

This report is also available in Welsh

# #BetterBridgend

## Survey report

Date of issue: 7 April 2017

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## 1. Overview

A consultation reviewing Bridgend Public Services Board's well-being assessment was undertaken over a four week period between 15 February and 19 March 2017. The survey received 506 interactions from a combination of survey responses, local event attendees, social media and email responses. This paper details the analysis associated with the survey.

## 2. Introduction

A public survey based on Bridgend County Borough's Public Services Board assessment of Well-being in the area was conducted over a four week period between 15 February and 19 March 2017. The survey was available to complete online through a link on the consultations page of the council's website or by visiting [www.bridgend.gov.uk/betterbridgend](http://www.bridgend.gov.uk/betterbridgend). Paper copies of the consultation were also made available at local libraries, and other public service board member offices. The content of the page remains available online.

In total, there were eight questions regarding the four well-being themes. Based upon the respondents' answers, additional questions were asked to allow the respondent to elaborate on their selection. All questions in the survey were optional. All survey responses offered the option of anonymity. The council's standard set of equalities monitoring questions were also included with the survey, as is now recommended good practice for all public facing surveys carried out by the council.

Comments regarding the consultation were also invited via letter, email and phone call.

## 3. Promotional tools and engagement methods

Details of the consultation were sent via direct email on 15 February 2017 to all public service board members and 1,242 residents interested in 'key consultations' in the county borough. BAVO (PSB member) sent a survey link to over 400 organisations operating in the county borough on 22 February 2017.

Facebook and Twitter have widely been used to promote the consultation, which has included sharing a short video detailing the PSB project. Respondents were offered an opportunity to enter a free prize draw for a chance to win family tickets to the pantomime courteous of Awen cultural trust.

Links to the survey were made available on Bridgend County Borough Council's corporate page<sup>1</sup>, South Wales Fire Service website and also Natural Resources Wales. A quick link was established to make it easier for residents to access the survey on the council's website: [www.bridgend.gov.uk/betterBridgend](http://www.bridgend.gov.uk/betterBridgend).

### 3.1 Social media

Information was posted to the council's corporate Facebook and Twitter channels throughout the consultation period to raise awareness of the consultation and to encourage residents to share their views on the assessment.

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[www.bridgend.gov.uk/betterBridgend](http://www.bridgend.gov.uk/betterBridgend)

The council currently has 8,426 followers on its corporate Twitter account and 7,078 'fans' on its Facebook page, and while content is most likely to be seen by these users, it is also displayed to users who are not connected to the accounts. During the period, the authority 'tweeted' publically eight times using **#betterBridgend**, tweeted directly to 74 accounts and hosted five advertisements through Facebook regarding the consultation. This content was seen a total of 7,487 and 72,586 times respectively.

The Twitter hashtag was also used four times by Valleys2Coast during the live period (3,267 followers), and by the South Wales Police and Crime Commissioner (3,177 followers).

Communities first posted on their corporate Facebook page on 22 February 2017 promoting the survey.

### **3.2 Social media video**

A 45 second video was released on Twitter and Facebook to promote the assessment and survey link to help improve residents' understanding of the current situation and the ambitions of the assessment.

The videos received a total of 14,550 views during the consultation period, and the duration of 24 per cent of these views lasted 10 seconds or longer (3,482).

### **3.3 Local press**

The consultation featured in the Bridgend Gem on 9 March 2017 titled 'survey to improve life in Bridgend'.

### **3.4 #BetterBridgend survey**

The online survey included information on the findings collated from the initial assessment and the outcomes in the form of 'strengths' and 'challenges'. A qualitative section within the survey allowed respondents to suggest what amendments they would like to make, if any.

### 3.5 Attending local meetings

PSB Partnership Support Team officers attended nine meetings over the live period of the consultation. Attendees were informed of the survey and provided with background information regarding the consultation. Where appropriate, attendees were also encouraged to share the information to increase the overall response rate.

Date	Meeting	Attendees
16 February	Employability joint planning meeting	Dept. for Work and Pensions Bridgend College Bridgend County Borough Council
16 February	European Social Fund network meeting	Bridgend College Welsh Centre for Action on Dependency and Addiction Dept. of Work and Pensions Inspire to work Careers Wales South Wales Police Awen Cultural Trust Learning in work org Wales Council of Voluntary Action Remploy Bridges into work 2 Chwarae Teg Synergyachievements Careers Woman Wales Heronbridge School Safeguarding of Vulnerable Adults NSA Afan Llamau Kenfig Hill Pyle Cornelly club The Wallich Communities first Disability Advice Project
17 February	JCP Customer Representative Group	Dept. of Work and Pensions Job Centre Plus Communities 4 Work Bridges into work 2 Professional Association for Childcare and Early Years
22 February	Internal council meeting	Reach
2 March	EmployABILITY event	14 Respondents
8 March	LAG consultation workshop	14 attendees
15 March	Youth Council	Full youth council
16 March	Dementia Café group	Alzheimer's Society (21 attendees)

### 3.6 Promotional materials

Electronic promotional packs were shared with Public Services Board members, the pack included: a cover letter, business cards, an infographic, a poster, a paper survey and suggested text for social media messages. The packs were bilingual for Welsh and English recipients.

