

Carmarthenshire PSB's Well-being Plan 2018-2023 2nd Annual Report

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Foreword

I am pleased to present the second annual report of the Carmarthenshire PSB following the publication of our Well-being Plan in May 2018. The last twelve months have been a particularly busy period with a number of innovative and exciting projects taking place within the partnership sphere as you'll see later in this report. However, since March 2020, the Coronavirus pandemic has tested our response and resilience in a way that they have never been tested, and there is no doubt that the strong partnership relationships built over the years through the work of the PSB has enabled a tremendous cross-sector response to the pandemic, with the interests of Carmarthenshire residents being front and centre of our planning. It has certainly been a challenging period for us all but, as PSB partners, we have been sharing what we have learnt, and will continue to learn from the experience whilst also looking at the opportunities to work collaboratively going forward.

The Carmarthenshire PSB brings together senior representatives from public services working in the county to improve the economic, social, environmental and cultural well-being of our residents. We are doing this by working together to add value to each other's services and develop innovative approaches to meet the needs of our communities. Our Delivery Groups are progressing work collaboratively to implement key actions to meet the Board's objectives, looking at how we can do things differently and build on engagement with local communities.

It's exciting to see the ideas and innovative approaches being progressed, both locally and regionally. I am proud to say that we are starting to make some real progress in Carmarthenshire and have been successful in bidding for funding to help us achieve even more, particularly in the area of local food procurement. This annual report will outline many of our key achievements to date. However, it is also important to note that we must take account of the situation that our communities now face and as a result we will be looking to review and re-focus



our plan in order to ensure we are able to fully respond to the impacts and needs of our county moving on from the Coronavirus pandemic.

I would like to thank all those involved who are working hard to deliver our Well-being Plan. By working together, we will continue to see how we can make a real difference to local people.

**Barry Liles, Chairman of PSB & Pro Vice-Chancellor (Skills & Lifelong Learning),
University of Wales Trinity Saint David**



PSB Well-being Plan

The Plan outlines how the PSB partners will work together to address some of the key issues affecting the well-being of the citizens and communities of the County. These partners are:



The Plan focuses on the delivery of four well-being objectives, identified following extensive engagement with frontline staff, residents and other key stakeholders:



Healthy Habits - People have a good quality of life and make healthy choices about their lives and environment



Early Intervention and Prevention - To make sure that people have the right help at the right time; as and when they need it.



Strong Connections - Strongly connected people, places and organisations that are able to adapt to change.

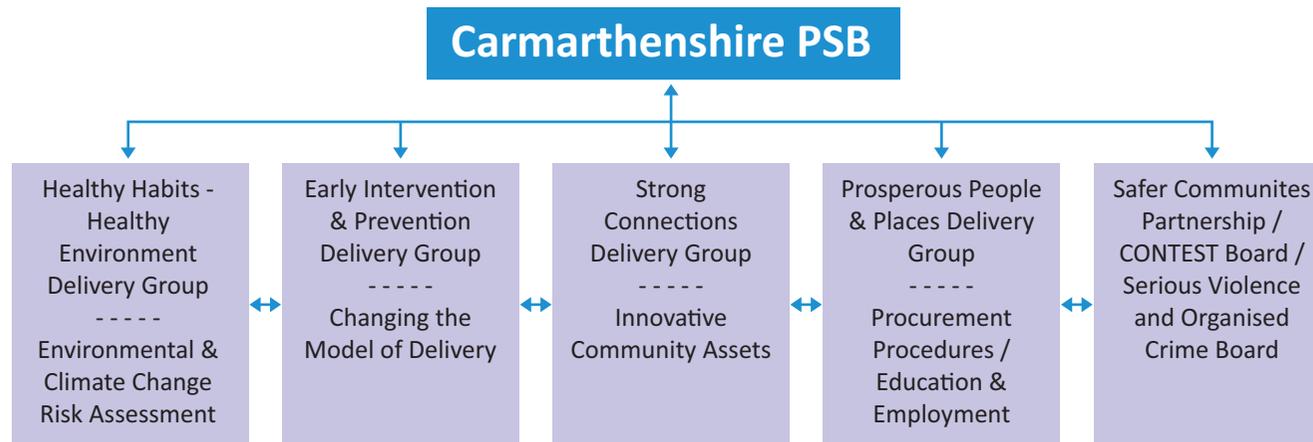


Prosperous People and Places - To maximise opportunities for people and places in both urban and rural parts of our county.

