



Analysis of the responses received to the public consultation on the draft Cwm Taf Well-being Plan



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Executive summary

The Well-being of Future Generations (Wales) Act and the creation of Public Service Boards has changed how public services deliver and work together in Wales. The Act places several requirements on Public Service Boards, which include consulting on their draft objectives before publishing their Well-being plans.

The consultation in Cwm Taf included 20 workshops and community events and an online consultation. Additionally, there were written responses from the Future Generations Commissioner, Welsh Government, other statutory consultees and other interested parties.

Cwm Taf Public Services Board (PSB) engaged the Local Government Data Unit ~ Wales to conduct an analysis of the information collated through the consultation exercise. This report contains that analysis.

The analyses for each part of the consultation are shown separately. This allows differences in the responses from each part of the consultation to be shown.

We have aggregated the analyses to identify emerging themes from the consultation exercise as a whole. One of the overall impressions was the strong support for the draft objectives and their accompanying actions.

In addition to this support, there were a lot of suggestions for additional work and encouragement for the PSB to continue to engage with the public.

The emerging themes are:

- Potential for increased use of existing community assets and facilities
- Improving overall well-being – physical and mental health
- Improved timeliness of access to all health provision
- Need and opportunity to work differently
- Communications and engagement with all sectors of the community

Introduction

Following a tendering exercise, we (Local Government Data Unit ~ Wales) were commissioned by the Cwm Taf Public Service Board to provide an ‘...analysis of the responses received to the public consultation on the draft Cwm Taf Well-being plan’.

We were asked to provide the following:

- qualitative and quantitative analysis of the data captured via the online consultation; and
- qualitative and quantitative analysis of the data captured from other consultation activity (workshops, public events, responses from statutory consultees including from the Future Generations Commissioner).

This report is the key deliverable.

Background

The Well-being of Future Generations Act, Well-being assessments and plans

The Well-being of Future Generations (Wales) Act 2015 (the Act) identifies and places certain duties on ‘public bodies’. All local authorities, local health boards and many other organisations are identified as public bodies. The well-being duty states that all public bodies must set and publish well-being objectives, designed to contribute to the seven well-being goals identified in the Act, and take ‘*all reasonable steps (in exercising its functions) to meet these objectives*’.

To achieve these at a local level, the Act establishes Public Service Boards (PSBs) for each local authority area in Wales. PSBs can cover more than one local authority area, as the Cwm Taf PSB does.

PSBs are required by the Act to produce an ‘Assessment of Well-being’ in their area and then publish a plan (Local Well-being Plan) that sets out its objectives and the steps it will take to meet these objectives.

Guidance from Welsh Government¹ provides specific advice on how PSBs should engage and consult during the production of their Well-being assessments and Local well-being plans.

The guidance provides a list of statutory consultees², with whom the PSB must consult on the draft objectives for a minimum of a 12-week period prior to publishing their Local well-being plans.

Also included in the guidance is information on expectations for the PSB’s engagement with non-statutory consultees. This includes citizen engagement.

The early work of the Public Service Board (PSB)

Cwm Taf PSB was established to fulfil the statutory responsibilities of Merthyr Tydfil and Rhondda Cynon Taf local authorities under the Act. Membership of the PSB includes all statutory bodies and other relevant invited participants.

¹ <http://gov.wales/docs/desh/publications/161111-spsf-3-collective-role-en.pdf>

² See Appendix A– Statutory consultees and respondees.

In meeting its statutory requirements under the Act, the PSB published a Local well-being assessment (and a Population assessment to inform the drafting of their Social services and well-being plan). It has also published a draft Well-being plan.

Included in this draft are the three proposed objectives that are being consulted upon. They are:

- to promote safe, confident, strong and thriving communities, improving the well-being of residents and visitors and building on our community assets;
- to help people live long and healthy lives and overcome any challenges; and
- to grow a strong local economy with sustainable transport that attracts people to live, work and play in Cwm Taf.

Each objective is supported by a summary of relevant evidence from the Well-being assessment, and aims for the short, medium and long term (within five years, within 15 years, and between 15 to 30 years).

There is a statutory responsibility placed on PSBs to consult on their draft objectives. In fulfilling this obligation, the Cwm Taf PSB has:

- formally consulted with statutory consultees;
- engaged in a series of workshop events, public events and drop-in sessions;
- established a Public Engagement Network to reach established groups; and
- published an online consultation seeking the views of people on the content of their draft objectives.

The online consultation has been advertised directly with established groups and on social media through partner organisations.

Consultation evidence

Online consultation, workshops, community events, responses from statutory consultees

The gathering of information about views on the draft objectives falls into two main groups:

1. Responses from organisations and individuals who are obliged to provide a view on the objectives, or who the PSB has invited to respond as part of the process.
2. Information captured through citizen engagement, which includes the workshops and the online consultation.

A complete list of the written responses and the workshops held can be found in Appendix B – Consultation exercises. A full download of the raw data from the online consultation will be provided to the Public Services Board separately to this report.

Role of engagement

Putting this consultation in context

This consultation exercise follows on from a similar exercise carried out as part of the drafting of the Well-being assessment³. The assessment looked at a range of evidence regarding local circumstances in Cwm Taf – the challenges it faces and its areas of greatest need along with its assets. A key element of the development of the assessment was the involvement of, and engagement with, citizens and communities across Cwm Taf. This was a significant element of the assessment process and key in shaping the draft Well-being plan and its objectives.

A further consultation exercise was carried out when the draft objectives were published. Its focus was narrower than the assessment exercise, focusing largely on testing the appropriateness of the draft objectives and proposed steps, while also making sure that there were no gaps. It also sought any additional ideas for steps or actions. Although more focused, it has nevertheless been a significant exercise, involving over 200 citizens representing a range of groups and areas across Cwm Taf.

