

PSB Project Group Report

Prepared by: Anwen Thomas & Sara Dafydd

Well-being Plan Aim	All place-based pilot projects will aim to address the 6 well-being aims as outlined in the Ceredigion Local Well-being Plan 2018-23. A place-based delivery framework will prioritise integration and will incorporate a deep-dive holistic approach to both community and individual resilience.
Our Values	Welsh Language, Tackling Inequalities, Involvement, Sustainability, Leading by Example.
Project Group Name	Improving Community Wellbeing and Tackling Hardship in Cardigan
Chair	Hazel Lloyd-Lubran , Ceredigion Association of Voluntary Organisations (CAVO)

Project Group Membership <i>(Names in bold signify attendance at meeting)</i>			
Ceredigion County Council	Cllr Elaine Evans , Llyr Hughes, Non Davies, Meleri Richards, Mari Hopkins , Rob Starr, Carys Owens , Cerys Purches-Phillips, Martin Gillard, Catrin George, Catrin Cond , Alison Heal, Dr Sarah Groves Phillips, Connor Cook, Bethan James , Mari Hopkins , Cathryn Morgan Partnerships Team: Naomi McDonagh, Sara Dafydd , Lynne Walters, Anwen Thomas , Carwyn Young	Wales & West Housing	Rhiannon Ling , Elizabeth Morgan
		Ceredigion Association of Voluntary Organisations	Chesca Ross
Hywel Dda University Health Board	Vicki Howell-Williams, Sue John, Terri-Ann Patrick , Jackson Reynolds	Ben Lake's Office	Carys Lloyd
Mid & West Wales Fire & Rescue Service	William Bowen, Wayne Thomas , Ritchie Felton	Natural Resources Wales	Thomas Vetter, Aled Davies, Rachel Jarvis ,

			Peter Frost, Sarah Coakham
Barcud Ceredigion	Catrin Owen, Sue Thomas	Public Health Wales	Megan Harris, Jan Batty
CAB Ceredigion	Glynis Llewelyn, Rebecca Kirby, Juliet Morris		

SYNOPSIS OF PROJECT GROUP MEETING

Key Points discussed at Project Group meeting: 18.04.2023

10.1 Welcome, Introductions and Apologies:

The Chair welcomed members to the meeting. Apologies were noted for the following:

Vicki Howell-Williams, Aled Davies, Caitlin Theodorou, Glynis Llywelyn, Juliet Morris, Martin Gillard, Meleri Richards, Rob Starr, Eleanor Haines. Community group representatives from the Cardigan area were invited to attend the first part of the meeting to hear the presentations on the Census 2021 data and Baseline Report Update.

Part 1:

10.2 Census 2021 Results: Data for Ceredigion:

Mari Hopkins (MaH) explained that since Caitlin Theodorou attended a meeting of the PSB sub-group last year to present Census data, new data has since been released in relation to Cardigan and surrounding areas. The Census is a survey that asks questions about you, your household and your home. It takes place every 10 years and its results give us a picture of all people and households in Wales. The Census helps inform local and national decisions. There were a few Census firsts in 2021 – the 2021 Census was digital first which meant that 47% of households in Ceredigion received paper forms to answer, whilst 53% received a code to complete their form online. A few new questions were also asked, relating to the Armed Forces, Sexual Orientation and Gender Identity. The 2021 Census was considered very successful, with 97% of households in Wales and England responding and all Local Authorities seeing over 90% of their households responding. Both these figures were above the pre-Census targets that were set. The Census is a snapshot in time and reflects the situation at the time the Census was answered. With this considered, the 2021 Census took place during the height of the Covid-19 pandemic, and consideration must be given as to whether this could have affected how people answered the questions and how this impacted the data.

In the last presentation, Caitlin presented the data from the Demography and Migration topic summary and the Armed Forces Veterans topic summary. To summarise, all three of the Cardigan areas had a higher percentage of households, deprived in at least

one dimension, compared to the Welsh average. The Cardigan and Aberporth MSOA, had the highest percentage of individuals who had previously served in the armed forces.

