



Cyngor Bwrdeistref Sirol
MERTHYR TUDFUL
MERTHYR TYDFIL
County Borough Council

STATEMENT OF WELL-BEING



2017 – 2022

2021/22 - Version 5



Contents

A foreword from the Council Leader and Chief Executive.....	3
Section 1 – Introduction	5
1.1 Well-being of Future Generations (Wales) Act 2015	5
1.2 Well-being Statement	5
1.3 The Sustainable Development Principle	5
1.4 Our Wider Corporate Priorities	8
Section 2 – Well-being Objectives.....	9
2.1 – Best Start to Life	10
2.2 – Working Life	12
2.3 – Environmental Well-being	14
2.4 – Living Well	16
Section 3 – Recover → Transform → Improve	19
3.1 – Priority Areas	19
3.2 – Supporting the Plan.....	20
Section 4 – Tackling Poverty in Our Communities	21
Appendices.....	23

A foreword from the Council Leader and Chief Executive



Councillor Lisa Mytton

Council Leader



Ellis Cooper

Chief Executive

On behalf of Merthyr Tydfil County Borough Council, we are pleased to present our Statement of Well-being which sets out our well-being objectives for the community from 2017 to 2022. The objectives were developed as part of the launch of the plan in 2017, responding to the Well-being of Future Generations (Wales) Act 2015. The objectives were developed with over a year of careful consideration for the communities of Merthyr Tydfil, our regional and national position. The exercise included extensive consultation and engagement with communities and other stakeholders, captured in the Cwm Taf well-being and Cwm Taf population assessments.

Over the past 4 years the Council has changed how it works in order to better deliver these objectives and this continues to be the case. In doing so, we continue to capture key learning points and streamline our processes to become further focused on the outcomes that came from our stakeholder engagement and consultation. As stated in previous years, following the initial year of responding to the Act, our well-being objectives have not changed but have become more focused. We remain confident that our well-being objectives lay the foundation for an effective Council Plan.

Our well-being objectives seek to secure sustained and equitable improvements in the economic, social, cultural and environmental well-being of the people who live and work in Merthyr Tydfil, now and in the future. The focus remains being on supporting people when they need it most and equipping them with the skills they need to lead fulfilled lives. This will be done by changing our approach to focus on the 5 ways of working as stated in the Well-being of Future Generations (Wales) Act 2015.

Our well-being objectives have been prepared and are being delivered in a time of challenge and change; especially in responding to the coronavirus pandemic and as we transition to recovery. Doing different things, making better use of our assets and resources and working smarter, not harder have

never been so important. The Council will implement the Well-being of Future Generations (Wales) Act 2015 to safeguard the well-being of Merthyr Tydfil now and for the future.

Things are changing slightly in 2022. We will review and renew our Corporate Well-being Plan to make sure we are still meeting the needs of our communities. We will use the findings from engagement and consultation done within our region and build on this. We will also be producing our first 'Self-Assessment Report' to meet our duties under the new Local Government and Elections (Wales) Act 2021. This report will replace our Annual Performance Report.

The Act presents us with an opportunity to work differently when delivering our Corporate Well-being Plan. We will do this by utilising the 5 ways of working and ensuring the 7 well-being goals are always being a central focus.

The publication of this statement and Corporate Well-being Plan (Focus on the Future: Well-being in Our Community) is made during the coronavirus pandemic. As such delivery of our plans and well-being objectives will be done as part of our response to the pandemic and transition to recovery.

These are our **4 well-being objectives**, click the icons to find out more.



**Best Start to
Life**



Working Life



**Environmental
Well-being**



Living Well

Lisa Mytton
Council Leader

Ellis Cooper
Interim Chief Executive

Section 1 – Introduction

1.1 Well-being of Future Generations (Wales) Act 2015

The Act focuses improving the economic, social, cultural and environmental well-being of Wales. For the first time in law, public bodies have a common purpose and a national shared vision.

The Act puts in place 7 national well-being goals to ensure we are all working towards achieving the shared vision. Each of the goals has a descriptor to build a common understanding ([Appendix 1](#)).

The Act places a legal duty on public bodies to adopt the sustainable development principle when setting well-being objectives and in taking steps to meet those objectives. In the Act, the sustainable development principle is exemplified by the 5 ways of working ([Appendix 2](#)).

1.2 Well-being Statement

In this document, our well-being statement, we set out the scope of each well-being objective. In doing so we outline why we consider meeting the objective will maximise our contribution to the achievement of the 7 well-being goals.




The well-being statement clearly communicates the connections between each of our well-being objectives. This helps us secure an integrated and collaborative approach to achieving all 7 well-being goals.

In the long term, our well-being objectives seek to ensure we secure improvements across all 4 pillars of well-being (economic, social, cultural and environmental) for the people who live and work in Merthyr Tydfil now and in the future.

1.3 The Sustainable Development Principle

As a public body, we need to make sure that the way we work aligns to the sustainable development principle. The sustainable development principle sets out 5 ways of working to help us work together better, avoid repeating past mistakes and tackle some of the long-term challenges we face.

How we have applied this principle when setting and reviewing our objectives, together with how we are changing by applying the 5 ways of working is included below.

