal Credit	Tai Calon Community Housing	April 2018 (Long term)	Logic Mapping - Stakeholder Event
2.	Early Years First 1,000 Days Programme	Aneurin Bevan University Health Board	April to July 2018 (Long-term)	Review of existing provision via stakeholder event
3.	Maximising Opportunities for Prosperity	Blaenau Gwent County Borough Council	April 2018 (Long term)	Discussion to be held at PSB meeting in April
4.	Getting Blaenau Gwent Active and Healthy	Public Health Wales	May 18 - Dec 18 (Short-medium term)	Blaenau Gwent on the move - NRW (Subject to approval)
5.	Launch of the Well-being Plan at 'Go Wild'	PSB (All)	Jun 2018 (Short-term)	Tree Planting - Interactive stall
6.	Adverse Childhood Experiences (ACEs) Ready Workforce -	Gwent Police	2018-20	Level 1 training of key public services workforce.  To review the scale of local issues associated with ACEs in 2019-20

## Working together on Universal Credit High Level Actions

No.	Detail of Action	Timescales	PSB Lead	Collaborative Approach
1.	Gather intelligence on existing approaches being used to tackle Universal Credit by partner organisation operating in Blaenau Gwent.	Summer 2018	Tai Calon Community Housing	Partnership Workshop using logical mapping approach.  PSB Members to identify key area of organisations working on UC and ensure appropriate attendance at workshop

### Impact on Five Well-being Objectives

	Best Start	Safe & Friendly	Prosperous	Environment	Healthy
Primary					
Secondary	✓		✓		
Tertiary		✓		✓	✓

## Early Years First 1,000 Days Programme High Level Actions

No.	Detail of Action	Timescales	PSB Lead	Collaborative Approach
2.	Carrying out a review of 'Early Years Services Provision' offered by partner organisations in Blaenau Gwent.	2018/19	Aneurin Bevan University Health Board	PSB members to ensure that appropriate staff within their organisations responsible for delivering Early Years Services effectively participate in review process.

### Impact on Five Well-being Objectives

	Best Start	Safe & Friendly	Prosperous	Environment	Healthy
Primary	✓				
Secondary		✓			✓
Tertiary			✓	✓	

## Maximising Opportunities for Prosperity High Level Actions

No.	Detail of Action	Timescales	PSB Lead	Collaborative Approach
3.	Maximising the opportunities of regional strategic projects (for example, Cardiff Capital City Deal, Valleys Task Force, Valley Tech Park)	2018/19	Blaenau Gwent County Borough Council	Consider the Blaenau Gwent approach to maximising opportunities for prosperity.  Identify organisational leads, and establish effective arrangements with strategic boards, delivering the regional agenda.

### Impact on Five Well-being Objectives

	Best Start	Safe & Friendly	Prosperous	Environment	Healthy
Primary					
Secondary			✓	✓	
Tertiary	✓				✓

## Getting Blaenau Gwent Active and Healthy High Level Actions

No.	Detail of Action	Timescales	PSB Lead	Collaborative Approach
4.	Implementation of the Blaenau Gwent on the Move project to pilot active travel corridors and improve greening of neighbourhoods	2018/19	Public Health Wales	Working together to maximise NRW funding pot through identifying match funding.  PSB Members to facilitate organisational involvement and identify key officers to support the project.

### Impact on Five Well-being Objectives

	Best Start	Safe & Friendly	Prosperous	Environment	Healthy
Primary					
Secondary		✓		✓	
Tertiary	✓		✓		✓

## Launch of the Well-being Plan at 'Go Wild'

No.	Detail of Action	Timescales	PSB Lead	Collaborative Approach
5.	Launch the well-being plan to the public and community at the 'Go Wild' event.	2018/19	PSB (All)	Working together to support the launch of the Well-being Plan, centred on the promotion and involvement of local people and communities.
				PSB to get involved on day, unravelling of plaques to launch the plan.

### Impact on Five Well-being Objectives

	Best Start	Safe & Friendly	Prosperous	Environment	Healthy
Primary				✓	✓
Secondary	✓	✓			
Tertiary			✓		

## Adverse Childhood Experiences (ACEs) Ready Workforce

### High Level Actions

No.	Detail of Action	Timescales	PSB Lead	Collaborative Approach
6.	Training of key public services workforce via ACEs Skills and Knowledge Framework	2018/19	Gwent Police	Level 1 training for well-being workforce. PSB members to identify key workforce to be targeted in Year 1 in their organisations.

### Impact on Five Well-being Objectives

	Best Start	Safe & Friendly	Prosperous	Environment	Healthy
Primary	✓			✓	
Secondary		✓	✓		
Tertiary					✓

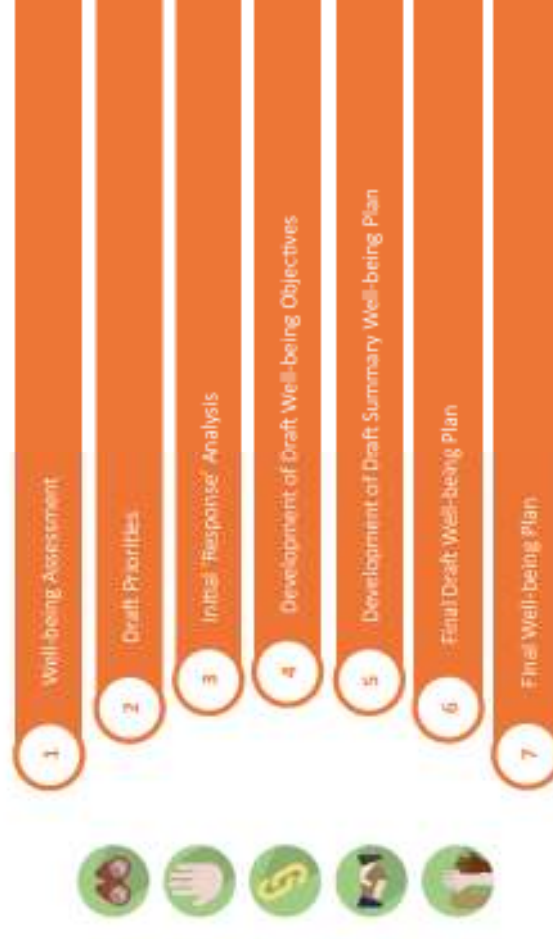
## Enablers – Regional working (Funded by the Gwent Strategic Well-being Assessment Group)

No.	High Level Action	PSB Lead	Timeframe	Delivery Method
7.	Happiness Pulse	PSB (All)	April 2018	Implementation of the Happiness Pulse project.
8.	Taking Action on Climate Change	Natural Resources Wales (NRW)	April to July 2018	Implementation of Lived Experience Project on Climate Change.
9.	Future Scenarios in Gwent	PSB (All)	April 2018	Next phase of Future project

## Well-being Assessment to Final Well-being Plan...

The Public Services Board (PSB) has developed this Well-being Plan in seven stages. Each stage has sought ways to ensure the plan maximises well-being and contributes towards the seven National Well-being Goals through collective action.

