



MOVING FROM THE ISSUES IDENTIFIED IN THE WELL-BEING ASSESSMENT TO THE OBJECTIVES FOR THE WELL-BEING PLAN

The Caerphilly Public Services Board's (the Board's) local Assessment of Well-being was published in March 2017. This document aimed to identify the economic, social, environmental and cultural factors that impact on the lives of Caerphilly borough residents, for both current and future generations

In developing the Assessment we engaged extensively with a large cross section of our communities including residents, the business community and the third sector, and specific target groups such as young people and the Caerphilly 50+ Forum.

The Assessment also drew on relevant data and the expertise of local people and organisations in considering the strengths and assets of our communities, which can be built upon to help improve the well-being of these communities.

The Assessment was in the main structured around the seven Well-being Goals for Wales, and at the end of each section was a list of emerging issues which could potentially have been considered by the Board in terms of further detailed work. Some of these issues were 'single organisation' issues which could not be addressed via collaborative action by the Board. There were also issues which were duplicated, so these were merged and/or amended.

This exercise resulted in a list of 36 issues, which are summarised below:

1. Maximising the benefits of the Cardiff Capital Region City Deal for Caerphilly county borough.
2. Developing a modern, integrated and sustainable transport system, including maximising the benefits of the Metro.
3. Linking public transport to the provision of active travel opportunities.
4. Providing training, apprenticeships, employment and volunteering opportunities that are appropriate for all sectors of the community.
5. Ensuring young people have the right support and opportunities to enable them to pursue a path into work (either vocational or academic) including careers advice, mentoring and work experience.
6. Protecting and enhancing local habitats for biodiversity.
7. Improving the provision of, access to and promotion of community outdoor spaces, green spaces and the wider countryside.
8. Fostering a greater sense of "community spirit".
9. Reducing the risks of flooding including protecting vulnerable homes, communities and infrastructure.
10. Managing the use of natural resources sustainably, and helping communities to understand the need to reduce our ecological footprint.
11. Ensuring that we maintain safe, secure supplies of clean water.

12. Reducing low level environmental issues (e.g. dog fouling, litter and fly-tipping) by fostering respect, responsibility and ownership of local areas.
13. Balancing the need for development with protecting the environment.
14. Reducing the life expectancy and healthy life expectancy inequality gap between the most and least deprived populations in the county borough.
15. Facilitating a shift from treatment of ill health to a society that enables people to adopt healthy behaviours.
16. Improve the proportion of adults and children within the county borough who are a healthy weight.
17. Further reduce smoking rates and the uptake of smoking.
18. Identifying and breaking the cycle of Adverse Childhood Experiences.
19. Improving access to GP and hospital appointments.
20. Providing improved broadband and IT infrastructure, to enable greater digital inclusion.
21. Providing better and more easily accessible information and services to empower people to improve their own well-being.
22. Supporting opportunities in the community for lifetime education, hobbies and interests.
23. Tackling loneliness and isolation for all age groups.
24. Ensuring people feel safe in their community, by reducing crime and anti-social behaviour and the fear of crime.
25. Developing suitable housing to meet the variety of people's needs, including affordable housing.
26. Supporting people with dementia to live well in their communities.
27. Reducing the victimisation of vulnerable sections of the community, including domestic abuse, hate crime and bullying.
28. Reducing the effects of substance misuse on individuals and communities.
29. Making provision for the arts and support opportunities for the direct participation of local people.
30. Maximising the use of public sector land, buildings and other assets for community use.
31. Developing an appealing and coherent tourism and leisure experience for residents and visitors to the county borough.
32. Working in partnership to conserve and protect our natural heritage and the built environment.
33. Promoting use of Welsh in workplaces and public facing institutions and businesses to make it easier to converse in Welsh and to use the language in everyday life.
34. Ensuring homes and public buildings are sustainable and energy efficient, to reduce our carbon footprint.
35. Making communities more resilient to global pressures by supporting opportunities for renewable energy and community food growing.
36. Maintaining and enhancing sustainable and attractive communities and town centres.