Paper copies of the surveys were also made available at all local libraries.

The packs were circulated between 17 and 20 February 2017 to PSB members and other bodies including: Reach, Y Bont, Garw Valley Community Council, EmployABILITY and People First.

## 4. Response rate

In total, there were 506 interactions.

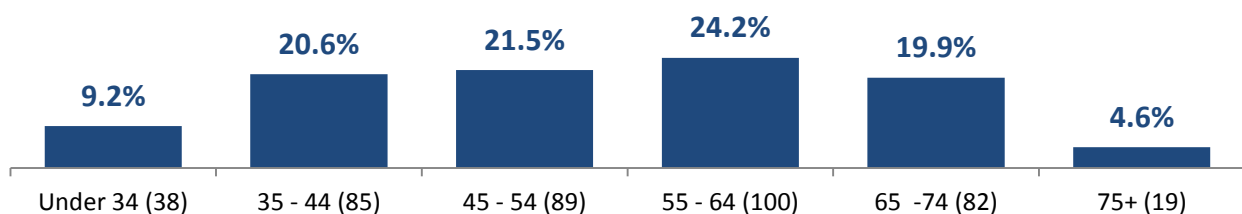
	Survey response	Attendee response	Facebook response	Letter / email
#	433	53	14	6
%	85.6	10.5	2.8	1.2

No responses were received via telephone.

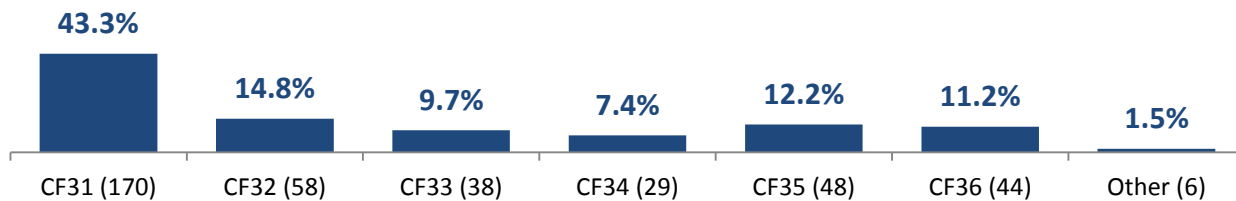
## 5. How effective was the consultation?

The consultation was conducted over a four week period. The social demographic data gathered from the survey reflects a good cross section of the county borough's population.

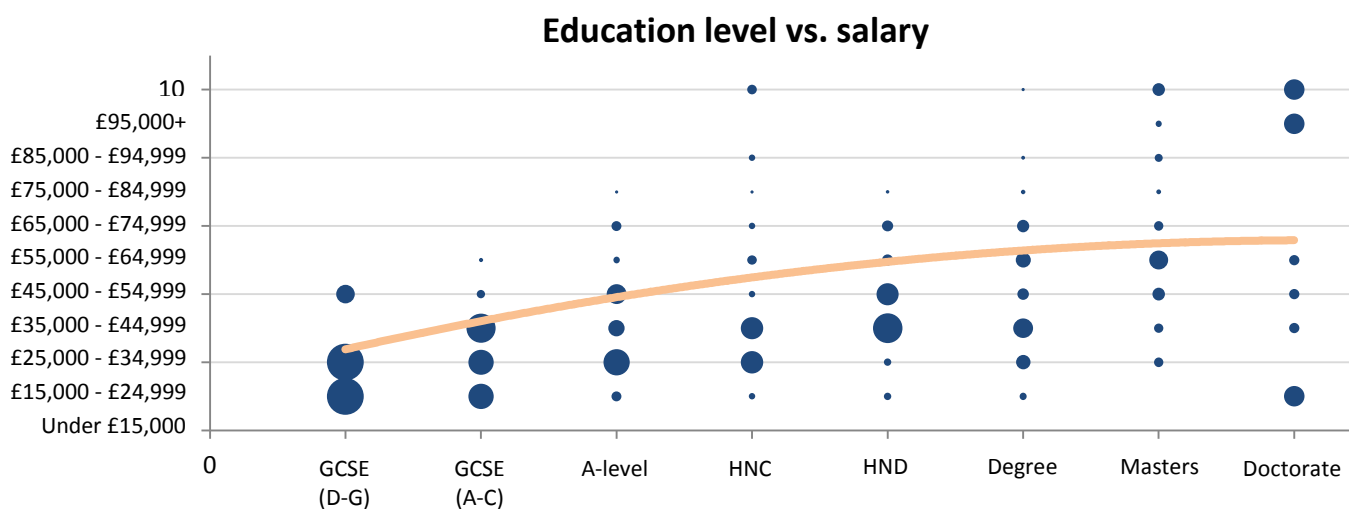
Almost half (46%) of respondents were aged between 45 and 64 years of age. The lowest response rate was from 16 to 24 year olds with a response rate of two per cent of the total. For comparative purposes the age brackets between 16 to 24 years of age and 25 to 34 years of age have been combined for a more representative sample.