Whilst this consultation had a specific purpose, an ongoing conversation across Cwm Taf will continue to be led by the PSB as it publishes and acts upon its Well-being Plan

Analysis

Our approach

While there was much similarity in the focus across both the consultation events and the online consultation on the objectives, there were slight differences. Also, some of the input from young

³ <http://www.ourcwmtaf.wales/work-of-the-cwm-taf-public-service-board>

people reflected discussion on specific issues rather than a systematic approach to reviewing all of the objectives. We have therefore provided analysis of the responses by type of engagement.

Our analysis provides a combination of identifying common themes within the different types of engagements, showing examples of responses where no common themes were emerging, and aggregating the evidence from all sources to identify the overall emerging themes.

Our analysis contains a mixture of direct quotes from participants and a summary of comments expressing similar views. Where we have used direct quotes, these are shown in italic text with quotation marks. Where appropriate, we have amended direct quotes to ensure the participant's anonymity.

Consultation events

Community events

A series of open events were held across the Cwm Taf area⁴ in October and November 2017. These were structured workshops with a presentation defining the content of the sessions. The presentation outlined the Act, the process that the PSB has gone through and the draft objectives.

Responses were centred around three questions:

- Are these the right objectives?
- Are there any other things that should be included?
- Are there any gaps?

We have aggregated the responses from all the community events and shown the most frequently occurring comments, by individual objectives, below. Within each objective, responses have been grouped under the main themes that emerged from the workshops.

Objective One – Safe, confident, strong and thriving communities

Development of Community Zones

Overall, comments on this proposal were supportive. The idea of basing services and facilities in a centred location was seen as a positive development. However, public expectations on the range of services being provided appeared to be high and the ability of these Zones to meet all their needs may need to be managed. Clear actions and communications would ensure that the public are fully aware of the aim of this part of the objective

Community safety

Responses suggest that some older people are uneasy to go out at night in some parts of Cwm Taf. Feeling safe generally is an issue and this was identified in other parts of the consultation, but the focus of these comments might reflect the cohort of attendees for these events. The cleanliness of streets and public areas was the other main issue raised.

Community spirit/activities

Respondents wanted facilities and assets to be made more available for community activities, learning, etc. They felt this could extend to clubs, third sector and voluntary groups. They felt that activities etc. should occur at evenings and weekends, when facilities (schools were the most frequently mentioned) are under-utilised.

⁴ See Appendix

Objective Two – People live long and healthy lives

Health was the single most frequently mentioned issue across all the consultation events. It obviously featured heavily within this objective, but some specific issues clearly emerged and these cut across all three objectives.

Health services

The two main issues raised were the physical access to, and the timeliness of, appointments for people using health services. Again, this issue was raised across the consultation, but in this instance, people's complaints centred on GP and out-patient appointments. Additionally, the provision, or lack of mental health services was raised as a concern. This was the only specific health service area that was mentioned.

Continuing the support for Objective One, people asked for more community-based health services, specifically mentioning minor injury centres and multi-agency provision.

Leisure and fitness

There was strong support for the provision (or more provision) of leisure facilities and opportunities to improve personal fitness and health. Many respondents stressed that this should include both physical and mental health.

This included organised activities, such as swimming and gym facilities, and self-led outdoor activity such as walking and cycling. Awareness of what activities and opportunities exist, and how people can access them, was also raised as an issue.

Objective Three – Strong local economy with sustainable transport

The main issues raised under this objective were the lack of public transport (mainly buses) away from the main centres and at evenings and weekends, and the lack of banks and other shops in smaller communities. The negative impact of large retail parks such as Talbot Green and Trago Mills on smaller communities was also noted.

Young people's events

Four separate events were held specifically with young people, which contributed to the consultation process - three Involvement events and a Merthyr Tydfil College Learner Assembly.

The three Involvement events focussed on the draft objectives. Below is a summary of the comments received:

- Communication with young people could be better, and should utilise the social media platforms that young people use;
- Why weren't young people involved at an earlier stage? and
- Why not take the consultation into schools directly, and then access large numbers of young people in one go?

An event at the Merthyr Tydfil College Learner Assembly focused on two issues that relate to the objectives. They were:

- Obesity/physical activity
 - a. The Well-being plan needs to have a multi-faceted approach – it should include nutrition and professional advice, as well as physical activity.
 - b. Affordability needs to be considered – taking part in organised or paid-for provision three or four times a week can be expensive.
- Social well-being
 - a. Make college facilities available to community groups and local organisations outside of core hours.
 - b. Develop inter-generational activities and courses, so that as well as providing opportunities for learning and developing personal skills, you can promote social inclusion.

Online consultation

The online consultation was open between 26 September and 19 December 2017. The full online consultation can be found in Appendix C - Online consultation questions.

Who completed the online consultation

As part of the online consultation, some personal characteristics were collected to understand who responded. These questions were not compulsory. Where answers were provided they are

Gender

39 female
38 male

summarised below:

Postcodes (45 provided in total)

Pontypridd	14
Aberdare	12
Porth	9
Ferndale	3
Tonypandy	2
Treorchy	2
Pontyclun/Talbot Green	2
Merthyr Tydfil	1

Age

25-34 yrs	6 respondents
35-44 yrs	15 respondents
45-54 yrs	20 respondents
55-64 yrs	14 respondents
65-74 yrs	5 respondents
85+ yrs	1 respondent

The online consultation included the following questions. Responses have been aggregated to provide a sense of their content and group into emerging themes.

Q1 – What matters most to you

107 responses to this question		Emerging themes:	
58 related to Objective One		Health	76
76 related to Objective Two		Family/Housing	20
45 related to Objective Three		Facilities/Services	45
		Transport	6
		Safety	29
		Employment	4
		Community	26
		Poverty	4
		Environment	25
		Education	3

and your family within your community?