PSB Structure

The structure in place has been developed to ensure the effective delivery of the Well-Being Plan.

This consists of a series of Delivery Groups in order to make progress against the short-term actions within the PSB’s well-being objectives. Each group has an Expert Lead, Vice Chair and Lead Officer.



The Delivery Groups have been meeting since mid-2018 and have, in the last year, been progressing their project plan to deliver against the Well-being Plan. These Delivery Groups are administered by the Council’s PSB Support Team and the team also acts as a conduit between the Delivery Groups in order to identify areas of possible collaboration and avoid duplication.

The Safer Communities Partnership, a statutory, long-standing multi-agency group, continues to be accountable to the PSB and reports on a regular basis to the Board. It meets on a quarterly basis and is fully aligned with two other county-based groups linked to community safety – the CONTEST (counter-terrorism) Board and Serious Violence and Organised Crime Board.

Information about the work of these groups is included later in this report.

The PSB structure will be regularly reviewed to ensure that it best supports the work of the Board, including the delivery of progress against the Well-being Plan.

PSB Areas of Progress

Several areas have been progressed by the PSB, in addition to the work done by the Delivery Groups to meet the PSB's objectives:



✔ Increased, on-going collaboration is taking place with the seven Carmarthenshire Town and Community Councils subject to the Well-being of Future Generations Act. The PSB Support Team have continued to work with the Clerks and Development Officers of those councils (Llanelli Town, Llanelli Rural, Pembrey and Burry Port, Llanedi, Llannon, Cwmaman and Carmarthen) during the year. The PSB received the first annual reports of the seven councils in July 2019. Under the Well-being of Future Generations Act, the councils are required to report on progress made in meeting the local Well-being Plan's objectives. Regular discussions with these local councils have enabled greater collaboration in locally led initiatives which will continue going forward. Representatives of these councils are now invited to attend the PSB meetings as a voice for the town and community council sector.

✔ The County Council's 'Moving Rural Carmarthenshire Forward' report was presented to the PSB in September 2019 with its recommendations on regenerating local rural communities. Carmarthenshire is the first Council in Wales to look at how it works with partners to support rural communities. The report followed an extensive piece of work by a cross-party Task Force which had included contributions from many PSB partners and consultation with residents and stakeholders to find out about the needs of rural communities. Discussions are ongoing at the PSB around the recommendations where there are collaboration opportunities for partners to support this agenda. These include economic development, education and skills, broadband and digital skills, tourism, transport and highways, agriculture and food, community resilience, access to services and third sector, renewable energy and the environment and waste. A specific workshop for PSB partners on the 10 Rural Towns programme was held in January 2020 with partners keen to engage as the programme develops.



✔ PSB members are identifying collaboration opportunities to support and further develop the ongoing work with partners and the community to regenerate the Tyisha ward in Llanelli. This ward is one of the most deprived communities in Carmarthenshire and partners are developing a transformational plan to try to address this deprivation by tackling key issues affecting the community. This work will also link to the development of other planned initiatives in the area such as the development of the Life Science and Well-being Village and regeneration of the town centre. A multi-agency steering group co-ordinated a community engagement exercise in 2018 to establish the views of residents and community stakeholders in order to inform future plans. The engagement identified clear priorities and the need to address the community safety concerns as well as the social and physical environment.

✔ A 'Net Zero Carbon' workshop is to be arranged. Discussions have taken place at the PSB in relation to climate change and reduction of single use plastics. This follows the Council's declaration of a Climate Emergency in February 2019, which commits to make the Council a net zero carbon local authority by 2030 and to work with the PSB to develop opportunities to make carbon savings. There has been initial consideration of partnership involvement and potential action by partners. The workshop will outline current and planned activity within their organisations to respond to climate change and to identify any opportunities for collaboration across PSB partners. The Healthy Environment group will have a role in taking this work forward in partnership.

