

Ceredigion Local Well-being Plan 2023-2028: Annual Report

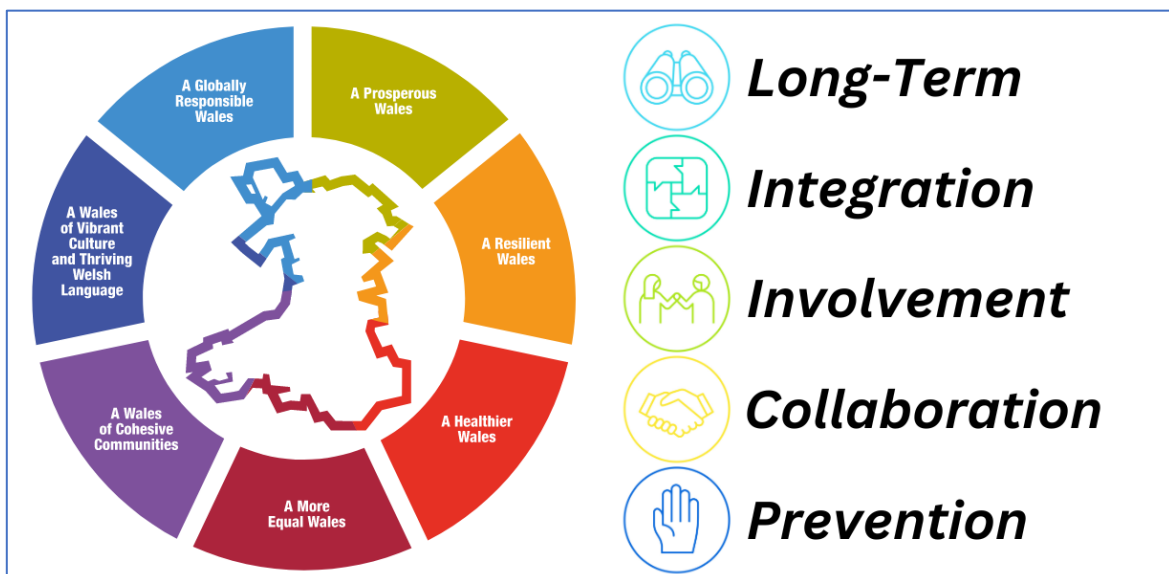
Welcome to the Ceredigion Public Services Board's (PSB) Annual Report for 2023-2024. This is a **supporting summary document** which should be read in conjunction with viewing the embedded 2023-2028 Annual Report Video.

In the video, you will see the Chair of the PSB reflecting on our work over the last 12 months, outlining the structure of the Board and its activities. This is followed by the Delivery Group Chairs who share details of work already carried out by each group, and ambitions for the future work of these groups.

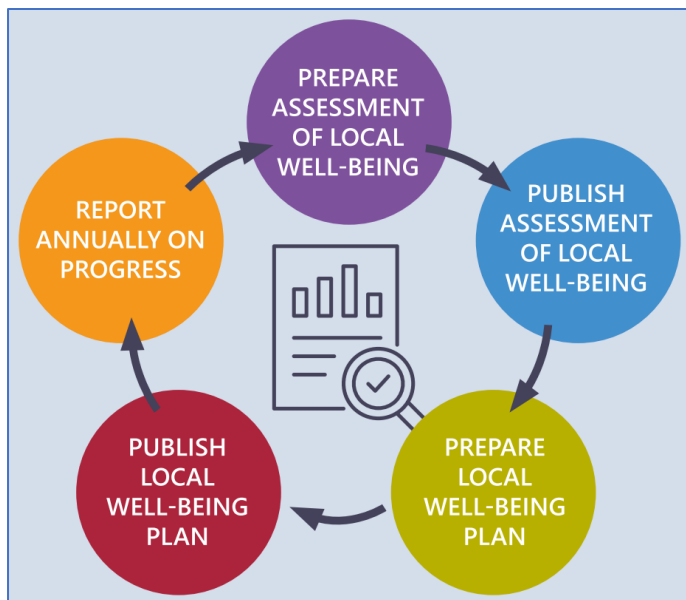


Introduction

Ceredigion PSB is made up of statutory member organisations and invited participant organisations from across the county. Established in 2016, the PSB brings together local public service leaders to assess and address the well-being needs of their areas, as part of the Well-being of Future Generations (Wales) Act 2015. We are tasked with improving the economic, social, environmental and cultural well-being of Ceredigion by contributing to the achievement of **the Seven Well-being Goals**.