The Prioritisation Process

The PSB were conscious that it would not be possible to take all these issues forward in terms of further detailed work or potentially response analysis. Therefore, it agreed to undertake a prioritisation exercise to identify what were they main priority issues that

need to be addressed, at least in the first iteration of the Well-being Plan. In order to inform this prioritisation further engagement work was undertaken, which comprised of four main elements.

- Assessing each issue using a 'prioritisation tool'
- Consulting with statutory partners
- Holding a Future Scenarios 2 meeting with professionals representing partner organisations
- Holding 3 'Have we got it right?' community consultation events
- An online consultation and smaller scale events with targeted groups

The prioritisation tool

A prioritisation tool was developed by the Council's Corporate Policy Team, in conjunction with partner organisations. It incorporated the five ways of working set out in the WFG Act, plus additional criteria relating to policy drivers and resources. The purpose of this tool was to evaluate each of the 36 issues in a transparent and unbiased way using common criteria. Each of the criteria was assigned a score ranging from 0 and up to 4, depending on how important each individual criterion was felt to be. The potential scores for each of the criteria are detailed below, with a maximum score available of 29 points:

	Issue	Score	Weighting criteria
1.	Data trends/research	0	Data trend indicates that no intervention is required
		1	Data trend indicates that some intervention is required
		2	Data trend indicates that significant invention is required
2.	Collaboration	1	Collaboration would add minimal value
		2	Collaboration would add some value
		3	Collaboration would add significant value
		4	Collaboration is critical
3.	Integration across well-being goals	1	Contributes to 1-2 goals
		2	Contributes to 3-4 goals
		3	Contributes to 5 or more goals
Involvement			
4a.	Identified by the public	0	Not identified by the public
		1	Issue is of some importance
		2	Issue is of moderate importance
		3	Issue is of significant importance
4b.	Identified by stakeholders	0	Not identified by stakeholders
		1	Issue is of some importance
		2	Issue is of moderate importance
		3	Issue is of significant importance

Long-term			
5.	Long-term	0	Interventions likely to have no long-term impact on well-being goals
		1	Interventions likely to have minimal long-term impact on well-being
		2	Interventions likely to have moderate long-term impact on well-being
		3	Interventions likely to have significant long-term impact on well-being
Prevention			
6a.	Impact of preventative action on well-being	0	Likely to have negative or no impact on well-being
		1	Likely to have minimal positive impact on well-being
		2	Likely to have moderate positive impact on well-being
		3	Likely to have significant positive impact on well-being
6b.	Impact of preventative action on service demand	0	Likely to have no impact or increase service demand
		1	Likely to have minimal impact on reducing service demand
		2	Likely to have moderate impact on reducing service demand
		3	Likely to have significant impact on reducing service demand
7.	Strategic/policy drivers	0	There are no significant strategic/ policy drivers
		1	There are some significant strategic/policy drivers
		2	There are many significant strategic/policy drivers
8.	Use of resources (efficiency/effectiveness)	1	This will require significant additional resources
		2	This will require moderate additional resources
		3	This will require minimal additional resources

The criteria of 'involvement' and 'prevention' were split into two sub-categories and given double weighting, in an attempt to take account of the potential importance of these criteria in terms of the effects on the well-being of individuals and public services in terms of service demands.

A group of representatives from partner organisations was established, which included the Council, Natural Resources Wales, Public Health Wales, the Gwent Association of Voluntary Organisation and the Gwent Community Cohesion Forum. They agreed the criteria detailed above and as a group assessed each of the 36 issues detailed above against the agreed criteria. This resulted in a ranked list of issues by score, and the top 12 issues identified are shown below.

