



CARMARTHENSIRE
COUNTY COUNCIL

Well-being Objectives 2017/18

(Incorporating Key Improvement Objective Priorities)

**‘Life is for living, let’s start, live
and age well in a healthy, safe
and prosperous environment’**

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1 Introduction

In an era of severe budgetary restrictions, growing demand and expectations it is very important that the Council is clear about what it wants to achieve now and in the future. It is important that the Council has a vision and a set of values to govern its decision making. We want to be the most open Council in Wales and setting out what we want to achieve and how we will go about it is a significant part of this.

2 Core Values

In building a better Carmarthenshire it is important that our actions are built upon a foundation of core values and principles that guide our initiative and enterprise. Our core values are:



Customers First – we put the needs of our citizens at the heart of everything that we do

Listening – we listen to learn, understand and improve now and in the future

Excellence – we constantly strive for excellence, delivering the highest quality possible every time by being creative, adopting innovative ways of working and taking measured risks

Integrity – we act with integrity and do the right things at all times

Taking Responsibility – we all take personal ownership and accountability for our actions

3 Corporate Strategy

The Council's Corporate Strategy 2015-20 was published in September 2015 and it sets out the focus of the Council to 2020. Following Local Government Elections in May 2017 we plan to revise it to take account of the new administrations priorities, the new Welsh Governments priorities and incorporate the requirements of the Well-being of Future Generations (Wales) Act 2015.

4 The Local Government (Wales) Measure 2009 and The Well-being of Future Generations Act (Wales) 2015

Although we plan to revise our Corporate Strategy following the elections in May we have a legal requirement to publish:-

- Our Key Improvement Objective Priorities (KIOPs) on or near the 1st April 2017
- Our Well-being Objectives by March 2017
- A Well-being statement by March 2017

These are separate but interconnected legal obligations and it makes sense to ensure that these requirements are fully aligned, combined and published into a single document.

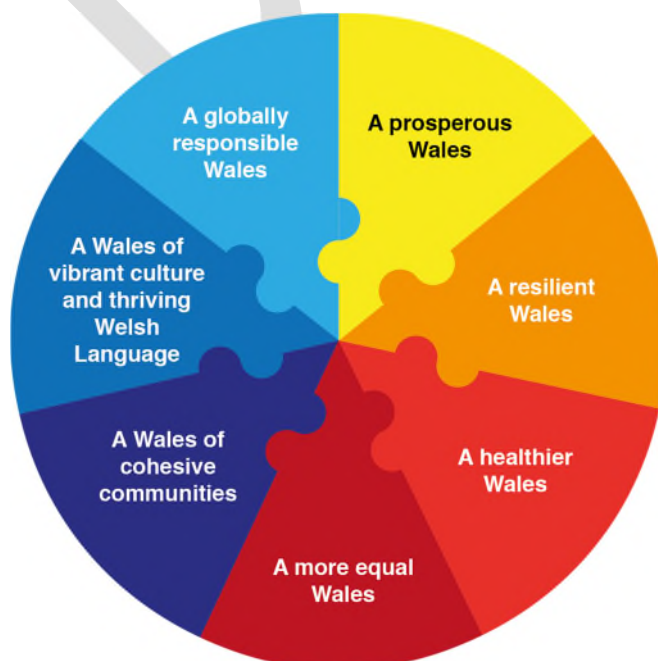
The Local Government (Wales) Measure 2009

- The Local Government (Wales) Measure 2009 requires the Council to set Key Improvement Objectives Priorities (KIOP) every year.
- Our Key Improvement Objectives priorities (KIOP) do not have to change every year, or be deliverable within one year. Our existing KIOPs were suitable for adaptation to the Well-being Objectives and are being strengthened to ensure they maximise their contribution to the Well-being of Future Generations Act.

Well-being of Future Generations Act (Wales) 2015

This is a new Act introduced by the Welsh Government which will change aspects of how we work. The general purpose of the Act, is to ensure that the governance arrangements of public bodies for improving the well-being of Wales, take the needs of future generations into account. The Act is designed to improve the economic, social and environmental well-being of Wales, in accordance with sustainable development principles. The new law states that:-

- a) We must carry out sustainable development, improving the economic, social, environmental and cultural well-being of Wales. The sustainable development principle is **'... the public body must act in a manner which seeks to ensure that the needs of the present are met without compromising the ability of future generations to meet their own needs.'**
- b) We must demonstrate 5 ways of working:
Long term, integrated, involving, collaborative and preventative (see **Appendix 1**)
- c) We must work towards achieving all of the 7 national well-being goals in the Act. Together they provide a shared vision for public bodies to work towards.

