

Our Well-being Plan

A More Equal Cwm Taf Morgannwg

Cwm Taf Morgannwg Public Services Board (PSB) brings together the previous PSBs in Cwm Taf, covering Merthyr Tydfil and RCT, and Bridgend to form one PSB for the Cwm Taf Morgannwg area. This new board comprises public bodies, who deliver services locally to improve the social, economic, environmental, and cultural well-being by setting objectives that will achieve the Well-being Goals outlined in the Wellbeing of Future Generations 2015 Wales Act.

We must do this by using the sustainable development principle which means the PSB needs to make sure that when making decisions they consider the impact they could have on people living their lives in Wales in the future. We use the following five ways of working from the Act to help us to do this:



Over 450,000 people live in the Cwm Taf Morgannwg Area. Well-being is about quality of life, and how that is connected to the environment, the economy, the services we need and the culture we share. Many things have shaped our communities and our well-being—such as industrial heritage, the landscape and shared interests in sport and the arts, giving a rich history and future opportunity. These can be considered as social, economic, environmental, and cultural factors.

Our [Well-being Assessment](#) provides the evidence base for this Well-being Plan, the data and information gathered has been used alongside what local communities and people have told us about life in Bridgend, Merthyr Tydfil, and Rhondda Cynon Taf.

The overarching theme of our Well-being Plan is '**A More Equal Cwm Taf Morgannwg**' and that drives every aspect of the Public Services Board's work.

Our Well-being Assessment told us that the communities in Bridgend, Merthyr Tydfil and Rhondda Cynon Taf have a lot to be proud about. However, not all communities have fair access to opportunities and face different challenges that impact on well-being. We have learned from our Well-being Assessment to identify how we will work together locally to tackle these inequalities in relation to our lifestyles, our communities, and our environment to improve the well-being for people living here now and building towards a fair future.

This draft plan sets out how we will work together to achieve this.

Working Differently

The PSB membership, partnerships and networks bring together a wide range of organisations and groups. In working together on our objectives in this Well-being Plan, each will be able to make a different contribution. In all our activities we are guided by the ways of working in the Well-being of Future Generations Act

Specifically, for the achievement of the plan, PSB partners make the following commitments



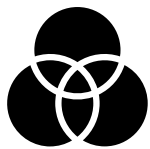
Involvement and citizen voice will shape the design and delivery of the plan. We will maximise opportunities for working in a more inclusive and co-productive way by working with Coproduction Network for Wales.



PSB organisations are rooted in their communities. Through their size and reach, they can contribute to our local area in many ways beyond delivering services. We will maximise our contribution to improving well-being through using our assets to support communities through procurement, reducing our carbon footprint and as big employers of local people,



Establishing a regional governance at the PSB that drives local delivery (based on need and improving equity) and campaigns at a national level on behalf of our communities.



Improving intelligence across the region, agencies and partnerships so that we recognise and build on the many strengths of the area and understand the causes behind the challenges we face.



We will keep our eye on the future by using systems thinking and focusing on outcomes so that we act in a way that will make sustainable improvements to well-being for future generations.

Objective One - Healthy local neighbourhoods

A Cwm Taf Morgannwg where our communities are inclusive and feel cohesive and people feel safe, supported and valued.

Our Well-being Assessment told us that we want:

To feel Connected:



During lockdown our local communities came together with voluntary organisations and partners to make sure that everyone had the support they needed. We are proud of our strong local communities, but we know that loneliness can affect anyone, and young people said they felt disconnected. We know that taking part in our community is good for our mental health, and there are great local activities and opportunities but some people, including those with disabilities, feel excluded and cost and transport can be a barrier.

Healthy places:



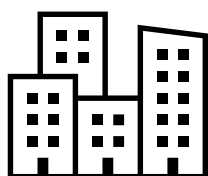
There are great opportunities to keep fit and healthy in our community, but physical activity rates are low, we have high levels of diabetes and obesity, and people in more deprived neighbourhoods are less likely to make use of the green and blue spaces around us. Having safe local spaces and affordable opportunities to be active is important, including play for children and young people. Having a good range of healthy affordable food options locally also makes it easier to make better choices.



To feel and be safe:

Cwm Taf Morgannwg is a safe place to live with good work being done to tackle crime and anti-social behaviour, but we know that some people feel unsafe in some spaces or at certain times. Recent figures also show an increase in reports of hate crime and domestic abuse. We recognise the impact this can have and want to create communities where everyone feels safe and a sense of belonging.

