



Bwrdd Gwasanaethau Cyhoeddus  
Pen-y-bont ar Ogwr  
Bridgend  
Public Services Board

# Bridgend Public Services Board annual report



bridgend county  
sir pen-y-bont

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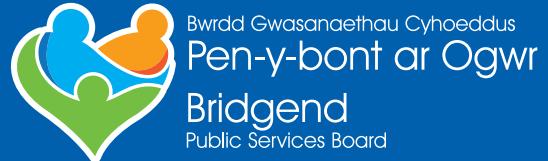
# 2018 | 19



Mae'r ddogfen yma hefyd ar gael yn Gymraeg • This document is also available in Welsh

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Ymddiriedolaeth  
Ddiwylliannol  
Cultural Trust



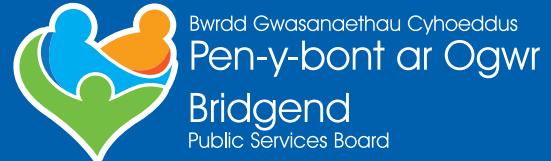
Bridgend College  
Coleg Penybont



As from 1.04.19 the Health  
Board footprint has changed  
to Cwm Taf Morgannwg

# Introduction

Welcome to the annual report



## **Mark Brace Assistant Police and Crime Commissioner for South Wales Police – Chair of Bridgend PSB**

Welcome to the first Bridgend Public Services Board annual report which highlights the activity that has been undertaken over the last year to deliver the priorities identified by the public and communities of Bridgend County. The Public Services Board is in a unique position to be able to utilise our collective resources more effectively and we have challenged ourselves to make a difference by improving the way we work together to deliver better, more sustainable services. This is reflected throughout the report and, even though the Public Services Board is still relatively new, we are able to demonstrate success in delivering on our priorities of creating a better start in life, building safer communities, tackling inequality and promoting healthier choices.

The Public Services Board was created through the Welsh Government's Future Generations and Wellbeing Act and we have taken the five ways of working as guiding principles to focus on a long-term, collaborative, integrated and preventative approach with involvement from all relevant stakeholders. This provides a framework for our activity and also to evaluate the current and future impact that we are having on the communities within Bridgend County.

I would like to thank all those partners who have shown a clear and continued commitment to the Public Services Board and for their contribution over the past year. This has allowed us to build on the existing strong partnership links within Bridgend and create a strong foundation for future success. I hope the report provides the reassurance that we are committed to working collaboratively to improve the opportunities for those within Bridgend County and that we will continue to challenge each other to make a positive difference.

## **This downloadable and printable report is part of our annual report package that includes**

- Five short videos reflecting progress on each of the wellbeing objectives and the development of the PSB in its first year
- Five downloadable and printable infographics showing a selection of statistics about the activity of the PSB for each of the wellbeing objectives

All these elements are available on the PSB website where you can find more information on Bridgend Public Services Board, its member organisations and minutes of PSB meetings and download copies of

- **The Bridgend Wellbeing Assessment**
- **The Bridgend Wellbeing Plan**



# PSB - working well



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**PSB has 20 members**

**5 sub boards**

**72 members from 24 different organisations**



<b>Established</b>	<b>01/04/2016</b>
<b>Wellbeing Assessment published</b>	<b>02/05/2017</b>
<b>Wellbeing plan published</b>	<b>30/04/2018</b>
<b>1st annual report published</b>	<b>04/07/2019</b>



# 5

## Demonstrating **FIVE** Ways of Working

- Long term** Focus on building on long standing natural, cultural and social assets to secure these for future generations
- Prevention** Focus on research, information sharing and engagement across all objectives to understand the underlying causes
- Integration** Regional workshops and training with partners in Western Bay area. Developing relationships with Cwm Taf Morgannwg area for 2019 onwards
- Involvement** 76 different engagement activities across all objectives, including parents events, domestic violence and community safety awareness, community cohesion survey, young people and anti-social behaviour, town centre traders and employers
- collaboration** Diverse membership beyond statutory partners, including local leaders across sectors. Actively developing new relationships e.g. faiths event developing working with 54 faith and third sector partners.