Ethnicity, Identity, language, and religion data:

The majority of the population in all 3 areas identify as White. The Mwldan and Rhyd-y-Fuwch areas both have a higher percentage of people identifying as white than the Ceredigion average of 96.2%. The Teifi LSOA does have a slightly different make-up, with a slightly lower percentage of its population identifying as white, 94.4%. 2.2% of its population identify as Asian, Asian British or Asian Welsh. The Teifi LSOA also has a higher percentage of people identifying as an other ethnic group, a mixed or multiple ethnic group and black, black British, black Welsh, Caribbean or African, compared to Ceredigion's averages.

Language:

The Rhyd-y-Fuwch and Teifi LSOA's have a higher percentage of people not able to speak English well, compared to Ceredigion's average of 0.3% and the Welsh average of 0.6%. The Rhyd-y-Fuwch LSOA has a slightly higher percentage of those unable to speak any English in comparison to the Ceredigion average of 0% and Wales' average of 0.1%.

Welsh Language:

Since 2011 all 3 of the Cardigan areas have seen a decline in the percentage of its population aged 3 years or older that are able to speak Welsh. The Cardigan Rhyd-y-Fuwch LSOA has decreased the most, with a 8.5 percentage point decrease since the 2011 Census. However, the Rhyd-y-Fuwch area still has a slightly higher percentage of Welsh speakers compared to the Ceredigion average. The Teifi area is the only area out of these 3 which has a lower percentage of Welsh speakers than Ceredigion's average of 45.2%.

Housing:

Households without central heating is often used as indicator data by WIMD (Welsh Index of Multiple Deprivation) which helps identify households that may be living in poverty or hardship. The 2021 Census data shows that Ceredigion has a higher percentage of households without central heating, compared to the Wales average of 1.2%. The Teifi LSOA has a slightly higher percentage of households without central heating compared to the Ceredigion average. The Rhyd-y-Fuwch and Mwldan LSOAs both have a lower percentage of households without central heating compared to the Welsh average and the Ceredigion average. When this data is compared with the same dataset from the 2011 Census, all LSOA's have seen a decline in the percentage of households without central heating since 2011.

Sexual Orientation:

Respondents were asked what their sexual orientation was, out of all 22 Local Authorities in Wales, Ceredigion had the lowest percentage of people identifying as Straight or Heterosexual, with 84.7%. Ceredigion had the highest percentage of respondents who identified as Bisexual and the highest percentage of respondents identifying as 'All other sexual orientations' across Wales. The Cardigan & Aberporth MSOA, along with a few others, had the lowest percentage of people identifying as Gay or Lesbian in Ceredigion, with just 0.8%.

Gender identity:

In Wales, Ceredigion had the lowest percentage of respondents that noted that their gender identity was 'the same sex as registered at birth'. Additionally, Ceredigion had the highest percentage of respondents aged 16 or over that identified as 'all other gender identities' compared to all other Local Authorities in Wales.

Education:

The data on no qualifications provides some good indicator data. Positively, we can see that all 3 of the Cardigan LSOA's have seen a decrease in the percentage of people with no qualifications since 2011. But in 2021 all 3 areas have a higher percentage of people without any qualifications than the Ceredigion average of 14.7%. Out of the 3 areas, the Rhyd-y-fuwch area has the highest percentage of people without any qualifications with 22.9%.

Long-term health problem or disability:

Since 2011, the Mwldan and Rhyd-y-Fuwch areas have both seen a decrease in the percentage of people living with a long-term health problem or disability. But the results of the 2021 Census shows us that the percentage of people living with a long-term health problem or disability in both these areas are greater than Ceredigion's average of 21.9%. The Rhyd-y-Fuwch area remains to have the greatest percentage of people living with a long-term health problem or disability, out of the 3 areas in Cardigan, with 29.7% of its population. The Teifi area has seen a 3.1% increase in the percentage of people living with a long-term health problem or disability, since 2011. Although the percentage is lower than the Rhyd-y-Fuwch area, it is 5.5% higher than the Ceredigion average.