You can find out further information about each stage, including who was involved, how decisions were taken and what happened next. The "sustainable development" principle, also known as the five ways of working, was embedded throughout the process.





## Well-being Plan 'The Blaenau Gwent We Want'

### 1. Well-being Assessment

In accordance with the Well-being of Future Generations (Wales) Act, an **assessment of well-being** for the area was published in May 2017, following a formal consultation.

This comprehensive, technical document was informed by data, available research and citizen insight from the Blaenau Gwent We Want Engagement Programme. It examined social, economic, environmental and cultural well-being. The assessment sets out the assets of the area as well as the current and future challenges and opportunities it faces.

Blaenau Gwent **Well-being Assessment** is a fundamental resource, which has been used to inform the development of the plan.

### 2. Draft Priorities

At a meeting of the PSB in March 2017, the PSB considered the content of the **Well-being Assessment** and decided to task the PSB's Strategic Support Group to develop and apply a **'Prioritisation Matrix'**, as a tool to help indicate what the top well-being priorities for the area could be.

The results were considered at a special PSB workshop session in April 2017. This led to the collective agreement of a draft set of **14 indicative priorities** which were used to inform the development of local well-being objectives. For further information about the workshop session, please [click here](#).

### 3. Initial 'Response' Analysis

The next stage included further research into understanding each of the indicative priorities. The PSB agreed to use Welsh Government's suggested **'logic model'** approach in collaboration with partners at a PSB Stakeholder event in July 2017. The event brought together partner organisations, stakeholders and interested parties.

The 'logic model' was used to map existing interventions against each of the indicative priorities and explored the relationships between resources, current activities, and outcomes. The PSB considered feedback received from the workshop and findings from Phase 3 of the Blaenau Gwent We Want Engagement Programme, and decided to do more research into the 14 draft priorities.

On 6 September 2017, the PSB Scrutiny Committee endorsed a report titled the **'Process being used by the Public Services Boards to set well-being objectives'**. The PSB also discussed translating the following high-level themes into draft well-being objectives, and to consider what collective steps would need to be taken to achieve them:

- Best start in life;
- Healthy behaviours and lifestyles;
- Strengthening cultural identity and community resilience;
- Forging new pathway to prosperity; and
- Improving the natural environment

### 4. Development of Draft Well-being Objectives

In October 2017 the PSB considered the **Future Generations Commissioner Advice Note** which was used to inform the development of the **Draft Summary Well-being Plan**. The PSB agreed to adopt a core set of principles to maximise well-being, as part of an ongoing work programme to embed the sustainable development principle across working practices.

### 5. Development of Draft Summary Well-being Plan

On 31st October 2017, the 12 week statutory formal consultation of the **Draft Summary Well-being Plan 'The Blaenau Gwent We Want'** was launched. During this time, anyone could participate and give feedback via an online or paper questionnaire, or could respond independently. The PSB also engaged with a number of **statutory consultees**. The plan was scrutinised by Blaenau Gwent County Borough Council's **PSB Scrutiny Committee** on 11 January 2018.

Phase 4 of the Blaenau Gwent We Want Engagement Programme also held conversations with the public. All of the consultation feedback was analysed and used to inform the development of a Final Draft Well-being Plan for the area.

### 6. Final Draft Well-being Plan

The PSB signed off the Final Draft Well-being Plan on 28 February 2018, prior to circulation to core statutory bodies of the Board (Aneurin Bevan University Health Board, Blaenau Gwent Council, South Wales Fire & Rescue and Natural Resources Wales) and other invited partner organisations for endorsement.

### 7. Final Well-being Plan

Our Final Well-being Plan received full endorsement on 26 April 2018, we celebrated our official launch at the **'Go Wild! – Eco Friendly Futures Event'** on 9th June 2018 the event held as part of Wales' Nature Week held at Parc Bryn Bach.

### Next steps ...

Taking forward the Well-being Plan Delivery Programme (Year One Edition, 2018/19) is the next fundamental stage towards bringing about improved well-being for the area. Our delivery programme will demonstrate our statutory requirement for the taking of all reasonable steps by the PSB (in exercising their functions) to meet our well-being objectives.

Further information is provided in the PSBs agreed approach for delivery section. To find out more about how the PSB looks to monitor performance and accountability, throughout the life cycle of the plan, please [click here](#).

## Blaenau Gwent We Want Engagement Programme

The Blaenau Gwent We Want Engagement Programme was the PSBs flagship public engagement programme which actively involved citizens and wider stakeholders in the development of the Well-being Plan over a two-year period.

The PSB committed in our terms of reference to the National Principles of Engagement and the United Nations Convention on the Rights of the Child (UNCRC), and is also subject to the Equalities Act (2010).

The programme is overseen by the PSBs **Engagement Sub-group** who set out a plan for delivery. The plan is scrutinised and supported by the **PSB Strategic Support Group**.

We approached our engagement in phases in line with the Statutory Guidance on the Well-being of Future Generations (Wales) Act 2015, and embedded the "sustainable development" principle (also known as the five ways of working) throughout our working practices.

### Engagement methods

During each phase of the engagement programme we involved people through face-to-face conversations through market stall events, by completing post cards, writing poems, drawing pictures, or by filling in questionnaires (paper copies or on line). To help get as many people involved as possible an inspiration pack was produced to encourage engagement. We also engaged extensively with members of Blaenau Gwent's Citizen Panel.



## Phase 1 - August to September 2016

Phase 1 was about preparing an assessment of well-being in Blaenau Gwent and ensuring the assessment was informed by the views of people in the area.

To support the production of the Well-being Assessment the group delivered engagement activities between August and September 2016. During these, people were asked:

1. What is special about Blaenau Gwent?
2. What things are important to you to live well and enjoy life?
3. What would make Blaenau Gwent a better place?
4. What can you do to make Blaenau Gwent a better place?



1,000+ people involved

Information received was analysed and built into the Draft Well-being Assessment.

## Phase 2 – February 2017

Phase 2 was the formal consultation on the Draft Well-being Assessment. A range of public engagement activities were held across Blaenau Gwent. During these, people were provided feedback from Phase 1, and asked:

1. *If the information presented in the Well-being Assessment was the Blaenau Gwent they knew or was anything missing?*

The feedback from Phase 1 and 2 was used to help produce a final Well-being Assessment of the area.