Additional projects progressed by the Delivery Groups



A priority for the **Healthy Environment Delivery Group** is to tackle climate change and some regional work on severe weather events was commissioned by NRW, working closely with the PSBs in Carmarthenshire, Ceredigion and Pembrokeshire.

In February 2019, the work began gathering data and a trial public engagement event has been held to capture the public's perception of climate change risks and potential adaptation and mitigation options. Following the project conclusion, it was identified that a more targeted approach was needed and two of the at-risk communities identified by the project are being engaged with on a detailed level - Newcastle Emlyn in Carmarthenshire and Fishguard in Pembrokeshire. Work was commissioned in February 2020 to deliver this targeted approach, focusing on building resilience within these communities in readiness for the effects of climate change. The project will involve in-depth work engaging with key stakeholders to develop a plan for building climate resilience through identifying the direct impact of climate risks on their situation and place and seeking their responses on how to build resilience. A report will then outline the project's findings and make recommendations, focusing specifically on outcomes and solutions, and outline a path for progression.

The engagement was planned for March/early April 2020 with the report being published in April. Unfortunately, due to the coronavirus pandemic, the original timescales for the project have not been able to engage with stakeholders, which will begin in July, using online opportunities including meetings and webinars.



The **Strong Connections Delivery Group** has progressed work in the fields of volunteering and assets held by partners across the region. In terms of volunteering, a mapping exercise was completed with partners to better understand current approaches and a workshop held in April 2019 to discuss the findings. A working group was established to look at how partners could work collaboratively in a number of

areas including current use of volunteers, recruitment, volunteering policies and staff volunteering. Initiatives being progressed include:

- An online Knowledge Hub to enable the sharing of information, good practice, pooling of resources and documents and development of policies.
- A recognition mark for local organisations who are 'Volunteer Friendly' to promote good practice. Criteria for the quality standard are being developed.
- Increasing the converting of volunteering into employment. One PSB partner lets their volunteers apply for employment vacancies which are only open to internal candidates. This is considered as good practice in terms of encouraging volunteering. Links have been made on this with the Prosperous People and Places Delivery Group.
- Joint Recruitment event for volunteers which will also promote volunteering and share best practice on running such sessions.
- Joint Celebration event to praise volunteers and thank them for the contribution they make.

Unfortunately, the planned events have been delayed due to the coronavirus pandemic. However, other collaborative working has been taking place, as a result of the pandemic, with the County Council, CAVS and town and community councils working closely to

coordinate the amazing volunteer effort which is happening across the County. Key collaborative efforts have included:

- Establishing six area teams as the main point of contact to identify volunteering requirements and to provide support where needed.
- Mapping all support groups including those established by the community and by town and community councils. CAVS are working with them to provide help and support in their volunteering roles. Details of all groups are on the community support directory on the Council website.
- Setting up a new online platform - Connect2Carmarthenshire – connecting people offering help to those who need it, as part of the SirGâredig – Sharing Carmarthenshire’s Kindness campaign.
- Referring the 1,000 new volunteers who have registered on CAVS’ Volunteering Wales to the NHS or other organisations seeking volunteers.
- Jointly establishing a COVID Community response grant to provide funding to groups providing support locally.
- Proactively seeking views of third sector on their current and future needs to feed into the recovery plan for the county.

Other current and future work also includes considering the possibility of a pool of volunteers for partners to utilise, the accreditation of volunteers and undertaking a mapping exercise of existing

community initiatives, following consideration by the PSB of a good practice community hub model in London.



A ‘Mid and West Wales Strategic Asset Review’ of public services assets has been completed. The review was funded by the Welsh Government and commissioned by Ystadau Cymru’s Mid & West Wales Regional Asset Collaboration Group. A new interactive data portal has been developed which provides information on all public service property across the Region.