5 Ways of Working	How we have applied this principle when setting and reviewing our objectives	How we are using the 5 Ways of Working
 <p>Long term The importance of balancing short-term needs with the need to safeguard the ability to also meet long-term needs.</p>	<p>Using the population projections for the County Borough has helped ensure a focus on the necessary conditions required in the long term to grow and retain the working age population.</p>	<p>We are changing by: Using our updated impact assessments in line with the socio-economic duty allowing us to make better informed decisions. We have a recovery, transformation and improvement plan with a mission statement that makes us consider the long-term.</p>
 <p>Prevention How acting to prevent problems occurring or getting worse may help public bodies meet their objectives.</p>	<p>Reducing the possibility of silo working by involving all services that can contribute to the achievement of a well-being objective has helped us work better together, ensured a focus on prevention, and decision making that is more integrated and collaborative.</p>	<p>We are changing by: Using the Social Services and Well-being Act in our work. Tackling poverty through programmes that will help us to consider prevention, including unintended consequences of wider decisions. Including prevention in our response to the coronavirus pandemic.</p>
 <p>Integration Considering how the public body's well-being objectives may impact upon each of the well-being goals, on their other objectives, or on the objectives of other public bodies.</p>	<p>Integration of resources within the Council to maximise the collective skills, knowledge and understanding to help build well-being objectives that are commonly understood.</p>	<p>We are changing by: Focusing on integrating our plans, including our recovery, transformation and improvement plan so that we have the greatest contribution to our well-being objectives and national goals. Prioritising our outcomes and implementing our Governance Improvement programme to have the biggest positive impact on our well-being objectives and support of our partners (e.g. the Team Merthyr approach).</p>

**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.

We collaborated with various stakeholders when developing our well-being objectives.

We collaborated with senior officers from across the Council when analysing the assessment information and developing the well-being objectives. This is helping us to grow awareness and practical experience of the 5 ways of working across services.

We are changing by:

Building on work we have done with partners throughout the pandemic.

Taking a Team Merthyr approach with our partners to better use resources and have a greater impact on delivering our well-being objectives and contributing to the national goals.

Integrating our PSB objectives into this plan.

**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.

The involvement of people who visit, live and work in Merthyr Tydfil as we carried out our well-being assessment. Local involvement was focused on understanding personal well-being and generating strength-based intelligence by asking questions such as "What is good in your communities?" and "What would make your communities better?"

We are changing by:

Engaging with, and involving, our residents, staff, partners, businesses and trades unions so that they can inform us and help us shape our journey to give better outcomes, some examples include our RARS strategy, Team Merthyr approach and the Business, Education and Training Partnership.

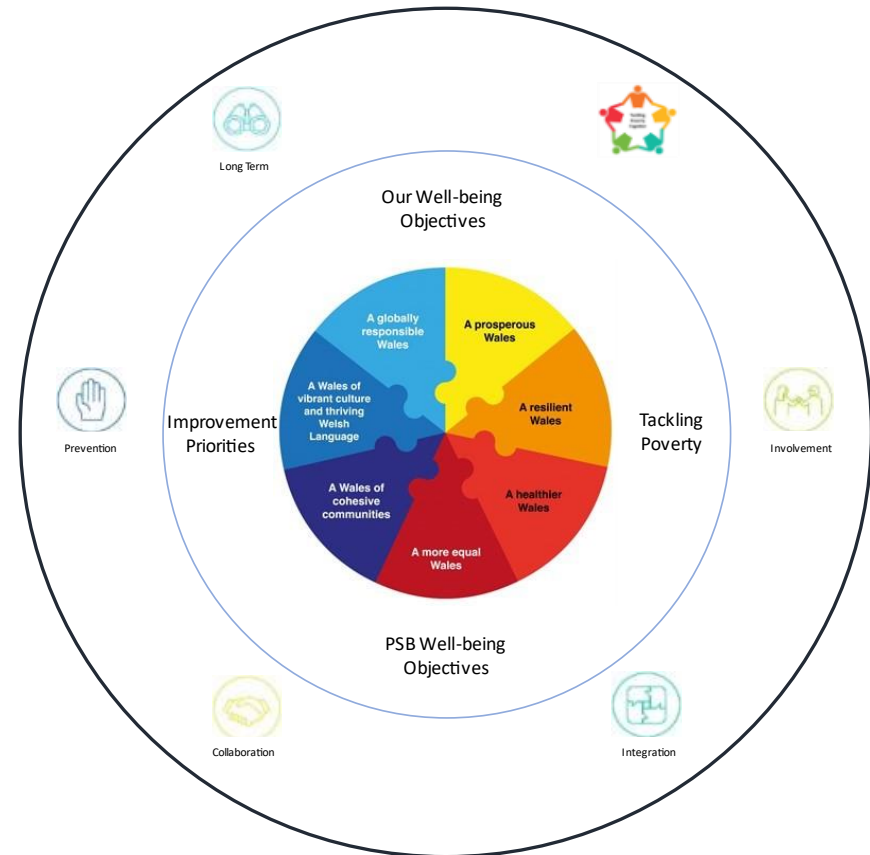
Strengthening our scrutiny function as part our recovery, transformation and improvement plan.

1.4 Our Wider Corporate Priorities

In 2017, the Cwm Taf Public Services Board's Well-being Plan objectives were agreed by partners. The Council's Recovery, Transformation and Improvement Plan sets three priorities as explained in section 3 below. By setting these priorities we can focus our resources to better achieve our well-being objectives. The visual opposite and Our Shared Vision ([Appendix 3](#)) outline how these all fit together to ensure that any impact made against these outcomes is co-ordinated to assure maximum benefit is achieved.

The '[Our Shared Vision](#)' document shows our local and regional objectives and national goals. Our local objectives and outcomes are summarised into a strategy on a page (SOAP) for Officers to deliver and measure outcomes. The 5 ways of working form the mechanism for service delivery and change. At the outset of the Act, the Council's project and change management framework (including our integrated impact assessment) have been updated to ensure the 7 national goals, 4 local well-being objectives and 5 ways of working are embedded in decision making and delivery.