The Act puts in place a Sustainable Development Principle, or **5 Ways of Working** which outlines how public services should go about meeting their duty under the Act. The effective working of PSBs is subject to overview and scrutiny by the Well-being of Future Generations Commissioner and Audit Wales, as well as by designated Local Authority Overview and Scrutiny Committees.



The PSB has responsibility for preparing and publishing an assessment of the state of well-being in Ceredigion, which in turn informs the Ceredigion Local Well-being Plan. This diagram visually depicts this process.

The **Ceredigion Local Well-being Plan for 2023-2028** is the second Plan produced by Ceredigion PSB since the establishment of the Act, and was published in early May 2023. Using consultation, engagement events and the data included in the **Assessment of Local Well-being**, the PSB listened to the county's residents to form

the Plan for the **next 5 years**. The Plan sets out a number of Well-being Objectives, which the Board will take all reasonable steps to meet. The Well-being Objectives for the next 5 years are...

Economic Well-being: The PSB will work together to achieve a sustainable economy that benefits local people and builds on the strengths of Ceredigion.

Social Well-being: The PSB will work together to reduce inequalities in our communities and use social and green solutions to improve physical and mental health.

Environmental Well-being: The PSB will work together to deliver decarbonisation initiatives within Ceredigion to protect and enhance our natural resources.

Cultural Well-being: The PSB will work together to enable communities to feel safe and connected and will promote cultural diversity and increase opportunities to use the Welsh language.

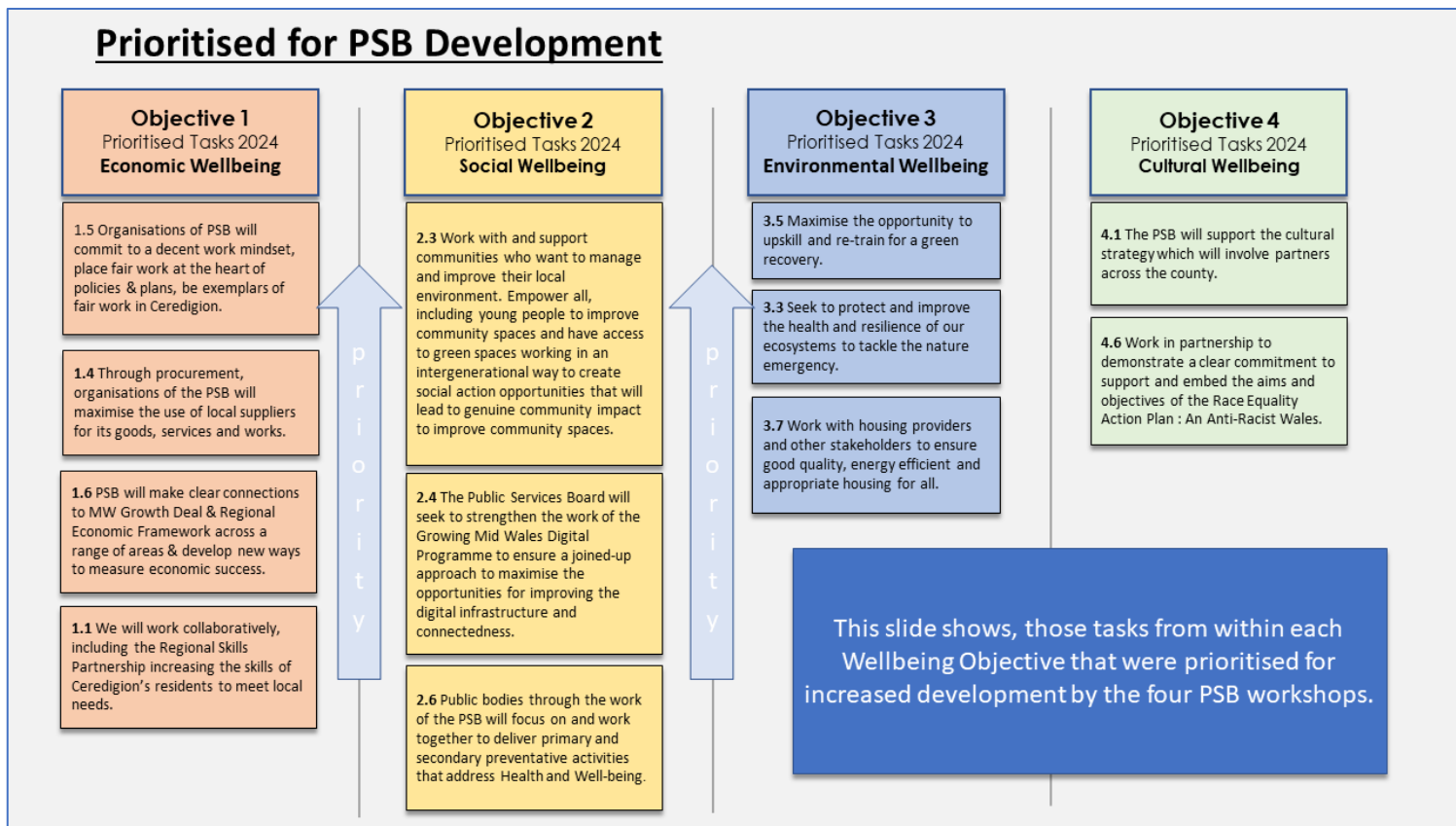
In addition to these four objectives, it was felt that **Tackling Hardship and Poverty** needed a specific focus as it has the potential to link to each of the Objectives. This has therefore been identified as a **cross-cutting theme**. In the Plan, the PSB have outlined what they will do to achieve these Objectives, and their long-term ambitions. To deliver on these Objectives, there are **Delivery Groups** in place as well as a number of other forums which report against progress on the Delivery Plan.