Rank	Issue	Score (max 29)
1	Providing training, apprenticeships, employment and volunteering opportunities that are appropriate for all sectors of the community	25.0
2	Identifying and breaking the cycle of Adverse Childhood Experiences	24.5
3	Facilitating a shift from treatment of ill health to a society that enables people to adopt healthy behaviours	23.5
4	Reducing the life expectancy and healthy life expectancy inequality gap between the most and least deprived populations in the county borough	22.5
5	Tackling loneliness and isolation for all age groups	22.0
=6	Reducing low level environmental issues (e.g. dog fouling, litter and fly tipping) by fostering respect, responsibility and ownership of local areas	21.5
=6	Ensuring people feel safe in their community, by reducing crime and anti-social behaviour and the fear of crime	21.5
=8	Protecting and enhancing local habitats for biodiversity.	21.0
=8	Providing better and more easily accessible information and services to empower people to improve their own well-being.	21.0
=8	Reducing the victimisation of vulnerable sections of the community, including domestic abuse, hate crime and bullying.	21.0
=8	Ensuring homes and public buildings are sustainable and energy efficient, to reduce our carbon footprint.	21.0
12	Developing suitable housing to meet the variety of people's needs, including affordable housing.	20.5

Future Scenarios 2

On 2nd February 2017 a second 'Future Scenarios' meeting was held with professionals from partner organisations, with over 70 individuals attending. The meeting was split into workshops, and they were asked whether the list of 36 issues covered what they expected to see emerging from the Well-being Assessment. A number of workshop groups raised financial literacy as an issue that was missing from the list, and it was agreed that this would be added to the original list. The wording of this issue was agreed as:

'Improving financial literacy to help people make informed choices regarding their personal and family finances'

Each of the workshop groups were asked to prioritise their top 5 issues from the list of 37, and overleaf is a summary of the top 12 prioritised issues that emerged from this meeting.

Rank	Issue	No. of groups identifying this as a priority
1	Ensuring young people have the right support and opportunities to enable them to pursue a path into work (either vocational or academic) including careers advice, mentoring and work experience	7
2	Providing training, apprenticeships, employment and volunteering opportunities that are appropriate for all sectors of the community	6
3	Developing suitable housing to meet the variety of people's needs, including affordable housing	5
=4	Identifying and breaking the cycle of Adverse Childhood Experiences	4
=4	Facilitating a shift from treatment of ill health to a society that enables people to adopt healthy behaviours	4
=6	Reducing the life expectancy and healthy life expectancy inequality gap between the most and least deprived populations in the county borough	3
=6	Maximising the benefits of the Cardiff Capital Region City Deal for Caerphilly county borough	3
=8	Developing a modern, integrated and sustainable transport system, including maximising the benefits of the Metro.	2
=8	Improving the provision of, access to and promotion of community outdoor spaces, green spaces and the wider countryside.	2
=8	Fostering a greater sense of "community spirit".	2
=8	Balancing the need for development with protecting the environment.	2
=8	Ensuring people feel safe in their community, by reducing crime and anti-social behaviour and the fear of crime.	2

Community engagement events

Three community engagement events were held in order to gain feedback on the 37 issues and to undertake the prioritisation exercise. The details of dates and venues are shown below:

- Blackwood Methodist Church, 8th February 2017
- Elim Community Church (Pontlottyn), 13th February 2017

- Bedwas & Trethomas Community Hall, 23rd February 2017

A total of 48 residents and community representatives attended these meetings. The format of the meeting was the same as the Future Scenarios meeting, where participants were asked to identify any missing issues and then prioritise their top 5 issues. No missing issues were identified at this stage. Below is a summary of the top 11 issues that emerged from these engagement meetings:

Rank	Issue	No. of groups identifying this as a priority
1	Providing training, apprenticeships, employment and volunteering opportunities that are appropriate for all sectors of the community	5
2	Ensuring young people have the right support and opportunities to enable them to pursue a path into work (either vocational or academic) including, careers advice, mentoring and work experience	4
=3	Improving access to GP and hospital appointments	3
=3	Supporting people with disabilities and other long term health conditions to live well in their communities	3
=3	Balancing the need for development with protecting the environment	3
=3	Identifying and breaking the cycle of Adverse Childhood Experiences	3
=7	Reducing low level environmental issues (e.g. dog fouling, litter and fly-tipping) by fostering respect, responsibility and ownership of local areas	2
=7	Reducing the life expectancy and healthy life expectancy inequality gap between the most and least deprived populations in the county borough	2
=7	Ensuring people feel safe in their community, by reducing crime and anti-social behaviour and the fear of crime	2
=7	Developing suitable housing to meet the variety of people's needs, including affordable housing	2
=7	Ensuring that we maintain safe, secure supplies of clean water	2

Online consultation and targeted groups

An online survey was developed along the same lines as the content of the face to face workshop type meetings and was advertised via the PSB website and social media channels. The survey was completed by 152 residents or organisations and a further 31 individuals at targeted group events. Again respondents were asked to identify their top 5 priority issues, with the top 12 overall summarised overleaf.