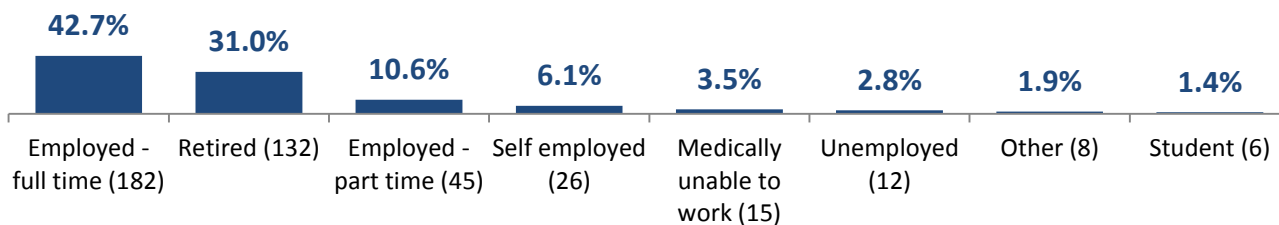
By postcode, the majority of respondents lived within the CF31 district (43%). CF32 (15%) and CF 35 (12%) concluded the top three districts responding to the survey.



The majority of respondents were educated to at least a university degree level (67%). The size of the circle in the graph below reveals the number of respondents for that area. The trend line shows an increase in salary as the respondent's level of education rises. Almost half of the respondents (48%) to the survey were on less than £35,000. One in ten (10%) had a household salary income of less than £15,000.



By profession, over two in five (43%) respondents were employed full time and three in ten (31%) are retired. Employed part time was the only other option to receive more than a one in ten response rate (11%).



Over three in four (77%) respondents were active on at least a weekly basis yet 11 per cent claimed they were active on a less than monthly basis. Regarding Welsh fluency, less than one in ten (9%) responded as 'fairly well' or 'fluently', yet the most popular response for the question was 'none at all' (48%).

### Activeness



- Daily (121)
- 1 - 3 times a week (192)
- Fortnightly (34)
- Monthly (16)
- Less than monthly (26)
- Never (18)

### Welsh fluency

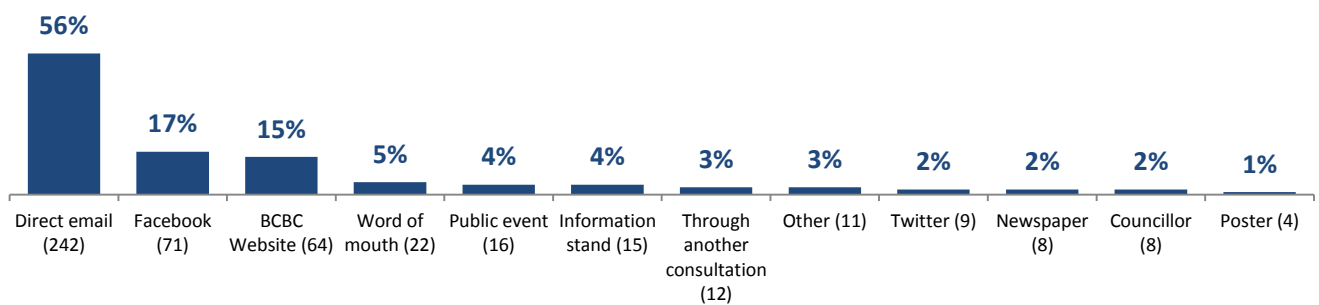


- None at all (201)
- A little (182)
- Fairly well (27)
- Fluently (12)

The survey also stores partially completed surveys, of the 87 partial responses, 13 were completed to an acceptable standard to be included within the consultation results.