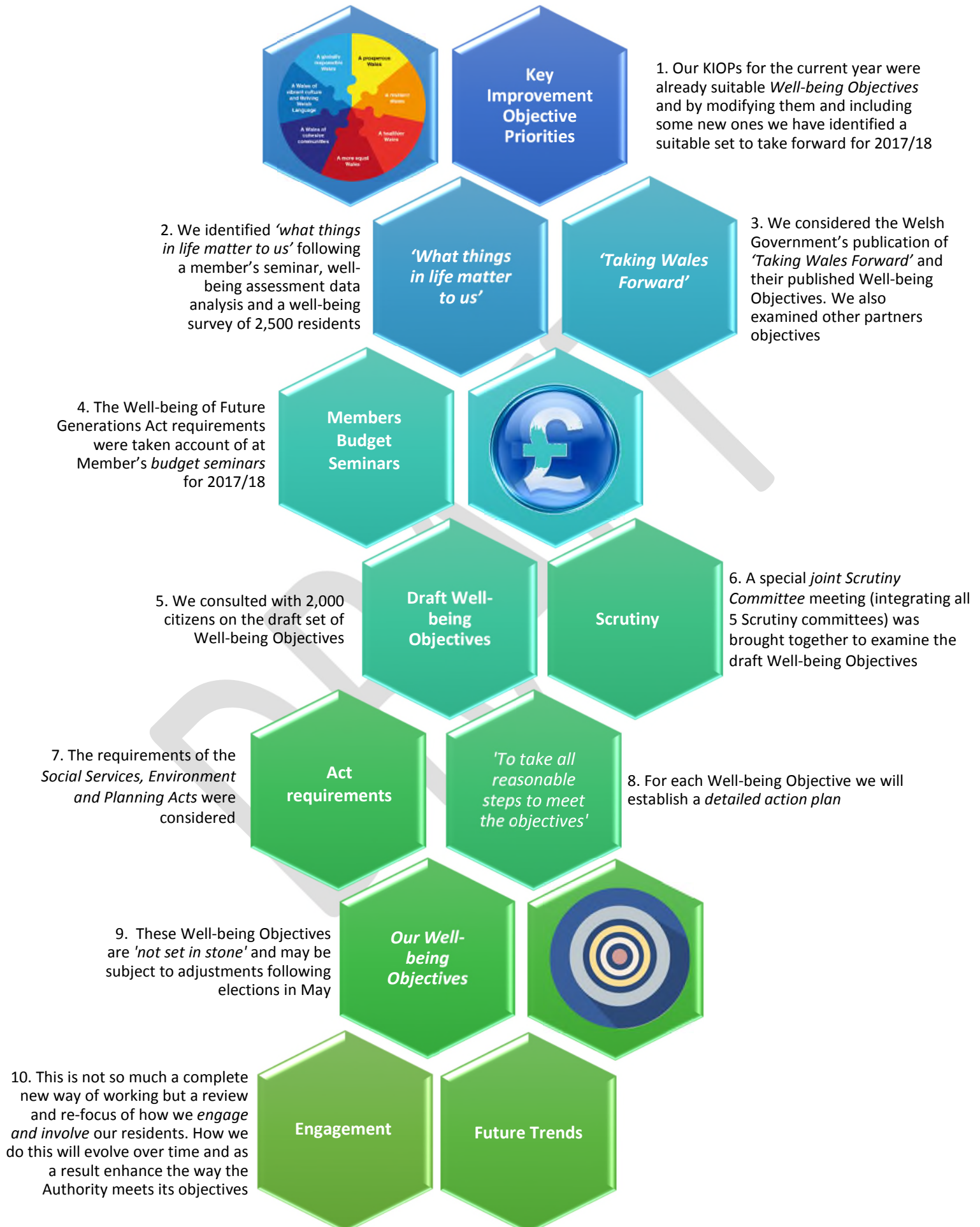


See **Appendix 2** for how these National Goals are defined

See **Appendix 3** to see how our Well-being Objectives contribute to the National Goals

5 How our Well-being Objectives were identified

The steps we have taken to identify our Well-being Objectives for 2017/18 - incorporating our Key Improvement Objective Priorities (KIOPs) are:-



- 

1 Help to give every child the best start in life and improve their early life experiences
- 

2 Help children live healthy lifestyles
- 

3 Continue to improve learner attainment for all 
- 

4 Reduce the number of young adults that are Not in Education, Employment or Training 
- 

5 Tackle poverty by doing all we can to prevent it, help people into work and improve the lives of those living in poverty 
- 

6 Create more jobs and growth throughout the county 
- 

7 Increase the availability of rented and affordable homes 
- 

8 Help people live healthy lives (tackling risky behaviour and obesity)
- 

9 Support good connections with friends, family and safer communities
- 

10 Support the growing numbers of older people to maintain dignity and independence in their later years 
- 

11 A Council-wide approach to support Ageing Well in the County
- 

12 Look after the environment now and for the future
- 

13 Improve the highway and transport infrastructure and connectivity 

START WELL

LIVE WELL

AGE WELL

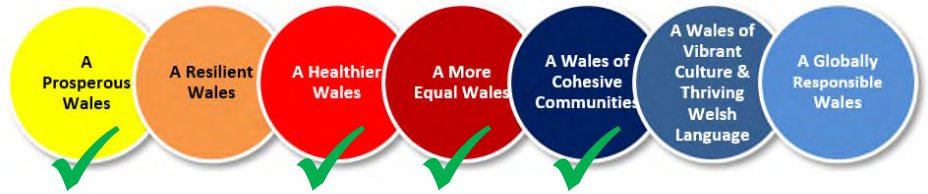
HEALTHY & SAFE ENVIRONMENT

 = Our existing Key Improvement Objective Priorities (KIOPs)



Well-being Objective 1

Start Well - Help to give every child the best start in life and improve their early life experiences



So why is this important?

- Because giving every child the best start in life is crucial to reducing inequalities across the life course.
- Because what happens during these early years has lifelong effects on many aspects of health and well-being - from obesity, heart disease and mental health, to educational achievement and economic status.
- Because Looked After Children (LAC) are more likely to have been exposed to multiple risks associated with poor long term outcomes before entering care (Jones, 2011).

Why this should concern us?

- Because for every 100 adults in Wales, 47 have suffered at least one adverse childhood experience (ACEs) during their childhood and 14 have suffered 4 or more.
- Because 15.3% of children in Carmarthenshire are living in workless households, higher than the 2014 figure of 14.8% and higher than figures for Wales (13.6%) and the UK (12.1%).
- Because in Carmarthenshire there are currently; 757 Children in Need; 46 children on the Child Protection Register and 208 Looked After Children.

What do we need to do?

- We need to give every child the best start in life and ensure development throughout early childhood.
- We need to build resilience against adverse experiences.

How will we do this?

- We will promote bonding and attachment to support positive good parent-child relationships.
- We will better equip parents and care-givers with the necessary skills to avoid ACEs arising within the home environment and encourage development of social and emotional well-being and resilience in the child.
- We will identify and intervene where children may already be victims of abuse, neglect or living in an adverse environment.
- We will continue to provide attachment awareness training in schools to ensure they become *attachment awareness schools*.

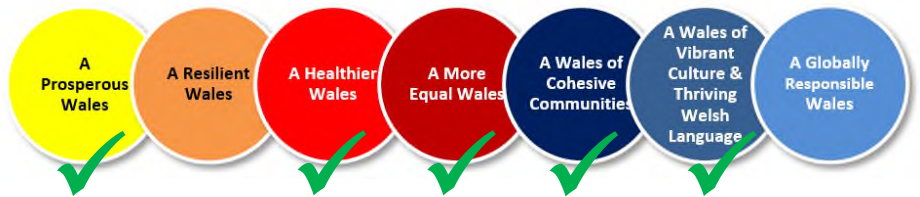


More Information - You can see our [action plan](#) to achieve this objective here



Well-being Objective 2

Start Well - Help children live healthy lifestyles



So why is this important?

- Because projections suggest an increase in trends for childhood obesity going forward with figures showing males between the ages of 2 – 15 being at greatest risk.
- Because the [Play Sufficiency Assessment](#) identified playing outside as the most popular setting for children but also found that 32% of parents worried so much about their child's safety that it affected their children's opportunity to play.
- Because assessment engagement activity with primary school children showed being physically active to be the second most important factor for positive well-being of children aged 6 – 11, after connections with family and friends.
- Because living healthy lives allows children to fulfil their potential and meet education aspirations.
- Because habits established early in life remain with people to allow them to play a full part in the economy and society of Carmarthenshire.

Why this should concern us?

- Because Carmarthenshire is the third worst County in Wales for levels of childhood obesity with 30.7% of 4-5 year olds being overweight or obese, almost 5 percentage points higher than the Welsh average of 26.2%.
- Because engagement with primary schools identified a strong link between physical activity and opportunities to play in outside spaces, and to feel safe in that environment.
- Because 10% of people aged 5 to 16 have mental health disorders and 7% under 12 deliberately self-harm.

What do we need to do?

- We need to work with partners to ensure children across Carmarthenshire: eat healthily, are physically active and maintain good mental health.
- We need to understand why childhood obesity in Carmarthenshire is so poor.
- We need to review if current measures and actions are making any difference.
- We need to measure activity through schools.

How will we do this?

- We will increase sporting activities for children, including free school swimming lessons, delivering the *5x60* and *Dragon Multi-skills extra-curricular physical activity schemes* and the *Activ Club* playscheme.
- We will address mental health including reducing exposure to adverse childhood experiences.
- We will promote eating healthy, including through school meals, the *Healthy Schools scheme* and the *Holiday Hunger scheme*.
- We will continue to develop, promote and deliver the *Flying Start Programme*.
- We will promote the Public Health Wales' [10 Steps to a healthy weight](#) preventative programme to help beat childhood obesity.