Rank	Issue	No. of responses
1	Improving access to GP and hospital appointments.	76
2	Providing training, apprenticeships, employment and volunteering opportunities that are appropriate for all sectors of the community.	68
3	Ensuring young people have the right support and opportunities to enable them to pursue a path into work (either vocational or academic) including, careers advice, mentoring and work experience.	53
4	Ensuring people feel safe in their community, by reducing crime and anti-social behaviour and the fear of crime.	49
5	Developing a modern, integrated and sustainable transport system, including maximising the benefits of the Metro.	41
6	Reducing low level environmental issues (e.g. dog fouling, litter and fly-tipping) by fostering respect, responsibility and ownership of local areas.	40
7	Tackling loneliness and isolation for all age groups.	38
=8	Improving the provision of, access to and promotion of community outdoor spaces, green spaces and the wider countryside.	36
=8	Facilitating a shift from treatment of ill health to a society that enables people to adopt healthy behaviours.	36
10	Maintaining and enhancing sustainable and attractive communities and town centres	35
11	Developing suitable housing to meet the variety of people's needs, including affordable housing.	34
12	Supporting people with disabilities and other long-term health conditions to live well in their communities	33

Summary of issues emerging from the 4 prioritisation elements

In order to identify the priority issues to be reported back to the Board, the results of the 4 prioritisation elements were combined. The table overleaf shows the top 12 issues identified by each of the 4 prioritisation exercises combined into a single table, in order to show which issues were identified most frequently and with the highest rankings.

Rank	Issue	Prioritisation element ranking			
		Prioritisation tool	Future Scenarios	Community engagement	Online survey
1	Providing training, apprenticeships, employment and volunteering opportunities that are appropriate for all sectors of the community	1	2	2	2
2	Identifying and breaking the cycle of Adverse Childhood Experiences	2	=4	=3	*
3	Ensuring people feel safe in their community, by reducing crime and anti-social behaviour and the fear of crime	=6	=8	=7	4
4	Developing suitable housing to meet the variety of people's needs, including affordable housing	12	3	=7	11
5	Ensuring young people have the right support and opportunities to enable them to pursue a path into work (either vocational or academic) including, careers advice, mentoring and work experience		1	1	3
6	Facilitating a shift from treatment of ill health to a society that enables people to adopt healthy behaviours	3	=4		=8
7	Reducing the life expectancy and healthy life expectancy inequality gap between the most and least deprived populations in the county borough	4	=6	=7	
8	Reducing low level environmental issues (e.g. dog fouling, litter and fly-tipping) by fostering respect, responsibility and ownership of local areas	=6		=7	6
9	Improving access to GP and hospital appointments			=3	1
10	Maximising the benefits of the Cardiff Capital Region City Deal for Caerphilly county borough		=6	=3	
11	Balancing the need for development with protecting the environment		=8	=3	
12	Tackling loneliness and isolation for all age groups	5			7
13	Developing a modern, integrated and sustainable transport system, including maximising the benefits of the Metro		=8		5

Rank	Issue	Prioritisation element ranking			
		Prioritisation tool	Future Scenarios	Community engagement	Online survey
14	Supporting people with disabilities and other long-term health conditions to live well in their communities			=3	12
15	Improving the provision of, access to and promotion of community outdoor spaces, green spaces and the wider countryside		=8		=8
16	Ensuring that we maintain safe, secure supplies of clean water			=7	
17	Fostering a greater sense of “community spirit”		=8		
18	Protecting and enhancing local habitats for biodiversity	=8			
19	Providing better and more easily accessible information and services to empower people to improve their own well-being	=8			
20	Reducing the victimisation of vulnerable sections of the community, including domestic abuse, hate crime and bullying	=8			
21	Ensuring homes and public buildings are sustainable and energy efficient, to reduce our carbon footprint	=8			
22	Maintaining and enhancing sustainable and attractive communities and town centres				10

* It is assumed that this issue scored poorly in the online survey as an explanation of what ACEs are was not provided.