Health

Similar to the consultation workshops, timely access to services was the main issue for respondents, with 20 responses mentioning this. Specifically, two issues were raised:

- access to GP provision - timeliness of appointments and challenges contacting the surgery (12 mentions); and
- access to out-patient and general health services (10 mentions).

There was specific concern about mental health services and the need to provide sufficient services to meet demand (11 mentions).

Overall well-being was raised as a concern (25 mentions). The need for people to keep active and maintain their physical health was also mentioned. As with other sources of data from this consultation exercise, the comments included the need for organised activities and the opportunities for self-led activity, in this instance often relating to family-based activities.

Facilities/services

The general message was that access to all public services needs to be better. There was specific mention of providing more family-based activities (see above - Health).

Safety

Respondents wanted to see safer streets, especially for older and young people. Parents specifically wanted to be able to allow their children to play outside in safety.

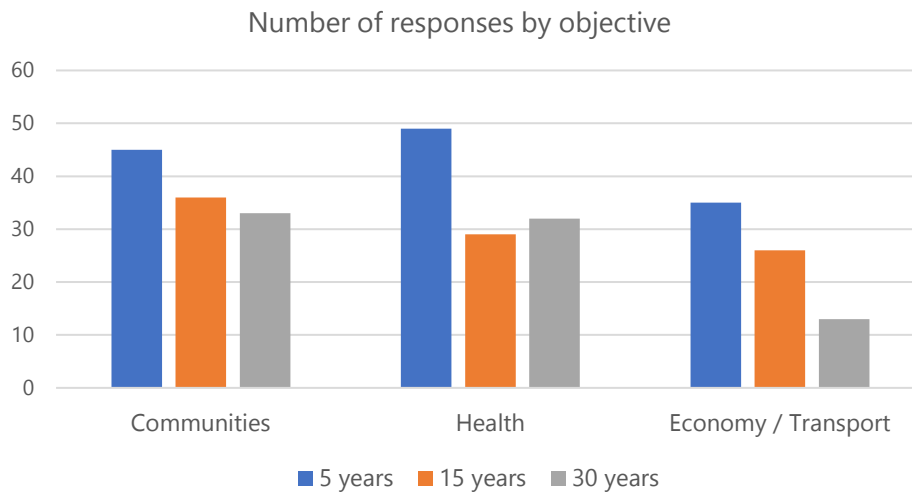
There was also a desire to see a reduction in anti-social behaviour, including the removal of overt drug-taking in larger towns.

Q2 - What changes would you like to see in 5, 15 and 30 years' time?

Respondents were asked three questions about when they'd like to see changes resulting from the objectives and the Well-being plan. Their responses were not limited by the content of the objectives, but we initially looked at the responses in this context.

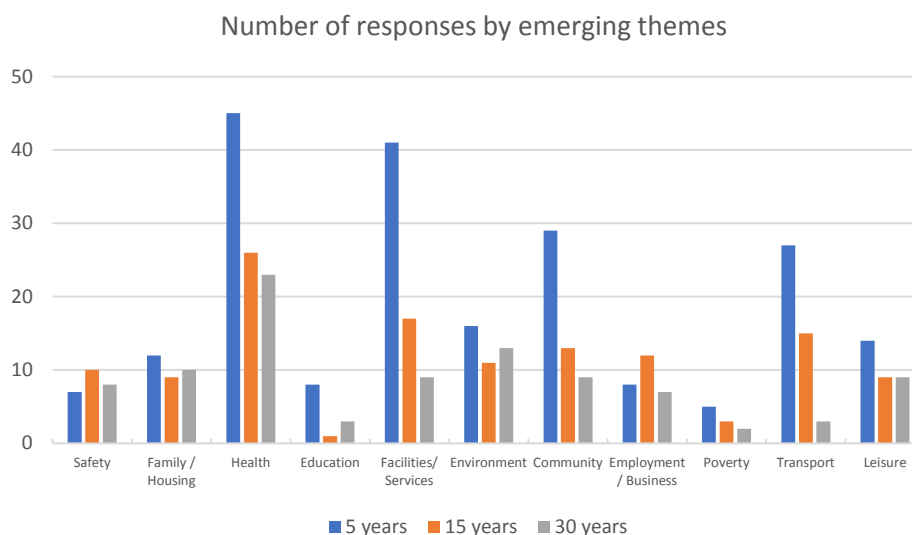
Figure 1 below shows the number of responses received for each of the three questions relating to each of the three objectives.

Figure 1



As with the engagement events, we also quantified the emerging themes within the comments that cut across the three objectives. This information is presented in Figure 2 below. Again, **health** was the dominant emerging theme across responses, being the most frequent response for all three options. **Facilities/services** featured highly in responses for 5 and 15 years' time.

Figure 2



The table below shows the three most common themes for each of the options (for 5, 15 and 30 years' time), the number of responses each theme had, and examples of their content.