## Phase 3 – July to September 2017

Throughout the process we continually looked to improve the way we involved people during the development of the well-being plan. During Phase 3, based on feedback received, we actively looked to:

- Work more with people with protected characteristics;
- Work more with businesses;
- Capture more qualitative information;
- Increase questionnaire response rates
- Work more with Councillors
- Set out to capture the community assets across Blaenau Gwent, as well as gain insight into how some of the key challenges can be addressed.

This information was really valuable as it helped inform the development of the Draft Well-being Plan, including the potential priorities that the PSB needed to focus on. We asked people to consider the 5 draft well-being objectives and priorities and to consider the following questions:

1. Why do you think this should be a priority for Blaenau Gwent?
2. What do you think needs to be done to help achieve this priority?
3. Do you know of any work already being done to achieve this priority?

Throughout the process PSB members and all key partners were actively involved in working together to encourage as many people to get involved and participate, including staff.

## Strengthening the Blaenau Gwent We Want Engagement Programme

We continually looked to find new ways of doing things better at each stage of delivery. This led to the analysis process being redesigned in Phase 3 so that citizen quotes were more readily available to inform the PSBs decision making process, and where consent was provided post codes were collected to compare involvement levels across Blaenau Gwent.

The analysis of information secured from Phase 3 was used to inform final draft objectives determined by the PSB in October 2017.

## Phase 4 – October to January 2017

Phase 4 supported the 12 week formal consultation of the Draft Summary Well-being Plan 'The Blaenau Gwent We Want'. Here we asked people whether they agreed with the intentions of the document and for any general feedback about the plan (such as style, format, use of language etc.).

Feedback received from Phase 4 was used to inform the development of the Final Well-being Plan.

## Recognition for good practice

The PSB is committed towards 'involvement', as one of the five ways of working. It was pleased to receive recognition for best practice from the Future Generations Commissioner in July 2017, referenced in the report "Well-being in Wales: Planning today for a better tomorrow". The report complimented Blaenau Gwent on the creative ways used to reach out to people, and the use of citizens art work directly used in its Well-being Assessment.

## How we will monitor our performance...

To show how the PSB will achieve the intentions set out in the Well-being Plan, there is a Well-being Plan Delivery Programme which sets out how we intend to meet our five well-being objectives.

The delivery plan will demonstrate partner organisations' commitment to well-being which they will be held to account, and scrutinised over the term of the plan. The delivery plan will run for the first 5 year period from May 2018 to April 2023, being refreshed and updated annually.

This will include regular checking against the delivery plan, and holding the appropriate people accountable for their contribution.

Furthermore, on an annual basis a **progress report** will be produced, with the intention of making this readily available to key partners, stakeholders and citizens in appropriate formats.

## Scrutiny of the Public Services Board

The Well-being of Future Generations (Wales) Act 2015 places a new requirement on local authority scrutiny committees to scrutinise partner organisations accountable for the delivery of well-being in their local area.

The Public Services Board Scrutiny Committee is already established and have played a crucial role in holding the PSB to account on the development of this Well-being Plan.

## National, Regional and Local Policy Context

This section provides an overview of the national and regional policy context which the Public Services Board (PSB) recognises as being instrumental to the development and delivery of Blaenau Gwent's Well-being Plan.

In-line with the "sustainable development" principle it identifies opportunities for developing collaborative arrangements between the PSB and existing national and regional partnerships who are responsible for the delivery of key policy areas.

We are committed to strengthening existing relationships, with the purpose of ensuring resources and expertise are effectively used to improve the areas well-being, whilst maximising our contributions towards achieving the National Well-being Goals.

Where appropriate, we will consider the establishment of formal arrangements (such as Memorandums of Understanding) to set out how we will work together with regional partnerships, clearly defining our roles and responsibilities.

## Regional Partnerships

**Informal meeting of Chief Executives and Chief Officers of public services in Gwent (Previously known as Gwent 7)**

**Gwent Strategic Well-being Assessment Group (GSWAG)**

Comprising support officers of the five Gwent PSBs the group was established to consider a consistent approach to taking forward the development of Well-being Assessments across Gwent, maximising skills, expertise and resource.

**Safer Gwent**

Safer Gwent works with key community safety partners and provide strategic direction and a structured approach to Community Safety across the five local authority areas of Gwent. Safer Gwent is made up of representatives from the local authorities, the local health board, registered social landlords, voluntary sector, youth offending services and the probation and rehabilitation services.

The group aims to achieve better outcomes in tackling anti-social behaviour, preventing re-offending and supporting.

## Gwent Regional Partnership

The Gwent Regional Partnership is an advisory group set up in-line with the Social Services and Well-being (Wales) Act. The partnership includes representation from the local authority, health board and NHS Trust. They are responsible for assessing the care and support needs (and carer support needs) of Gwent and developing an Area Plan to meet those needs.

## Cardiff Capital Region City Deal

The Capital Region Cabinet is made up of local authority leaders from each of the 10 city region local authorities. It aims to improve the economic conditions in the area through improved productivity, tackling worklessness, building on foundations of innovation, investing in physical and digital infrastructure, providing support for business and, ensuring that any economic benefits are felt across the region. With investment from the UK and Welsh governments supported by additional money committed from the 10 local authority partners, we will link with the emerging regional work that is supporting economic growth in Blaenau Gwent.

## Local Nature Partnership (Blaenau Gwent and Torfaen)

The Local Nature Partnership is made up of organisations and individuals involved in environmental and ecological management in Blaenau Gwent and Torfaen. Responsible for the coordination, promotion and recording of existing and new actions to conserve, promote, and enhance nature.

## Cross-cutting National and Regional Policies

**Equalities Act (2010)**

The Act legally protects people from discrimination at work and in day to day life on the basis of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion and belief, sex and sexual orientation.

**Welsh Language Legislation**

Including a range of legislation and measures designed to ensure the Welsh Language and Welsh Language speakers are treated equally and fairly.

**UN Convention on the Rights of the Child**

An international convention that sets out the political, economic, social and cultural rights that all children everywhere are entitled to, outlining how governments and adults can support.

**Social Services and Well-being Act (2014)**

The act provides a framework for improving the well-being of people who need care and support and their carers for transforming social services.

Best Start in Life	
National	Regional
<b>Welsh Government Child Poverty Strategy</b> Sets out strategic approach for tackling child poverty. Includes 5 key objectives for tackling child poverty and improving the outcomes of low income families in Wales.	<b>Gwent Education Achievement Service (EAS)</b> Designed to raise education standards in South East Wales the EAS works closely with Blaenau Gwent's Chief Officer for Education, our schools and support services.
<b>Welsh Government Flying Start/ Families First Statutory Guidance for Delivery</b>	<b>Welsh Government 21st Century Schools and Education Capital Programme</b> This programme is a major, long-term and strategic capital investment programme with the aim of creating a generation of 21st Century Schools in Wales.