A series of **four facilitated workshops** were arranged during October and November 2023 which focussed in detail on examining the identified tasks under each of the Local Well-being Plan Objectives for 2023-2028.

Using interactive software, attendees were asked to prioritise the tasks, and to indicate those which they felt as a Board were already being delivered to a satisfactory level and had adequate reporting systems established that could be accessed and monitored. Opinions were then sought as to how areas that were not currently being delivered so effectively could be prioritised through the work of the PSB. Based on the evidence and opinions gathered, a set of **medium-term priority areas were identified** under each of the four Objectives (**Figure 1**).

All Delivery Group Chairs were briefed on the priorities, with the expectation that when considering their group’s activities, particular attention should be given to these areas. Updates on these prioritised areas are given as part of the Delivery Groups’ quarterly reports to the Board and monitored by an action tracker.

Figure 1



Delivery Structure

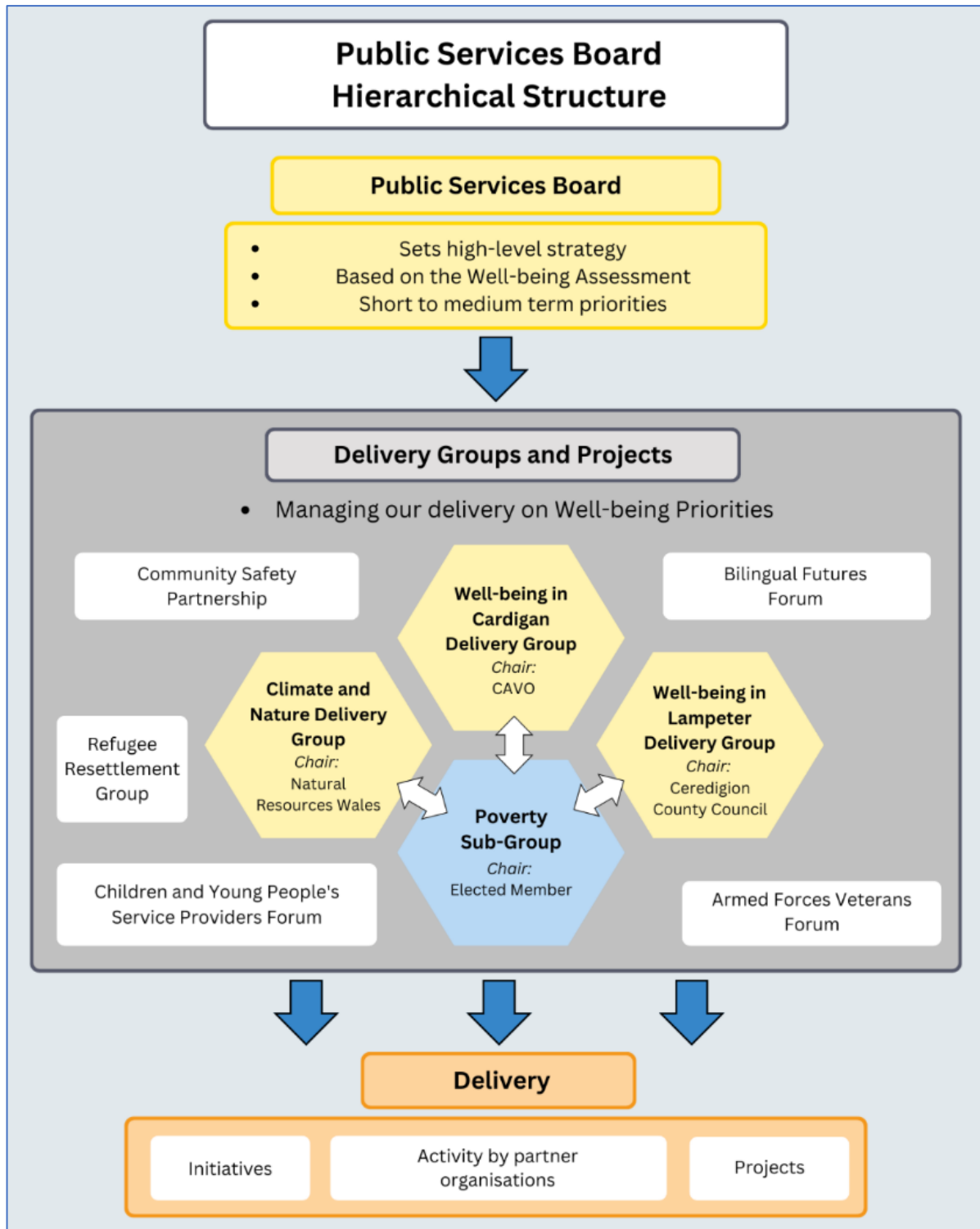
The Delivery Groups are Chaired by members of the PSB from different organisations. Membership includes representatives from public and third sector organisations, as well as individuals who have a specific interest or skillset to help with the work.