Team and individual objectives are also fundamentally driven by the 7 national goals, 4 local well-being objectives and 5 ways of working. This is reflected in individual one-to-one meetings and appraisals held between staff members and their manager. As such, each team member will be able to see how their role helps to deliver our well-being objectives and indeed through to the 7 national goals. This is shown in our '[Golden Thread](#)' (a link from personal objectives to team goals to our well-being objectives and vision). Equally, or perhaps more importantly, our working practices are continuously being reviewed and changed through the sustainable development principle, enabling teams to work smarter and not always harder.



Section 2 – Well-being Objectives





Well-being in Merthyr Tydfil

As part of our well-being duty under the Well-being of Future Generations (Wales) Act 2015, the Council publishes its refocused well-being objectives in March 2022 as set out in our plan, 'Focus on the Future: Well-being in our community'.

A population assessment of well-being was carried out by member organisations making up the Cwm Taf Public Service Board (PSB) partnership to develop our understanding of how to positively impact upon well-being and to identify what matters to communities. A needs assessment was published in March 2017 and can be accessed on the ['Our Cwm Taf'](#) website. This knowledge helped shape the well-being objectives and to understand potential responses to improve well-being. The needs assessments carried out in 2021 (and will be used in future plans) was conducted across Cwm Taf Morgannwg. It should be noted that Cwm Taf Morgannwg is made up of 3 local authority areas, Merthyr Tydfil, Rhondda Cynon Taf and Bridgend. Once analysed, the 2021 needs assessments will be used to inform our corporate well-being plan and other strategic plans.

The Council has a duty to ensure its well-being objectives are designed to maximise its contribution to achieving each of the 7 well-being goals. In doing so, the Council must take all reasonable steps in exercising its functions to meet those objectives.

Following the refocus exercises we have undertaken, our well-being objectives remain the same 4 as last year (as expected, as this is a longer-term plan). Our well-being objectives aim to ensure a greater focus on delivery, performance and improving accountability. Organised by well-being theme, each well-being objective has clear outcomes that will help us to respond to local community needs and contribute to the 7 national well-being goals. Each well-being objective has a priority outcome that will provide further focus to allow us to have the greatest impact on outcomes for our residents.

Well-being Theme	Objective	Primary Outcome
 Best Start	Children and young people get the best start to life and are equipped with the skills they need to be successful learners and confident individuals.	Improve the educational outcomes for all children and young people
 Working Life	People feel supported to develop the skills required to meet the needs of businesses, with a developing, safe infrastructure which makes Merthyr Tydfil an attractive destination.	Developing the environment and infrastructure for businesses to flourish
 Environmental Well-being	Communities protect, enhance, and promote our environment and countryside.	Maximise the amount of material and resources reused and recycled in line with the waste hierarchy
 Living Well	People are empowered to live independently within their communities, where they are safe and enjoy good physical and mental health.	Ensure people are able to live independently and safely within their communities



2.1 – Best Start to Life



Portfolio Member
Councillor Lisa Mytton

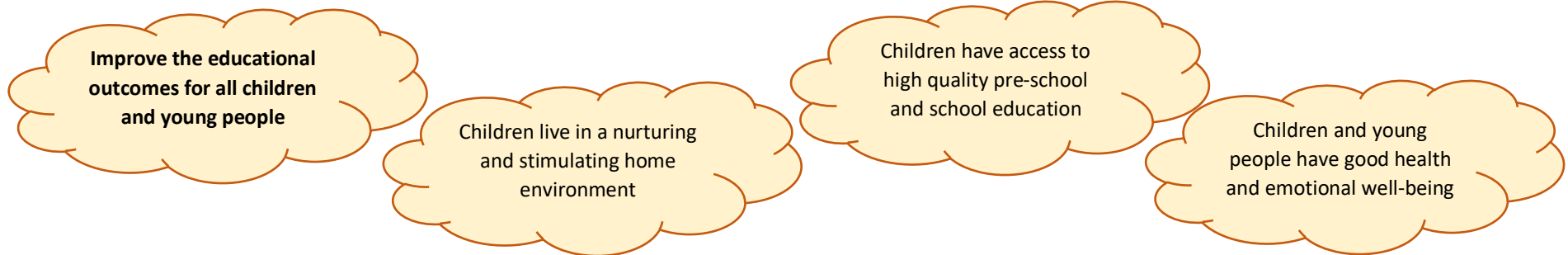
Objective	Children and young people get the best start to life and are equipped with the skills they need to be successful learners and confident individuals
Primary Outcome	Improve the educational outcomes for all children and young people
Lead Officer	Director - Learning
Improvement Focus	Improving our Education Standards

Well-being of our children and young people is of paramount importance, even more so as we move out of the coronavirus pandemic. When children and young people have better health and well-being they are more likely to be ready to learn and ultimately achieve better academic standards. Raising standards of attainment is a key priority for the Council but this has to be set in the context of post pandemic recovery and partnership working. From the earliest possible opportunity, we recognise the need to work with families to ensure that our children have the best support to be equipped with the skills they need to reach their goals and their academic potential. It's important to realise this ambition is everyone's business, early years settings; families; youth settings, schools, and wider partners have a key role in supporting our children and young people to achieve the very Best Start to Life.

Education is one of the clearest predictors of life outcomes, such as employment, income and social status, and is a predictor of attitudes and well-being. The objective integrates the complete educational journey, from the early years through to compulsory years, and post-16. The objective provides children and young people with the skills and attributes to help them improve their own lives.

Improving early years support is crucial in tackling the root causes of adverse childhood experiences, which we know have a detrimental impact on future health and well-being. We define early years as pre-birth to 7 years old. This broad definition recognises the importance of pregnancy in influencing outcomes and the transition into primary school as a critical period in children's lives.