Respondents were asked how they had heard about the survey, the majority of respondents had heard about the survey via a direct email (56%), there were a confirmed 258 respondents from Bridgend County Borough Council's direct email campaign, however, the question results reveal a figure of 242 respondents hearing about the survey via this method.

### How did you hear about the survey?



Data validation measures have been undertaken to ensure that the same respondent could not submit more than one response by analysing the consultation response emails provided. A sample of 506 respondents is robust and is subject to a maximum standard error of  $\pm 4.35$  per cent at the 95 per cent confidence level on an observed statistic of 50 per cent. Thus, we can be 95 per cent confident that responses are representative of those that would be given by the total number of residents in the county borough, if a census had been conducted, to within  $\pm 4.35$  per cent of the percentages reported. This means that if the total population of Bridgend County Borough had taken part in the survey and a statistic of 50 per cent was observed, we can be 95 per cent confident that the actual figure lies between 45.65 per cent and 54.35 per cent.



## 6. Headline figures

- 6.1 All of the four well-being findings were supported by the majority of respondents. Environmental well-being (91%), social well-being (78%), cultural well-being (77%), and economic well-being (71%).
- 6.2 Respondents who did not select agree to the economic well-being findings, there's 'good opportunities for business start ups' (21%) and 'high rates of employment (21%) were the most disputed strengths/challenges. The most supported change was to introduce a focus on supporting youth (16%).
- 6.3 For the one in ten (10%) who did not agree with the environmental well-being findings, one in five (19%) mentioned Maesteg should not be the only town mentioned regarding flood protection. The most supported change was to introduce specifics regarding reducing 'litter/fly tipping' (24%).
- 6.4 For social well-being, those who disagreed with the findings selected smoking/alcohol and drugs being below national average (52%) and low crime rates (28%) as the most disagreeable statements. Improving police presence (17%) was the only suggestion for updating the statements to receive more than one in ten support. Nearly one in five (18%) who did not agree to the challenges for social well-being around burglary, vehicle theft and anti-social behaviour (26%), strong sense of community (22%) and childhood obesity decreasing (18%).
- 6.5 For cultural well-being, of the respondents who did not select agree to the findings, Welsh language (30%) and Welsh culture (23%) were the most disagreeable findings. One in three who disagreed to the challenges for cultural well-being wanted Welsh language to be removed entirely.

## 7. Question and analysis - consultation survey

Section seven of the report looks at the questions asked in the survey with 433 respondents in total.

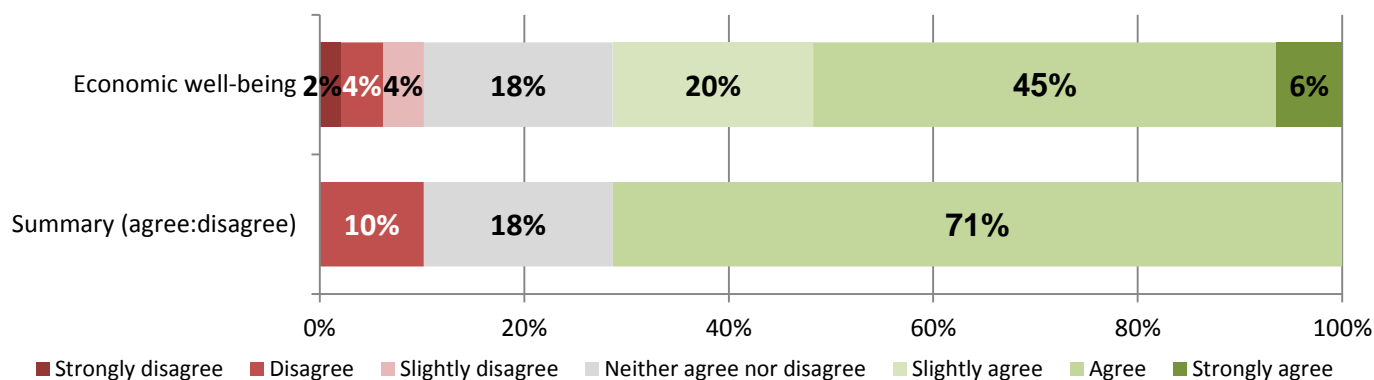
### 7.1 Please select a language to begin the survey.

Respondents to the consultation survey were initially asked which language they would like to complete the survey in. Overall, 99 per cent of respondents selected English with one per cent selecting to complete the survey in Welsh.