# Wellbeing Objective: Best start in life



**Our 10 year aim is that every child and family in Bridgend County will benefit from integrated services that support their development in early years.**

**Our priority is to work together to make sure that children, young people and their families have a positive future.**

## What did we say we would do?

- Build on the findings of our multiagency network event and ongoing learning from membership of the First 1000 Days Collaborative Programme to develop a work plan which will help us improve the universal and targeted services that support children and parents in the first 1000 days of life. Identify how, and take action to increase the involvement of both parents.
- Improve information sharing across our systems so we are working holistically with families. In the longer term ensure systems and support for parents are much simpler and clearer to navigate, designed to spot the need for support at the earliest opportunity, breaking intergenerational cycles of adverse childhood experiences (ACEs) and of inequality.
- Learn from our Policing Vulnerability Early Intervention and Prevention Project to find new ways of working together to respond to ACEs. Use this information and other research to investigate how we can better support children and young people who have had an ACE.
- Work with communities to further strengthen and expand our community infrastructure to improve support for children, families and communities. With the long term aim of improving wellbeing and resilience to deal with the challenges of life.
- We will engage with young parents to better understand why there are very high numbers of teenage pregnancies. Use this information to help improve the wellbeing and outcomes of teenage parents and their children and prevent unwanted pregnancies.



# Wellbeing Objective: Best start in life



## What did we do?

- Parent engagement events - To complement the First 1000 Days network event, a series of facilitated focus groups with mums and dads were held in March at four venues across the County Borough and also in Parc Prison. Health visitors, Flying Start partners and HMP Parc brought parents together for afternoon tea and to take part in a series of entertaining activities that drew out their experiences and impression of the services they had received. Costs were met from a successful application for funding to the Public Health Wales First 1000 Days Collaborative Programme. Throughout the focus groups it was clear that parents had accessed a wide range of services across Bridgend during the first 1000 days of their children's lives. There were many issues raised but the overall impression was that the services were well liked and used. When suggesting new services there was a consensus across the groups that access to cheaper and better childcare would be a great improvement. It is hoped that the forthcoming childcare offer of 30 hours per week will be welcomed by parents.
- Cwm Taf Co-construction project - is an intensive project with Cwm Taf Public Services Board and Welsh Government exploring options for how early years services could be reconfigured locally to ensure that the needs of all children and parents are being adequately met. To date, the project has involved an extensive mapping exercise with engagement with all services across Cwm Taf Morgannwg region. The Bridgend approach, seeking information from parents as described above will feed in with the mapping from the Cwm Taf experience and this work will continue during 2019-20.
- Information and data sharing - A Task & Finish Group of representatives from NHS Wales Informatics Services (NWIS), South Wales Police, Housing, Department for Work and Pensions (DWP), Multi Agency Safeguarding Hub (MASH) and Schools has been established to identify the purpose of sharing information, explore what information key agencies have and to agree what information should be shared and how it should be shared in future. An initial study has been undertaken by the group and this will feed into the Cwm Taf Morgannwg co-construction project.



# Best Start in Life



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Engagement with parents to find out about their experiences of services in the first 1000 days of their baby's life.



(from conception to 2 years)

**33**  
33 parents attended  
(8 in parc prison)

**5**  
events held

**58**  
different services used by parents



## We found out that:



- overall services were well liked and used
- parents would like access to more, and more affordable, childcare
- parents rated support from family and grandparents the highest
- biggest barrier to services is access to information and communication

211 local services for children in Bridgend County on Dewis internet search engine

414 organisations and services for children in Bridgend County area on Info engine internet search engine

13 faith and third sector organisations at out faiths event provide activities for children and young people in their community

## Background

3% population 0-2 years (4500)

Birth rate 1503 (2015)

14% people in Wales have had 4 or more ACE's (adverse childhood experiences)

Teenage pregnancy 24 conceptions under 18 years per 1000 population



# Wellbeing Objective:

## Support communities in Bridgend County to be safe and cohesive.



**Our 10 year aim is for people living, working or visiting Bridgend County to feel safe and be safe.**

### What did we say we would do?

#### 1. Work together to create safe, confident communities and tackle crime, disorder and all aspects of antisocial behaviour.

