

Mission, Vision and Values

The ethos of our Joint Executive Team continues to place a strong emphasis on collective responsibility and mutual support to achieve shared goals, in working towards our well-being objectives.

In late 2026, in order to further work as federated Councils both visions were reviewed and a new joint vision established: ***'A future without inequality, where everyone thrives in a fair, inclusive, and resilient community'***.

Also, the values of both Councils were reviewed and are now: ***Working with people; Working openly; Working together to deliver***. Our values play an essential part in the culture of our organisation and guide our behaviours, beliefs and principles. The vision and values are now aligned and will be used for decision-making, challenge and reflection. They will provide the framework for all that we do.

Blaenau Gwent 'Deal' and Missions

The Blaenau Gwent Deal is a social contract between the Council, residents, businesses and partners, reshaping how the Council works by moving from “doing to” towards “doing with”. Rooted in shared responsibility, prevention, fairness and community power, it provides a prevention-first, community-centred and collaborative approach to delivering services and putting the Corporate Plan into practice.



The Deal will be delivered through five shared missions:

- **Mission 1: Early Years – Building Bright Futures**
- **Mission 2: Inspiring Lifelong Learning, Ambition and Resilience**
- **Mission 3: Well-being Through Community Leadership**
- **Mission 4: Thriving Economy and Vibrant Places**
- **Mission 5: Empowered Communities – Shared Power and Success**

More information on the Blaenau Gwent Deal and Missions can be found here: [Blaenau Gwent CBC](#)

Deal Engagement and Citizens' Assemblies

To support the development of the Blaenau Gwent Deal, a multi-layered engagement plan began in autumn 2025, enabling stakeholders, residents and partners to help shape its development through consultation, feedback and discussion. Consultation in November and December 2025 attracted almost 700 online visits and 250 completed surveys, followed by a Citizens' Assembly held across three sessions in January and February 2026.



The Assembly used an established approach to support in-depth discussion; capture lived experiences and consider the question: “What principles should guide the new relationship and ways of working to deliver our shared ambition for our borough?” Participants agreed principles focused on meaningful public involvement, volunteering and community leadership, community hubs, shared power and cooperation, pride and future potential, thriving town centres, and learning and listening together. More information on the Blaenau Gwent Citizens' Assemblies can be found here: [Blaenau Gwent CBC](#)

Blaenau Gwent: A Marmot Council – Putting Fairness and Well-being First

Torfaen and Blaenau Gwent are proud to be the first Marmot Councils in Wales, reflecting a long-term commitment to reducing health inequalities and creating fairer, more inclusive and resilient communities.

The Marmot Masterplan provides a 15-year framework to embed Marmot principles into how we plan, deliver and measure impact, supported by robust data and short, medium and long-term measures. To make a meaningful difference, these principles must be reflected across organisational planning, priorities, services and review processes.

Together, the Corporate Plan, Gwent PSB Well-being Plan, Marmot Principles, Communities Approach and Health Determinants Research Collaboration support a cultural and operational shift towards a more preventative, evidence-led and partnership-based approach to improving well-being now and for future generations.

To find out more information on Blaenau Gwent as a Marmot Council, click here: [Blaenau Gwent: A Marmot Council | Blaenau Gwent CBC](#)

You can find out more about the Marmot Principles here: [Professor Sir Michael Marmot - IHE](#)

Wales: The First Marmot Nation

The Welsh Government has recently announced that Wales is the first Marmot Nation in the world – a significant milestone. Torfaen and Blaenau Gwent have been at the forefront of this journey, leading the way and showing what's possible when fairness becomes a priority.

Our Federated Approach

Blaenau Gwent and Torfaen Councils have established an innovative federation model, including the appointment of the first Joint Chief Executive in Wales and a discovery phase launched in June 2024 to explore closer integration.

During 2025/26, the partnership has moved from exploration to delivery. Both Councils have formally committed to strengthening collaboration, embedding joint leadership arrangements, strengthening governance, and aligning corporate planning, performance and financial frameworks. This is helping to coordinate priorities, reduce duplication, improve oversight and build resilience across both organisations.

Work has been undertaken to implement new joint corporate governance arrangements, including a joint leadership structure; alignment of processes, policies and strategies; improved data, technology and AI; Joint Appointments Committee and Joint Scrutiny arrangements; and a joint Blueprint for Growth and Joint Local Development Plan.

The federation is a key enabler of long-term transformation, supporting more sustainable services, better outcomes for residents and a stronger, more resilient operating model across both councils.

Gwent Public Services Board



Under the Well-being of Future Generations (Wales) Act 2015, the Council has both an individual and collective duty. Our collective role is delivered through the Gwent Public Services Board (PSB), which brings public service partners together to assess local well-being, agree shared well-being objectives and take long-term action to improve outcomes for people and communities across Gwent.



To support the PSB in tackling high levels of inequality across Gwent, partners have worked with the Institute of Health Equity, drawing on the guiding principles identified in Professor Marmot's review, Fair Society, Healthy Lives. This work led to the [Building a Fairer Gwent Report](#) and the commitment for Gwent to become a Marmot region.

Further detail on the Gwent PSB can be found here: [Home - Gwent Public Services Board Gwent Public Services Board](#)

Communities Approach

Alongside the Marmot Masterplan and Corporate Plan, the Communities Approach provides the practical model for delivering change by embedding prevention, early intervention, place-based working and community resilience into how services are designed and delivered.

During 2025/26, the approach has moved from design into early implementation, with work progressing to embed it into service planning, budget setting and partnership working. This is enabling a shift towards more preventative, place-based delivery, focused on local need, community capacity and targeted support.

A key element is the redesign of the prevention model and workforce structures, ensuring people receive the right support at the right time through a more holistic understanding of well-being, with communities acting as the first line of prevention and resilience.

Health Determinants Research Collaboration (HDRC)

During 2025/26, Blaenau Gwent worked with Torfaen through the HDRC to strengthen the use of evidence and research in local decision-making. The collaboration is helping both councils better understand the wider factors affecting health and well-being, plan services around community need, and build research capacity. Work has focused on areas such as early years, education and elective home education, supporting prevention, fairness and improved outcomes for children, residents and communities.