Language	#	%
English	430	99.3
Welsh	3	0.7
<b>Total</b>	<b>433</b>	<b>100.0</b>

### 7.2 Economic well-being

Respondents were provided with six findings regarding economic well-being in Bridgend County Borough. The table below outlines the degree to which respondents agree or disagree with the findings. Seven in ten (71%) selected an agreeable option, with 6 per cent strongly agreeing. One in ten (10%) disagreed with the statement.



Of those who did not agree with the economic well-being findings, respondents were offered a qualitative section to elaborate on their decision, explaining what findings they disagreed with and what information needs to be amended or introduced?

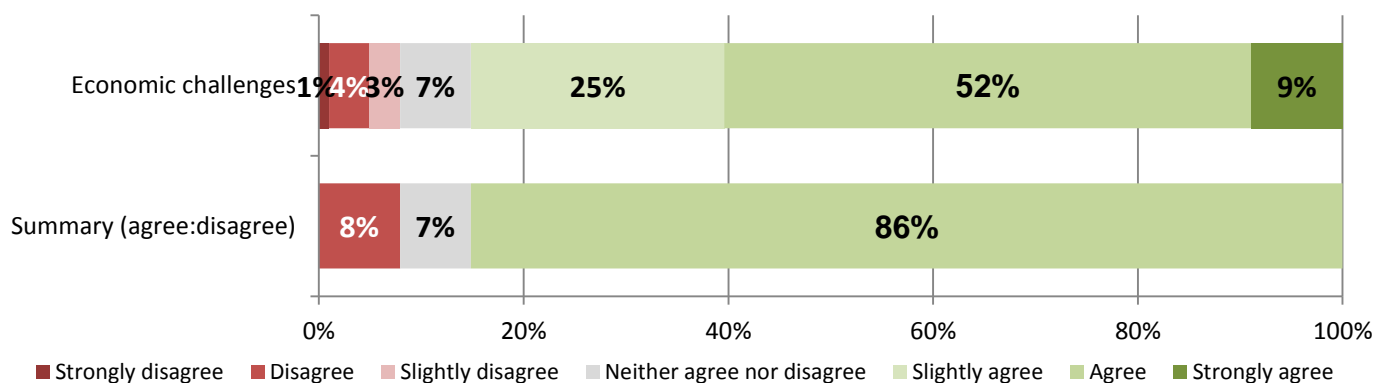
There were 42 responses across seven topic areas to the first question. The most popular area to dispute was the 'high employment' statement with three in ten (31%) of those who did not agree with the findings stated. Three in ten also disputed the positive school results statement (29%) and one in four (24%) had more affordable house prices.

Topic	#	%
Number of residents in employment	13	31.0%
Positive school results	12	28.6%
House prices are more affordable	10	23.8%
All	3	7.1%
Financial security	2	4.8%
Only rich can afford luxury goods	1	2.4%
Less qualified workforce against national average	1	2.4%
	42	100.0%

There were 21 responses across 15 topic areas to the first question. The most popular statement was disputing the school results statistics with 24 per cent making the remark.

Topics	#	%
<b>Schools</b>		
1. Reflect school results correctly	5	23.8%
13. Number of children with ALN needs	1	4.8%
8. Introduce: Skill level stats at further education	1	4.8%
<b>Employment and training</b>		
15. Introduce: Measure for in-work poverty	2	9.5%
6. Introduce: Proportion of full-time v part-time work	1	4.8%
5. Introduce: Number of people receiving housing benefits and in-work benefits	1	4.8%
7. Reflect true figures of employment	1	4.8%
10. Introduce: Number of residents not working and not claiming benefits	1	4.8%
14. Introduce: Measure of average pay	1	4.8%
9. Introduce: Number of residents selecting training over benefits	1	4.8%
<b>General</b>		
2. Remove national average comparisons	2	9.5%
3. The gap between rich and poor	1	4.8%
4. Introduce: Total rates paid by businesses	1	4.8%
11. Reflect house pricing correctly	1	4.8%
12. Introduce: Just ask drop in shops	1	4.8%
<b>Total</b>	<b>21</b>	<b>100.0%</b>

Respondents were asked how much they agree or disagree with the four economic strengths and four economic challenges. Six in seven respondents agreed to some degree with the strengths or challenges. One in seven selected a disagreeable response (8%) or to neither agree nor disagree (7%).



Of the 15 per cent of respondents who did not agree with the economic strengths and challenges, a qualitative section was provided to expand on which economic strengths and challenges they do not agree. In total, there were 39 comments across 8 topics.

The two most disputed comments were surrounding 'good opportunities for business start ups' and 'high rates of employment and economic activity', both statements were selected by 21 per cent of those who disagreed with the previous question.