Safe and Friendly Communities	
National	Regional
<b>Public Health Act (2017)</b> Makes provisions relevant to age friendly communities i.e. strategic approach to ensure appropriate public toilet provision.	<b>Police and Crime Plan for Gwent</b> Focuses on preventing crime and will look to provide the best service possible to improve community safety, protection for vulnerable people and to provide support for victims of crime, with a particular focus on victims of serious harm.
<b>Prevent Strategy</b> Aims to tackle and prevent extremism by targeting those at risk of radicalisation.	

Look After and Protect the Environment	
National	Regional
<b>Climate Change Strategy for Wales</b> Sets out how we are currently working to tackle the causes and effects of climate change across Wales.	
<b>Environment (Wales) Act 2016</b> Puts in place a legislative framework needed to plan and manage Wales' natural resources in a more productive, sustainable and joined-up way.	
<b>Planning Policy Wales</b> Each Local Planning Authority in Wales must produce a Local Development Plan for its area.	
The plan gives a clear indication of where development will be encouraged, or resisted, and identifies opportunities for continuing investment and regeneration in the area (for example new homes development, business development and jobs, community facilities and transport infrastructure). At the same time protecting Blaenau Gwent's natural, built and historic environment.	

Forging New Pathways to Prosperity	
National	Regional
<p><b>Tackling Poverty Action Plan</b> Focusing on the poorest and those at most risk of exclusion, preventing poverty, helping people into work and improving the lives of people living in poverty.</p> <p><b>Welsh Government: Prosperity for All</b> The key themes of 'ambitious &amp; learning' and 'prosperous &amp; secure' will specifically support this objective but all aspects of this national strategy will support local work.</p> <p><b>Planning Policy Wales</b> Each Local Planning Authority in Wales must produce a Local Development Plan for its area.</p> <p>The plan gives an indication of where development will be encouraged, or resisted, and identifies opportunities for continuing investment and regeneration in the area (for example new homes development, business development and jobs, community facilities and transport infrastructure). At the same time protecting Blaenau Gwent's natural, built and historic environment.</p> <p><b>Welsh Government Taskforce for the Valleys: Our Valleys, Our Future Action Plan</b> The Taskforce will work with the Cardiff City Region Deal to deliver an Action Plan which will support delivery of the Well-being Plan.</p>	<p><b>Gwent Education Achievement Service</b> Designed to raise education standards in South East Wales the EAS works closely with Blaenau Gwent's Chief Officer for Education, our schools and support services.</p>

Encourage and Enable People to Make Healthy Lifestyle Choices	
National	Regional
<p><b>Welsh Government: Prosperity for All</b> The key theme of 'healthy and active' and the objective 'to build healthier communities and better environments'.</p> <p><b>Welsh Government Care Closer to Home Strategy</b> Seeks to develop more community based services to reduce admission to hospital, or supports earlier discharge from hospital.</p> <p><b>Public Health Act 2017</b> Elements of the Act will have direct relevance i.e. prohibition of smoking in public places such as playgrounds and parks.</p>	<p><b>Anieurin Bevan University Health Board: Clinical Futures strategy</b> A three year programme will focus on transforming services, moving them from a hospital to a community setting by developing new models of locally based care through multi-agency working.</p> <p>Key to delivery are the Neighbourhood Care Networks (bringing health, social care and other public and community services together to deliver a range of place based support)</p> <p><b>Gwent Childhood Obesity Strategy</b> Sets out activity across the region to reduce the number of overweight and obese children.</p>

## Research and Intelligence

To support the delivery of the well-being plan, there is a commitment by the PSB to regularly utilise the breadth of research and intelligence available to inform the ongoing development and delivery of the plan.

### What do we mean by research and intelligence?

We mean the collection, sharing and analysis of data and information, as well as involvement activities whereby we look to gain a better understanding of citizen and community perspectives.

### Where will we get our research and intelligence from?

The **Well-being Assessment** will be a key resource tool which will help inform decisions moving forward. However, we will also be able to use research from a wide range of sources. For example:

- Reliable statistical information from public domain sources (such as Stats Wales, NOMIS and the Office for National Statistics);
- Public Services Board partner organisations;
- Commercially available information (such as marketing databases)
- Primary data gathered from engagement exercises (for example, focus groups, questionnaires, interviews)

### How will we use the research and intelligence available?

We will use research and intelligence to help inform our intended steps for delivery over the short to medium term. Also we will use it to meet our longer term demands around evaluating the effectiveness and impact of our intended steps.

### What research and intelligence analysis techniques will we use?

We will apply a range of techniques to help us gain a better understanding of the current and future well-being of our area and to support our decision making process. For example, we will use techniques such as quantitative, qualitative analysis as well as forecasting and back-casting techniques.

### Qualitative analysis

These techniques are used to try and gain an understanding of human behaviours (people, or groups ideas, thinking, motivations, opinions and views etc.). It is obtained usually through primary research conducted through focus groups, questionnaires and interviews.

### Quantitative analysis

These techniques provide an examination of measurable and verifiable data (for example, population data). It is used to help formulate facts, uncover patterns, or prove research concepts.

### Forecasting analysis

These techniques provide the opportunity to undertake simple linear projections from historical data, as well as more sophisticated analysis which incorporates a wide range of information and statistical techniques (such as regression analysis) to explore more complicated causal relationships. For example, we can use this technique to understand the relationships between different factors, as well as carry out hypothesis testing.

### Response analysis

This can involve a deeper analysis which is used as a way to help further understand the evidence, and what can be done to achieve defined objectives, using for example, Welsh Government's suggested approach of 'logic models'. This will be used to develop an understanding of how, and to what extent, existing services are addressing those issues. It will also help to identify and appraise alternative approaches to delivery, whilst given consideration to how future economic, social, environmental and cultural trends will affect local well-being.

### How will we monitor, review and improve the way we use research and intelligence?

Whilst the well-being assessment is a relatively comprehensive document, we recognise there are still opportunities to strengthen and develop the document as we move forward.

The PSBs Strategic Support Group will oversee the ongoing development of the document, and use of research and intelligence on a quarterly basis. For example, they will be responsible for taking forward 'data development areas' identified within the **Well-being Assessment** which supports the well-being plan. They will also explore future opportunities for making research and intelligence 'live', readily available potentially via online platforms (for example, tools which have the ability to extract data automatically on a scheduled basis from a range of data sources, housed on a web-based platform).

## Well-being across the whole life-course

### Best Start in Life



Embryo



Toddler / Infant



Child



Teenager



Young Adult



Early &amp; Full

A really important objective for all children and young people in Blaenau Gwent, placing a strong focus on investing in our current and future generations.

This objective will also be really important for the parents and families in Blaenau Gwent, particularly as they are most responsible people in creating the environments to enable children and young people to have the best start in life.