Unpaid care:

Looking at those who stated that they provide 19 hours or less of unpaid care a week, the results for the Teifi and Mwldan areas are the same as those for Ceredigion, 5.2%. The Rhyd-y-Fuwch area has a lower percentage of 3.9% providing 19 hours or less of unpaid care a week. Looking at those who provide 20 to 49 hours of unpaid care a week, all three of the Cardigan areas have a higher percentage of people providing 20 to 49 hours of unpaid care a week than the Ceredigion average of 1.9%. The Teifi and Mwldan areas have the highest percentage with 2.5% with the Rhyd-y-Fuwch area only slightly behind with 2.4%. Looking at those who provide

50 or more hours of unpaid care a week, again, all three of the Cardigan areas have a percentage of 3.8%, which is higher than the Ceredigion average of 3.4%.

10.3 Cardigan Baseline Report Update:

Rob Starr (RS) was unable to attend the meeting but had recorded a presentation prior to the meeting which MaH shared. RS provided a recap of the original Baseline Report which was published in January 2023. The team are still waiting for more data to be published to update and publish the final version.

The Cardigan area is made up of the 3 LSOA, Teifi, Mwldan and Rhyd-Y-Fuwch and the projects main focus is the Teifi and Rhyd-Y-Fuwch areas. LSOA's are small areas within the county which allow for focus on a smaller area.

3 headlines/take aways:

- Teifi and Rhyd-Y-Fuwch continue to be the most deprived areas in Ceredigion.
- Some additional evidence available to support the project group work focusing on Cardigan.
- It's important to continue to monitor trends. The Impact of Cost-of-Living crisis may not start to be seen until now, and the next few months may begin to show trends indicative of the Cost-of-Living crisis. For example, the impact on possession claims (mortgage possession claims and landlord claims) – This is the 1st step to taking legal action to repossess a property, and could be an area to monitor closely to see if numbers start to increase.

Deprivation (Welsh Index of Multiple Deprivation 2019):

Teifi and Rhyd-Y-Fuwch are 'ranked' in the top 2 across Ceredigion, the Teifi area ranks 125/1909 over Wales and the Rhyd-Y-Fuwch 370/1909 over Wales. This can then be broken down across 8 themes (Income, employment, Health etc.). Teifi ranks very highly deprived within the Income, Employment, Community Safety and Housing themes. Rhyd-Y-Fuwch also scores highly deprived across some areas but interestingly scores higher than Teifi within the employment theme.

Households living in poverty:

Household income data ranks LSOA's from lowest to highest based on household incomes. Rhyd-Y-Fuwch comes in at number 1 with the lowest median income which importantly is much lower than the next lowest area which is Aberystwyth. It is the only area in Ceredigion with a median household income of 20-25k. It has the highest proportion of households below the 60% GB median income. This provides more evidence that the Rhyd-Y-Fuwch area has significant issues with employment and income.

Claimant count:

Monitoring the claimant count is ongoing as part of the PSB's Poverty Sub-group. It is a count of people claiming benefits principally due to being unemployed. A dramatic increase was seen in March 2020 when the pandemic first hit, and overall, a gradual decline in figures was seen as restrictions lifted, however figures don't get back to where they were before Covid hit. This could be another set of data that to continue monitoring which could highlight outcomes of the Cost-of-Living crisis.

Child poverty data:

We have access to child poverty data which comes from the Office of National Statistics (ONS). This shows the % of children living in low-income families between 2015-2021. From 2019 all 3 LSOA's actually see an increase. Teifi increases from 33% to 43% between 2020-201 and a similar increase is seen in the Rhyd-Y-Fuwch area.

Property prices:

Affordable accommodation is a big issue nationally and locally. Property prices have been surging since the pandemic first hit the county. Ceredigion has seen some of the highest increase in property price. Rhyd-Y-Fuwch has seen a 45.2% increase in property prices in the last 3 years. Similar house price changes are seen in Mwldan – 31.9% increase. This in turn puts more pressure on mortgage payments and households.

Community Safety:

All 3 LSOA's show an upward trend in the number of community safety incidents and mostly an increase in violent and sexual offences.

