

Item	Date
	09/02/2026
Title	For
Poverty sub-group update	<i>Information</i>
<b>Present at the meeting</b>	
Councillor Catrin Davies – CCC, Cabinet Member and Equality Champion (Chair)	
Councillor Elaine Evans – CCC, Poverty Champion (Vice-Chair)	
Ann Ireland – CCC, Revenues, Benefits and Financial Assessments	
Cathryn Morgan – CCC, Equality and Inclusion	
Hazel Lloyd-Lubran – CAVO	
Louisa Adams - Plant Dewi, Ceredigion Family Centre Network	
Christina Jenkins – Plant Dewi, Ceredigion Family Centre Network	
Mark Gleeson – CCC, Lifelong Learning and Skills	
Timothy Bray – CCC, Partnerships and Civil Contingencies	
Rob Starr – CCC, Performance and Research	
Iwan Davies – CCC, Early Intervention	
Tomos Smith – Hywel Dda University Health Board, Public Health Analyst	
Gethin Jones – CCC, Youth Service	
Peter Hughes – Nest	
Arwyn Davies – CCC, Economy and Regeneration	
Ben North – Severn Wye	
<b>Key Points discussed at sub-group meeting: 20/01/2026</b>	
<p><b>1. Data report</b> (Tomos Smith, Public Health Analyst)</p> <p>22% of people in Wales are living in poverty — the highest proportion among the UK home nations.</p> <p>Across Wales, there is a significant and widening life expectancy gap between people living in poverty and those that are not. (6.5 years for women and 7.8 years for men).</p> <p>There are strong socio-economic links with health behaviours such as smoking, eating unhealthy foods, not taking enough exercise, drinking too much alcohol.</p> <p>People living in deprived areas are more likely to struggle with transport and heating costs, to live in poorer quality housing and have reduced access to education and training. They are harder hit by cost of living rises and climate change.</p> <p>Ceredigion South GP Cluster profile shows an increase in chronic conditions (diabetes, asthma and stroke) and high levels of unhealthy behaviours (obesity,</p>	

smoking, low fruit and vegetable intake). There is low uptake of screening and immunisation appointments. Note that we did not have an overview of the Ceredigion North GP Cluster profile.

Ceredigion (and Carmarthenshire and Pembrokeshire) have ageing populations, weighted towards people aged 55+. It is anticipated that the region will struggle to find the workforce of younger people to deliver health and social care due to population demographics and a declining birth rate.

The social model for health and wellbeing looks beyond hospitals and medicine. We all have a role to play. The things that make us healthy are:

- Healthy behaviours (50%)
- Our environment (20%)
- Genetics (20%)
- Access to care (10%)

What we spend on being healthy is:

- Medical services (88%)
- Healthy behaviours (4%)
- Other things (8%)

Welsh Government has committed to Wales becoming a Marmot Nation as part of the ongoing work to tackle health inequalities.

## **2. Poverty sub-group priorities**

Key aims:

- To share information about the support available, useful research and local experience of poverty.

and

- To track progress on tackling poverty and inequalities in Ceredigion using data and take action where needed.

These are monitored through our forward work plan. We have established a task and finish group to review our aims and our forward work plan to identify what more we can do to address poverty and the impact of poverty in Ceredigion.

At the initial meeting of the Task and Finish group we agreed that:

- The Poverty sub-group meetings are good for networking but a bit strategic for some operational workers.
- Data is shared regularly but we don't take enough action to address what we're hearing.
- Messages we share are not reaching people experiencing poverty.

- Better coordination is needed between groups providing regular sessions in a fixed location and peripatetic providers who need locations.
- The Poverty sub-group would benefit from an allocation of resources from larger PSB members to support our ambition to effectively address poverty.

The Poverty sub-group agreed with this and added a need to strengthen links with Ceredigion Economic Strategy. We could also do more to share lived experience of poverty with decision makers and policy makers.

Members shared their priorities for the next 2 years to help us gain a shared understanding and identify areas for joint working. There will be two more meetings of the Task and Finish group to help us focus on shared priorities for the future.

### **3. Other business**

**3a.** Membership of the Poverty sub-group will be reviewed since several people on the mailing list no longer attend the meetings.

**3b.** Members were reminded that Welsh Government's Digital Inclusion grant has a closing date of 9<sup>th</sup> February 2026.

**3c.** Severn Wye have an Energy Advice event in Cardigan on 29<sup>th</sup> January.

**3d.** Dŵr Cymru are offering training to other advice providers to ensure joined up support for people struggling to pay water bills. The group of 'energy advice providers' will be reconvened for a joint session on this.

**Date of next meeting:** 16 April 2026

**Reporting Officer:** Cathryn Morgan, Equality and Inclusion, Ceredigion Council