More Information - You can see our [action plan](#) to achieve this objective here

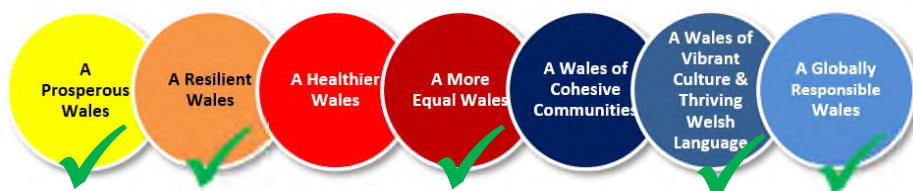


Well-being Objective 3

Start Well - Continue to improve learner attainment for all

So why is this important?

- Because we all want all of our children and young people to have the best possible start in life by supporting them to gain the skills and knowledge they need to lead happy, healthy, fulfilling lives.
- Because we want to improve outcomes for all ages through lifelong learning, to enable them to thrive in 21st Century living and the world of work.
- Because research by *The Institute of Education* suggests that attending a good pre-school and primary school can have more impact on children's academic progress than their gender or family background (Taggart, 2015).



Why this should concern us?

- There is currently a gap of 29.3% in the number of pupils age 15 achieving a volume of 5 GCSEs at A*- C including English or Welsh Language and mathematics for those pupils eligible for free school meals (41.5%) and those who are not (70.9%).
- Because we have schools that need to improve in specific areas as recognised through the National Categorisation system* (21% of Primary and 17% of Secondary schools are rated 'Amber Support Category' and 1% of Primary schools is rated 'Red Support Category' in the Welsh Government School Categorisation system for 2017).
*Four levels of 'Support Category' exist – Green, Yellow, Amber and Red.
- Because the 2015 PISA results (Programme for International Student Assessment), for which Kirsty Williams, Welsh Government Cabinet Secretary for Education, has stated "*remains the recognised international benchmark for skills*", continue to show Wales adrift from the rest of the UK.

What do we need to do?

- We need to continue to improve results further for all learners, placing a focus on those entitled to Free School Meals and vulnerable learners - see also **Tackling Poverty Well-being Objective 5**.
- We need to focus on the % of pupils who achieved the Level 2 threshold including a GCSE grade A*- C in English or Welsh first language and Mathematics which is currently regarded as the key measure of achievement at the end of compulsory education (Academic Year 2015/16 result of 65.1%).

How will we do this?

- We will promote, develop and support a collaborative self-improving school system to ensure high quality leadership and provision for all learners.
- We will ensure continuous improvement in education outcomes for all children and young people across all learning phases, with a particular focus on vulnerable learners and those entitled to *Free School Meals*.
- We will continue to improve school attendance and learner well-being.
- We will continue to improve the condition, suitability and resource efficiency of our schools network through the *Modernising Education Plan*.
- We will invest in further developing the skills of our teachers and support staff.
- We will develop an engaging, relevant and authentic *Local Curriculum*, within a clear framework of national guidance, which will fully prepare our children and young people for the challenges and opportunities of adult life.
- We will deliver the *Education for Sustainable Development and Global Citizenship Programme*.

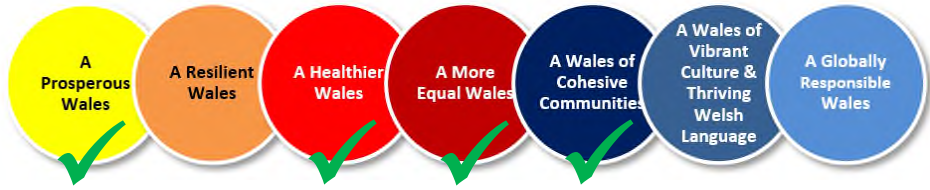


More Information - You can see our [action plan](#) to achieve this objective here



Well-being Objective 4

Start Well - Reduce the number of young people that are Not in Education, Employment or Training (NEET)



So why is this important?

- Because reducing the number of NEET reduces the effects of poverty and the wider cost to society of support services, reliance on benefits and offending.
- Because it is essential to maximise the life opportunities of children, ensuring that as many young people as possible are able to progress to school 6th forms, Further Education Colleges, training provision or work.
- Because it enables young people to contribute positively to their local communities.

Why this should concern us?

- Because the % of Carmarthenshire Year 11 pupils who became NEET rose slightly from 3.4% (69 pupils) in 2014 to 3.5% (69 pupils) in 2015, while the % of Carmarthenshire Year 13 pupils who became NEET reduced from 6.0% (46 pupils) in 2014 to 2.8% (21 pupils) in 2015.
- Carmarthenshire ranks 18th (of 22) Local Authorities in Wales for Year 11 pupils becoming NEET and above the All-Wales average of 2.8%.

What do we need to do?

- We need to ensure that all children and young people in Carmarthenshire have the best possible opportunities to study, train and gain worthwhile employment in the local economy.
- We will ensure that all vulnerable learners including those with a disability or additional learning needs are not excluded from programmes.
- We need to continue to implement the six elements of the Welsh Government's Youth Engagement and Progression Framework (YEPF):
 - Identifying young people at risk of becoming NEET;
 - Providing brokerage and co-ordinated support for young people;
 - Improve our tracking and transition support;
 - Ensure provision meets the needs of young people;
 - Strengthen employability skills and entrepreneurship;
 - Ensure we are accountable for our actions.

How will we do this?

- We will implement the six *Youth Engagement and Progression Framework* Actions above.
- We will deliver the local elements of the *Cynnydd* and *Cam Nesa* European Social Fund projects which assists young people in progressing to further education, training and employment during the Post 16 education phase.
- We will implement the recommendations of the *Carmarthenshire 11-19 Education Strategic Review*.



More Information - You can see our [action plan](#) to achieve this objective here

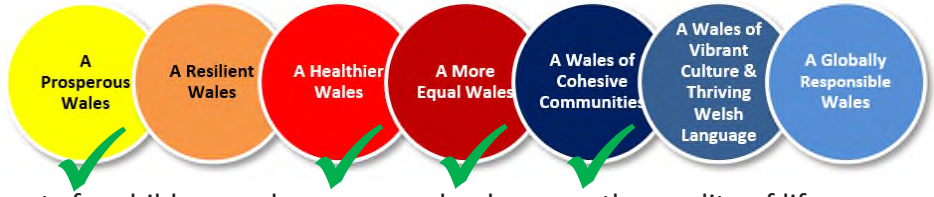


Well-being Objective 5

Start Well/Live Well - Tackle poverty by doing all we can to prevent it, help people into work and improve the lives of those living in poverty

So why is this Important?

- Because poverty and deprivation have serious detrimental effects across all aspects of well-being. It limits the opportunities and prospects for children and young people, damages the quality of life for families and communities and harms the health & life expectancy of far too many.
- Because poverty can be a barrier to full participation in society and is too often an intergenerational experience which poses a significant threat to experiencing positive well-being both now and in the future.
- Because research shows that children growing up in workless households experience consistently poorer outcomes than other children whose parents are always working, in relation to educational attainment and cognitive ability. Those whose parents had been out of work for two or three years while they were growing up spent more time not in education, employment or training between ages 15 to 18 than children from households of different employment compositions (*Schoon, 2012*).



Why this should concern us?

- Because just *over a third* of households in Carmarthenshire can be defined as living in poverty, this is above the Welsh average, making our levels the 4th highest in Wales.
- Because the number of households living in **severe poverty** in Carmarthenshire, those receiving an income of less than £10,000 a year, increased by 2% during 2015 to nearly 16%.
- Because of the 29,086 households living in poverty across Carmarthenshire, 58% (16,766) are located in rural areas.
- Because 20% of children in Carmarthenshire are living in poverty which is 2% below the Welsh average. 62% of these children are aged 0-10, falling to 25% aged 11-15 and further to 13% aged 16-19;
- Because there are 18.5 years difference in life expectancy between individuals from the least and most deprived areas of Carmarthenshire.