The experience of our older people, such as grandparents and older peers, is vital in ensuring not only for key skills to be passed onto our children and young people, but also important information about our history and culture.



Embryo



Baby



Toddler / Infant



Child



Teenager



Young Adult



Early &amp; Full

Early and formative years are crucial for developing positive consumption habits that don't damage the environment and for building a positive relationship with nature.

Access to clean air and safe water and food is integral for pregnancy and early childhood development. Looking after the environment will help ensure these conditions are available now and for future generations.

A natural environment that is well looked after allows us to access our jobs, leisure opportunities and enjoy our natural surroundings through all stages of adult life.

### Safe and Friendly Communities



Embryo



Baby



Toddler / Infant



Child



Teenager



Young Adult



Early &amp; Full

This objective is important during pregnancy and early years to ensure expectant mothers, new parents and young children live in and experience safe, supportive home environments and communities.

Achieving this objective can help parents feel more confident to let their children play outside, and be comfortable to spend time and participate in their neighbourhood communities and develop support networks around them.

Safe and Friendly communities are vital for helping to combat loneliness and isolation and helping ensure our older people live in age friendly and enable them to live life to the full.

## Forge new pathways to prosperity



Embryo



Baby



Toddler / Infant



Child



Teenager



Young Adult



Early &amp; Full

This objective is vital for tackling child poverty and ensuring parents and families are able to provide for their children's needs and have a decent quality of life.

This objective will help support children and young adults have the confidence and aspiration to develop their full potential. It will equip them with skills for work and life and place a high value on quality education and development.

By forging new pathways to prosperity, people will be better placed to access stable, high quality employment that is part of a stronger local economy. It will allow people to live out their mature years comfortably.



## Encourage and enable people to make healthy lifestyle choices in the places they live, learn, work and play



This objective is important during pregnancy and early years to ensure expectant mothers, new parents and young children's health is good during this critical development period.

Patterns of behaviour are often set during childhood and formative years. Ensuring these habits are healthy and safe will ensure people are eating well, taking exercise and avoiding health behaviours that lead to poor health outcomes and conditions.

Positive behaviours amongst adults can help set a good example for their children, grandchildren and peers. People who make healthy lifestyle choices are more likely to be well in later life and face less barriers to enjoying life.

## How our plan contributes towards the National Well-being Goals and embraces the Sustainable Development Principle. (Five Ways of Working)

Blaenau Gwent Wants Everyone to have the Best Start in Life	
Contribution Towards the National Well-being Goals	
<b>A prosperous Wales</b>	Investing in children, young people and families will result in families being able to maximise and fulfil their learning and life-long potential. For example, children that are healthier will engage well in education. Resulting in better school readiness, better skills and better ability to access opportunities.  A good start in life can help reduce benefit dependency, improved levels of community confidence and self-esteem and safer communities.  A good start in life leads to current and future generations more inclined to engage with, and contribute towards protecting and enhancing the natural environment.  Through the natural environment, children, young people and families can build social capital, connect with others in the community and improve mental well-being, as well as contribute towards protecting this asset now and for future generations.
<b>A resilient Wales</b>	A good start in life is more likely to lead to improved health (for example, maternal health, babies born healthy etc.).  By tackling Adverse Childhood Experiences children are more likely to have improved mental and physical health and are more likely to have health positive behaviours throughout life. This will lead to future generations having reduced risks of developing cancer, heart disease, diabetes, low mental health and well-being.  Understanding children, young people's and families' lived experiences, and what it means to live in a particular community will help the Public Services Board to consider how it can develop a more equal Blaenau Gwent.
<b>A healthier Wales</b>	Ensuring everyone has the best start in life will require all services to be accessible and equitable for all, including people covered by the protected characteristics within the Equality Act (Wales, 2010).  Those living in areas of deprivation are at greater risk of experiencing multiple disadvantages. Tackling Adverse Childhood Experiences will lead to greater equality right across the wellbeing goals, but particularly regarding inequalities around life expectancy and healthy life expectancy.
<b>A more equal Wales</b>	

<p><b>A Wales of cohesive communities</b></p>	<p>Investing in children, young people and families will lead to more cohesive communities. For example, preventing Adverse Childhood Experiences will lead to a reduction in youth offending, anti-social behaviour and other crimes. Safer communities will lead to more active and healthier communities with greater levels of confidence and self-esteem.</p>
<p><b>A Wales of vibrant culture and thriving Welsh Language</b></p>	<p>Investing in children, young people and families will lead to people having greater confidence and independence levels. Those engaged in learning are more likely to participate in cultural, sports and recreational activities, therefore reducing loneliness and isolation and increasing levels of fulfilment.</p> <p>Sports, arts and culture can also be used to help mitigate the effects of Adverse Childhood Experiences by building confidence through diversionary activities.</p> <p>The Public Services Board also recognises that within Blaenau Gwent, Welsh and English language are key components in our history, culture and social fabric.</p> <p>The Public Services Board recognises that promotion of the Welsh Language and effective delivery of Blaenau Gwent's Welsh Language Promotion Strategy's objectives will require the effort of all partners working together and the engagement and participation of Blaenau Gwent's residence.</p>
<p><b>A globally responsible Wales</b></p>	<p>Making sure everyone has the best start in life will support people to have better overall well-being throughout life. Therefore, reducing overall dependency on public service resources, resulting in a lowering the area's overall carbon footprint.</p>

<p><b>Blaenau Gwent Wants Everyone to have the Best Start in Life</b>  <b>Applying Sustainable Development for Five Ways of Working!</b></p>	
<p><b>Long term</b></p>	<p>Over the long-term we want to break the cycles of Adverse Childhood Experiences being passed down to future generations through giving them the best start in life. We want to tackle the long-term negative impacts Adverse Childhood Experiences can bring to families, their future children and grandchildren.</p>
<p><b>Prevention</b></p>	<p>Prevention is at the core of this objective. Ensuring the best start in life will require the Public Services Board to consider how it can focus its existing resources, to ensure everyone has the best start in life.</p> <p>Early identification of those who are vulnerable, or at risk of becoming vulnerable will be important in taking a preventative approach to identifying Adverse Childhood Experiences at the earliest opportunity (e.g. from conception).</p> <p>Ensuring families have access to public services which are integrated, citizen centred and have a preventative focus will be key. For example, families facing problems may require support in areas such as mental health, substance misuse, criminal justice, housing etc. By addressing the root causes effectively and helping families overcome life's challenges will lead to happier and healthier families, now and for future generations.</p>
<p><b>Integration</b></p>	<p>The Public Services Board will support the better integration of children's and families, and wider services (mental health, substance misuse, criminal justice, housing etc.). We will scope potential opportunities such as co-location and pooling of resources, in a way which makes sense to local people and communities.</p> <p>We also recognise that for children to have the best start in life, all of our well-being objectives need to be successfully delivered. Taking a holistic approach we will look to support Blaenau Gwent to have healthier, happy and fulfilled lives.</p>
<p><b>Collaboration</b></p>	<p>We will work together with the Public Health Wales Adverse Childhood Experiences Support Hub and Healthy and Sustainability Hub in order to gain a better understanding of the levels of Adverse Childhood Experiences across Blaenau Gwent.</p> <p>Acting together we will consider how best to support children, young people and families using a holistic approach and will work with a wide range of partners and stakeholders. For example, we will explore how we can share information better across difference public service organisations and agencies.</p>