There are several proposed collaborative projects:

- Cross-County and pan public sector office accommodation rationalisation and agile working
- St David’s Park Office and Education campus, Carmarthen – collaborative management of buildings and campuses owned by the County

- Council, Health Board, University and College
- Well-being hubs across the wider Region, including Llanelli and Cross Hands
- Co-ordinated mobile public services in rural areas
- Wider property collaboration opportunities arising from the proposed new urgent and planned care hospital
- Cross-County collaboration relating to depots owned by public services.

The review concluded that additional resources are needed for project management, in order to progress these projects. Other areas to be explored going forward are opportunities in the rural towns and town centres and also assets owned by town and community councils.

In addition, during the previous year a project was undertaken to identify properties available for volunteering services. A ‘Find a Venue’ mapping tool was produced and continues to be maintained by the County Council to facilitate access to meeting venues across the County by voluntary groups in particular.



The **Safer Communities Partnership** has been involved in successful work to tackle ‘County Lines’ including briefing sessions and targeted weeks of action. County

Lines is a term used for organised illegal drug-dealing networks, usually controlled by a person using a telephone number – the ‘county line’. They distribute illegal drugs across rural and suburban counties via ‘runners’ who are vulnerable children and adults recruited to transport drugs and cash all over the UK. This crime is often associated with other serious crimes such as sexual exploitation, violence, money laundering and human trafficking.

Following on from the briefing events attended by over 200 public service staff on County Lines and Counter-Terrorism in March 2019, presentations to raise awareness amongst around 800 public service staff and from across wider organisations have been undertaken over the last year.

‘County Lines intensification weeks’, held in May, August and October by the Police, saw partner organisations engaging with communities to raise awareness, gather intelligence and signpost drug users to support services. Activities included presentations to over 300 private landlords about vulnerable tenants and a joint operation with British Transport Police and Arriva Trains to tackle drug users and suppliers travelling by rail to County Lines activity in Swansea. Successes during one of these weeks included intelligence gathering, drug seizures, two arrests for Possession with Intent to Supply Class A drugs and an arrest of a wanted person.

Another initiative to provide access to drug and alcohol support was the outreach van, piloted in Station Road, Tyisha in Llanelli to engage with local people and signpost those in need of more help from services. Dyfed Drug and Alcohol Service (funded by Police and Crime Commissioner), the Council’s housing service, ‘Communities for Work’ team and youth service as well as Crimestoppers’ Fearless worker were among partners offering services including support with drug and alcohol issues, housing advice and help to get training and employment. The future of the project will be considered after it has been evaluated but initial feedback from service users and partners has been positive.



The **Prosperous People and Places Delivery Group** has led on work relating to community wealth building and food procurement. The PSB considered the

community wealth building model, a people-centred approach to local economic development. Its aim is to stop wealth flowing out of our communities and towns and places control of this wealth into the hands of local people, communities, businesses and organisations. As a result, the PSB submitted a bid to Welsh Government to become a pilot PSB for their community wealth building through procurement programme and this will now be taken forward during the next 12 months as a regional cluster of PSBs in West Wales. In addition, the PSB also successfully applied to the Welsh Government Foundational Economy Challenge Fund to undertake a development project focusing on public sector food procurement. This project, led by the Prosperous People and Places Delivery Group, will consider the procurement

arrangements of PSB member organisations supplying our schools, care homes, and canteens for staff and students, with a view to developing a new methodology that can support local economic wealth and value whilst also developing the local food supply chain. Although the project is focused on the food sector, it could be transferable to other sectors and therefore becoming a pilot for the community wealth building through procurement package of support would complement the Foundational Economy project in delivering a significant cultural change in terms of current organisational procurement practice. Both projects will be taken forward during 2020-21.