It is widely accepted that there is value for schools to promote health and well-being among pupils. Pupils with better health and well-being are more likely to be ready to learn and achieve better academically. This well-being objective offers a holistic and sustainable approach to meeting the well-being needs of children young children. While this approach is important for all children, it will particularly benefit children who face disadvantage or have a high risk of poor outcomes later in life. The key outcomes for Best Start to Life are:



The risk of poorer outcomes for children and families strongly align to underlying factors, including poverty, deprivation and low qualification levels of parents. Wider stresses such as debt, substance misuse, poor housing and lack of employment also impact on the development of children and young people.

The best start to life must work alongside our other well-being objectives to address these underlying factors, particularly:



Working Life

People feel supported to develop the skills required to meet the needs of businesses, with a developing, safe infrastructure making Merthyr Tydfil an attractive destination



Living Well

People are empowered to live independently within their communities, where they are safe and enjoy good physical and mental health

To maximise our chances of achieving the best start to life, we will require an integrated response across all our well-being objectives by applying the 5 ways of working. We will also build on the work we have done during the coronavirus pandemic to enable learners to be digitally included.



2.2 – Working Life



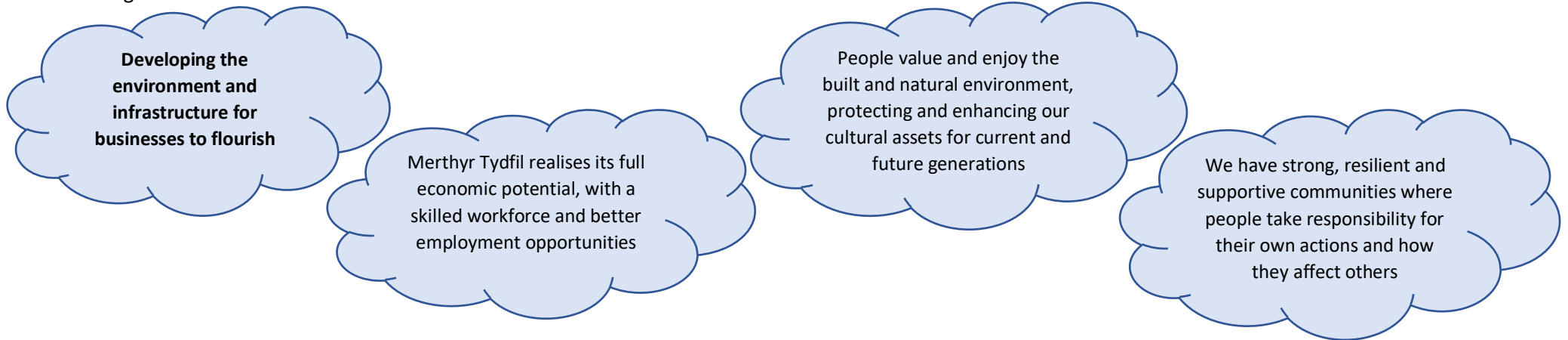
Portfolio Member
Councillor Geraint Thomas

Objective	People feel supported to develop the skills required to meet the needs of businesses, with a developing; safe infrastructure which makes Merthyr Tydfil an attractive destination
Primary Outcome	Developing the environment and infrastructure for businesses to flourish
Lead Officer	Deputy Chief Executive
Improvement Focus	Economic Recovery

As a Council we are focused on supporting our residents, businesses and the economy. We will continue to work together to deliver our 3 key outcomes of: ‘Merthyr Tydfil realises its full economic potential, with a skilled workforce and better employment opportunities’; ‘People value and enjoy the built and natural environment, protecting and enhancing our cultural assets for current and future generations’; ‘We have strong, resilient and supportive communities where people take responsibility for their own actions and how they affect others’. Using the Economic Recovery Plan; and 15-year Economic Vision for the County Borough approved by the Council in November 2021; we will work together to develop targeted responses to challenges faced that will enable us to improve how we support our communities.

Research ([JRF \(2015\) Monitoring Poverty and Social Exclusion](#)) shows that people who report no educational qualifications are more likely to have relatively low income and that people who are not in employment with no qualification are more likely to be economically inactive. There is also evidence to suggest that a well-managed urban environment and high-quality local services are important to create conditions that are attractive to business investors, visitors and local residents.

When local people talk about culture, it is often referred to as an opportunity for celebration. The refurbished Town Centre has become an asset for hosting cultural activities that bring people together and is set to develop further. Making social connections via these types of events directly correlates with improvements in physical and mental well-being and can help combat the growth in social isolation and loneliness. Cultural events can also help boost the prosperity of the County Borough by attracting visitors and tourists, providing employment and skills development opportunities. The key outcomes Working Life wants to achieve are:



Progress against the outcomes set down in the Corporate Well-being Plan are supported by a more integrated, collaborative approach being taken. We will continue to build on the collaboration put in place responding to the coronavirus pandemic e.g. supporting businesses through administering grants and working with businesses and education training providers to support skill development and tackle unemployment. The risk of poorer economic outcomes can be seen to align with other underlying factors, including poverty and debt, substance misuse, poor housing and health-related stresses. The causes and consequences of poverty are multiple and complex, whilst the impact of poverty can be far-reaching and devastating on people’s well-being.

This objective must work alongside our other well-being objectives to address these underlying factors, particularly:



Best Start to Life

Children get the best start to life and are equipped with the skills they need to be successful learners and confident individuals



Environmental Well-being

Communities protect, enhance and promote our natural and built environment and countryside



Living Well

People are empowered to live independently within their communities, where they are safe and enjoy good physical and mental health

Achieving the outcomes identified within Working Life will require an integrated response across all our well-being objectives by applying the 5 ways of working.