What do we need to do?

- We need to *prevent poverty* - Living in poverty can significantly impact a child's life chances with a strong correlation between being born poor and experiencing a lifetime of poverty. Likewise many of the triggers of experiencing poverty in later life are preventable if the risk is identified and addressed in a timely manner. Therefore providing early, targeted and holistic interventions to vulnerable individuals and groups we can help reduce the likelihood of poverty occurring in our communities.
- We need to *help people into work* - Getting people into work is one of the most fundamental and effective means of tackling poverty in all its forms. Work not only provides income, but also opportunities for social, emotional and cerebral development as well as general health and well-being. The latest figures from CACI Paycheck 2016 show that the median income for Carmarthenshire is £23,825 which is the 7th lowest level in the whole of Wales.
- We need to *improve the lives of people living in poverty* by supporting those in poverty and improving access to help to maintain basic standards of living including fuel poverty.

How will we do this?

- We will continue to deliver our *Tackling Poverty action plan* overseen by the Tackling Poverty Advisory Panel.



More Information - You can see our [action plan](#) to achieve this objective here

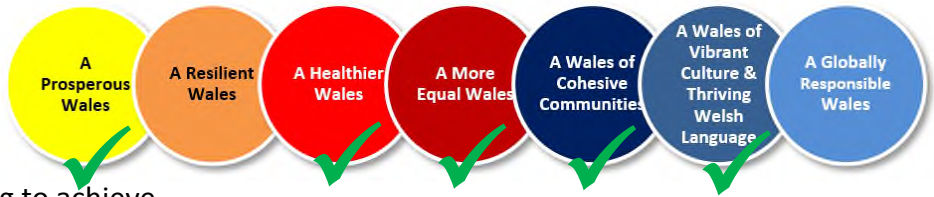


Well-being Objective 6

Live Well - Create more jobs and growth throughout the county

So why is this important?

- Because providing secure and well paid jobs for local people is central to everything we are seeking to achieve.
- Because increasing employability is fundamental to tackling poverty, reducing inequalities and has a dramatic impact on our health and ability to function in everyday society.
- Because with an ageing workforce, feeling stimulated, using skills and social interaction are much more important to positive well-being in work than wage levels or job stability (well-being assessment survey).



Why this should concern us?

- Because out of Carmarthenshire's 72.2% employed working age workforce, 57.2% of the workforce are within the professional/technical/skilled trade occupations – well *below* the Welsh average of 62.7%, whilst 42.8% are within the caring/leisure/customer service/machine operative occupations – well *above* the 37.3% Welsh average.
- Because creating sustainable, quality and progressive jobs in Carmarthenshire to retain and attract young people to the County is fundamental for a sustainable economy and its communities, as more young people aged 15 - 29 left Carmarthenshire than entered in 2014-15.
- Because we must tackle a GVA (gross value added) gap that is widening between UK GVA & Wales GVA; *GVA is the measure of the value of the wages and profits from goods and services produced in an area.*
- Because future trends shows a shift in the composition of the workforce over the next few years, giving us an opportunity to be 'ahead of the game' by increasing the economic opportunities and prosperity of the county by upskilling our future potential workforce.

What do we need to do?

- We need to build a knowledge-rich, creative economy by maximising employment & training places for local people through creating jobs and providing high quality apprenticeships, training and work experience opportunities, in order to have an on-going skilled & competent workforce to face the future.
- We need to evolve Carmarthenshire's position in the Swansea Bay City Region (Swansea, Carmarthenshire, Pembrokeshire and Neath Port Talbot) into a confident, ambitious and connected county.
- We need to continue to invest in our local rural infrastructure, including transportation to attract businesses, tourism/leisure to the county to promote economic growth and activity by building better connections and generating a strong tourism industry (see *Improving the highway & transport infrastructure and connectivity* Well-being Objective 13).

How will we do this?

- We will do this through the collaborative Regional Learning & Skills Partnership, (public and private sector members) - we will ensure the creation, attraction and retention of a workforce equipped to deliver many key projects being developed.
- We will take the '*Transformations*' strategic regeneration plan for Carmarthenshire (2015-2030) forward.
- We will do this through the '*Internet Coast City Deal*' for the Swansea Bay City Region. It is worth an investment fund of around £1.3bn from public and private sources by 2035; with a £15bn economy for the region, and the economic competitiveness of the region raised to 90% (currently 74% of the UK GVA average). Carmarthenshire's will deliver the following City Deal projects:
 - Creative Digital Cluster- Yr Egin - by creating a new infrastructure to attract SMEs to start up or expand.
 - Life Science & Wellbeing Village - by the integration of business development, education, wellness initiatives, research & development and healthcare initiatives.
 - We will also deliver a regional skills and talent initiative on behalf of the Swansea Bay Region.



More Information - You can see our [action plan](#) to achieve this objective here

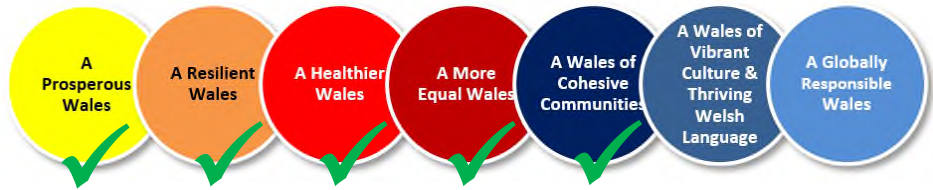


Well-being Objective 7

Live Well - Increase the availability of rented and affordable homes

So why is this important?

- Because good quality affordable homes promote **health and well-being**, meeting the individual needs of the residents, building strong sustainable communities and places where people want to live.
- Because good quality energy efficient affordable homes are good for the **Environment** - as the energy use within the home will be reduced, having a significant effect on reducing pollutants in the atmosphere.
- Because it's good for the **Social Structure** - well-placed affordable housing developments allow communities to welcome a wide range of families and to create a vibrant, diverse, group of residents.
- Because it's good for the **Economy** - in order to thrive, new businesses need easy access to its workforce. Affordable housing developments ensure that working families will remain in your community.



Why this should concern us?

- Because people told us during our consultation on affordable Housing in 2015 that we need to:
 - Target help where the need is highest, in both urban and rural areas, by delivering more affordable homes for rent.
 - Be more flexible - whether by bringing wasted homes back into use, buying existing homes or building new ones.
 - Do whatever it takes by developing innovative and creative ways to deliver more homes.
 - Use our resources in the best possible way to ensure as many new homes as possible.
 - Use the expertise, skills and resources of those we work with.

What do we need to do?

- We need to add to the 160 affordable homes we achieved this year, over **840** more affordable homes over the next four years.
- We need to build new council homes across the County.
- We need to actively work with private landlords to encourage them to make their properties available at affordable rent levels, including bringing more private sector homes into the management of our in-house social lettings agency.
- We need to work in partnership with Housing Associations in Carmarthenshire to maximize the supply of new build affordable homes.
- We need to actively work with property owners to bring empty homes back into use.
- We need to purchase homes from the private sector and increase the Council Social Housing stock.
- We need to maximize the number of affordable homes delivered through developer contributions.
- We need to maximize all funding opportunities for both the Council and Housing Associations.