The **Early Intervention and Prevention Group** have been involved in a range of initiatives including Social and Green Solutions for Health and an Early Years

Integrated System. In order to progress the development of a regional approach to Social and Green Solutions for Health, a summit was held in January 2020 which was attended by 110 delegates from 41 organisations. Opportunities to develop the role of social and green assets that promote population health were discussed and a number of workstreams were identified and a steering group will decide how best to progress them. These included supporting staff and the growth of the sector, funding, bringing organisations together to collaborate, evaluation, mapping existing provision and the need for an advocacy and lobbying role. A framework will be developed to cover integrating commissioning with joint funding streams, quality assurance and provision for the safety of all involved.

Carmarthenshire County Council in partnership with Hywel Dda University Health Board and Ceredigion County Council successfully secured funding through the Early Years Integration and Transformation Programme – Pathfinder Co-production Grant in February 2020. The grant aims to develop integrated working across professions and organisations working with families during the early years of their children's lives. During 2019/20, further money (£500k across Health Board footprint) became available to develop

pilot projects to develop models of delivery to further integration.

A Pilot Early Years Team is being developed within the Gwendraeth Valley integrating early years services (midwifery, health visiting, speech and language therapy, and family support) to facilitate building individual and community resilience. This aims to enable families to live safe, healthy and fulfilling lives where they can successfully raise their children and fully optimise their potential. Further funding was secured for development within 2020/21, however, due to the COVID-19 pandemic this has been significantly reduced to £166,666, resulting in innovative ways of working with families and across services. This will involve greater use of social media and virtual contacts.



Regional Working

There have continued to be significant developments in working regionally during the last year:

- 1 - between PSB lead officers from Carmarthenshire, Ceredigion and Pembrokeshire
- 2 - with the three PSBs and West Wales Regional Partnership Board (RPB)
- 3 - a joint Regional meeting of Carmarthenshire, Ceredigion, Pembrokeshire and Powys PSBs and the RPBs for West Wales and Powys in June 2019.

PSB lead officers

The close working with the PSB leads for Ceredigion and Pembrokeshire has continued with regular meetings held between the officers and the main areas of work during the last year have been:

- the development of an innovative regional Digital Information System was jointly commissioned by the three PSBs using regional funding from Welsh Government and with a contribution also from the West Wales RPB's Transformation Fund. The RPB is also involved in the ongoing development and implementation of the system. This is an online platform to help with future well-being

assessments, assessing performance, reporting arrangements and engagement opportunities. It will provide a responsive and efficient means of monitoring and assessing data and reducing duplication of effort. The collection and analysis of that data would be improved, external data would be added as it was updated and all data sources would be housed together. Partners will continue to progress the work needed to develop the digital system which will inform the preparations for the next well-being assessments.

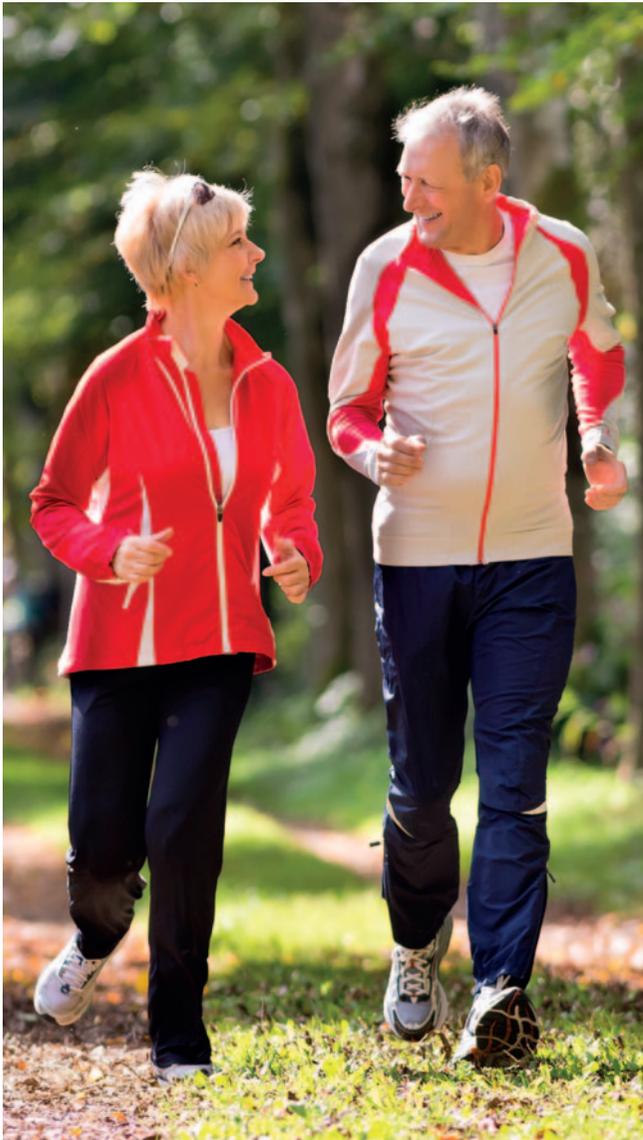
- ongoing work on the Welsh Government 'Enabling Natural Resources and Well-being' funded pilot project 'Green Health and Access West Wales', led by Coed Lleol. The £40,000 project brings together partners across the three counties to investigate current greenspace provision for local communities, support providers of green health initiatives to promote best practice and work directly with the health sector, raise the profile of social prescribing to 'nature-based health care' and build strong partnerships between the healthcare and environmental sectors. Progress has been made in a number of areas:
 - development of a core training Level 3 Agored qualification with Wellbeing in Nature, and further