2.3 – Environmental Well-being



Portfolio Member
Councillor Michelle Jones

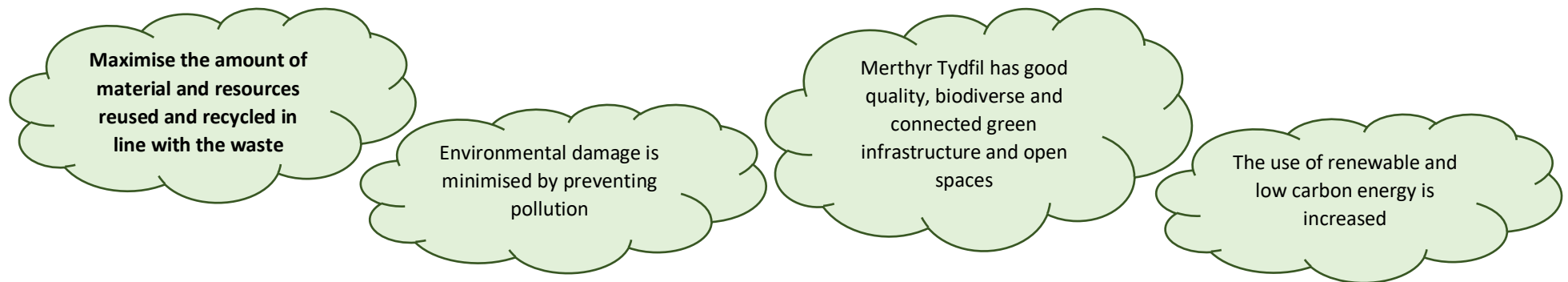
Objective	Communities protect, enhance and promote our environment and countryside
Primary Outcome	Maximise the amount of material and resources reused and recycled in line with the waste hierarchy
Lead Officer	Director – Neighbourhood Services
Improvement Focus	Environmental Well-being

The Environmental Well-being objective provides a holistic and sustainable approach to meeting the environmental well-being needs of Merthyr Tydfil. Our priority is to work towards the all-Wales target of becoming a zero waste nation by 2050 and playing our role in the Welsh public sector becoming carbon neutral by 2030. Our actions, and how we use the environment, will be critical to a sustainable future for Merthyr Tydfil and the benefits of improving our environment will be felt by all. By increasing our resilience to climate change risks, we will reduce our exposure to flood damage caused to buildings, infrastructure and services, whilst enhancing green spaces. Spending time in green or natural spaces has great benefits to physical and mental well-being.

A healthy natural environment and countryside provides multiple benefits for people and wildlife from improved air, water and land quality, habitat protection and enhanced biodiversity to beneficial implications for physical and mental health (Chief Medical Officer Annual Report 2014-15; Life Course, Greenspace and Health, 2016). This will support how we recover from the coronavirus pandemic. The focus of this well-being objective is the work we do with our communities to protect, enhance and promote the environment and countryside. The Environment (Wales) Act 2016 helps us do this.

How we act toward the environment and countryside will be a critical factor of a sustainable future in Merthyr Tydfil because the benefits of improving our environment will be felt across all our well-being objectives. We define the environment as countryside and all greenspace (natural environment) and urban locations (urban environment) within the County Borough. This broad definition of the environment recognises the importance of nature in both rural and urban environments.

This well-being objective offers a holistic and sustainable approach to meeting the environmental well-being needs in Merthyr Tydfil. Those needs should be interpreted broadly to include quality greenspace and connectivity, habitat protection and biodiversity, resilient ecosystems, landscape character and pollution prevention. While this approach is important for the environment as a whole, it will particularly benefit areas where there are key environmental issues or risks. The key outcomes for Environmental Well-being are:



Local environmental issues can have wider impacts that contribute to a loss of affordable, accessible green spaces; an increase in waste and fly-tipping. As the environment is an underlying factor and influencer to many other well-being objectives, the risks presented by degraded environment are many (e.g. tackling vandalism and graffiti; lack of affordable housing and limited green spaces). The focus of this well-being objective is the work we do with our stakeholders to protect, enhance and promote the environment and countryside. How we act toward the environment and countryside will be a critical factor of a sustainable future in Merthyr Tydfil because the benefits of improving our environment will be felt across all of our well-being objectives.

Communities protect, enhance and promote the environment and countryside must work alongside our other well-being objectives to address these underlying factors, particularly:



Working Life

People feel supported to develop the skills required to meet the needs of businesses, with a developing, safe infrastructure making Merthyr Tydfil an attractive destination



Living Well

People are empowered to live independently within their communities, where they are safe and enjoy good physical and mental health



2.4 – Living Well



Portfolio Member
Councillor Tony Rogers

Objective	People are empowered to live independently within their communities, where they are safe and enjoy good physical and mental health
Primary Outcome	Ensure people are able to live independently and safely within their communities
Lead Officer	Director – Social Services
Improvement Focus	Increasing our resilience in Social Care

As Cabinet Member for Social Services, I, alongside the Director for Social Services, Corporate Management Team colleagues, the Council’s Cabinet and wider Council Members, play a key role in ensuring the successful delivery of the Council’s well-being objectives. This includes responsibility for the ‘Living Well’ objective, which seeks to ensure ‘people are empowered to live independently within their communities, where they are safe and enjoy good physical and mental health’.

We will continue to work on our strategies and plans, focusing on three main priority outcomes: 'People live independently within their communities'; 'Children and adults are safeguarded from harm and feel safe'; 'Children and young people live safely with their family or close to home and have transitioned well into adulthood'.