How will we do this?

- We will deliver all of the above through our [Affordable Homes Delivery Plan](#)



More Information - You can see our [action plan](#) to achieve this objective here

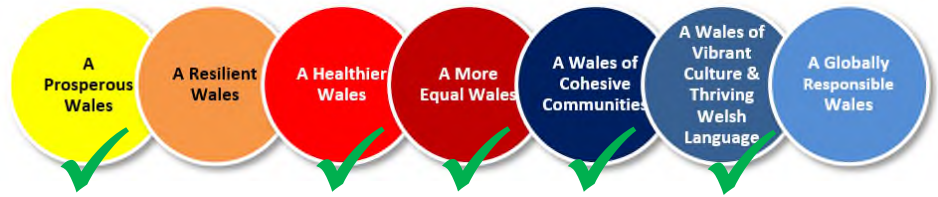


Well-being Objective 8

Live Well - Help people live healthy lives (tackling risky behaviour and obesity)

So why is this important?

- Because our way of life is changing, people are living longer with a higher quality of life.
- Because the challenge is to prevent ill health.
- Because living healthy lives allows people to fulfil their potential, meet educational aspirations and play a full part in the economy and society of Carmarthenshire.
- Because many of the preventive services and interventions required to maintain health, independence and well-being lie outside health and social care.



Why this should concern us?

- Because a healthy life expectancy for **males** in Carmarthenshire is **65 years** (2010-14) compared to a life expectancy of **78.6 years** (2013-15). This is **66 years** for **women** compared to a life expectancy of **82.3 years**. Healthy life expectancy of both males and females are below the Welsh average of 65.3 and 66.7 years.
- Because 20% of adults are still smoking in Carmarthenshire and 60% of adults are overweight or obese (Welsh Average of 59%).
- 28% of Carmarthenshire's adults suffer from mental health issues, slightly above the Welsh average of 26%.

What do we need to do?

- We need to work with partners to ensure people across Carmarthenshire:
 - Eat and breathe healthily
 - Are physically active; and
 - Maintain good mental health.
- We need to remove inequalities around opportunities for people to address these 3 key areas across our communities.

How will we do this?

- We will work with partners in the Public Service Board's Healthy Families and Communities thematic group that focuses on ill health from *cradle to grave*:
 - *Eat and breathe healthily*: We will establish Air Quality Management Areas across the county where appropriate, which will determine the health benefits of clean air for the residents of the area. We will improve our built environment by providing advice on energy efficiency of homes.
 - *Physical Activity*: We will encourage the use of our natural environment by walking and cycling as an alternative means of transport and promoting the use of green spaces. We will increase participant numbers at our leisure facilities and further develop our National Exercise Referral scheme.
 - *Mental Health*: We will enable employers in the workplace to support the health and well-being of their workforce through Workplace Health initiatives.



More Information - You can see our [action plan](#) to achieve this objective here

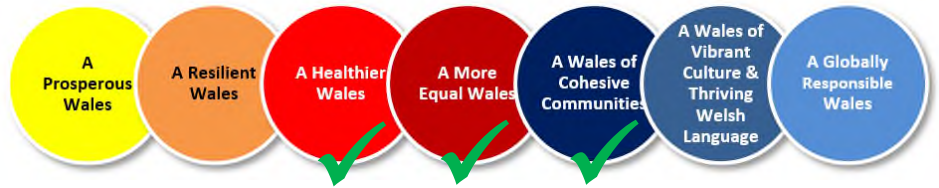


Well-being Objective 9

Live Well/Age Well - Support good connections with friends, family and safer communities

So why is this important?

- Because being united and connected is one of Welsh Governments 'Taking Wales Forward' ambitions.
- Because the importance of family in positively influencing well-being is evident in findings from primary engagement activities delivered as part of Carmarthenshire's Well-being assessment. Family and friends were overwhelmingly identified as the most important factor in experiencing positive well-being by over 500 adults and children taking part in an exercise which asked "what does well-being look like for you" and "what do you want [wellbeing] to look like in future".
- Because according to the well-being assessment survey results language was the second highest influence of positive cultural well-being after heritage / history.
- Because how people from different backgrounds get on well together in their neighbourhoods is important for improving well-being. Cohesive communities resistant to tensions and resilient when they occur.



Why this should concern us?

- Because In our well-being survey of 2,500 residents, good relationships and a sense of belonging was the 3rd highest thing that mattered.
- Because in Carmarthenshire there are currently; 757 Children in Need; 46 children on the Child Protection Register and 208 Looked After Children.
- Because Carmarthenshire residents feel they live in cohesive communities with 83% agreeing that local people treat each other with respect and consideration and 87% that people from different backgrounds get on well together (NSW, 2015).
- Because safety-related issues were highlighted throughout the well-being assessment and feeling safe at home and in the local community impacts on everyone's sense of well-being

What do we need to do?

- We need to ensure services respond to the needs of families and communities.
- We need to continue to build greater community cohesion and to support and empower communities to address their safety, collective well-being and the well-being of those within the community, including the building of social bonds within groups and social bridges between groups in our communities.
- We need to keep our communities safe when delivering our services

How will we do this?

- We will implement the Carmarthenshire *Family Support Strategy*, including providing support services that promote family relationships and prevent family breakdown.
- We will continue to develop and implement how we provide information, advice and assistance within social care services, ensuring information is available and easily accessible.
- We will implement the new *Community Cohesion National Delivery Plan 2017/18*.
- We will identify the strengths and resources within communities which can contribute to promoting and supporting the health and wellbeing of neighbours.
- We will continue to work with partners to prevent and reduce crime and reoffending and protect vulnerable people



More Information - You can see our [action plan](#) to achieve this objective here

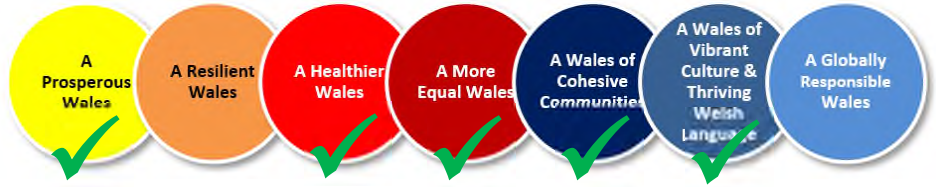


Well-being Objective 10

Age Well - Support the growing numbers of older people to maintain dignity and independence in their later years

So why is this important?

- Because consultations have demonstrated that ‘what matters’ to individuals is to be able to be as independent and well as possible for as long as possible.



‘Being respected as an older person and not being seen as a burden on the local health and social care system’

Why this should concern us?

- Because our frail population demographic is increasing and will require support to remain as independent as possible.
- Because it is essential that we lay robust foundations to future proof the availability of services that promote and support ongoing well-being and independence for our frail older adult population.
- Because future trends show that between 2014 and 2039 the population of Carmarthenshire is projected to increase by around 4,004 (2.2%), this is a reduction in all age groups apart from those aged 60 or over (which are projected to increase by 16,800).

What do we need to do?

- We need to continue to integrate health and social care to address the complex needs associated with age related co-morbidity and frailty.
- The Ageing Well Plan for Wales outlines the need for individuals and communities with public, private and voluntary sectors to develop and promote innovative and practical ways to make Wales a good place to grow older for everyone (see Objective 11 on *Ageing Well*).

How will we do this?