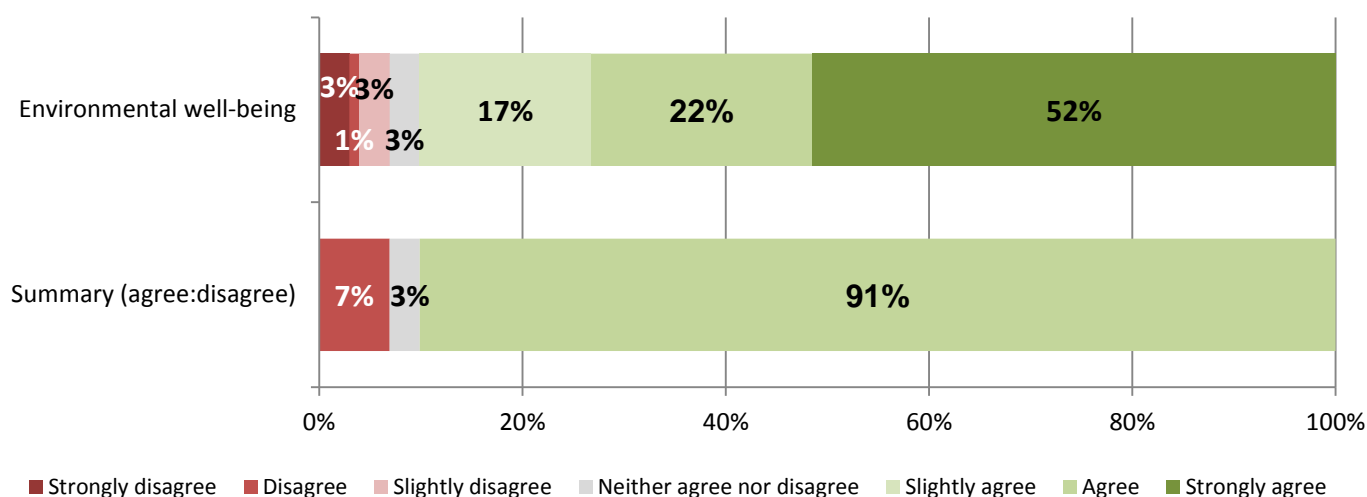
What economic strengths/challenge(s) do you not agree with?	#	%
Good opportunities for business start ups	8	20.5%
High rates of employment and economic activity	8	20.5%
NEETS not a strength	6	15.4%
All of the economic strengths and challenges	5	12.8%
Shortage of economic opportunity for young people	4	10.3%
Educational attainment improving	4	10.3%
Divide in economic well-being	2	5.1%
Working age people in the borough are less qualified than the national average	2	5.1%
	39	100.0%

What changes would you like to see for the economic strengths and challenges in the county borough and why?

Theme	#	%
<b>Youth</b>	<b>8</b>	
Focus supporting youth	5	15.6%
Continue - attainment in school progress	1	3.1%
Help for ASD children	1	3.1%
Add - measure on school leavers fit for work/FE	1	3.1%
<b>Business</b>	<b>7</b>	
More support for businesses (including post-start up)	3	9.4%
Local employers taking on NEETS	1	3.1%
Too many empty shops in town	1	3.1%
Business start-ups not visible	1	3.1%
Amend challenge - 'Great' opportunities for business start-ups.	1	3.1%
<b>Other</b>	<b>7</b>	
Better transport / investment in valleys	2	6.3%
Less emphasis on speaking Welsh	1	3.1%
Prioritise services around the vulnerable	1	3.1%
Stop building houses	1	3.1%
Individuals are responsible for their own wellbeing	1	3.1%
Remove - economic divide	1	3.1%
<b>Council based comments</b>	<b>5</b>	
Change of attitude from those in 'power'	2	6.3%
Less gov workers	1	3.1%
Reduce council tax for businesses	1	3.1%
Return to old county boundaries	1	3.1%
<b>Employment</b>	<b>5</b>	
Measure 'local' employment	2	6.3%
Add - Number of working single parents	1	3.1%
Add - measure for those on benefits getting jobs	1	3.1%
Diversity of employment	1	3.1%
<b>Total</b>	<b>32</b>	<b>100.0%</b>

### 7.3 Environmental well-being

Respondents were provided with seven findings regarding environmental well-being in Bridgend County Borough. The table below outlines the degree to which respondents agree or disagree with the findings. Nine in ten (91%) selected an agreeable option, with 52 per cent strongly agreeing. Less than one in ten (7%) disagreed with the statement.