To live our lives locally:



Local hubs and support are really valued. We want to enable more local living that would build on strengths and benefit community members, provide local training, local access to services, and offer shared use of local buildings to bring services closer to communities. This approach would reduce the cost of journeys and encourage active travel and support accessing affordable, quality food locally.

By working together on this objective, we will

Support communities to be inclusive so that:



- more people say they feel connected;
- fewer people say they feel lonely; and
- there is a range of community activities for everyone reflecting the wide range of interests

Promote healthier lifestyles in our communities so that:



- more people are active;
- fewer people, particularly children, are obese; and
- there are more opportunities to be active locally and affordably.

Work with communities to build a sense of belonging so that:



- more people report feeling safe in their local area;
- fewer people experience anti-social behaviour; and
- there are opportunities to act together to tackle problems when they occur

Help people to access to support, services, and opportunities in their local neighbourhood so that:



- more people use active travel;
- fewer people face long / costly journeys to access services; and
- there are community buildings for everyone to access and use.

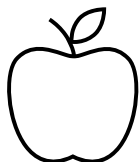
We believe working in this way will also positively contribute to the seven national Well-being goals:

A prosperous Wales	A resilient Wales	A healthier Wales	A more equal Wales	A Wales of cohesive communities	A Wales of vibrant culture & thriving Welsh Language	A globally responsible Wales
✓	✓	✓	✓	✓	✓	✓

Objective Two – Sustainable and resilient local neighbourhoods

A Cwm Taf Morgannwg where we value and use what we have responsibly and take climate change and its impact on our communities seriously.

Our Well-being Assessment told us that we want:



To protect and use our natural spaces:

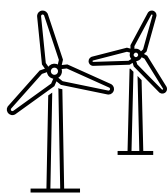
We love green and blue spaces around us but we could be using them better or physical exercise, coming together or just being outside. When we do use them, we want to make sure that we're not doing anything that could negatively impact on the spaces around us.

We need a healthy ecosystem for water and food however many of our local species of plants, animals and insects are in decline.



To do more active travel and use public transport:

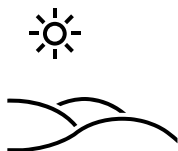
We find that travelling for work, shopping, appointments, and socialising can be costly and difficult. Where more of the services, businesses, and activities we use are in our local neighbourhoods, we can use active travel like walking and cycling to get to them which can improve our health and reduce the number of journeys that rely on vehicles.



To reduce carbon and waste:

At present, we are using our resources in an unsustainable way, and this is contributing to the climate and nature emergencies. We already have good rates of recycling but there is more we can do.

There are examples from partners on reducing carbon and how we can all support plans to become carbon neutral. We all have a role to play in climate mitigation: reducing waste and energy use to create a cleaner, greener Cwm Taf Morgannwg.



To tackle Climate Change and its impact:

We are already seeing the impact of Climate Change in our communities. Many residents have experienced devastating flooding and we are also seeing rising temperatures in the summer. Wales has declared both Climate and Nature emergencies and we know

that extreme weather has greater impact in areas with a lower income. Climate adaptation is needed so that we change how we use our urban and natural spaces respond to climate change and the risks it poses.

By working together on this objective, we will

Improve, use, and protect our natural local spaces so that we see:



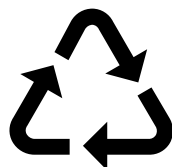
- more local, accessible green and blue spaces;
- fewer incidents of pollution and fly tipping; and
- an improvement in the health of our surroundings, including our rivers and hillsides.

Support communities to use more active travel in their daily lives so that we see:



- more of the things we need and use being nearby;
- fewer journeys being undertaken by car; and
- an improvement in air quality and pollution levels.

Understand how we can all use resources more sustainably so that we see:



- more re-use and recycling of a range of materials;
- a reduced demand for energy; and
- an improved use in our land and coastline to help 'trap' carbon.

Work with communities to understand the different impacts and opportunities for Climate Change mitigation and adaptation so that we see:



- more awareness, knowledge, and skills across communities;
- fewer people, communities, and properties at risk; and
- increased confidence in our ability to respond to future challenges.

We believe working in this way will also positively contribute to the seven national Well-being goals:

A prosperous Wales	A resilient Wales	A healthier Wales	A more equal Wales	A Wales of cohesive communities	A Wales of vibrant culture & thriving Welsh Language	A globally responsible Wales
✓	✓	✓	✓	✓	✓	✓

Tell Us What you think

We would like you to tell us if you think these are the right things for us to be working on. You can find out more about PSBs and find a link to our online consultation [here](#)