- We will continue to enhance our integrated Community Health & Social Care ‘infrastructure’ to ensure we are able to effectively and efficiently promote the well-being and independence of our older adult population while supporting the long term care needs and safeguarding of the more frail & vulnerable.
- We will provide a wide range of services and interventions across the three ‘offer’ areas outlined in Carmarthenshire County Council’s ‘Delivering Sustainable Services for Older People in Carmarthenshire’ document.
 - **Tier One:** Services and Interventions that promote independence, well-being, community engagement and social inclusion, such as information, advice and assistance, signposting people to community services.
 - **Tier Two:** These services provide targeted intervention for individuals to regain previous level of independence and wellbeing following acute episode or injury and can also support avoidance of hospital admission. These services work closely with Tier 1 services to ensure ongoing health and well-being support from their own community.
 - **Tier Three:** Provision of service at this level focuses on supporting individuals who have long term and specialist care needs. Services in this tier will liaise with services in tier 2 to ensure that, at times of injury or acute illness that people regain their previous level of independence.
- We will identify how local communities can contribute to supporting well-being and independence (see Objective 9 on *Supporting Good Connections*)
- We will effectively commission short term assessment and interventions to maximise independence.
- We will implement actions within the *Dementia Action Board plan* across health and social areas.
- We do low cost adaptation works in private dwellings as quickly as possible.



More Information - You can see our [action plan](#) to achieve this objective here

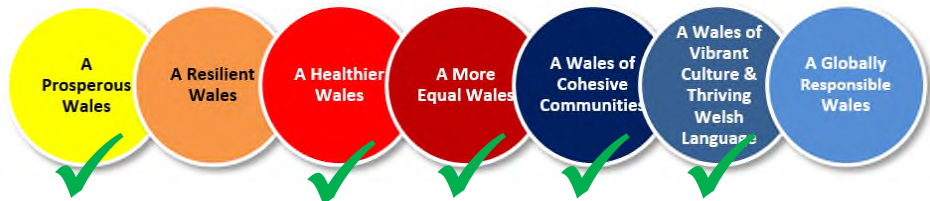


Well-being Objective 11

Age Well - A Council-wide approach to support Ageing Well in Carmarthenshire

So why is this important?

- Because wider services can make an important contribution in supporting and sustaining the independence of older people and reducing the demand on Social Services and Health Care; Wales Audit Office- Supporting the Independence of Older People: Are Councils Doing Enough? October 2015.
- Because when planning services for older people, we need to listen to what older people have told us about the services they want.
- Because in deciding what to do, we need to ask ourselves, would this service *be ok for me or my relatives?* If not, how can we improve?
- Because public services that meet the needs of older people often meet the needs of other groups in society as well.



Why this should concern us?

- Because older people are a significant asset to Wales, worth over £1bn to the Welsh economy annually. We must take forward an asset-based approach which, rather than focusing on the costs of providing services for older people, consider instead the cost of not investing in older people. Older people provide around £469m worth of volunteering every year, including childcare - the value of which is around £750m per annum.
- Because people aged 50 and over now make up a larger proportion of the population. Wales has a higher percentage of people 50 and over at 38.6% than the UK at 34.8%. In turn, Carmarthenshire has a higher percentage than Wales at 42.5%.
- Because older people who are supported by tailored services and living in inclusive communities, are able to contribute more to the local economy and society.
- Because older people when surveyed have told us that they want as much support as possible to help them do the things they enjoy and to be able to manage day to day.

What do we need to do?

- We need to 'join-up' our diverse divisions and departments to support independent living and to help older people live in their communities. Making sure that the impact of all service changes on elderly people are carefully thought through.
- We need to consult in a meaningful way with older people who are often '*experts by experience*' and know the services they need to remain active and independent in their communities.
- We need to focus on an outcome based approach to draw out the changes and improvements seen in an individual's life – we need to build services around the outcomes older people need.
- We need to examine how we will work with the Public Service Board (PSB) to achieve the Older People's Commissioner for Wales's targets for inclusion in the PSBs *Well-Being Plan*.

How will we do this?

- We will take forward the *Five Priority Aims* of the Council's Ageing Well Plan:
 - Age friendly communities;
 - Dementia supportive communities;
 - Falls prevention;
 - Opportunities for employment & new skills;
 - Loneliness & isolation.



More Information - You can see our [action plan](#) to achieve this objective here

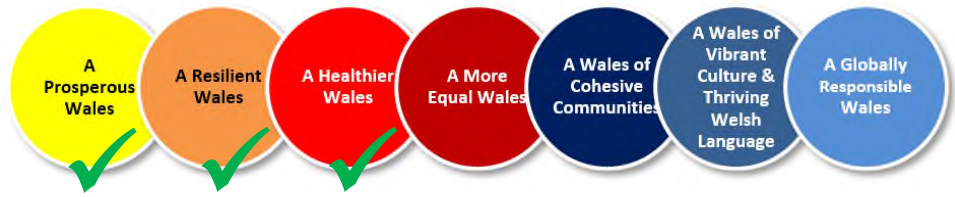


Well-being Objective 12

Healthy & Safe Environment - Look after the environment now and in the future

Why is this important?

- Because the *Natural Environment* is a core component of sustainable development. The Environment (Wales) Act 2016 expands the duty placed on public bodies, requiring them to *maintain and enhance biodiversity and promote ecosystem resilience*.
- Because the conservation and enhancement of biodiversity is vital in our response to climate change and key ecosystem services such as food, flood management, pollination, clean air and water.
- Because 60% of the County's people live in rural areas and the remaining 40% live within 400m of natural or semi-natural green space.
- Because the Well-being Needs Assessment survey identified a strong relationship between residents' well-being and their surrounding environment from providing recreational opportunities, to psychological positivity, health benefits and a connection to heritage and culture.
- Because under the '*Resilient Wales*' goal set out in the Well-being Future Generations Act requires public bodies to set objectives to achieve a 'biodiverse natural environment with healthy functioning ecosystems' - must be considered within the context of all the goals being integrated (biodiversity contributes to our economy, health & well-being).



Why this should concern us?

- Because the environment contributes £8.8 billion of goods and services annually to the Welsh economy, 9% of Welsh GDP and 1 in 6 Welsh jobs; with the environment being relatively more important to the Welsh economy than is the case for the other UK nations.
- Because responses from the Well-being Assessment survey showed that a clean environment is important to well-being and that residents are concerned with preserving and enhancing the local environment with repeated references to tipping, littering and recycling.
- Because rising sea levels are likely to impact not only the 5,587 properties in Carmarthenshire already at risk of tidal and rising river level flooding but additional properties along the coastal & river communities.

What do we need to do?

- We need to identify, maintain and enhance biodiversity and promote resilient ecosystems.
- We need to enhance and utilise our rich natural environment in a way that promotes economic development, attracts inward investment, and contributes to the quality of life of all who live or work in and visit Carmarthenshire.
- We need to sustain and enhance natural & built spaces to encourage healthy living for residents & visitors.
- We need to support resilience within our rural and urban communities.

How will we do this?

- We will advise the whole Authority and partners on our need to address the environmental requirements of the Environment (Wales) Act 2016, which places an obligation on us to '*seek to maintain and enhance biodiversity in the proper exercise of their functions and in doing so promote the resilience of ecosystems*'.
- We will publish a *forward plan* to comply with this Biodiversity & Resilience of Ecosystems Duty.
- We will continue to implement and promote the increased use of renewable energy.
- We will protect our environment and properties through delivering our *Flood & Waste Management Plan*; and protect and manage our coast by delivering the *Shoreline Management Plan*.
- We will deliver actions from the '*Towards Zero Waste strategy*', to become a high recycling nation by 2025 and a zero waste nation by 2050.