As a result of this analysis it was recommended that the following priority issues were considered by the Board for further detailed work and response analysis:

1. Providing training, support, apprenticeships, employment and volunteering opportunities that are appropriate for all ages and sectors of the community.
2. Identifying and breaking the cycle of Adverse Childhood Experiences.
3. Ensuring people feel safe in their community, by reducing crime and anti-social behaviour and the fear of crime.
4. Developing suitable, sustainable housing to meet the variety of people’s needs, including affordable housing.

5. Facilitating a shift from treatment of mental and physical ill health to a society that enables people to adopt healthy behaviours, to reduce the inequality gap in life expectancy and healthy life expectancy between the most and least deprived populations in the county borough.
6. Reducing low level environmental issues by fostering respect, responsibility and ownership of local areas. Improving the provision of, access to and promotion of community outdoor spaces, green spaces and the wider countryside.

In relation to the issue 'Ensuring young people have the right support and opportunities to enable them to pursue a path into work (either vocational or academic) including, careers advice, mentoring and work experience', it was felt that this could be tackled under the priority relating to training, apprenticeships, employment and volunteering.

Public Services Board meeting 7th March 2017

At this meeting the Board was presented with the full list of 37 issues that had been identified from the Well-being Assessment, together with the results of the four elements of the prioritisation exercise that was undertaken.

The recommendation made was that the six priority areas identified above were agreed for further detailed work and response analysis. Further, individuals were to be nominated by Board members in order to 'lead' on the further detailed work and response analysis, who were to be drawn from the most appropriate lead organisation in relation to each priority issue. The results of this detailed work were to be reported back to the Board at its June 2017 meeting, in order to help inform the development of the Well-being Objectives.

The Board approved these recommendations.

Response Analysis

Following the March 2017 Board meeting, further detailed work and research was undertaken into each of the priority issues detailed above. For ease of discussion and the further work required the first priority area was split into 'apprenticeships' and 'volunteering', as it was felt that the response analysis activity would be better focused in this way. Each of the nominated lead officers was provided with a template to be populated with the relevant information for each individual priority issue. The rationale for using the template was that the Board members would easily be able to compare the information provided across all the priority issues.

The template requested information in relation to a number of key areas, as summarised below:

- Outcomes to be worked towards under the priority?
- What contribution can working towards these outcomes achieve for well-being in Caerphilly county borough?
- What is the case for prioritising work on this issue?
- It is an issue that could be tackled over the short, medium or long term?
- How could it contribute to the 7 Well-being Goals?
- How could it link into the other areas of response analysis?

- Where are we now (evidence of the current situation)?
- What is currently being done and by whom?
- Do we have a comprehensive picture of all activity e.g. private sector, third sector, community interventions?
- How effective is the current work?
- How well does what is currently being done take account of the 5 ways of working?
- What more could be done?
- Conclusions and recommendations for the Board

For five of the seven priority areas (including apprenticeships and volunteering separately) workshop sessions were held with invited professionals that operate within the individual priority areas. The purpose of this was to help inform the development of the response analysis template and ensure that all the required information was captured as fully as possible. The finalised reports for each priority area are summarised in Appendix 3 of the Well-being Plan.

It was decided that it was unfeasible to progress further detailed work and research for the 'suitable, sustainable housing' priority area, as this was felt to be a Council priority rather than one that could be taken forward by the Board collaboratively.

Public Services Board meeting 6th June 2017

At its meeting on 6th June the Board received a report which summarised all the further detailed work and research around the each of the priority areas. They agreed that all the areas with the exception of 'suitable, sustainable housing' be taken forward and developed in objectives for the Well-being Plan.

In relation to 'suitable, sustainable housing' the Board members supported the view that this was principally about local authority investment, rather than an issue that could be dealt with by the PSB. A suggestion was made that this priority could be reshaped to become more targeted activity utilising the Lansbury Park 'Coalition for Change'¹ model, with the intention of sharing the learning regarding targeted interventions that work in this area and implementing these in other deprived communities across the county borough. The Board approved this suggestion and agreed that this be taken forward into the Well-being Plan.