Based on data collated as part of the Assessment of Local Well-being, it was agreed that a place-based model would initially be adopted for **Lampeter and Cardigan**, with the aim of utilising examples of good practice and learning across other areas of Ceredigion as

time progresses. Evidenced by the Census (2021), baseline reports of both areas confirm that both areas continue to be hit by deprivation, highlighting the need for positive interventions which will embrace their strengths and equip communities with a range of tools, capable of encouraging positive development for the future.

A more thematic approach has been employed to address issues relating to **Climate and Nature**. A hierarchical structure diagram which outlines delivery is included below at **Figure 2** for reference:

Figure 2



Well-being in Cardigan Delivery Group: Chair – Hazel Lloyd Lubran, CAVO

Following consultative PSB workshops held with partners during Autumn 2023, this Delivery Group, under the Chairmanship of Hazel Lloyd Lubran (CAVO), has during this period focused upon the use of a partnership approach within communities to tackle inequalities and hardship.

A place-based approach continues to be adopted for this work, drawing upon the expertise and involvement of partners from the public, private and third sector. This approach provides the necessary conditions for people to flourish and to take responsibility for their futures whilst over time it addresses the objective of reducing demand on support services.

In response to the high levels of inequalities which exist in terms of income, employment, community safety and health, Delivery Group partners have sought to collaborate on the following:

- **Mapping** of assets and resources.
- **Researching** and gathering of consultation reports and strategies and reviewing of any identified recommendations and actions.
- **Investing** by bringing together any available funding aimed at tackling hardship.
- **Targeting** provision by setting up an outreach programme to make it easier for citizens in Cardigan to access support and advice.
- **Linking** by working with key stakeholders to promote and increase opportunities for people to engage in activities to improve their own outcomes and the outcomes of others.
- **Monitoring** the data set for Cardigan.

Examples of actions implemented by partners have centred around:

- identifying key drivers of support within the community
- increasing capacity and galvanising volunteer support for action
- identifying and signposting support services
- engaging in local consultations
- sharing best practice and creating the partnership space provided for networking and collaboration

Individual partners have noted the strength of collaboration, and this proactivity has subsequently led them to the establishment of new partnerships, to the implementation of new ways of working and to the scoping of innovative solutions.

Creating the environment for partner discussions and making connections continues to prove beneficial for this Delivery Group, thus providing the impetus to jointly tackle hardship.

An example of this work has been a collaborative programme of events which has been developed by partners under the banner of “**Summer of Fun**” developed by partners with a specific target of addressing social and economic deprivation within the Town.

Another example of work which has been brought through the Well-being in Cardigan Delivery Group includes the **Healthy Weight, Healthy Wales** strategy from Hywel Dda University Health Board and incorporating the whole systems approach to action this work.