There is a key focus across both Adults and Children Services on Early Intervention and Prevention work, as outlined in the detail within this plan. There is positive internal work being undertaken cross directorate, improved relationships with the third sector and good partnership working across the region. Partnership working with neighbouring authorities, Cwm Taf Morgannwg Health Board and Third Sector has been essential and I feel relationships are stronger than ever as a result. We will continue to work with partners to ensure that we are providing services to our most vulnerable.

People need support to live independently and well in their communities for longer. Research undertaken by the Office for Disability Issues suggests that independent living provides significantly more benefits at an individual level than conventional forms of service provision. There is also evidence to suggest that older people living locally wish to remain living in their homes for as long as possible.

The link between physical and mental health is incontrovertible. Poor physical health can lead to poor mental health and vice versa. Conversely, good physical health can improve a person's state of mind; a strong and healthy mind can greatly improve our ability to cope with physical ailments. There is a growing body of evidence that indicates nature provides added value to the known benefits of physical activity.

Feeling safe influences how people value their community and is important to people's quality of life; often making the difference between people wanting to live and stay in their neighbourhood or not. There is evidence to suggest that building confidence and resilience in individuals and their communities is an important step towards improving well-being.

The Living Well objective seeks to identify and provide effective early support to adults, children and their families who are at risk of poor outcomes. By addressing potential issues early, longer term this will enable more people to live safe and independent lives within their communities whilst enjoying good physical and mental health.

Poverty can have a large impact on people and their ability to live independently. As social beings, people want to be productive, valuable and valued members of society. Poverty is multi-dimensional and can lead to people feeling powerless and less able to deal with unanticipated issues such as changes in the national benefits system and rising housing costs. This places them at risk of greater physical and mental stress.

The key long-term outcomes for Living Well are:

People live safe and independent lives within their communities

Children and adults are safeguarded from harm and feel safe

Children and young people live safely with their family or close to home and have transitioned well into adulthood

Following review of the outcomes as set down in previous years of the Plan, it was decided to refocus the outcomes to support the more integrated/collaborative approach being taken to meet these, this will continue. We will also build on the work done in responding to the coronavirus pandemic.

This objective must work alongside all our other well-being objectives which address these underlying factors, particularly:



Best Start to Life

Children get the best start to life and are equipped with the skills they need to be successful learners and confident individuals



Environmental Well-being

Communities protect, enhance and promote our natural and built environment and countryside



Working Life

People feel supported to develop the skills required to meet the needs of businesses, with a developing, safe infrastructure making Merthyr Tydfil an attractive destination

Section 3 – Recover → Transform → Improve

Following setting a balanced budget for 2019/2020, we took a proactive step and asked Welsh Government (WG) to support us in these challenging times. The Minister for Housing and Local Government appointed an Improvement and Assurance Board to carry out a rapid assessment exercise. To respond to the outcomes of this assessment, we developed a Recovery, Transformation and Improvement (RTI) Plan.



The RTI Plan was developed in 2020, during the coronavirus pandemic. As with most organisations, we have firstly had to respond to the needs of our residents during the pandemic. Following this, we will transition to recovery. The RTI Plan is a live document that enables us to focus on sustainability when recovering from the pandemic, transforming the way we work and improving delivery of outcomes for our residents. This plan will provide a short-, medium- and long-term improvement path for MTCBC. By delivering the RTI Plan, we are better placed to deliver our well-being objectives and outcomes.

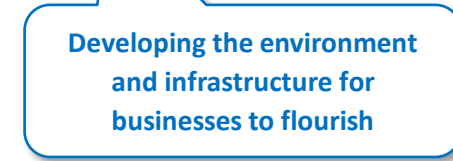
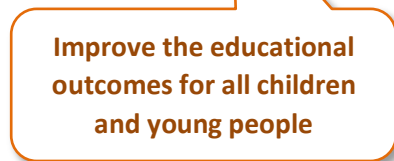
3.1 – Priority Areas

Our RTI Plan identifies **3 areas we need to address urgently** to be able to better deliver our well-being objectives, meaning better outcomes for our residents.

These are our **3 priorities for improvement:**



These will address our **priority outcomes:**



3.2 – Supporting the Plan

We have prioritised our improvement, allowing us to use our limited resources to best deliver the needs of our residents. With the support of Welsh Government, Elected Members, our Staff and Partners we will create a modern and agile Council that is focused on providing quality services to the people of Merthyr Tydfil. The Local Government and Elections (Wales) Act 2021 provides us with an opportunity to further strengthen our self-assessment and self-evaluation, thus helping us better challenge our outcomes and improve.



To better deliver our outcomes we must change the way we work. The RTI Plan is supported by 4 council-wide transformation work programmes. These help us consider our **digital opportunities**, become more **commercially aware**, have the right resources (a **Healthy Organisation**) and **good governance** (the way we work).

We have developed a 'Performance Management and Quality Assurance Framework' that sets out robust approaches so that we can manage our performance and assure quality. It includes how we collect information and data, how we analyse this and present our findings. It will help us make sure we follow our systems and processes consistently across the Council and ensure our governance arrangements are used so that we can better manage our performance. Our data will inform scrutiny, reporting, our Self-Assessment Report, Annual Governance Statement (AGS) and our Corporate Planning.



Our RTI Plan also focuses on decarbonisation and maximising the amount of material and resources reused and recycled in line with the waste hierarchy. This is in our supporting **Environmental Well-being** programme.

To achieve our shared vision, we must deliver our services differently - we need to look at how we work better together, with more joined up thinking, increased partnership and embrace new technology and innovation. This approach has been adopted to help us to respond to the coronavirus pandemic.

Section 4 – Tackling Poverty in Our Communities

We introduced the cross-cutting focus on tackling poverty into our Statement of Well-being in version 4 (2020/21). This is a root cause of many issues we face now and into the future, especially following the coronavirus pandemic.