More Information - You can see our [action plan](#) to achieve this objective here



Well-being Objective 13

Healthy & Safe Environment - Improve the highway and transport infrastructure and connectivity

Why is this important?

- Because transportation & highway play a key role in sustaining our community. A modern, successful economy is reliant upon the safe and efficient movement of people and goods; providing opportunities for people to gain access to employment, education, health, leisure, social and retail services.
- Because *united & connected* is one of the four Welsh Governments' aims in its 'Taking Wales Forward' plan. Providing integrated and affordable access for businesses, for residents and visitors can stimulate economic development, reductions in deprivation and social exclusion and an increase in well-being.
- Because sustaining access to services will deliver improvements in health and wellbeing for all sections of the community e.g. that includes: walking, cycling, passenger and road transport.
- Because by 2030 South West Wales will be a confident, ambitious and connected City Region.



Why this should concern us?

- Because our survey identified *transportation and highways as important* and in the top 10 priorities for the community for road maintenance, bus services and pavement maintenance.
- Because in our survey on satisfaction with services and the importance of services - *Road Maintenance and Repairs* were identified as one of the highest importance with low satisfaction.
- Because our highway network is the second largest in Wales covering 3,343 Kilometres, more than double the Welsh average of 1,566 Kilometres; covering 16 million square metres of carriageway.
- Because the condition of our roads was ranked 19th out of 22 across Wales in 2014/15.
- Because 18.8% of residents do not have access to a car or van. However, 43.5% of households have one car per household, which may indicate reduced accessibility in areas not well served by public transport.
- Because only 55% aged 80 or over have access to a car/van therefore public transport and community based services are important to enable people to continue to live within their communities; it can mean the difference between a person staying independent at home or entering residential care.

What do we need to do?

- We need to develop and support access to services to improve connectivity, reduce congestion and improve competitiveness.
- We need to sustain investment into our public and community transport systems and facilitate travel to and from schools to support our Modernising Education Programme.
- We need to also invest in infrastructure to support more sustainable journeys. For example through cycle ways, footpaths and public transport infrastructure.
- We need to continue to sustain investment in our existing highway infrastructure to improve connectivity;
- We need to maintain our focus on road safety and deliver our road safety strategy priorities.
- We need to ensure our fleet of vehicles is modern, efficient and safe.

How will we do this?

- We will develop the highway infrastructure to meet the priorities of our Regeneration Plan. We will develop new highways at Carmarthen West, Cross Hands and Ammanford and continue to develop key walking & cycling linkages at Llanelli, the Towy Valley and Carmarthen.
- We will continue the successful integrated public transport network such as Bwcabus and Traws Cymru.
- We will redesign our school transport network to support the Modernising Education Programme.
- We will continue to support community transport.
- We will meet our objectives set out in our Road Safety Strategy.
- We will continue to modernise our vehicle fleet to improve efficiency and reduce emissions.



More Information - You can see our [action plan](#) to achieve this objective here

We welcome our duties under the Well-being of Future Generations Act. We have already addressed much of the new Acts requirements but recognize that we can do more.

1. We feel that our Well-being Objectives contribute significantly to the achievement of the National Well-being Goals. Our Well-being Objectives relate to different aspects of life's course and address well-being in a systematic way.

Since 2002/03 we have fully aligned our business and Improvement Planning to the outcomes agreed with partners in an Integrated Community Strategy (ICS). We have taken a 'joined-up' approach to delivering these objectives bringing different services contributions together in an integrated way. This approach will be continued.

2. These Well-being Objectives have been selected from considerable consultation feedback and a basket of different sources of information on need, performance data and regulatory feedback. In developing action plans to achieve these objectives we will involve people (in all their diversity) with an interest in achieving them.
3. The steps we take to achieve the Well-being Objectives (our action plans) will look to ensure that long term, preventative, integrated, collaborative and involvement approaches are fully embraced.
4. An Executive Board member has a specific responsibility for the overall Act. In addition, each Executive Board portfolio holder will have responsibility to relevant Well-being Objectives/KIOP.
5. To ensure that we take these action plan steps we will use our in house developed Performance Information Monitoring System dashboard. All the action plans will be monitored and reported on quarterly to department management teams and the Corporate Management Team and Executive Board. In addition progress will be reported to Scrutiny Committees. The Council will prepare an Annual report on its Well-being Objectives and revise the objectives if required.
6. ***** To be concluded as Council budget is finalised*****The content of action plans to achieve the Well-being Objectives are adequately resourced and embedded in Service business plans. To achieve these objectives services will 'join-up' and work together, work with partners and fully involve citizens in all their diversity.
7. Our Objectives are long term but our action plans will include milestones that will enable monitoring and assurance of progress.
8. To ensure that our Well-being Objectives are deliverable and that the expectations of the Act are embraced we will adapt financial planning, asset management, risk assessment, performance management and scrutiny arrangements.

Duty to Improve

Local Government, throughout the UK, is currently experiencing severe budgetary constraints. There is increasing demand and expectation, yet less resources are available. Under these conditions, we need to work even more efficiently and effectively, to maintain services and improve where we can, delivering 'more (or even the same) for less'

Corporate Strategy 2015/20

Until its revision post May 2017 elections, this strategy will provide the focus for the Council

Department and Service Business Plans for 2017/20

These plans are in place for all Services. The departmental plans are submitted to Executive Board Members and Scrutiny Committees and the service plans are challenged by Executive Board Members.

Transformation Innovation and Change (TIC)

The TIC programme is underpinned by a flexible and pragmatic approach, and makes use of a range of methods and techniques depending on the nature of the project. Many of the projects adopt traditional project management techniques and utilise a variety of methodologies based around data analysis and process review work, while others have adopted the 'systems thinking' approach to help re-design services in support of both service improvement and delivery of efficiency savings.

One of the key features of the TIC approach is that, as well as supporting services to identify the potential for change, it will actually provide capacity and support to make change happen, often through re-designing working practices and developing new models of service delivery.

Building a Better Council and Making Better Use of Resources

The general purpose of the Act is to ensure that the governance arrangements of public bodies for improving the Well-being of Wales take the needs of future generations into account. We will adjust the following corporate processes:-

1. Corporate & Service Planning
2. Financial Planning
3. Asset Management
4. Workforce Planning
5. Procurement
6. Risk Management
7. Performance Management

Welsh Language

Carmarthenshire County Council is committed to promoting the Welsh language in the county. We are eager to enable our residents to use the Welsh language when dealing with the council, and the authority has an Action Plan which explains how we provide services and how we operate through the medium of Welsh, in accordance with the Welsh Language Standards. Furthermore, the Council takes responsibility for promoting the Welsh language in the community across the county and we have, in partnership with several other public and voluntary sector organisations, developed a Strategy which illustrates how the Welsh language will be promoted in a co-ordinated way over the coming years.

There is an exciting time ahead of us, with mapping, implementing and assessing impact, which will lead to more purposeful and effective action to create and maintain more Welsh speakers of all ages within the county, and more use of Welsh in all aspects of life. Carmarthenshire's Welsh in Education Strategic Plan aims to increase the provision of Welsh medium education so that every pupil becomes fluent and confident in both Welsh and English languages.