Recent consultation which has been undertaken on a proposed Well-being Centre within the town. During 2023/24, this consultation has been actioned and a report has now been completed. The Well-being in Cardigan Delivery Group will continue to support this work within the community as advised by its Steering Group, with due regard being given to the outcome of the consultation and the impact of strategic decisions upon the community.

KEY ACTIONS IDENTIFIED FOR THE COMING PERIOD:

- Increasing the involvement of additional service providers linking partners and networks within the market town in an approach to maximise collaboration and resource allocation. Work continues on the identification of gaps in provision and partners share details of funding opportunities across the whole community.
- Improving opportunities for local education and skills for the benefit of families and young people.
- Engaging with the consultation regarding the possible establishment of a local integrated wellbeing centre.
- Enhancing outdoor facilities and increasing the use of green space for recreation, health & well-being.
- Encouraging volunteering, promoting healthier lifestyles, and improving access to local products and services.

A key element of the work over the coming period will also link to Age Friendly Ceredigion. Partners have received a presentation detailing the priorities of this work and its priority to develop an Age-friendly community will be tackled via eight domains namely:

- **Outdoor Spaces and Buildings:**
- **Transport:**
- **Housing:**
- **Social Participation:**
- **Respect and Social Inclusion:**
- **Civic Participation and Employment:**
- **Communication and Information:**
- **Community Support and Health Services:**

Partners will continue to collaborate on a shared vision for the Town, building upon individual resources and harnessing the benefits which can be accrued from positive collaboration.

Well-being in Lampeter Delivery Group: Chair – Greg Jones, Ceredigion County Council

This place-based group acts on behalf of Ceredigion PSB to deliver on the Local Well-being Plan for 2023-2028, by monitoring well-being activity in Lampeter and identifying

opportunities to work collaboratively to support and enhance well-being provision in the area.

The group includes partner organisations from Ceredigion PSB and co-optees relevant to delivering against the Well-being Plan. Working on a place-based level provides the platform to inform plans and embrace partner input to add value and avoid duplication of service provision. Whilst the Delivery Group considers all aspects of the Local Well-being Plan, the nature of the group means that activity naturally and primarily delivers against the **Plan's Social Well-being objectives**. Poverty and Hardship are also considered across all elements of work as a cross-cutting theme.

The group is currently focussed on a number of workstreams, utilising data and reports as an evidence base to identify particular gaps and areas of need.

One of these areas focusses on working collaboratively to **develop primary and secondary preventative activities** that address health and well-being in the area. Lampeter became the home of Ceredigion's first Well-being Centre in 2023, providing an enhanced range of Through Age Services to residents' physical mental and social well-being. Officially opened by the Deputy Minister for Mental Health and Well-being, the Centre also acts as a gateway by facilitating access to a range of Council services, and acting as a base for promoting vital information, advice and support.

The Centre is a crucial resource for through-age access to universal and focussed well-being services in Lampeter and surrounding area. The group is also currently working alongside Hywel Dda University Health Board's Community Development Outreach Team to host the **Lampeter Health and Well-being Show 2024** at Lampeter's Well-being Centre. This will promote health messaging as well as showcase the work of the PSB and Well-being in Lampeter Delivery Group. Discussions are underway with a number of partners regarding involvement in the event. Quarterly updates are also given at meetings on Hywel Dda University Health Board's **Social Model for Health and Well-being pilot** in Lampeter, to ensure synergy and avoid duplication. The Delivery Group are also linking with the Public Health Team to seek opportunities for engaging with the community on the **Whole System Approach to Healthy Weight**. Further linkages are developing around supporting the **Lampeter Patch Based Intermediate Care Pilot and Multi-Agency Team Development**, as well as the **Catalyst for Care project** which aims is to expand the choice of small, local care and support enterprises so that people can choose from a range of local, personal services.

Another significant area of work for the group is considering opportunities for rolling out a **Youth project** in Lampeter. A steering group has been established to consider the findings of a recent feasibility study carried out by the Civic Engagement Team, University of Wales Trinity Saint David. The study found that the area would benefit greatly from a positive and nurturing environment designated for the area's young people, which would in turn contribute to the overall well-being and development of the Lampeter community. These findings are in line with outreach work undertaken by Ceredigion County Council's Youth Service in the area, which also identified a need for youth provision in the town.

The primary objective of the feasibility study was to identify project/s that are able to empower a younger generation in Lampeter by providing them with opportunities for personal growth, skills development, and community involvement.