Of those who did not agree with the environmental well-being findings, respondents were offered a qualitative section to elaborate on their decision, explaining what findings they disagreed with and what information needs to be amended or introduced?

There were 16 responses across ten topic areas to the first question. The most disputed statement was regarding flood protection (19%), particularly in Maesteg, several respondents wanted other areas to be included within the highlighted areas.

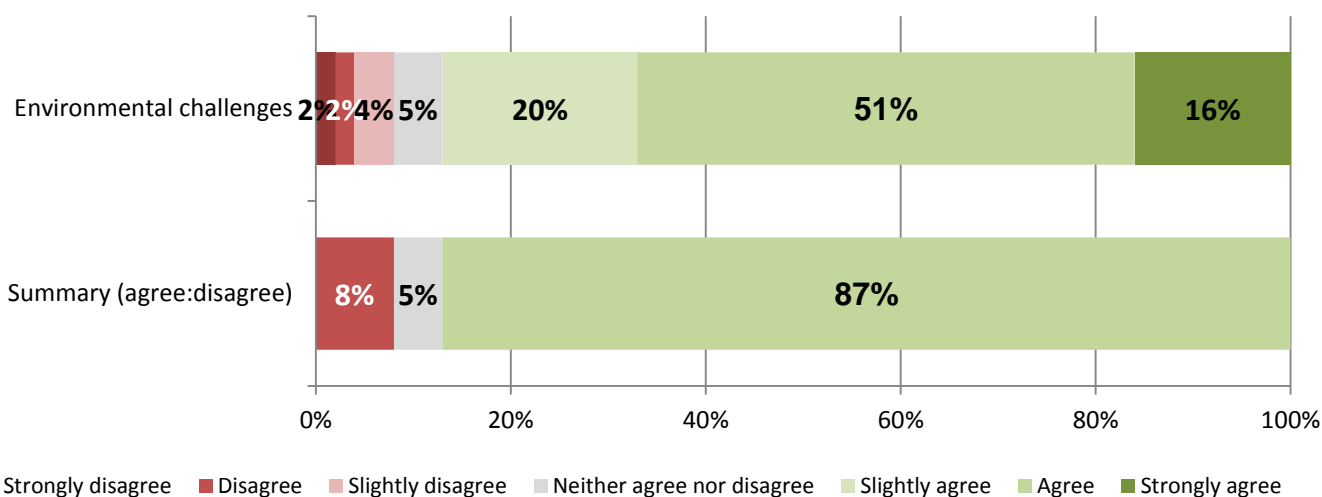
Four topics had the same 12.5 per cent reference (the equivalent of two respondents).

Which environmental findings do you not agree with?	#	%
Better flood protection, especially Maesteg	3	18.8%
Some people felt unable to be proud of their local towns	2	12.5%
CO2 emissions are currently below the national average	2	12.5%
Reduce high traffic volumes	2	12.5%
Bridgend recycles more than national average	2	12.5%
Graffiti and vandalism is specific to local areas not whole borough	1	6.3%
Improve cycle routes	1	6.3%
Bathing water quality is excellent	1	6.3%
Quality of landscape	1	6.3%
Disagree with them all	1	6.3%
<b>Total</b>	<b>16</b>	<b>100.0%</b>

Respondents who did not agree with the environmental findings were also provided with the opportunity to suggest how they would like the findings to be amended. There were 20 comments across ten topic areas to the first question.

What environmental findings needs to be amended?	#	%
Introduce - improve current waste provision	6	30.0%
Amend - flood protection statement to include Bridgend town/Wildmill and Porthcawl.	3	15.0%
Introduce - reference to biodiversity / funding for environmental projects	3	15.0%
Introduce – renovation of derelict buildings	3	15.0%
Remove – renewable energy as farming land being ruined by solar panels	1	5.0%
Remove - air quality, other countries should be doing more	1	5.0%
Amend – reference a divide between those recycling and those who aren't	1	5.0%
Introduce - improve provision to reduce dog fouling	1	5.0%
Introduce - improve just @sk funding	1	5.0%
<b>Total</b>	<b>20</b>	<b>100.0%</b>

Respondents were asked how much they agree or disagree with the four environmental strengths and five environmental challenges. Nearly nine in ten (87%) respondents agreed to some degree with the environmental strengths or challenges. Over one in three (13%) selected a disagreeable response (8%) or to neither agree nor disagree (5%).



Of the 13 per cent of respondents who did not agree with the environmental strengths and challenges, a qualitative section was provided to expand on which environmental strengths and challenges they do not agree. In total, there were 48 comments across eight topics.

Those who disagreed with the environmental strengths and challenges were most likely to disagree with the community pride in the environment (36%) followed by recycling, borough waste and litter (21%).