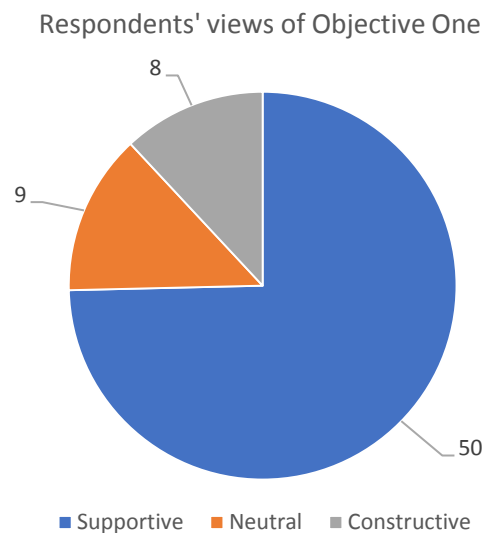
Table 1: Responses, by theme and time period

Rank	5 years	15 years	30 years
1st	Health (45 responses): <ul style="list-style-type: none"> • Improve timeliness of access to GP provision • Improve mental health services • Improve well-being 	Health (26 responses): <ul style="list-style-type: none"> • Concerns about what social care will look like • Quicker diagnosis of conditions, pro-active screening for higher-risk groups and younger people 	Health (23 responses): <ul style="list-style-type: none"> • For mental health services to have the same profile and funding as cancer services now have • Support for, and well-being of, carers to improve
2nd	Facilities/Services (41 responses): <ul style="list-style-type: none"> • Improve access to public services • Locate more services within communities 	Facilities/Services (17 responses): <ul style="list-style-type: none"> • More participation of residents in their council's running and decision-making • Increase range and volume of community-owned businesses and facilities 	Environment (13 responses): <ul style="list-style-type: none"> • Preserve and improve public open spaces/green spaces • Develop local/regional environment plans • Better balance between protection and development
3rd	Community (29 responses): <ul style="list-style-type: none"> • Provide more community-based activities • Give communities more autonomy – make them more able to manage themselves 	Transport (15 responses): <ul style="list-style-type: none"> • Integrate transport system so it aligns with services and facilities • Reduce congestion around schools 	Family/Housing (10 responses): <ul style="list-style-type: none"> • Elimination of homelessness • Enough sheltered/independent housing for older people

Objective One – Safe confident, strong and thriving communities

There were **67 responses** to the question “What do you think of this well-being objective?”. The responses were overwhelmingly supportive of the overall objective and the actions attached to it. Figure 3 shows the breakdown of respondents’ views.

Figure 3



Supportive

- A wide range of supportive statements, with some specific mention for the development of the role of volunteers – but with the caveat that training and support is provided to those volunteering.

Constructive

- The objective could be used to close more services and save money and it will reduce or eliminate provision in smaller communities.
- The objective merely replicates what has been tried in other strategies already – Communities First, Children First, etc. – and it provides nothing new.
- It is un-costed, and will be difficult to set targets for and measure its impact.

Suggestions of things that could be done to meet this objective

- Improving the transport links to the ‘hub areas’ needs to be part of their development.
- When developing the hub areas, there needs to be engagement with, and use of the knowledge and views of the whole community. This can be facilitated by existing groups such as community councils, Tenants’ Associations and the third sector.

“There is huge amount of bureaucracy preventing communities from improving their environment. This NEEDS to be made easier.”

Respondents were asked three additional questions, about what else could be done within the objective to make a difference. The responses provided are summarised in Table 2 below:

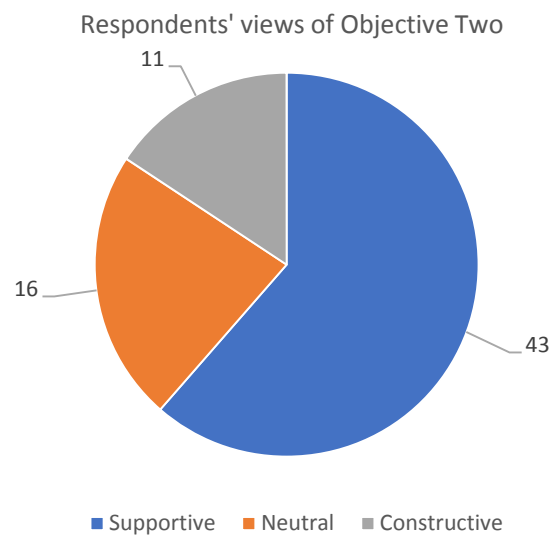
Table 2: Overview of responses to Objective One

Thinking about Objective One, is there anything else we could do that would make a difference...		
...to you personally?	...to your family?	...to your community?
<ul style="list-style-type: none"> • Improving communities by empowering people. • <i>“Plans to centralise services should be aligned with improvements to public transport.”</i> 	<ul style="list-style-type: none"> • Increase range of activities and opportunities for families. 	<ul style="list-style-type: none"> • Reduce anti-social behaviour. • Improve engagement with the community.

Objective Two – People live long and healthy lives

There were **70 responses** to the question “What do you think of this well-being objective?”. The majority of responses were supportive. Figure 4 shows the breakdown of respondents’ views.

Figure 4



Supportive

- Strong support for a collaborative approach to improving physical and mental health through exercise, activities and improving services.
- Strong impression that people consider mental health to be an important factor in overall well-being, and that awareness and services need to improve to support this.

Constructive

- The content for this objective sounds similar to previous plans and strategies.
- The content also sounds like what should be core business for the local authority and local health board.

Suggestions of things you could do to meet this objective

“You need to make gyms more affordable for all. Create more green spaces where people can walk and take in the countryside and wildlife around them. Create safe spaces for families to take their children out and have a picnic.”

- Affordability and access to provision is a key issue to encouraging people to exercise more.