- Collect and analyse information, data and intelligence to focus on crime, in particular, violence and substance misuse and its impact on citizens and all kinds of communities.
- Work with neighbouring local authorities to implement the Violence against Women, Domestic Abuse & Sexual Violence Strategy.
- Use our understanding of how for some people childhood experiences affects offending behaviour to extend the way we work together to prevent reoffending.

#### 2. Work together to improve community cohesion so that people in communities get on well together and differences are respected and tolerated.

- Work with all members of our communities, in particular equality groups such as disabled people and the LGBT community, to better understand what causes tensions.
- Use this learning to ensure there are communication and other mechanisms in place so that communities feel informed and we can identify and address issues and prevent escalation.
- Work with communities to help them improve the local environment and increase opportunities to come together to promote a sense of ownership and security.



# Wellbeing Objective:

## Support communities in Bridgend County to be safe and cohesive.



### What did we do?

#### 1. Work together to create safe, confident communities and tackle crime, disorder and all aspects of antisocial behaviour.

Bridgend Community Safety Partnership (CSP) takes forward this work for the PSB.

Based on information, data and intelligence collected CSP have agreed and implemented a series of actions which have started to mitigate some of the issues raised:

- Engagement with young people causing antisocial behaviour (ASB) led to a detached youth work provision and a Pop Up Graffiti School in Bridgend town centre and extended provision in Maesteg
- Provision of day time drop in for rough sleepers
- County Lines training for partner organisations and taxi drivers
- Upgraded mobile CCTV cameras
- Increased police presence in Bridgend Town Centre
- Rigorous enforcement of the Public Space Protection Order, prohibiting street drinking
- Issue of Criminal Behaviour Orders
- 'Report it' Campaign with Town Centre Traders and support for a Town Centre Marshall
- Operation Red Dragon, a lengthy undercover South Wales Police operation, which resulted in 30 arrests
- Operation Chesapeake – large police presence with sniffer dog resulting in 22 stop searches and 4 arrests
- The Cyber Bus was in Bridgend Town Centre and offered advice and support to residents and businesses on the dangers of cyber-crime.



# Wellbeing Objective:

## Support communities in Bridgend County to be safe and cohesive.



## VAWDASV

### (Violence against Women, Domestic Abuse, Sexual Violence)

Bridgend has developed a holistic approach to supporting those affected by violence against women, domestic abuse and sexual violence. The Assia Suite based within the Civic Offices in Bridgend supports high risk victims via the Multi Agency Risk Assessment Conference (MARAC) process and provides support to victims that drop-in to the service via civic reception. Numbers accessing the service continue to rise year on year and BCBC and CALAN DVS (3rd sector partners) are co-located in the Assia suite

#### A wide range of services are delivered including

- One to one support in the community for survivors of all genders who are assessed as being at medium or standard risk.
- Refuge spaces for females only, step down and move on accommodation units to support survivors moving on from refuge or those who are not suitable.
- Freedom Programme and Recovery Toolkit support for women to identify and recover from the dynamics of male violence
- Compass: group work support for male survivors of abuse.
- Respect Toolkit: a programme aimed at young people who have witnessed domestic abuse or are displaying abusive behaviour after witnessing domestic abuse
- School Programmes for children, teenagers and younger adults to explore safety, trust and respect within healthy relationships
- Inspiring Families: A structured 10 week assessment and intervention programme for families that are affected by domestic abuse.
- Choices: a 37-week programme for male alleged perpetrators of domestic abuse from current and/or past heterosexual relationships.
- Independent Domestic Violence Advisors (IDVAs), one of whom has done additional sexual violence training to qualify as an Independent Domestic and Sexual Violence advisor (IDSVA).
- Training: As at 31 March 2019 a total of 4316 employees (79% of the workforce) had completed the VAWDASV e-learning module. 200 front line workers in the public and third sectors attended a very successful learning event that raised awareness of a wide range of domestic abuse and safeguarding issues.