Caerphilly Standing Conference meeting 16th June 2017

The Caerphilly Standing Conference is the wider partnership that supports the PSB and the work around the Well-being Assessment and Plan. It includes representatives from 85+ organisations from the public, private and voluntary sectors who operate within or deliver services in the county borough, and can be local, regional or nationally based. They meet twice yearly and were fully involved in the development of the Well-being Assessment.

¹ St James 3 (covering part of the Lansbury Park estate in Caerphilly town centre) was identified as the most deprived Lower Super Output Area (LSOA) in Wales in the Welsh Index of Multiple Deprivation 2014. Dr Mark Lang was appointed to undertake a 'Deep Place Study' into the estate, which resulted in a multi-agency 'Coalition for Change' partnership being established between all the public sector partners that operate in or deliver services to residents of the estate

The purpose of the meeting was to introduce the agreed priorities to the wider partnership, to identify how the organisations can support the priorities by using the five ways of working (ICLIP), to identify current good practice and to begin the process of developing the action plan or steps that will sit alongside this first iteration of the Well-being Plan.

Attendees were also asked to provide their views in relation to four key questions against each priority area:

1. Working in partnership, what can you/your organisation contribute to this priority?
2. What key actions should we take together?
3. How can we link this to the other priorities?
4. What do we need to do differently/overcome?

The aim was to capture ideas for collaborative working to address the priority issues, how the attendees could support these and what they thought the initial steps might be. The comments from this meeting fed into the draft action plan that sits alongside the Well-being Plan.

Developing the objectives – the Four Positives

Although the structure of the Well-being Assessment was based on the Well-being Goals, and the subsequent response analysis based on the key issues identified in the Assessment, it has been an ongoing point of discussion throughout the process that the Plan was unlikely to be based on either of these structures.

Our residents were clear that artificial headings, be they the goals or the themes of the Single Integrated Plan, appeared largely designed to allow partners and delivery organisations to structure their support, rather than reflecting real life or different aspects of well-being. They understood that individual well-being is a complex interaction of many factors and issues that do not fit neatly into “silos”. This resonated with the PSB, which was also keen to ensure that the new Plan recognised the fundamental change from the previous delivery structures to a new culture and new ways of working. The PSB required the new Plan to fully reflect the Sustainable Development Principle and the 5 ways of working.

When the findings of the response analysis were presented at the Standing Conference on the 16th June 2017, clear messages came from the partners who attended. These messages include the need for a different structure from that in the Single Integrated Plan, that the goals and themes were not appropriate structures for the new Plan and that the Plan should facilitate a change in culture and move delivery away from the previous silos.

The other strong theme from the Well-being Assessment was that residents recognised the many positives associated with living in the county borough, including the attractive environment and strong community spirit. This was also felt to differentiate the Well-being Plan (based on an assessment of all the factors that influence well-being, both positive and negative) from the Single Integrated Plan, which was based on a needs assessment and therefore tended to be focused on negatives.

All the feedback and comments were considered and the proposal for a “Positive Caerphilly” began to emerge, building on local assets and promoting a positive “can do” approach. It was felt that in order to ensure that partners were supported to operate together in line with the Sustainable Development Principle and 5 ways of working, that there should be an overarching objective around positive change.

Three other clear areas were identified by partners and during the engagement process. The first was based on ensuring that our young people – our future generations – were given the best start in life. The second area was to empower and enable all our residents to achieve their full potential. The fourth area reflected the desire to enable our communities, particularly the most disadvantaged, to be more resilient and sustainable.

At their meeting on the 5th September 2017 the Board agreed their draft Well-being Plan ‘The Caerphilly We Want’ based on 4 high level objectives:

- **Positive Change** - A shared commitment to cross-sectoral change
- **Positive Start** - Giving our future generations the best start in life
- **Positive People** - Empowering and enabling all our residents to achieve their own potential
- **Positive Places** - Enabling our communities to be resilient and sustainable