<p><b>Involvement</b></p>	<p>Involving children, young people and families to capture 'lived experience' will be important for the Public Services Board in understanding the issues. For example, what support do people need to address some of the root causes and complex challenges they face and how to tailor this support for different communities. For example, some of the key questions we could look to explore includes: What experiences do parents have when they are pregnant and post-natal? How can families get involved in the development and delivery of services available locally to them?</p> <p>We will make sure their voice and experience is captured through the delivery of the Blaenau Gwent We Want Engagement Programme, and will use citizen insight to help shape the design of services to meet current and future generation's needs.</p> <p>Involving others will be done in-line with the National Principles for Engagement and the United Nations Convention on the Rights of the Child.</p>
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<b>Blaenau Gwent Wants Safe and Friendly Communities</b> <b>Contribution Towards the National Well-being Goals</b>	
<b>A prosperous Wales</b>	<p>Creating safe and friendly communities will lead to Blaenau Gwent becoming an area where people will be able to prosper, develop new skills and build social capital. Enabling them to maximise their opportunities and life potential, whilst contributing towards a stronger local economy which is seen as a place to do business, to invest in, or visit as a tourist destination.</p> <p>Overcoming transport issues to ensure people can physically connect and access services within their communities needs to be effectively managed in a way which gives consideration to the global environment and impact on climate change.</p>
<b>A resilient Wales</b>	<p>Mobilising local people to take ownership of local assets, will promote a greater sense of pride in the area and will maximise opportunities to create vibrant natural environments that are safe and accessible for everyone. Therefore, leading to social and economic benefits realised by current and future generations.</p>
<b>A healthier Wales</b>	<p>Reducing levels of crime, tackling loneliness and isolation and creating friendly communities will effectively contribute towards a healthier Blaenau Gwent for now and future generations. For example, research suggests people engaging with the natural environment are more likely to have better overall levels of well-being. Therefore, creating safe community environments will give communities the confidence to enjoy their natural surroundings, through a range of different activities, which will lead to a wide variety of associated health benefits.</p>
<b>A more equal Wales</b>	<p>Creating safe and friendly communities, where people feel they belong and can play an active role in society will encourage Blaenau Gwent to become a place of equality, which respects and promotes the values of others.</p> <p>This well-being objective also sets out to ensure that vulnerable people and groups, including people who are covered by the nine protected characteristics of the Equalities (Wales) Act 2010 (age, disability, gender reassignment, sex, race, religion or belief, pregnancy, sexual orientation, marriage and civil partnership pregnancy and maternity, including the Welsh Language), are not disadvantaged.</p>

<p><b>A Wales of cohesive communities</b></p>	<p>Creating safe and friendly communities will lead to communities where everyone feels they belong and can contribute positively towards society, leading to more cohesive communities across Blaenau Gwent, now and for future generations.</p>
<p><b>A Wales of vibrant culture and thriving Welsh Language</b></p>	<p>Creating safe and friendly communities will promote an increased level of pride in Blaenau Gwent's unique culture, heritage and Welsh. Resulting in the celebration, promotion and protection of the area now, resulting in enjoyment for people today, but also for future generations.</p> <p>We also know that people who feel safe will have increased confidence levels to participate in the arts, social and sports and recreational activities.</p> <p>The Public Services Board recognises that promotion of the Welsh Language and effective delivery of Blaenau Gwent's Welsh Language Promotion Strategy's objectives will require the effort of all partners working together and the engagement and participation of Blaenau Gwent's residents.</p>
<p><b>A globally responsible Wales</b></p>	<p>Creating safe and friendly communities will support better overall well-being throughout the life course. This will lead to a reduction in the dependency on public services to provide support, therefore contributing towards lowering the areas overall carbon footprint.</p> <p>We recognise that increasing the sense of pride in the area will also lead to local people and communities taking ownership for looking after the areas natural environments. Resulting in the protection of local landscapes and biodiversity for future generations.</p>

<b>Blaenau Gwent Wants Safe and Friendly Communities</b> <b>Applying Sustainable Development (or Five Ways of Working)</b>	
<p><b>Long-term</b></p>	<p>We have considered future trends, such as an ageing population and will consider what the needs of older people are to feel safe and connected to their communities, now and for future generations. For example, we will consider how technology can be better used to reduce loneliness and isolation (e.g. social networks, online community transport schemes etc.)</p> <p>We also recognise that addressing some of the complex issues and challenges of the area will require a long-term approach, in order to bring about sustained incremental positive change.</p> <p>Using a preventative approach is fundamental to creating a safer and friendly Blaenau Gwent. For example, we recognise that as public service organisations we need to proactively work with local people and communities at the earliest opportunity to prevent problems from happening in the first place. For example, understanding the root causes of certain behaviours will enable public services to develop suitable preventative early interventions. For example, addressing illicit tipping from happening will lead to cleaner areas and a likely reduction in the number of deliberate fires.</p> <p>We recognise that creating a safe and friendly Blaenau Gwent, will require all of our well-being objectives to be successfully delivered.</p> <p>Using a holistic approach we will support people to live healthier, happier and more fulfilled lives. Therefore, supporting Blaenau Gwent in becoming a vibrant place, with a strong sense of community. Leading to wider social, health, economic and environmental benefits to well-being.</p> <p>We will work together with a wide range of partners and stakeholders to create safer and friendly communities. For example, we will work closely with the regional Gwent partnership Safer Gwent who leads on addressing 'community safety' issues.</p>
<p><b>Prevention</b></p>	
<p><b>Integration</b></p>	
<p><b>Collaboration</b></p>	

## Involvement

Capturing the 'lived experience' of Blaenau Gwent's people and communities will help the Public Services Board gain a better understanding of the issues and challenges of the area. Identifying the root causes of behaviours, or understanding how services could be delivered differently to meet need will be vital information for Public Services Boards on how they can support Blaenau Gwent to become a safe and friendly place to live.

We will ensure everyone's voice and experience is captured through the delivery of the Blaenau Gwent We Want Engagement Programme, including those covered by the nine protected characteristics outlined in the Equality Act (Wales) 2010. Using citizen insight will help us to shape, design and develop services which meet current and future generation's needs.