Respondents were asked three additional questions about what else could be done within the objective to make a difference. The responses provided are summarised in Table 3 below:

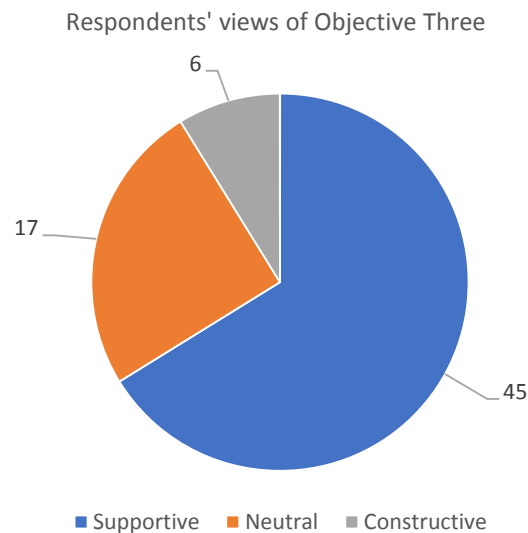
Table 3: Overview of responses to Objective Two

Thinking about Objective Two, is there anything else we could do that would make a difference...		
...to you personally?	...to your family?	...to your community?
<ul style="list-style-type: none"> • Improve information available to people on healthy living, improving diet, etc. • Improve facilities for outdoor activity e.g. footpaths and cycle tracks, and exercise equipment. 	<ul style="list-style-type: none"> • Increase the range of activities that can be done as a family, especially using outdoor facilities. • <i>"Improve the quality of the environment."</i> 	<ul style="list-style-type: none"> • <i>"Utilise public sector assets to facilitate activities and support community groups."</i> • Ensure that all activities to promote/improve health and well-being are inclusive to all ages and groups.

Objective Three – Strong local economy with sustainable transport

There were **69 responses** to the question “What do you think of this well-being objective?”. The majority of responses were supportive – in fact, as shown in Figure 5, across all three objectives, two thirds of the overall responses were supportive.

Figure 5



Supportive

- Any plans to improve public transport are welcomed, though there are varying views as to where your focus should lie.
- *“Access to good local jobs is the key to the younger population remaining in the Cwm Taf area.”*
- Improving training and apprenticeships would support the above statement.

Constructive

- Cynicism at the likelihood of achieving this priority.
- The focus on promoting the Welsh language is of concern to some people – they feel that because of the low percentage of Welsh speakers in the Cwm Taf area, any money spent on the Welsh language would be better spent elsewhere.

Suggestions of things you could do to meet this objective

- Develop a bespoke Cwm Taf apprenticeship/graduate training scheme, and link it to the curriculum of local high schools.
- Any plans to improve transport links should not just focus on links to Cardiff. Merthyr and Swansea can provide similar benefits, services and opportunities and links to these areas should also be improved.

“Local apprenticeship scheme & selling the area are both excellent plans, achievable and affordable.”

Respondents were asked three additional questions about what else could be done within the objective to make a difference. The responses provided are summarised in Table 4 below:

Table 4: Overview of responses to Objective Three

Thinking about Objective Three, is there anything else we could do that would make a difference...		
...to you personally?	...to your family?	...to your community?
<ul style="list-style-type: none"> • <i>"A better infrastructure will attract people and businesses into the region and provide opportunities for those already living in the region."</i> • Reduce the cost of transport. 	<ul style="list-style-type: none"> • Local authorities should put on more cultural and leisure events for residents and to attract visitors into the region. • <i>"Road transport and congestion needs to improve, particularly at rush hour."</i> 	<ul style="list-style-type: none"> • Transport links should be developed and aligned to the needs of the community. • <i>"Our communities need to be cleaner with better waste collection options. This includes green spaces, not just urban areas."</i>

Statutory responses

Future Generations Commissioner

The Future Generations Commissioner responded to the draft objectives published by all 19 PSBs. Her response to Cwm Taf PSB's draft objectives extended to 20 pages

Her letter contained a great deal of positive comment about the work and outputs of the PSB so far. She:

- noted that the content of the draft Well-being plan follows naturally from the findings of your Well-being assessment;
- compliments the PSB on the collaborative engagement event approach implemented to engage with the public and service users; and
- is encouraged by the PSB's commitment to work collaboratively, putting people at the centre of its work.

She poses over 40 direct questions to the PSB in her letter. Her questions and advice generally fall into two parts:

- help for the PSB in considering how it might use the five ways of working to challenge business as usual and to maximise their contribution to each of the seven national well-being goals; and
- based on the priorities, prompts, resources and contacts to help the PSB demonstrate that it has used the five ways of working and seven well-being goals to shape the actions.

Some of her questions require consideration now, while some are for the future.

The box below shows the range of issues covered by the Commissioner's questions. She does not comment on the suitability of the chosen objectives, and her comments mostly ask about how the PSB is working and how it plans to meet the spirit of the legislation and guidance.

What themes has the Commissioner asked about?

Partnership working	35
PSB working	25
Delivery of objectives	24
Working differently	18
Engagement	16
Use of resources	15
WFG principles / ways of working	14
Use of data	8

It is encouraging that some of her suggestions mirror the findings of the public engagement work. For instance, the Commissioner's response states that: *"...opening up land and buildings to the community could be a way of encouraging community ownership, bringing people together*

where they don't have a community facility and allow for better use of the natural environment."

This suggestion is aligned to the engagement finding, that people want to see increased use of land, facilities and buildings at evenings and weekends when they would normally be closed or under-utilised. The Commissioner's suggestion of community ownership takes this idea one step further but is a natural progression from the engagement finding.

Welsh Government

The Welsh Government response to the consultation, whilst containing some suggestions regarding new or additional content, also contains a great deal of supportive and complimentary comments.

As with the Future Generations Commissioner's response, Welsh Government do not comment on the appropriateness or content of the draft objectives. Its comments focus on how the PSB has reached this stage and how it might deliver on the Well-being plan and its objectives.

Welsh Government liked the ambition and vision of the plan, and thought that it was well written and comprehensive. It was also logically structured and clearly laid-out, with a person-centred feel and a genuine value attached to the community voice.