Through a range of activities, workshops, and initiatives, the project aims to enhance their overall well-being, self-confidence, and prospects for the future. The Steering Group are currently considering funding opportunities, mapping potential locations for pilot projects, and **learning from other local youth-led projects** such as Dyfodol Ni, Stage Goats Café and Ceredigion County Council's 'Y Fan'. This group will look to complement projects which are already established in order to maximise opportunities for young people in the area.

The Well-being in Lampeter Delivery Group will continue to **seek a reduction in hardship and deprivation** in Lampeter, supporting residents in need and promoting local support services for vulnerable individuals. The group have begun to consider mapping community assets, support services and activities, helping to ensure that the opportunities available locally are made known to residents and utilised. Partners have previously agreed that local enhancements can be made by effectively **sharing assets and resources**, and by harnessing the opportunity to **co-produce community services**. Understanding the landscape of local services, identifying assets and resources and reaching agreement on the priorities for sector development is key. Alongside this, the recording of the achieved outputs can inform future well-being developments across the County.

Through Project Dewi, the group also benefit from the support of the **Co-Production Network for Wales** who are working alongside the PSB to support practical implementation and develop meaningful engagement. We will endeavour to use an Assets Based Community Development (ABCD) approach to support sustainable community-driven development. The establishment of this forum has nurtured a strong relationship between public sector bodies and 3rd sector organisations based in Lampeter, providing an excellent opportunity to further develop initiatives that promote the well-being of residents.

Climate and Nature Delivery Group: Chair – Gillian Perry, Natural Resources Wales

With wide-ranging climate and nature parameters for this work, this Delivery Group has been renamed at the commencement of this new Local Well-being Plan 2023-28 to reflect its reach across the whole of the County. Terms of Reference have been reviewed and membership has been strengthened to support the priorities.

Following consultative PSB workshops held with partners during Autumn 2023, this Delivery Group, under the Chairmanship of Gillian Perry (*Natural Resources Wales*), has during this period focused upon the following:

- **Sharing of knowledge and experience of partner decarbonisation plans to support 2030 carbon emission targets** in accordance with the Net Zero Reporting – Welsh Public Sector 2023 Carbon Emissions document released by the WG Energy Service.

Alignment has been sought to the Ceredigion Local Area Energy Plan and the Mid Wales Energy Strategy Action Plan and these documents were approved in May 2024.

Engagement actions with stakeholders, businesses and residents of Ceredigion have been identified as being key to support this work. A key example of this alignment and engagement was seen in March at a **decarbonisation event held for businesses at Bargoed Farm**. This event brought together industry leaders, experts and businesses committed to exploring ways to reduce their greenhouse gas emissions and energy costs.

These collaborative events are essential and provide the platform for knowledge to be shared, for innovations to be showcased and for joint actions to be driven forward. The Climate and Nature Delivery Group will continue in its efforts to collate activity in this area, identify gaps and jointly consider solutions for action.

- **Supporting the establishment of a delivery-based network “Ceredigion Food Partnership”**. The Ceredigion Food Partnership project has been in its initial stages, providing a framework for action for food networks. It identifies **6 key issues** for joint action in the promotion of achieving fundamental food system change:

1. **Food Governance and Strategy:** Taking a strategic and collaborative approach to good food governance and action.
2. **Good Food Movement:** Building public awareness, active food citizenship and a local good food movement.
3. **Healthy Food for All:** Tackling food poverty, diet related ill-health and access to affordable healthy food.
4. **Sustainable Food Economy:** Creating a vibrant, prosperous, and diverse sustainable food economy.
5. **Catering and Procurement:** Transforming catering and procurement and revitalizing local supply chains.
6. **Food for the Planet:** Tackling the climate and nature emergency through sustainable food and farming and an end to food waste.

During 2023/24 partner involvement provided strong foundations for this work however unfortunately, as a direct result of a short-term funding gap an enforced suspension of this work followed. This funding matter has now been resolved, as partners have collaborated on a new funding package which is now supporting the continuation of this work.

- **Assisting the development of the Mid and West Wales Travel Charter** with its 17 commitments in support of walking & cycling, public transport, ultra-low emission vehicle use, and agile working. The Charter is based upon a belief as noted by the World Health Organisation 2021 that “Climate Change is the single biggest health threat facing humanity” and to address these challenges we need to:
 - Support active travel and public transport.

- Reduce air pollution and carbon emissions.
- Design well-connected and attractive communities.
- Protect and enhance our green space.
- Provide leadership.
- Act on inequalities.