modules are being considered.

- mapping of green space woodlands provision which identified locations from which to run consultation events held during March and April 2020. These gave health and social care professionals, community connectors & social prescribers, green health, activity providers, social forestry leaders and community representatives the opportunity to experience health and well-being activities in a woodland setting and participate in consultation and discussion workshops.
- further funding is being sought to continue this collaborative work to support the growing field of outdoor nature-based health and well-being activities.



Links with the West Wales Regional Partnership Board



- The Regional Partnership Board (RPB) was invited in March 2019 to join the PSB and the RPB is now a standing agenda item with updates provided at each PSB meeting. These updates particularly focus on the areas where there are clear links between the priorities of both Boards and discussions are taking place to collaboratively progress projects receiving Welsh Government Transformation Fund money which support PSB objectives such as the promotion of volunteering and resilient communities, engagement with our communities and social and green solutions for health. Regular meetings continue to take place between the PSB leads for Carmarthenshire, Ceredigion and Pembrokeshire with the Head of Regional Collaboration, the officer lead for the West Wales Regional Partnership Board, to progress collaborative working.

Specific areas of integrated working progressed last year included:

1. citizen engagement arrangements at regional and locality level – the Health Board is co-ordinating this work to develop a public sector approach to involvement and engagement. Following discussion with PSB partners on collaborative opportunities to engage with our communities, the Health Board are in the process of commissioning digital systems that can support greater citizen engagement. A number of PSB member organisations are involved in the project with a view to creating a consistent engagement approach across a number of different public sector bodies.
2. the development of the Digital Information System as outlined above.

Regional meeting of Carmarthenshire, Ceredigion, Pembrokeshire and Powys PSBs and RPBs

Following on from the inaugural regional meeting of the Carmarthenshire, Ceredigion, Pembrokeshire and Powys PSBs in June 2018, the annual meeting was hosted by Carmarthenshire PSB on 7 June 2019 and was extended to include the Regional Partnership Boards for West Wales and Powys. There were a series of discussions to identify possible areas for

regional collaboration, based on commonality of aims and objectives identified in local plans. Four key areas for possible regional collaboration were identified:

1. Technology-Enabled Care
2. Continuous Engagement
3. Social and Green Solutions for Health
4. Connecting People, Kind Communities

There was a general consensus that there would be mutual benefit and added value for regional working by the PSBs and RPBs on all four of these areas on the strategic planning and development of our approaches which could then be delivered at a local

level. Progress has begun on two of the proposals – Continuous Engagement and Social and Green Solutions for Health, as outlined above.