The identification of areas for development within the Well-being plan were clearly categorised and are listed in Table 5 below:

Table 5: Welsh Government recommendations for the Cwm Taf Well-being plan

Category	Area for development
A – Significant issues, to be addressed prior to publication of the final plan	Maximising contribution to the national well-being goals
B – If addressed prior to publication, would strengthen the plan. Could also be addressed alongside early development	Long term actions
	Reflecting engagement undertaken
	Involving other partners
	Clarity about who will deliver the actions
	Balance across the pillars of well-being
	Targeting particular groups of people
	Discussing effectiveness of the interventions
C – If addressed, would strengthen the plan, but could be addressed as it continues to develop and evolve	Conveying how steps were formulated
	Enhancing current approaches or pursuing new ones
	Placing the Plan in the wider partnership landscape
	Understanding of gaps as a result of the Well-being

Again, as with the Commissioner’s response, some of the issues raised above mirrored responses in the public engagement events, such as the inclusion of other partners and clarity about who will deliver the actions.

There is also some overlap between the actions outlined in Welsh Government’s response and the Commissioner’s response.

Other responses

Cwm Taf Community Health Council (CHC)

The CHC:

- support the objectives and the draft Well-being plan;
- would like the PSB to *“cultivate local ownership to achieve the objectives...community groups could be used as a conduit for this purpose.”*;
- believe this would require an engagement strategy to cultivate local ownership of the objectives; and
- would welcome the opportunity to participate in any engagement events.

Cwm Taf Regional Collaborative Committee

This response was based around the three draft objectives and is summarised in Table 6:

Table 6: Cwm Taf Regional Collaborative Committee’s consultation response

	Objective one: Community	Objective two: Health	Objective three: Economy and transport
What do you think of this objective?	<ul style="list-style-type: none"> • Needs to be more specific • Needs to include housing • Information needs to be readily available 	<ul style="list-style-type: none"> • This approach is too similar to existing priorities where we have made little progress so far 	<ul style="list-style-type: none"> • An opportunity to develop tourism and leisure in these valleys that could provide job opportunities
What do you think of the suggestions of things we could do to meet this objective?	<ul style="list-style-type: none"> • Needs commitment from all sectors for this to work • Community zones could become an area of strength 	<ul style="list-style-type: none"> • We feel the existing challenges are around low self-esteem, lack of confidence and basic skills. No suggestion that this priority will tackle 	<ul style="list-style-type: none"> • Could a link to the promotion of the Welsh language be incorporated in this objective?

		those issues	
What else could we do to make a difference to your community?	<ul style="list-style-type: none"> • Improve existing cultural assets and market our heritage to encourage visitors • Listen to communities 	<ul style="list-style-type: none"> • Replace the community and youth provision that has been removed, to encourage community-based skills and knowledge to develop community interests 	

Arts Council for Wales

The Arts Council for Wales did not comment on the objectives specifically, but they did provide information on how the arts can improve people’s health and quality of life, measured against the seven goals of the Act.

Workforce consultation

Two Well-being plan consultation activities with the public sector workforce were held in December. They included employees from Rhondda Cynon Taf and Merthyr Tydfil County Borough Councils, South Wales Police, Cwm Taf University Health Board, Interlink and Natural Resources Wales. The outcomes from their discussions were:

Objective one – Frustration at the bureaucracy and red tape involved in processes such as accessing and using publicly-owned land, setting up community groups and setting up volunteering programmes. These processes could be stream-lined by having criteria or guidance in place that staff could follow.

Positive promotion is needed to change the outside perception of Cwm Taf and the Valleys area.

Objective two – A need to focus on the most vulnerable in society, specifically those in poor physical or mental health. Also, linking to Objective one and building family and community resilience, health solutions could be directed towards whole families or households rather than just individuals.

Mental health was also raised as an issue, both improving funding and services to treat patients and reducing the stigma attached to those who suffer from mental health conditions.

Objective three – Identify if existing and future jobs in the Cwm Taf area can be filled by the local workforce. If needs be, identify gaps in the market and provide training and apprenticeships to fill these gaps.

Also, any attempts to address transport issues or change provision will need the involvement of providers and regional bodies to ensure a joined-up approach.

When asked about the most important actions or ideas to meet the ambitions of the Act, the three responses from the workshop were:

1. Working with businesses – to promote inward investment;
2. Parenting support – support to improve parenting skills, values in families and *working with* the community, not just *talking to* it; and
3. Community hubs and networks – hubs to provide information and advice to all parts of the community and networks to share resources and provide opportunities for the use of community assets and facilities

Royal Society for the Protection of Birds (RSPB) Cymru

The RSPB's response outlines their role in Wales and contains some generic comments about how their role fits in with the role and stated position of the Future Generations Commissioner and Well-being plans. Some of these overlap with findings from this consultation exercise, specifically identifying the benefits of spending time in the natural environment to physical and mental health, and to children's development.

The RSPB also highlight the Commissioner's positive comments about the "*...strong acknowledgement of the value of a quality environment and landscape to well-being and this featured very strongly in local engagement.*"

However, the RSPB did point out that Well-being plans should ensure that:

- biodiversity is protected, conserved and restored where habitat has been lost;
- species and habitats of principle importance (designated as SSSI, SPA, SAC, etc.) are safeguarded and their condition monitored and improved; and
- key pressures on species and habitats identified.

The RSPB also consider that collaborative action should be taken within the Well-being plan and its objectives so that it can ensure the delivery of the Biodiversity and Resilience of Ecosystems duty, which is in Section 6 of the Environment (Wales) Act 2016.

Health and Well-being Improvement Officer (Older People)

This response noted that each of the three objectives contained actions relevant to older people, specifically objective two and its action for living long and healthy lives, which is "*what we all want for ourselves as we grow older.*"

The inclusion of older people who may feel socially isolated and lonely is important if "*truly thriving communities are being developed*", and good transport links to enable older people to access essential services and social activities are also important.