Ceredigion PSB partners have received presentations on this work throughout 2023/24 and this has led to the finalisation of the Mid and West Wales Travel Charter which is now being considered by partner organisations.

Each partner has been asked to consider signing the Charter and to commit to working towards the achievement of the 17 pledges. The pledges are flexible and commitment from partners can be addressed over a period of time. This work is now also supported by dedicated webpages.

[Mid & West Wales Healthy Travel Charter - Healthy Travel Wales](#)

KEY ACTIONS IDENTIFIED FOR THE COMING PERIOD:

Support the development of a Ceredigion Climate Change Risk Assessment and consider the risks contained within a framework which has been provided to all Public Service Boards. It is proposed that utilisation of the framework will result in a list of prioritised, locally important climate risks which can be used to inform action.

This work will be undertaken with the direct involvement of partners and communities and will be organized under 5 themes namely:

- Natural environment and natural assets
- Infrastructure
- Health, communities, and the built environment
- Business and industry
- International dimensions

Ceredigion PSB have considered the proposed framework and have agreed to adopt the initial steps which include planning the approach for Ceredigion, undertaking stakeholder mapping, considering existing risk assessments and adaptation strategies and planning evaluation and methodology.

The initial step will see the hosting of a CCRA workshop for partners aimed at tackling the initial steps outlined above.

- **Maximise the opportunity to upskill and re-train for a green recovery and report on status of engagement with community groups on environmental and nature matters.** With the involvement of Project Dewi by the Co-production Network for Wales and through expertise and challenge provided via the Future Generations Office for Wales and its “Cymru Can” strategy mission to ensure all Welsh public bodies achieve their net zero and nature positive goals by 2030. The PSB has sought to prioritise action on climate change including adaptation, in a way that reduces inequalities and maximises the benefits to people and communities across Wales.

- Community engagement is essential here as it is difficult to judge the most effective engagement processes. The approach of hosting meetings and workshops will continue. Partners can exchange information and create links which can support new ways of working for the future.

Participation and involvement at all meetings have led to additional joint activity being prioritised by partners. The Delivery Group has benefited from the direct involvement of the **Sustainable Development Team** from within the Office of the Future Generations Commissioner.

- **Seek to protect and improve the health and resilience of our ecosystems to tackle the nature emergency and share details of the LNP Nature Recovery Action Plan Details with the Climate and Nature Delivery Group.** The Local Nature Partnership (LNP) Cymru Project aims to build a nature recovery network across Wales, engaging people, communities, businesses and decision-makers in both practical action and strategic planning for a healthy, resilient, and nature-rich Wales.

In Ceredigion, the area is rich in habitats and wildlife; its biodiversity is an important component of the County's distinctiveness. Conserving biodiversity is not just about rare or threatened species, it is about all living things. Protecting the variety of life around is increasingly important, not just for the intrinsic worth of plants and animals themselves, but for human needs.

These links are essential within communities and work will continue to support the network via the Climate and Nature Delivery Group.

- **Work with housing providers and other stakeholders to ensure good quality, energy efficient and appropriate housing for all. Quarterly reporting will be in place for the Local Housing Strategy, to be brought in line with the meetings of the pilot groups and the PSB as appropriate.** This work endorses the links with the strategy "Housing for All" and it is opportune as the new strategy for the next 5-year period to 2028 has recently been released for consultation.

The Housing Strategy sets out its vision: "There will be sufficient, suitable and sustainable accommodation to meet residents' needs now and in the future" and the tasks noted above provide potential support. The PSB sub-group along with its consideration of potential leverage points is fundamental here and should inform key environmental aspects included within the plan.

Whilst recognising that poverty underpins all Tasks within this objective there are specific references here to affordability and energy efficiency and collaboration will be established here with the **Poverty Sub-Group**.

Poverty and Sub-Group: Chair – Cllr Catrin Davies, Elected Member

The PSB Poverty sub-group is committed to ensuring that combating poverty is maintained as a **cross-cutting issue across Ceredigion PSB's Local Well-being Plan 2023-28**. We recognised a number of challenges at the beginning of this reporting period.

Vulnerable tenants who were just beginning to recover from the effects of the pandemic were now faced with **inflation and increasing energy prices** as well as an acute **lack of affordable accommodation**. A substantial increase in funding to deliver affordable social housing was coupled with difficulties in acquiring contractors to undertake the work.

The childcare sector continued to struggle with the cost of heating and with recruitment. Lack of childcare affects people's ability to access work and training. Food banks were just about coping with increasing demand but struggling to recruit volunteers.