Presentations were also given on current key matters:

- A revised approach to additional learning needs.
- Universal Credit update.
- Mid and West Wales Strategic Asset Collaboration which had resulted in a review of public sector estate, best practice, identification of priorities and future work programme.

The meeting also gave opportunities for the member organisations to network.

The next regional meeting will be arranged at the earliest opportunity following recovery from the Coronavirus pandemic.

City Deal

The PSB has been kept apprised of progress made and partners are engaging as and when necessary in different projects as appropriate.



Five Ways of Working

The PSB has embedded the five ways of working into its planning and working arrangements.

Long term



The importance of balancing short-term needs with the need to safeguard the ability to also meet long-term needs.

Prevention



How acting to prevent problems occurring or getting worse may help public bodies meet their objectives.

Integration



Considering how the public body's well-being objectives may impact upon each of the well-being goals, on their objectives, or on the objectives of other public bodies.

Collaboration



Acting in collaboration with any other person (or different parts of the body itself) that could help the body to meet its well-being objectives.

Involvement



The importance of involving people with an interest in achieving the well-being goals, and ensuring that those people reflect the diversity of the area which the body serves.

As part of the development of their project plans, the Delivery Groups are considering the Five Ways of Working in all that they do, embedding them in the actions contained within their plans. This is evident in the Plans and the progress reports provided on a regular basis to the PSB.

A long term approach is being taken to changing the behaviour and culture of organisations and the community. This is evident in a number of projects such as the climate change work, Social and Green Solutions for Health and food procurement initiative. Longer term ambitions have been identified for each of the Well-being Objectives:



- **Healthy Habits** - Carmarthenshire's citizens are actively engaged in their own health and, with higher nature connectedness, have increased well-being, lower stress levels and have more environmentally sustainable attitudes and behaviours.



- **Early Intervention and Prevention** - Enhanced collaboration of services will ensure that people have the right help at the right time, as and when they need it. This may see innovative county-wide and local responses such as mobile or co-location of services.



- **Strong Connections** - We will celebrate a Carmarthenshire, with all its diversity, by promoting togetherness, cohesion and tolerance.



- **Prosperous People and Places** - The people of Carmarthenshire will be economically prosperous and thriving wherever they live in the county.

Development areas for the coming year

At its meeting on 14 May 2020, the PSB partners discussed their organisations' experiences of dealing with the coronavirus pandemic.



Learning points and recovery plans were considered, and partners agreed that they needed to be bold and confident in re-setting what services were delivered and how. Lessons can be learnt from what organisations have been through during the pandemic and how organisations have adapted to the challenges faced to make things happen. There are huge opportunities to work together to address what may not have seemed possible before.

PSB partners identified a number of collaborative opportunities as follows:

- ensuring localism is front and centre of our recovery plan
- economic regeneration with a focus on local procurement and circular economy
- agile organisations with focus on digital delivery; multi-agency hubs; carbon reduction; business efficiency and reduction of bureaucracy
- digital infrastructure – organisational and community connectivity & literacy
- workforce planning, development and re-training; promotion of health and social care career opportunities

- climate emergency
- health inequalities - growing disadvantage; a need to ensure improvement in sharing information/intelligence on vulnerability; access to green space for mental and physical well-being
- building and further developing community networks; development of social enterprise

As a result, the Carmarthenshire Well-being Plan will be reviewed and re-prioritised to ensure future action is targeted at addressing these key issues and supporting the County's recovery.

Other priority areas to be progressed:

- To take stock of PSB priorities as a result of COVID-19 and publication of 'The Future Generations Report 2020' to ensure our work is tackling the key issues facing the county.
- To further integrate the work of the PSB and RPB with collaborative working to rationalise delivery arrangements and maximise the opportunities to implement both Plans.
- To develop the PSB's website and communication methods to raise awareness among our communities of the partnership working being undertaken and actions being progressed.
- To prepare the next well-being assessment, aided by the new digital information system.



Bwrdd Gwasanaethau Cyhoeddus

SIR GŶR • CARMARTHENSHIRE

Public Services Board