10.4 Questions and Discussion:

Peter Hughes (PH) from Nest Warm Homes shared concerns around some of the statistics shared, and noted that this information is useful to use to target properties with Nest mailers to ensure the messages are getting to the right areas. It was noted that it would be interesting to know more about rental prices as well as house sale prices. It is well known that landlords are either selling properties because of higher prices or evicting those currently renting and putting it back up with a higher rent value. The rent squeeze is a big issue in deprived areas, especially when house prices are rising, particularly when the housing benefit does not match the average rent prices within the area. Elaine Evans (EE) noted that within Rhyd-Y-Fuwch there are a high % of elderly people who aren't working therefore perhaps don't have qualifications and perhaps this data needs to be looked at alongside the age profiles.

HLL noted that there may be an area of work focusing around engaging health professionals with those living with long term health conditions/disability and the aging population. There could be links made with living conditions and those living in poverty. Having a presence in communities by reaching out to these groups on their doorsteps is essential, as well as breaking down stigma around

accessing support. Elaine Evans (EE) noted the requirement to bring back the day centre to support people with Mental Health, Autism + Disabilities.

Megan Harris (MH) noted that some people stay in deprived areas as they can't afford to move out. She also noted that it's important to note that some individuals have grown up on a farm and decide to stay and work on the farm, meaning they wouldn't necessarily have gained qualifications. Additionally, it was noted that further understanding as to what is considered a qualification is needed, and whether vocational courses are covered by this term.

Part 2:

10.5 PSB Update: Local Well-being Plan 2023-28 and public consultation on location of new planned and urgent care hospital:

Sara Dafydd (SD) confirmed that the consultation closed on 31/1/2023. Feedback has been received and amendments made to the plan. The Plan was presented to the Public Service Board (PSB) at the last meeting and amendments approved by the Board. Each statutory member of the PSB are in the process of presenting the Plan for approval through their respective governance arrangements. SD confirmed that they have received confirmation via email that the Plan has been approved by all statutory Boards. The Plan will be published at the beginning of May as a statutory requirement, before delivery can commence.

10.6 PSB Poverty Sub-Group: Feedback from workshop:

HLL noted that the PSB Poverty sub-group and the Cardigan Improving Community Well-being and Tackling Hardship sub-group are aligned and enables links to be made between the two groups, sharing ideas and best practice.

Cathryn Morgan (CM) stated that the Poverty sub-group has been delivering the Tackling Hardship Strategy up to now, and she supports the idea of coming together to make most of resources available to address poverty across Ceredigion. Moving forward, the Poverty sub-group will be contributing to the Ceredigion Local Well-being Plan, and the Poverty sub-group continues to be the voice of people experiencing poverty and sharing their stories to escalate to the PSB. The group also focuses on grants and resources, ensuring funding is going out via front line workers. CM confirmed that there are many strands to the new Ceredigion Local Well-being Plan, and that the Poverty sub-group ensures that the actions are being considered with poverty in mind.

CM discussed themes that the Poverty sub-group are currently looking at:

1. Sustainable economy – People are struggling to recruit into roles and to assist more people to access employment, the employment environment needs to be adapted to make it more inclusive. There are training and apprenticeships available throughout Ceredigion but clear pathways from apprenticeships into employment with a poverty focus on it needs to be considered.

2. Well-being and poverty in Cardigan – Although the Poverty sub-group targets the whole of Ceredigion, the groups could still share research and new ways of working. If lessons learnt are shared, what's being done in Cardigan can be replicated across other areas. HLL queried whether current initiatives could be trialled in Cardigan due to the data received in part one of the meeting. CM confirmed that a fortnightly bulletin is currently circulated to the Poverty sub-group and Ceredigion Food Network, however this could be shared with this sub-group moving forward.

ACTION: Carys Huntly to send previous bulletin onto Sara Dafydd for circulation with the Cardigan sub-group.

CM noted the importance of promoting the support available to people and feeding back people's experiences of some of these grants such as the eco grant. HLL agreed that poverty, the Cost of Living and hardship should be considered when delivering on all elements of the new Well-being Plan. HLL proposed that the next meeting needs to focus on the sub-group's work programme moving forward.