The number of people in receipt of Universal Credit was high, but the number of people claiming benefits for the reason of being unemployed had reduced, indicating that **in-work poverty continued to be an issue**. People's lack of awareness of cost-of-living support schemes was a big issue.

Levels of broadband connectivity in Mid Wales were improving but little had changed in terms of mobile phone coverage. The **Mid-Wales area lags behind** the rest of Wales and the UK in terms of both these methods of communication.

Our **forward work plan** responds to these challenges and also supports the delivery of the Ceredigion Local Wellbeing Plan 2023-28 and Welsh Government Child Poverty Plan. We have **two aims**:

- 1. To enable households to reduce their costs and maximise their income.**
- 2. To increase understanding of local poverty and work to address the stigma of poverty.**

The Poverty sub-group meets quarterly and includes representatives from relevant teams in the Council, Hywel Dda University Health Board, the Third Sector in Ceredigion and Higher and Further Education and local Social Housing providers.

During 2023-24 we further developed a **single webpage for people seeking help**. The **'Cost of Living' page** is hosted on Ceredigion County Council's website and lists support offered by a range of public and third sector partners.

Our **monthly bulletin** had been aimed at front line support workers and shared solely by email. We have now added an online version that can be easily shared on social media with members of the public. Each bulletin is themed (for example, Food and Warm Welcome Spaces, Keeping Warm at Home). The bulletins signpost people to the Cost-of-Living webpage, which received 1,767 hits in the period January 2024 to March 2024.

Our meetings have focused on **specific topics** this year, including digital inclusion, take up of Pension Credit and the findings from Children in Wales' annual child and family poverty surveys.

We are keen **to use data to increase our understanding** of poverty locally and to make sure resources are targeted in the right areas. We have used data to inform discussions

about the average earnings gap between Ceredigion and the rest of Wales, which is reducing. We have discussed available data on Rhyd-y-Fuwch, Cardigan, which has lower than average household incomes and higher levels of deprivation compared to other LSOA's in Ceredigion. We also received a report on differences between private housing rental prices in Ceredigion and other rural holiday destinations in Wales.

A lot of our work involves bringing people together to **improve the way that local services support people**.

Speakers have included Vicky from Plant Dewi who talked about their Baby Bundle scheme, Georgia from Age Cymru Dyfed who described how she supports older people that are struggling and Dylan from Aberystwyth University who outlined the financial support available for students.

Hearing case studies enables us to improve our **understanding of people's 'lived experience'** and to review and improve the accessibility of our services.

Case Study

A lady who lives 10 miles from Aberystwyth contacted Age Cymru Dyfed for help. She lives alone, very remotely and has no car, internet, Wi-Fi or telephone line. She has no family in Wales. She uses her local garage for supplies and relies on the bus for health appointments and shopping.

She had worked and receives a small pension; this takes her over the pension credit limit. She has a terminal illness and it's a struggle for her to get to health appointments; she cannot manage telephone appointments.

Age Cymru Dyfed helped her to apply for attendance allowance. She is now £100 per week better off and has a taxi to get to town twice a week. She cried when she was asked how she feels now; it had been so long since anyone had asked her how she feels.

We maintain a **map of Warm Welcome Spaces** in Ceredigion. This was updated in 2023-24 and shared with Ceredigion County Councillors so that they could check for accuracy and makes sure that people in their ward are aware of them. There were over 12,000 views of the Warm Welcome Spaces map by end of March 2024.

Moving forwards, we will continue to **share cost-of-living support** and examples of good practice. We are in the process of developing a list of face-to-face advice sessions available to residents in Ceredigion. We will also **focus on specific campaigns**, for example, supporting unpaid Carers to maximise their income, funding streams that help with childcare costs and promotion of Pension Credit.

PSB Poverty sub-group members will attend meetings of the other PSB project groups to **ensure that poverty is truly a cross-cutting theme** across the PSB's Well-being Plan and to ensure that the voices of people living on a low income are heard by members of Ceredigion Public Services Board.

Close

The first year of delivering the Local Well-being Plan for 2023-2028 has been about **establishing foundations**, building Delivery and Action Plans, and putting the wheels in motion on some of the projects and initiatives previously mentioned. The Board continue to strive to **make a difference** to the well-being of Ceredigion's residents.

Thank you for watching the video and reading this supporting summary. To view the Local Well-being Plan for 2023-2028, or the Assessment of Local Well-being, please visit the [**Ceredigion Public Services Board website**](#).