When involving others we will adhere to the National Principles for Engagement and the United Nations Convention on the Rights of a Child.

## Blaenau Gwent Wants to Look After and Protect the Environment

## Contribution Towards the National Well-being Goals

**A prosperous Wales**  
By investing in more sustainable practices and renewable energy, this will help stimulate the local economy.

**A resilient Wales**  
By capitalising on our natural assets and developing our renewable capacity we will be more prepared for the side-effects of climate change. We will also consider how as public service organisations our decisions have an impact on the environment (including the biodiversity of the area), as well as getting local people and communities to support initiatives which protect the environment now and for future generations.

**A healthier Wales**  
Empowering people to actively protect and look after Blaenau Gwent's natural environments will support communities in becoming healthier. Mobilising communities to take part in initiatives which increase the quality and accessibility of green space, brings physical and mental health benefits.

For example, being outdoors, and getting close to nature enriches people's lives and is proven to bring benefits to a person's overall well-being. For example, enjoying fresh air, or the natural sounds of wildlife all contribute towards better mental health, reduced stress levels and increased positivity.

**A more equal Wales**  
We will look to ensure people take responsibility and ownership for looking after and protecting our natural environments, our environmental assets should be enjoyed by everyone, including future generations.

As the Public Services Board we will take steps to ensure everyone has access to clean, high quality natural environments and that everyone has the equal opportunities to benefit from the positive impacts it has on well-being.

**A Wales of cohesive communities**  
We recognise, developing social capital, strengthening community spirit and bringing people together can be achieved through initiatives which empower communities to take ownership and actively look after and protect their local environments. This in turn will lead to safer and friendlier communities (for example, reduced anti-social behaviour and respect for local wildlife etc.)

<b>A Wales of vibrant culture and thriving Welsh Language</b>	<p>Blaenau Gwent has a vibrant and rich cultural heritage on offer. Engaging and encouraging local people and communities to look after and protect their communities can be done through many exciting ways, including participation in arts, sports and recreational activities.</p> <p>The Public Services Board recognises that promotion of the Welsh Language and effective delivery of Blaenau Gwent's Welsh Language Promotion Strategy's objectives will require the effort of all partners working together and the engagement and participation of Blaenau Gwent's residence.</p>
<b>A globally responsible Wales</b>	<p>Looking after and protecting Blaenau Gwent's natural environment's will lead to more vibrant, cleaner and biodiverse areas.</p> <p>This in turn, is likely to encourage more of the population to adopt carbon neutral behaviours i.e. walking / cycling</p>

<b>Blaenau Gwent Wants to Look After and Protect the Environment</b> <i>Applying Sustainable Development for Five Ways of Working</i>	
<b>Long-term</b>	<p>The Public Services Board will need to ensure it considers the long-term impacts of its decisions, ensuring that actions taken forward are not at a detriment to the area's vibrant natural environments and biodiversity. We recognise we have a finite amount of natural resources and therefore must consider how we fairly use these resources in a sustainable way, and protecting them for future generations will be important.</p> <p>The impacts of current and long-term future trends, such as climate change, will have on local people and communities and the natural environment. Therefore, using a long-term approach we will look to take action to lower Blaenau Gwent's carbon emissions and protect and grow the natural assets that we have to create more resilient communities.</p>
<b>Prevention</b>	<p>Taking a preventative approach will be key to ensuring Blaenau Gwent uses its fair share of resources in a sustainable way, and ensures the area minimises its contribution climate change.</p> <p>Taking a preventative approach, we will protect the area's natural beauty and nature so everyone can enjoy the well-being benefits now and for future generations.</p>
<b>Integration</b>	<p>Successfully looking after and protecting our natural environments needs all of our well-being objectives to be successfully delivered. However, we also recognise how Blaenau Gwent's natural environment is a valuable asset which can be used as a springboard to promote social, economic and cultural well-being across the other well-being objectives.</p>
<b>Collaboration</b>	<p>Looking after and protecting the natural environment will require us to work collaboratively with a wide range of partners. Collaboration will also be required to maximise the opportunities for local people and communities to be able to benefit from their natural environments and by collaborating we hope to reduce the amount of resources we use and therefore our carbon footprint.</p>
<b>Involvement</b>	<p>We will work closely together with people and local communities, as well as a range of wider stakeholders to meet this objective. This objective cannot be met by the Public Services Board alone and requires the active buy-in and participation of everyone in our area to make it happen.</p>

Blaenau Gwent Wants to Forge New Pathways to Prosperity Contribution Towards the National Well-being Goals	
<b>A prosperous Wales</b>	Working to create a successful economy will enable Blaenau Gwent to make a more active contribution to Wales prosperity and for its communities to have a fair share and stake in this prosperity.
<b>A resilient Wales</b>	A well-being economy that is designed for the long term and is equipped for future trends and changes (such as climate change) will help foster resilience.
<b>A healthier Wales</b>	A local economy that raises the fortunes, aspirations and quality of life for the people of Blaenau Gwent can help facilitate a healthier Wales and break the cycle and association of poor health, inequality and deprivation.
<b>A more equal Wales</b>	Having a well-being economy will help bring about a more equal society with less people facing financial hardship, exclusion and disadvantage as a result.
<b>A Wales of cohesive communities</b>	A successful economy that delivers well-being, puts people in good jobs and helps them get good skills will allow people to make active, positive contributions to their local community and decrease social exclusion and isolation.
<b>A Wales of vibrant culture and thriving Welsh Language</b>	A better local economy that raises living standards and household disposable income will allow those most disadvantaged to participate more in cultural activities.  The Public Services Board recognises that promotion of the Welsh Language and effective delivery of Blaenau Gwent's Welsh Language Promotion Strategy's objectives will require the effort of all partners working together and the engagement and participation of Blaenau Gwent's residents.
<b>A globally responsible Wales</b>	A re-casting of our local economy through this objective will allow us to transition to more sustainable, low carbon means of economic development. Shorter supply chains, for example, will reduce our carbon footprint.