# Wellbeing Objective:

## Support communities in Bridgend County to be safe and cohesive.



### **2. Work together to improve community cohesion so that people in communities get on well together and differences are respected and tolerated.**

Faith Event - Bridgend PSB was delighted to welcome over 80 participants to their first 'Faith Event'. Faith and third sector organisations met with PSB members to explore new ways of working together and help the PSB better understand the activities of faith groups in Bridgend. As part of the event, 44 new contacts were facilitated and discussions at the event found that faith groups made contributions to their communities across a wide range of activity including:

- helping people to age well
  - supporting children to have the best start in life
  - bringing diverse communities together and promoting community cohesion
  - providing community assets and facilities
  - providing food clothing and furniture
  - providing advice, training, work experience, employability support and volunteering opportunities
  - providing help at home and support with housing
- Engagement with schools - This work has started with an all school approach to substance misuse. A multi agency task and finish group has mapped what each PSB and wider partnership member is delivering currently in schools to identify gaps and to develop a substance misuse policy for use by schools. This model will be used to address other issues including healthy relationships and the protection of vulnerable students from radicalisation (Prevent) over the medium term



# Support Communities in Bridgend to be Safe and Cohesive



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213

young people engaged in positive activities in the Graffiti project

87

awareness raising events across Bridgend borough

1392

people given information about recognising domestic abuse, hate crime and crime prevention

1269

domestic violence survivors supported via the Assia Suite

776

children supported in schools to explore safety, trust and respect within healthy relationships

79%



of BCBC employees trained via e-learning



**Operation Chesapeake** - 22 stop searches and 4 arrests (large police presence with sniffer dog)

**Operation Red Dragon** - a lengthy undercover police operation that resulted in 30 arrests

85% of anti-social behaviour incidents were successfully addressed at stage 1

13 anti-social behaviour contracts and 6 criminal orders issued.

# Wellbeing Objective: Reduce social and economic inequalities



**Our ten year aim is that the workforce in Bridgend County will enjoy better health and be better equipped with the skills they need to prosper and meet the changing needs of the future labour market. Two priority areas were defined for the next five years:**

## What did we say we would do?

### 1. Maximise the health and wellbeing of the Bridgend County workforce

- PSB member organisations to share examples of how they promote a healthy workplace. Learn from each other and from our staff about what we can do to support them and identify where we can do some things together as PSB organisations and partners in the third and private sectors.
- Investigate how we can act to improve workplace culture to promote better health for staff.
- Learn from our investigation to enable a programme of coordinated health and wellbeing activities at the workplace and in communities to improve the health of public sector workforce and their families.

### 2. Work to improve the skills level of the workforce in Bridgend County to reduce economic inequality

- Explore how we can work together to develop a common recruitment process for apprenticeships and promote apprenticeship to our diverse communities and under-represented groups by using a range of approaches including developing joint apprenticeship recruitment events.
- Use a coordinated approach to widen access to vacancies across PSB members and extend this to small and medium businesses.
- Develop a joined up approach to junior or pre-apprenticeship programmes that provide an introductory step by helping young people who need additional support to get skills for employment and have a route to progress to an apprenticeship.
- Coordinate our approach at accessing learning, including working skills for adult programmes, to tackle in-work poverty and low skills levels.
- Develop ICT/Digital skills packages



# Wellbeing Objective: Reduce social and economic inequalities



## What did we do?

### 1. Maximise the health and wellbeing of the Bridgend County workforce

- Directory of good practice - PSB members collectively represent around a third of the people employed in the Bridgend County and more where organisations are regional or national. Partners have shared a wide range of activities that support and promote wellbeing through:

- Senior level commitment
- Employee engagement
- Managing for health and safety
- Health, work and wellbeing
- Monitoring, evaluation and review

### Specific Health Issues:

- Tobacco
- Mental health – mental wellbeing and the management of pressure, mental ill health
- Musculoskeletal Disorders (MSDs)
- Alcohol and drugs
- Food, health and wellbeing
- Physical activity

This provides a directory of good practice for partners to draw from and use to identify joint projects. Partners have also shared information about their staff surveys and the results. Some have focused on mental health and wellbeing of staff whilst others have been more generic.