We identified the poverty cycle showing how we work across our well-objectives can positively impact on the cycle. As such we need to integrate our strategies and collaborate to tackle this wicked issue. We are applying the 5 ways of working to tackle poverty, and in doing so, help us better support delivery of the 7 national goals. This will allow us to better deliver our well-being objectives and outcomes.

The impact of poverty can have a significant impact on people's well-being. Some examples of this include:

- **Housing** – this is a central component of quality of life and remains a primary pressure point for those experiencing poverty, especially if they are surviving on benefits. Rising housing costs can lead to a higher demand for social housing; in some cases can lead to an increased risk of homelessness. Where homelessness occurs, evidence suggests that the longer a person is homeless, the more likely secondary issues such as begging or substance misuse can add further pressures;
- **Food poverty** can leave people tired and lacking in energy leading to reduced concentration levels (particularly impactful for children in school as it could affect their ability to secure qualifications and develop skills). The issue of food poverty is now more widely recognised within our communities (e.g. services offered by the Merthyr Tydfil and Cynon Foodbank);
- **In-work poverty** – in the last 20 years, Wales has succeeded in reducing unemployment and improving adult skills. However, many people are 'locked-out' from this economic success, with the risk of poverty rising for people in working families. Low paid and unstable jobs, coupled with rising living costs and insufficient benefits can mean that many people in Wales are 'locked-in a daily struggle to make ends meet'. The resulting choice faced by some families is having to feed their families or pay their rent. This can subsequently lead to additional stress and loss of confidence.
- **Fuel poverty** can lead to health issues arising from people having to make the choice between 'heating or eating'. Additionally, living in cold, damp and dark housing can lead to some people losing their social connections as they may be reluctant to invite people into their homes. This could lead to a feeling of being removed from society that can negatively impact upon not just their physical but also their mental well-being.

Several reports have outlined how the **impacts of the coronavirus pandemic** can adversely impact upon communities already experiencing high levels of deprivation. The 'Centre for Towns' produced their report called 'The effect of the COVID-19 pandemic on our towns and cities' in April 2020. In this report towns with high reliance on retail and pubs and restaurants and ex-industrial towns were highlighted as being impacted upon. This is a main factor in why Economic Recovery is a priority in the RTI Plan and will support our tackling poverty theme.

The socio-economic duty allows us to renew our focus on how we assess impacts on socio-economic disadvantage and enable equity in decision making. We will continue to ensure services consider how we can tackle poverty to reduce the impact our communities. We currently deliver a raft of services in partnership with other organisations that help to do this.

Appendices

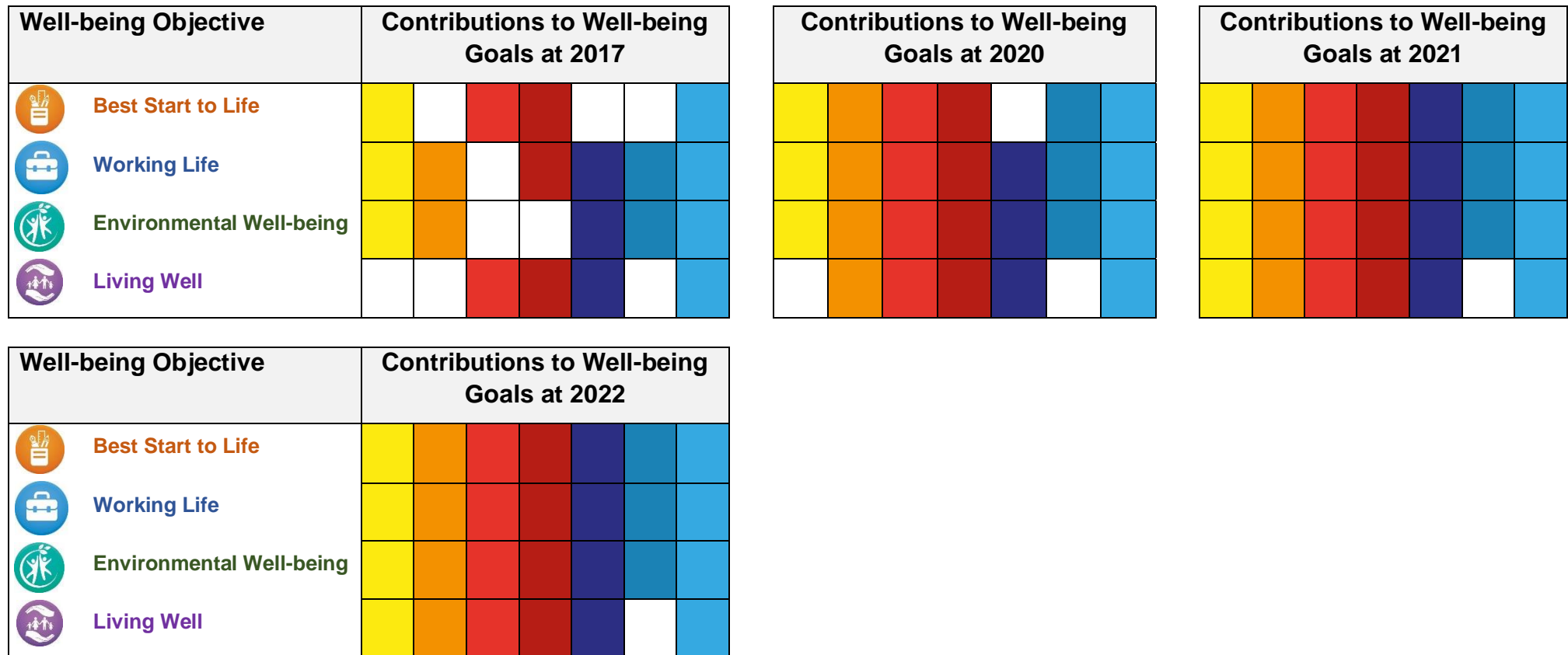
Appendix 1 – The 7 National Well-being Goals