Rhiannon Ling (RL) noted that Wales and West Housing Association (WWHA) are looking to develop a summer programme in Cardigan with events and community activities over the 6-week summer holidays. They are hoping to arrange this with a different theme for each week, targeting the ones most at need and delivering what's required. To do this they need to understand the people living in those areas and what support/information would be beneficial. Wayne Thomas (WT) noted that Mid and West Wales Fire Service (MAWWFRS) can attend the events.

ACTION: Cathryn Morgan to discuss with Rhiannon Ling to ensure the events are inclusive as possible.

ACTION: SD to put WT and RL in contact to further discuss the summer programme.

10.7 Shared Prosperity Fund update and projects to develop Cardigan Town in conjunction with the Town Council:

HLL confirmed that the first round of the SPF closed on Sunday 16/4/2023. The team within the Council are currently reviewing the bids submitted and are hoping for quick turnaround, the second deadline is in May. Once projects are approved it would be beneficial to have an understanding of the projects which will have an impact in Cardigan, especially around tackling hardship. Consideration needs to be given as to how the sub-group can work with those projects to support tackling hardship across Ceredigion and particularly Cardigan.

Catrin George was not able to attend the meeting but has sent an update on some updates of the projects:

Internet of things - has been completed. This is a piece of work looking at understanding how people move around and where they go in Cardigan, this will be really useful in terms of planning events.

Mwldan Nature Park – Land Use Consultants have been appointed to undertake the feasibility study. They are looking at developing a nature park for the area and currently engaging with stakeholders.

10.8 Project Scoping for Well-being Centre (Cardigan area):

Carwyn Young (CY) introduced himself to the group as the Corporate Manager for Wellbeing Centres – His post sits within Porth Cymorth Cynnar. CCC have committed to developing 3 Well-being Centres in North, Mid and South Ceredigion. The County's 1st Well-being Centre is in Lampeter and is almost complete in terms of construction, it will hopefully be ready for public use by the end of May. The traditional leisure centre has been converted into a flexible and modern facility.

In line with the Through Age and Well-being Strategy, these centres will improve physical, mental and social well-being. The 3 centres will vary based on different local needs and different opportunities within the areas. It's hoped that physical well-being can be used as a catalyst for improving and supporting other areas such as mental health. The centre aims to enhance provision, and will maintain a blended approach to online services and face to face contact. Officers understand the importance of coordinating with other organisation based around Cardigan to avoid competition and duplication of services.

Current Cardigan Position:

The team are currently identifying potential services which could be delivered at the centre – internal CCC Services, PSB Partners (online survey), education establishments etc. along with potential locations for the centre. There's a huge variety of potential services identified; Music Therapy, Counselling, Physical Activity Sessions, Employment Support, Library Services, Training Delivery etc. Thought has also gone into the types of facilities which may be required to hold the various services; Kitchen, Sensory Room, Fitness Suite, I.T Provision, Reception Area, Meeting Rooms etc.

The next steps include reviewing the latest survey responses along with holding face to face discussions with local community groups, which will likely to be in June. CY noted the importance of delivering the Councils strategic objectives in a sustainable manner whilst also managing expectations on what is achievable.

Questions and feedback:

HLL supported the notion of adding value to what's already there. HLL queried whether this sub-group could be involved in supporting the engagement aspect in Cardigan to understand what's important to the people of Cardigan.

ACTION: Hazel Lloyd-Lubran and Sara Dafydd to liaise with Carwyn Young regarding if and how the sub-group can support the engagement process.

MH noted the importance of capturing seldom heard voices and ensuring conversations are held with members of the community who don't usually attend meetings or engage. CM reinforced the need to liaise with other organisations to ascertain opportunities for sharing resources and ensure no duplication.

10.9 Standing Item: Do we need to liaise with Co-Production Network for Wales on any of the matters raised?

Nothing to discuss.

10.10 Any further partner updates:

HLL noted that although Naomi McDonagh was not in attendance at this meeting, this would be her last Cardigan sub-group meeting as the Partnerships and Civil Contingencies Manager. HLL expressed a big thank you on behalf of the group for all of her efforts and contribution to the work of the PSB. The group wished her well on her new role.

Next meeting: 11.07.23 at 10:00-12:00