These, and other issues around health and wellbeing and transport for older people were the recurring themes of the response.

Hub Cymru Africa

The response from Hub Cymru Africa focused on Objective Three, linking it to the Future Generations Commissioner's public comments about a "*...globally responsible Wales*".

Hub Cymru Africa recommend a focus on an ethical and sustainable procurement policy, specifically:

- collating information on sustainable procurement;
- procuring Fairtrade where possible;
- procuring FSC approved wood and MSC approved fish;
- procuring 100% recycled paper; and
- procuring renewable energy.

Rhondda Cynon Taf and Merthyr Tydfil Ecology Officers and Natural Resources Wales

This joint response focused on the potential role that the natural environment in Cwm Taf could play in supporting the Well-being objectives. It states that the environment is *“a cross-cutting theme that gets people active, brings them together, improves people’s health, attracts inward investment...and supports skills and development”* but that this narrative, recognised in the Well-being assessment, is lost in the draft objectives.

Specifically, Objective one refers to publicly-owned assets that could be utilised to benefit the community, but NRW owns one-fifth of all land in Cwm Taf and this could provide opportunities to the PSB.

Objective two provides an opportunity for the natural environment to play a role in improving the health and wellbeing of the population, and their response refers to the comments of the Future Generations Commissioner, which also highlight the role that the natural environment can play in improving health and wellbeing.

Objective three contains, in their opinion, too many actions to be realistic or achievable and it needs a sharper focus. NRW also highlighted the critical role a green infrastructure could play in addressing some of the challenges facing Cwm Taf. For example, in regenerating neighbourhoods, improving air and water quality and creating attractive landscapes.

Oxfam Cymru

Oxfam Cymru’s response highlights their two main strands of work – A Wales that works for Women and A Globally Responsible Wales – and asks that the draft objectives more closely align to these strands.

Specifically, they highlight the *“insufficient detail on... tackling income inequality that concentrates pay and opportunities for progression to roles predominantly carried out by men thereby limiting the ability of women to move out of poverty”* and ask for more to be done to *“recognise existing local action towards people, communities and public services becoming more globally responsible and to plan additional action.”*

Their response does highlight the significant role already played by Cwm Taf communities in welcoming and supporting refugees through the Syrian Vulnerable Persons Resettlement Scheme.

Conclusions and emerging themes

In this section, we seek to draw some conclusions from the responses received and highlight any common or emerging themes. These may not be specific to one of the objectives and, in some cases, may be relevant to all three.

In reaching these emerging themes, we have aggregated the information from every source. We have not quantified the emerging themes, nor have we weighted information from one source more highly than another.

Are these the right objectives?

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

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

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

Overall themes

By combining information from all sources, we have produced the list below of what we consider to be the main themes coming from the public consultation on the draft objectives.

Rather than focus specifically on the objectives themselves, or their content, we have identified themes that could be applied across more than one objective. This will allow the PSB to take regard, if they choose to, of these themes no matter which objective, or parts of objectives, they choose to prioritise.

Strong support for objectives and draft Well-being plan

The PSB should remember that across all engagement for this exercise, there was strong support for the draft objectives.

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

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

Welsh Government

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

Future Generations Commissioner

Potential for increased use of existing assets and facilities

Throughout the consultation exercise, participants expressed a desire for more activities and community events. This included:

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

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

Improving overall well-being – physical and mental health

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

Improve timeliness of access to all health provision

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

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

Need and opportunity to work differently

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

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

It is clear, from the formation of the Cwm Taf PSB and the development of the draft objectives and Well-being plan, that the PSB has approached this challenge head-on. Indeed, there are comments from the Future Generations Commissioner and Welsh Government acknowledging the progress already made.

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

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

Communications and engagement with all sectors of the community

Both the formal responses, from the Future Generations Commissioner and Welsh Government, highlight the work the PSB has done to engage across all sectors, previously on the Well-being assessment and now on the draft objectives.

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

This highlights the challenging position the PSB finds itself in. The PSB has met, and gone beyond, the statutory requirement to consult on the draft objectives and the Well-being plan. However, large-scale engagement can be resource intensive, expensive and technically challenging, and the legislative requirement to complete this work is predominantly within existing resources.

Some responses highlight innovative and cost-efficient ways to continue to engage with the public that could be considered (working in schools directly with young people, using existing groups and channels, etc.).

Appendix A– Statutory consultees and respondees

List of statutory consultees

(This list is taken from [Shared Purpose: Shared Future 3 – Collective role \(Public Services Boards\)](#))

The following were consulted:

- the Future Generation Commissioner;
- the Board's invited participants;
- its other partners;
- such of the persons who received but did not accept an invitation from the Board under Section 30 as the board considers appropriate;
- the local authority's overview and scrutiny committee;
- relevant voluntary organisations as the board considers appropriate;
- representatives of persons resident in the area;
- representatives of persons carrying on business in the area;
- trade unions representing workers in the area;
- such persons with an interest in the maintenance and enhancement of natural resources in the board's area, as the board considers appropriate; and
- any other persons who in the opinion of the board, are interested in the improvement of the area's economic, social, environmental and cultural well-being.

List of respondees

Below is a list of the respondees that provided a written response to the public consultation:

- Office of the Future Generations Commissioner;
- Welsh Government;
- Hub Cymru Africa;
- Arts Council for Wales;
- Royal Society for the Protection of Birds Cymru;
- Workforce Consultation across public sector organisations in Cwm Taf;
- Oxfam Cymru;
- Health and Well-being Improvement Officer for older people, Cwm Taf LHB;
- Cwm Taf Community Health Council;
- Cwm Taf Regional Collaborative Committee; and
- Rhondda Cynon Taf and Merthyr Tydfil Ecology Officers, and Natural Resources Wales.