National Goals	
	A Prosperous Wales Efficient use of resources, skilled, educated people, generates wealth, provides jobs
	A Resilient Wales Maintain and enhance biodiversity and ecosystems that support resilience and can adapt to change (e.g. climate change)
	A Healthier Wales People's physical and mental well-being is maximised and health impacts are understood
	A More Equal Wales People can fulfil their potential no matter what their background or circumstances
	A Wales of Cohesive Communities Communities are attractive, viable, safe and well connected
	A Wales of Vibrant Culture and Thriving Welsh Language The Welsh language and culture are an integral part of our communities, and contribute to the rich heritage of the country
	A Globally Responsible Wales Taking account of impact on global well-being when considering local social, economic, environmental and cultural well-being

Our updated **Integrated Impact Assessment** (IIA) plays a key role in how we assess the impact on these 7 national well-being goals as well as other part of the Act, protected characteristics, Welsh language, biodiversity and resilience of ecosystems and socio-economic disadvantage. The IIA also requested that data is used as part of the assessment along with how communication and engagement has been undertaken (where required).

Contributing to the National Goals

The 7 national well-being goals show the kind of Wales we want. Together they provide a shared vision for the public bodies in Wales to work towards. The chart below provides a brief summary of where our Well-being Objectives primarily align to the 7 national well-being goals. When developing this Plan, we mapped the initial planned response to the national well-being goals. As we approach the end of this version of the Plan, we continue to ensure it is resourced effectively. We have reviewed our current contribution to the well-being goals to identify whether, by doing different things and doing things differently, we are now able to show a larger contribution to the 7 national well-being goals. Through reflection and evaluation, we have identified examples of how our contributions have developed as a consequence of us working in different ways. Our Annual Performance Report offers examples of how we have done this.



Appendix 2 – The 5 Ways of Working

The Well-being of Future Generations (Wales) Act 2015 puts in place a ‘sustainable development principle’ (the 5 ways of working) which tells organisations how to go about meeting their duty under the Act. Any reference to a public body doing something “in accordance with the sustainable development principle”, means that the 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.

Public bodies need to make sure that when making their decisions they take into account the impact they could have on people living their lives in Wales in the future.

There are 5 things that public bodies need to think about to show that they have applied the 5 ways of working. 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.

- | | |
|--------------------------|---|
| 1- Long-term | The importance of balancing short-term needs with the need to safeguard the ability to also meet long-term needs. |
| 2 – Prevention | How acting to prevent problems occurring or getting worse may help public bodies meet their objectives. |
| 3 – Integration | Considering how the public body’s well-being objectives may impact upon each of the well-being goals, on their other objectives, or on the objectives of other public bodies. |
| 4 – 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. |
| 5 – 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. |

OUR SHARED VISION

"ACTING TODAY FOR A BETTER TOMORROW"



The Wales we want:


A Prosperous Wales


A Resilient Wales


A Healthier Wales


A More Equal Wales


A Wales of Cohesive Communities


A Wales of Vibrant Culture & Thriving Welsh Language


A Globally Responsible Wales

The shared vision for Merthyr Tydfil to get there:

To strengthen Merthyr Tydfil's position as the regional centre for the Heads of the Valleys, and be a place to be proud of where:

People learn and develop skills to fulfil their ambitions,
 People live, work, have a safe, healthy and fulfilled life,
 People visit, enjoy and return

How will Merthyr Tydfil CBC work?


Long Term


Prevention


Integration


Collaboration


Involvement



How will we work together to deliver the Our Shared Vision and achieve our goals?

Focus on the Future	PSB Well-being Plan	Improvement Priorities
<div style="margin-bottom: 10px;">  <p>Best Start to Life Children and young people have the best start to life and are equipped with the skills they need to be successful learners and confident individuals.</p> </div> <div style="margin-bottom: 10px;">  <p>Working Life People feel supported to develop the skills required to meet the needs of businesses with a developing, safe infrastructure making Merthyr Tydfil an attractive destination.</p> </div> <div style="margin-bottom: 10px;">  <p>Environmental Well-being Communities protect, enhance and promote our environment and countryside.</p> </div> <div>  <p>Living Well People are empowered to live independently within their communities, where they are safe and enjoy good physical and mental health.</p> </div>	<div style="margin-bottom: 10px;"> <p>Community Resilience and Well-being To promote safe, confident, strong and thriving communities improving the well-being of residents and visitors and building on our community assets.</p> </div> <div style="margin-bottom: 10px;"> <p>Lifestyles, health and vulnerability To help people live long and healthy lives and overcome any challenges.</p> </div> <div style="margin-bottom: 10px;"> <p>Economy and Infrastructure To grow a strong local economy with sustainable transport that attracts people to live, work and play in Own Taf.</p> </div> <div> <p>Tackling loneliness and isolation (Cross cutting objective) We will work in new ways to channel the undoubted strengths of our communities, including volunteers to tackle more effectively the loneliness and isolation which often exists within many of them.</p> </div>	<div style="margin-bottom: 10px;">  <p>Improving our Education Standards</p> </div> <div style="margin-bottom: 10px;">  <p>Increasing our resilience in Social Care</p> </div> <div>  <p>Economic Recovery</p> <div style="text-align: right; margin-top: 10px;">  </div> </div>

Appendix 4 – The Golden Thread