# Wellbeing Objective: Reduce social and economic inequalities



## Art of the possible

This is a collection of simple changes that the Future Generations Commissioner for Wales has brought together for organisations to make to move towards the achievement of the 7 wellbeing goals set out in the Well-being of Future Generations (Wales) Act. For workforce wellbeing, a number of these are either already being implemented or partners are considering taking forward. BCBC has started this process and has shared progress with the sub board who will support each other to achieve as many as possible. These actions include:

- Take stock of mental health in your workplace
- Mental health and suicide awareness training for all staff
- Review your policies to ensure you're optimising opportunities to improve your employees' health and wellbeing
- Provide lockers for your employees
- Have a flexible working policy
- Encourage your employees to take breaks and eat away from their desk
- Encourage walking and standing meetings, where appropriate
- Build up a picture of how easy your workplace makes it for those that want to walk, cycle or use public transport and identify areas for improvement



# Wellbeing Objective: Reduce social and economic inequalities



## 2. Work to improve the skills level of the workforce in Bridgend County to reduce economic inequality

- **Junior Apprenticeships** are a pre-apprenticeship programme aimed at school students who have chosen a vocational pathway. Routes are construction, Public Service, Hair and Beauty and students attend for 5 days and study Maths and English GCSE. Last year 52 students started the programme and 48 completed and progressed to apprenticeship or further learning. This year the number of students starting has increased from 52 to 72. Anecdotal feedback is that students in schools are now asking about the junior apprenticeship programme which is a positive step that could be built on further by promotion to all students. The sub board is exploring the potential for children who are looked after to engage with junior apprenticeships and other opportunities.
- **Promotional Activity** - 3 awareness raising events with local businesses and organisations to promote and collaborate on apprenticeships were organised in partnership with Bridgend College, BCBC, Careers Wales, Bridgend Business Forum and Business in the Community. Apprenticeships have been promoted particularly in schools through:
- **Careers Wales** survey all students at Key stage 4 where they are asked to identify their 1st choice for progression past year 11. There has been a rise in Maesteg for student choosing apprenticeships due to the independent guidance being provided. Careers Wales and Bridgend College have organised careers advisors to go into the schools and colleges to give students more relevant and up-to-date information about opportunities available right now.
- **National Training Federation For Wales** have appointed Apprenticeship Ambassadors
- **Careers Wales** have offered a package of support including organising employer visits to school assembly, capacity building to school staff to ensure they are up to date with opportunities on offer
- The sub board is working with BCBC Education Directorate to build on the success of events at Coleg Cymunedol Y Dderwen and offer more 'Have a Go' days in schools. These are supported by a range of partners including South Wales Fire and Rescue Service, South Wales Police, Bridgend College and Public Health Wales.
- **Under-represented groups** – The sub board is developing a focus on promoting apprenticeships to under-represented groups by developing contact network arrangements and designing messages to be appropriate and attractive. A presentation has been given to the Bridgend Equalities and Community Cohesion Forum on apprenticeship opportunities in Bridgend. The College have developed an internship project with ABMU and Elite training for learners with Additional Learning Needs (ALN). The first supported internship cohort of 9 students has started and is proving successful and 2 individuals have gone on to achieve apprenticeships. Evaluation will consider whether this model could be sustained in future, perhaps under a supported apprenticeships brand and with a wider range of partners in the public and private sector.



# Reduce Social and Economic Inequalities



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## Wellbeing

**6** Partners contributed to the directory of good practice

**75** examples of organisational support, **28** mental health, **19** physical activity, **5** food health and wellbeing, **3** substance misuse, **3** smoking, **6** musculoskeletal

Directory of good practice identifies a total **139** actions being taken across **6** organisations that support health and wellbeing of staff.

**7** organisations contributed to a review of staff surveys



## Learning And Skills Partnership

**72** students started junior apprenticeships in 2018-19

**9** young people with Additional Learning Needs were supported in internships at ABMU, **2** moved on to an apprenticeship

**19%** apprentices recruited in BCBC are Welsh speakers

**306** participants at Employability Bridgend supported into training

**225** participants at Employability Bridgend supported into work



## Background

21.5 year gap in healthy life expectancy for males between least and most deprived areas

16.2 year gap in healthy life expectancy for females between least and most deprived areas