Appendix B – Consultation exercises

Online consultation and methodology

Cwm Taf PSB worked with the Data Unit to create an online consultation form to capture the views of the public and stakeholders about their draft well-being objectives and the actions the PSB could take to reach the objectives. The online consultation was available to respondents between 26 September and 19 December 2017.

The consultation consisted of five sections, covering:

1. What matters most to the respondent when thinking about well-being, and what changes they would like to see in the short, medium and long term;
2. For draft well-being objective one - *“To promote safe, confident, resilient, and thriving communities improving the well-being of residents and visitors and building on our community assets”* – what do they think of the objective/suggestions of things the PSB could do to reach the objective, and what difference would this make to them personally, their family and their community;
3. For draft well-being objective two - *“To help people live long and healthy lives and overcome any challenges”* – what do they think of the objective/suggestions of things the PSB could do to reach the objective, and what difference would this make to them personally, their family and their community;
4. For draft well-being objective three - *“To grow a strong local economy with sustainable transport that attracts people to live, work and play in Cwm Taf”* – what do they think of the objective/the suggestions of things the PSB could do to reach the objective, and what difference would this make to them personally, their family and their community; and
5. Information about the respondent (demographics).

There were 24 questions in total, mostly open response (free text) with some closed response (tick box) questions (gender, age band.). All free text boxes were limited to 1,000 characters (around 150 words).

All questions were optional – respondents were not forced to provide a response to any of the questions to proceed through the consultation. They were not required to provide any personally identifying information, unless they chose to identify themselves in their free text responses. They were given the option to specify whether the consultation response was submitted on behalf of a particular organisation/group, and they were invited to provide an email address if they would like to be contacted about future opportunities to discuss well-being in Cwm Taf.

Sections 2, 3 and 4 in the online consultation (covering the draft well-being objectives) were presented in a random order to each respondent to minimise the potential impact of order effects on question response rate. Respondents could also choose to ‘Save and continue later’ if they required more time to complete their submission. The full content of the online consultation is shown in this Appendix.

Engagement events

In addition to the online consultation and the responses from the statutory consultees, the PSB also engaged and consulted with the public in Cwm Taf on their draft objectives. This engagement took the form of workshop events, drop-in sessions and community events across the two local authority areas between August and December 2017.

Table 7 details the events, and the number of participants where appropriate. Some events were drop-in events, held over several hours, so the number of participants was not counted. The total figures only provide an idea of the number of people who engaged in the overall process and should not be used as an exact total.

Table 7: Engagements events

Cohort	Event	No. delegates
Community events	Cynon (10 November)	
	Taf (8 November)	
	Rhondda (13 November)	
	Merthyr (16 November)	
Public engagement events	Maesnewydd Garden Centre, Aberdare	5
	Treforest Day Centre	13
	Llwynypia Day Centre	6
	Ty Gwyn Newydd, Merthyr	5
	Cwm Taf LHB Public Forum (15 November) (four events held at different venue)	
	Taff Ely Public Forum (27 November)	
Workforce event	Abercynon Library (7 December)	35
Community Matters events	Gurnos (29 November)	60
	Rhondda (21 November)	30
Young people events	Learner Assembly event, Merthyr Tydfil College (11 October)	5
	PSB young people involvement events (x3)	
Online consultation		Completed - 112 Partially completed - 370

Appendix C - Online consultation questions

Our plan for the people and communities of Cwm Taf

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

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

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

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

Your responses will be shared with the PSB to help develop the Well-being Plan which is due to be published in May 2018. If you would prefer to complete a response on paper or have any additional accessibility requirements, or if you would like further information about the consultation, please contact Rae.Baker@rctcbc.gov.uk/ 01685 351440.

Please click 'Next' to begin the consultation.

Section 1

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

What changes would you like to see:

in 5 years?

in 15 years?

in 30 years?

Section 2

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

Things we could do:

- Set up Community Zones/Centres for public services in one place in local area.
- Support children and families as a way of growing communities and improving their well-being.
- Encourage involvement and increase volunteering opportunities in our communities.
- Make information, advice and support easy to find when people need it.
- Work with our communities to improve our environment.

What do you think of this well-being objective?

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

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

Make a difference to you personally?

Make a difference to your family?

Make a difference to your community?

Section 3

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

Things we could do:

- Use the outdoor environment to increase physical activity to reduce levels of obesity.
- Support our most vulnerable people (pregnant women, babies and young children, older people, people living in poverty).
- Help staff, service users and our population to take up 'one more healthy behaviour' (quit smoking, maintain a healthy weight, moderate alcohol intake, eat five fruit and veg a day, be physically active) to live longer and healthier lives.

What do you think of this well-being objective?

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

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

Make a difference to you personally?

Make a difference to your family?

Make a difference to your community?

Section 4

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

Things we could do:

- Use the money coming into our area (e.g. Cardiff Capital City Regional Deal and Metro) to get better access to new jobs.
- Support and promote the use of the Welsh language.
- Improve education and support so that people have more skills for good jobs.
- Support young people and adults to develop skills to work in our local area.
- Make better use of our beautiful environment, history and culture to increase tourism.
- Develop a Cwm Taf apprenticeship, graduate and opportunity scheme to "grow our own" people into the jobs we need e.g. nurses, social workers, carpenters, police officers and doctors.
- Develop a Valleys Marketing Plan to really sell the Valleys as a place to live, work and play.

What do you think of this well-being objective?

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

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

Make a difference to your family?

Make a difference to your community?

Section 5

About you

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

Are you:

Male

Female

Your age band:

0-15 years

16-24 years

25-34 years

35-44 years

45-54 years

55-64 years

65-74 years

75-84 years

85 years or over

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

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

Organisation/group name: _____

Number of people that contributed to this consultation response: _____

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

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