Blaenau Gwent Wants to Forge New Pathways to Prosperity Applying Sustainable Development as Five Ways of Working	
<b>Long-term</b>	By re-casting our economic thinking and doing what we want to support local businesses to be rooted for the long term and develop an economic model built to last for future generations.  Addressing the complex socio-economic problems associated with lack of prosperity requires long-term vision. Tackling the root causes and issues which prevent people from thriving and achieving their full learning and lifelong potential requires the Public Services Board to consider current and long-term needs.  Ensuring that people have the necessary qualifications and skills and resources to equip them for current and future labour market sectors is also part of this objective. For example, we will consider how we can help people have access to effective transport systems which support them to be economically active.  A successful well-being economy will raise quality of life and help prevent deprivation, poverty and many of the poor life outcomes that arise as a direct result.  Having a sound local economy lays the foundations for many of our other objectives by raising the material well-being and standard of living which helps people pursue healthy lifestyles with a diverse range of activities and interests. Building on circular economy principles will contribute to our objective to protect and nurture the natural environment.  Supporting the foundational economy requires the collaboration of different partners, as does alternative models of economic development.  Having a real stake in the prosperity of Blaenau Gwent will require more community involvement, participation and co-production.
<b>Prevention</b>	
<b>Integration</b>	
<b>Collaboration</b>	
<b>Involvement</b>	

Blaenau Gwent Wants to Promote and Encourage Healthy Lifestyles and Behaviours	
Contribution Towards the National Well-being Goals	
<b>A prosperous Wales</b>	A population that makes healthy choices and habits is more likely to be economically active, in work and making a contribution to Wales prosperity.
<b>A resilient Wales</b>	Treating the consequences of unhealthy lifestyles puts additional strain on public services and as such requires additional resources. The objective also helps meet the needs of the future trends of an aging population who will live healthier lives free from chronic conditions well into old age.
<b>A healthier Wales</b>	Having more healthy lifestyles and behaviours will result in better health outcomes and "normalise" healthy lifestyles which in turn can be passed on and learned by future generations.
<b>A more equal Wales</b>	Health inequalities are illustrative of an unequal society, especially the correlation between deprivation and poor health that we see so starkly in Blaenau Gwent. A healthier population is a population in a better position to access opportunities and face fewer disadvantages.
<b>A Wales of cohesive communities</b>	Healthy lifestyles and behaviours helps people become more active in their communities which often has a social element. Leading to people having increased level of confidence and levels of self-esteem which will result in people having more positive social networks and reduced levels of loneliness and isolation.
<b>A Wales of vibrant culture and thriving Welsh Language</b>	Healthier communities lead to local communities and people being able live more enriched lives, derived from the benefits of local arts and cultural activities. Those with healthy lifestyles are more likely to be in a position to participate and engage in Welsh language, sports and culture. The Public Services Board recognises that promotion of the Welsh Language and effective delivery of Blaenau Gwent's Welsh Language Promotion Strategy's objectives will require the effort of all partners working together and the engagement and participation of Blaenau Gwent's residents.
<b>A globally responsible Wales</b>	Healthier lifestyles will ideally result in less use of the earth's resources and a population that is more able to adapt to carbon neutral behaviours i.e. walking / cycling rather than driving.

Blaenau Gwent Wants to Encourage People to Make Healthy Lifestyle Choices	
Applying Sustainable Development (or Five Ways of Working)	
<b>Long-term</b>	Long-term impact of healthy lifestyles is healthier families and future generations that learn and adopt health behaviours.
<b>Prevention</b>	Reducing preventable diseases in the long-term will also reduce pressures on public service organisations (demand and cost) required to react to chronic and limiting diseases such as cancers and cardiovascular diseases. The objective is designed to prevent and mitigate entirely preventable health trends like chronic conditions such as type two diabetes and heart disease as well as the rising trend in both adult and child obesity.
<b>Integration</b>	The objective will also be integrated into other agendas such as active travel, improved mental health, less isolation, and improved care for the surrounding environment.
<b>Collaboration</b>	The Public Services Board will be required to work with a broad range of stakeholders (including private businesses) over a sustained period of time to change cultures and make healthy behaviours the 'norm'.
<b>Involvement</b>	The objective will place the citizen at the heart of how this objective is modelled for success. Empowering people to make positive choices require the buy in and engagement from the wider community. The influence of peers, social network and the local environment will be a key driver in behaviour change and therefore relies on large scale population buy in.



## Glossary

<b>Adverse Childhood Experiences (ACEs)</b>	ACEs are traumatic experiences that occur before the age of 18 and are remembered throughout adulthood. These experiences range from suffering verbal, mental, sexual and physical abuse, to being raised in a household where domestic violence, alcohol abuse, parental separation or drug abuse is present.
<b>Active Travel</b>	A way of traveling that requires physical activity such as walking and cycling.
<b>Cognitive Development</b>	Cognitive development is the construction of thought processes, including remembering, problem solving, and decision making, from childhood through to adolescence to adulthood.
<b>Community Resilience</b>	The Cabinet Office define community resilience as 'communities, businesses and individuals are empowered to harness local resources and expertise to i) prepare, respond and recover from disruptive challenges and ii) be able to plan and adapt to long-term social and environmental changes to ensure their future prosperity and resilience.
<b>Ecosystem Services</b>	Benefits provided by nature that contribute to making human life possible and worth living.
<b>Foundational Economy</b>	A Foundational Economy is a term used to describe the business activities that we use every day and see all around us. It includes businesses like retail, care and food industries.
<b>Future Trends Report</b>	A report designed to support the public sector in Wales in making better decisions for the long-term. It identifies the key social, economic, environmental and cultural trends that could affect Wales in the future, as well as some of the factors that could influence the direction of those trends.
<b>Logic Model</b>	A systematic and visual way of presenting the key steps required in order to turn a set of resources or inputs into activities that are designed to lead to a specific set of changes or outcomes.
<b>Legislation in Wales</b>	A Bill is a draft law. Once a Bill has been considered and passed by the Assembly and given Royal Assent by the Monarch it becomes an 'Act of the Assembly', it therefore, becomes law.
<b>Response Analysis</b>	A deeper analysis which is used as a way to help further understand the evidence. It can be used to develop an understanding of how and to what extent, existing services are addressing issues. It is a method which helps to identify and appraise alternative approaches to delivery, whilst given consideration to how future economic, social, environmental and cultural trends will affect local well-being.

<b>Social capital</b>	The networks of relationships among people who live and work in a particular society, enabling that society to function effectively.
<b>Social Prescribing</b>	There is no clear set definition. However, within the plan social prescribing is defined as a way of linking individuals to sources of non-clinical, community based support. Some examples include volunteering, arts activities, group learning, gardening, befriending, cookery, healthy eating advice and a range of physical activity.
<b>Sustainable Development</b>	In the Well-being of Future Generations (Wales) Act "sustainable development" means the process of improving the social, economic, environmental and cultural well-being of Wales by taking action, in accordance with the sustainable development principle, aimed at achieving the well-being goals.
<b>Sustainable Development principle (also known as the five ways of working)</b>	Public bodies acting in a manner which seeks to ensure that the needs of the present are met without compromising the ability of future generations to meet their own needs. In doing so they must consider the five ways of working (long-term, prevention, integration, collaboration, involvement).
<b>UNESCO</b>	United Nations Educational Scientific and Cultural Organisation.



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