51% of people are qualified to NQF level 3 or above

1615 apprentices in Bridgend area 2017/18



# Wellbeing Objective: Healthy choices in a healthy environment



**Our ten year aim is to support the wellbeing of the people of Bridgend by improving the way we use, maintain and grow our local resources. Two priority areas were defined for the next five years.**

## What did we say we would do?

### 1. Work together to maximise the benefit from cultural, built and natural assets

- Build on the evidence base to identify opportunities to improve the quality and extent of natural assets available and develop a programme to take forward these opportunities in collaboration with local communities and businesses.
- Improve the public estate and green spaces in urban areas by encouraging award of green flag status and through community involvement.
- Develop our understanding of our rich and varied historic and cultural heritage by mapping sites and buildings.
- Promote the use of the Welsh language when accessing our natural, cultural and historic assets.
- Promote awareness and understanding of the multiple benefits of the use of these assets by making sure that people know where they can go and what they can do to use these assets and encourage them to use footpaths and cycle paths to get there which is good for them and for the environment.
- Explore how we can use these assets to provide opportunities for GPs and others to direct people to activities that will help improve their health and wellbeing via social prescribing.
- Commit to implementing the Ageing Well in Bridgend Plan.

### 2. Promote a more resource and energy efficient way of living and working

- Develop an understanding of what a circular economy in Bridgend County would look like and how to move towards achieving this.
- Explore how we can work together and with others to minimise waste and the use of resources and energy to provide a more sustainable approach for our communities.



# Wellbeing Objective: Healthy choices in a healthy environment



## What did we do?

### 1. Work together to maximise the benefit from cultural, built and natural assets

- **Mapping Event** - On 12th October 2018 the Assets Sub Board held their mapping event with 61 participants from the third sector, public, private partners and other local organisations. The purpose of the event was to develop a map of the economic, cultural, social and community assets of the Bridgend County and find ways of working together to maximise the benefits of its assets and deliver the steps in the wellbeing plan. Through the event, 105 new contacts were facilitated and the Assets Sub Board is using the outcome of the event to guide their delivery.
- **Social Prescribing** - Social prescribing is a quickly developing field that often uses an intermediary linked to the GP or other professional, to support people to access local activities and opportunities to benefit their physical and mental health and wellbeing. A research project is underway to understand better how to get people to be more physically active outdoors by identifying any barriers they face, what encourages them and what other things they would like to do. This research will build on an earlier project with GPs in Bridgend and is led by the Assets Sub Board.
- **Green Infrastructure (Tree Project)** - Initially this was a project between BCBC and Natural Resources Wales using green infrastructure mapping to identify potential sites for tree planting on BCBC owned land that will bring multiple benefits to biodiversity, air quality, noise pollution, reduce flooding and provide community woodland and green space for recreation. The Assets Board has developed this project further by bringing in other partner organisations to apply the mapping tool to their own land ownership to identify additional locations for tree planting. Abertawe Bro Morgannwg University Health Board (ABMU), South Wales Fire and Rescue Service and V2C are currently working with BCBC and NRW on this project. Following the change of the Health Board footprint discussions will continue with Cwm Taf Morgannwg University Health Board.



# Healthy choices in a healthy environment



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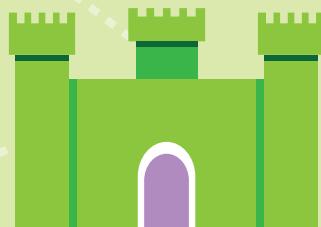
## Assets event

**61**

61 delegates at the assets event

**105**

105 new contacts made



The purpose of the day was to explore what we can do together to maximise the benefit from Bridgend County's natural, cultural and built assets for everyone's wellbeing.