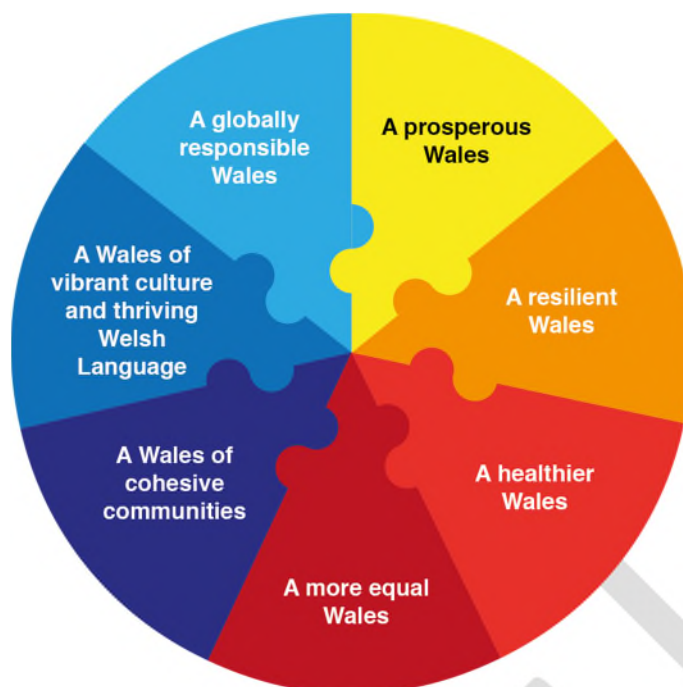
The Five Ways of Working

The Act says that there are 5 things that public bodies need to think about to show that they have applied the sustainable development principle. Following these ways of working will help us work together better, avoid repeating past mistakes and tackle some of the long-term challenges we are facing. These 5 Ways of Working have been applied in determining our Well-being Objectives.

5 Ways of Working	How we demonstrate these ways of working
<p>1 <i>Looking at the long term so that we do not compromise the ability of future generations to meet their own needs</i></p>	<p>The well-being objectives are largely founded with <u>long term</u> focus and strategy e.g.</p> <ul style="list-style-type: none"> • Carmarthenshire’s vision for sustainable services for older people for the next decade 2015-2025 • The affordable homes strategy is 2016-20 • The Improving Learner Attainment objective is longer term • Corporate Strategy
<p>2 <i>Understanding the root causes of the issues to prevent them reoccurring</i></p>	<p>Our well-being objectives have been designed to prevent problems from occurring or getting worse. They represent the areas where we need to work with partners to break-down barriers, focus on the transition between services and understand the changing needs of people through the various stages of their lives, both now and in the future, wherever they live.</p>
<p>3 <i>Taking an integrated approach so that we look at all well- being goals and objectives of other services and partners</i></p>	<p>Our well-being objectives relate to each other, many relate to different aspects of the life course, supporting people at every stage of their lives.</p> <p>As a set of objectives they will build on progress towards the economic, social, environmental and cultural wellbeing of Wales, by enabling us to take more sustainable action, as we evaluate our key decisions in relation to our well-being objectives.</p>
<p>4 <i>Collaboration - Working with others in a collaborative way to find shared sustainable solutions</i></p>	<p>The Well-being of Future Generations (Wales) Act 2015 establishes a statutory board, known as a Public Services Board (PSB), in each local authority area in Wales. The first meeting was held in May 2016.</p>
<p>5 <i>Involvement a diversity of population in decisions that affect them</i></p>	<p>There has been <u>considerable consultation</u> on the well-being objective/KIOP’s</p> <ul style="list-style-type: none"> • There were 478 responses to our consultation on sustainable services for older people for the next decade. 20% of whom were disabled. • There were 780 responses to the affordable homes consultation • 1000 respondents to consultation on rural poverty • Our Strategic Equality Plan was shaped by 780 survey responses • Leisure 500 responses, tourism 650, etc. • Our budget consultation work has been identified as best practice in Wales and we are building on this. We will be further developing the Council’s consultation and engagement approaches during 2017 • Our Well-being Assessment consultation had over 2,500 responses for Carmarthenshire residents

Only when a public body can demonstrate it has taken into account the sustainable development principle in the setting, taking steps and meeting of its Well-being Objectives will it be compliant with the Act. Public bodies may take other matters into account when making their decisions, but in order to comply with the Act they **must** take into account the 5 ways of working.

The Seven Well-being Goals of the Future Generations Act



<i>National Goals</i>	Official Definition
<i>A prosperous Wales</i>	An innovative, productive and low carbon society which recognises the limits of the global environment and therefore uses resources efficiently and proportionately (including acting on climate change), and which develops a skilled and well-educated population in an economy which generates wealth and provides employment opportunities, allowing people to take advantage of the wealth generated through securing decent work.
<i>A resilient Wales</i>	A nation which maintains and enhances a biodiverse natural environment with healthy functioning ecosystems that support social, economic and ecological resilience and the capacity to adapt to change (for example climate change).
<i>A healthier Wales</i>	A society in which people's physical and mental well-being is maximised and in which choices and behaviours that benefit future health are understood.
<i>A more equal Wales</i>	A society that enables people to fulfil their potential no matter what their background or circumstances (including their socio economic background and circumstances).
<i>A Wales of cohesive communities</i>	Attractive, viable, safe and well-connected communities.
<i>A Wales of vibrant culture and thriving Welsh Language</i>	A society that promotes and protects culture, heritage and the Welsh language, and which encourages people to participate in the arts, and sports and recreation.
<i>A globally responsible Wales</i>	A nation which, when doing anything to improve the economic, social, environmental and cultural well-being of Wales, takes account of whether doing such a thing makes a positive contribution to global well-being

How our Well-being Objectives contribute to the 7 National Well-being Goals

Carmarthenshire's 2017/18 Well-being Objectives / KIOPs			7 National Well-being Goals						
			Prosperity	Resilience	Healthier	More equal	Cohesive Communities	Vibrant culture & Welsh Language	Global responsibility
Start Well	1	Help to give every child the best start in life and improve their early life experiences.	✓		✓	✓	✓		
	2	Help children live healthy lifestyles	✓		✓	✓	✓	✓	
	3	Continue to Improve learner attainment for all	✓	✓		✓		✓	✓
	4	Reduce the number of young adults that are Not in Education, Employment or Training	✓		✓	✓	✓		
Live Well	5	Tackle poverty by doing all we can to prevent it, help people into work and improve the lives of those living in poverty	✓		✓	✓	✓		
	6	Create more jobs and growth throughout the county	✓		✓	✓	✓	✓	
	7	Increase the availability of rented and affordable homes	✓	✓	✓	✓	✓		
	8	Help people live healthy lives (tackling risky behaviour & obesity)	✓		✓	✓	✓	✓	
Age Well	9	Support good connections with friends, family and safer communities			✓	✓	✓		
	10	Support the growing numbers of older people to maintain dignity and independence in their later years	✓		✓	✓	✓	✓	
	11	A Council-wide approach to support Ageing Well in the county	✓		✓	✓	✓	✓	
In a Healthy & Safe Environment	12	Look after the environment now and for the future	✓	✓	✓				
	13	Improve the highway and transport infrastructure and connectivity	✓	✓	✓	✓	✓		



We would welcome your feedback – please send your thoughts, views and opinions to:



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