**19**

19 organisations have buildings for public use

**12**

organisations have or manage outside space and nature reserves

**13**

organisations look after heritage buildings



**88**

88 community activities or events identified

**5**

local nature reserves



**97%** agreed or strongly agreed that the event helped them to identify partners to work with in the future

**97%** agreed or strongly agreed that the event was a good use of their time

**94%** agreed or strongly agreed that the event was relevant to their work

**38%** agreed or strongly agreed that they had learned something that will make a difference to their area of work



### GI trees project

293 trees planted in Pyle  
601 trees planted in Caerau

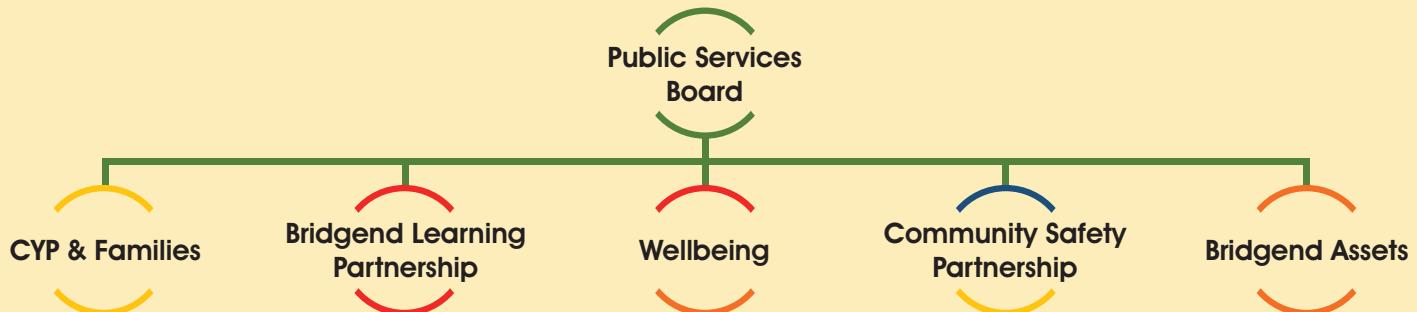
### Social prescribing

44 Community groups involved in bringing people together in our green spaces,  
5 focus groups held

# How we are delivering the plan

## We are making sure the priorities and steps in our Wellbeing Plan are being delivered through:

- **Good governance** - five sub-boards have been established to coordinate delivery as set out below. Their activity is reported to the PSB and the chairs meet to integrate activity across the objectives and avoid duplication.



- **Accountability** - The PSB scrutiny panel, including elected members, has met with PSB members twice in 2018-19 to review activity and provide advice and support. Scrutiny Panel members will be joining sub boards to further develop this relationship. Feedback from the Panel commended the PSB on their open and transparent approach and the significant progress made over the last year.
- **Strong leadership** - PSB has developed a framework of governance for the delivery of the plan and PSB members chair each Sub-board.
- **Joint resources** - Activity across all the sub-boards has been contributed to by all partners, sharing resources and supporting joint bids for funding.
- **Delivery plans** - Delivery plans have been developed by each sub-board setting out actions to be taken to deliver each step in the Wellbeing Plan. They have guided activity and also been used to report on progress to the PSB and Scrutiny panel.
- **Collective commitment to delivering the plan** - All members stress the benefit they get from the relationships built across the PSB in working more collaboratively to deliver better services in Bridgend County. As the health board footprint has changed from Abertawe Bro Morgannwg University Health Board to Cwm Taf Morgannwg University Health Board, the PSB has been developing relationships with Cwm Taf PSB and the Cwm Taf Morgannwg Regional Planning Board.
- **Community and stakeholder involvement** - For each objective in the plan the PSB has engaged with citizens, staff and service users to increase understanding of the issues to be addressed. Details of this engagement is set out in this report.



# Measuring Wellbeing



This is a long term plan for improving wellbeing in Bridgend County. Our wellbeing plan identifies a small number of quality of life indicators, including national wellbeing indicators, for each of our wellbeing objectives. These will help us to see trends and changes to wellbeing in the long term alongside the Future Trends information and other sources developed by Welsh Government and Data Cymru.

The wellbeing assessment provided the baseline for the wellbeing plan and in this first year we have added to this through

- Story behind the statistics - information from citizens and service users adds to baseline from the wellbeing assessment across all the objectives e.g. parenting, community cohesion, Bridgend town centre traders and young people, social prescribing, apprenticeships
- Collecting quantifiable data on sub board activity, reflected in the infographics in this plan

We continue to welcome your comments and contribution to the delivery of the wellbeing plan to ensure that it continues to reflect local needs, aspiration and ambition.



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# Bridgend Public Services Board annual report



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