Topic	#	%
Community pride in local environment	10	35.7%
Recycling, borough waste and litter	6	21.4%
Town centre improvements	4	14.3%
Environment contributes to well-being	3	10.7%
Opportunities for renewable energy	2	7.1%
Climate change	1	3.6%
Disagree with all strengths	1	3.6%
Excellent bathing water	1	3.6%
<b>Total</b>	<b>28</b>	<b>100.0%</b>



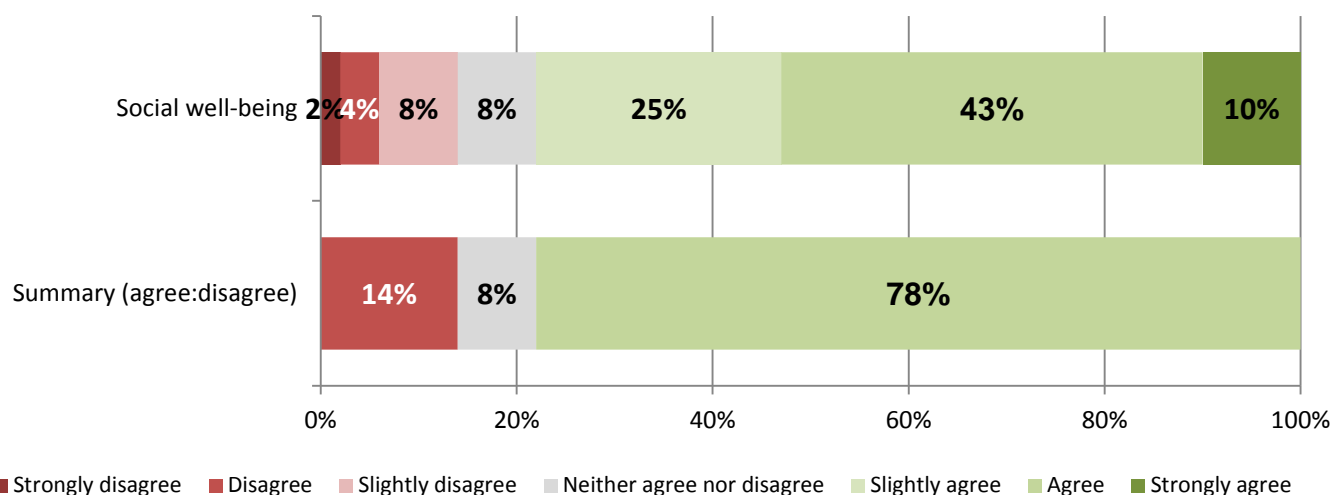
What changes would you like to see for the environmental strengths and challenges in the county borough and why? There were 38 comments across 22 topic areas to the first question.

Topic	#	%
<b>Accessibility</b>		
Better accessibility for disabled people	2	5.3%
More disabled parking	1	2.6%
<b>Waste services</b>		
Litter / fly tipping needs addressing	9	23.7%
Fines/improvements against dog fouling	3	7.9%
Better refuse collection	2	5.3%
Better policing of fly tipping/litter/dog fouling	1	2.6%
Recycle school goods	1	2.6%
<b>Town centres</b>		
Improve residential aspect of town centres	2	5.3%
More police in town centres	1	2.6%
Limit number of takeaways	1	2.6%
Enforce landlords to improve properties	1	2.6%
Free parking for towns	1	2.6%
<b>Health and lifestyle</b>		
Focus on improving health through environment	1	2.6%
Introduce more cycle routes	1	2.6%
<b>Infrastructure</b>		
Improve transport to save environment	3	7.9%
Affordable housing	1	2.6%
More construction on brown land site	1	2.6%
Introduce more gardeners/landscapers	1	2.6%
<b>Natural resources</b>		
More emphasis on biodiversity gain, ecosystem services, green infrastructure and/or sustainable urban drainage	2	5.3%
More emphasis on water quality	1	2.6%
Use the correct renewable energy	1	2.6%
<b>Other</b>		
Increase 'local' investment	1	2.6%
<b>Total</b>	<b>38</b>	<b>100.0%</b>



## 7.4 Social well-being

Respondents were provided with seven findings regarding social well-being in Bridgend County Borough. The table below outlines the degree to which respondents agree or disagree with the findings. Eight in ten (78%) selected an agreeable option, with 10 per cent strongly agreeing. One in seven (14%) disagreed with the statement.



Of those who did not agree with the social well-being findings, respondents were offered a qualitative section to elaborate on their decision, explaining what findings they disagreed with and what information needs to be amended or introduced?

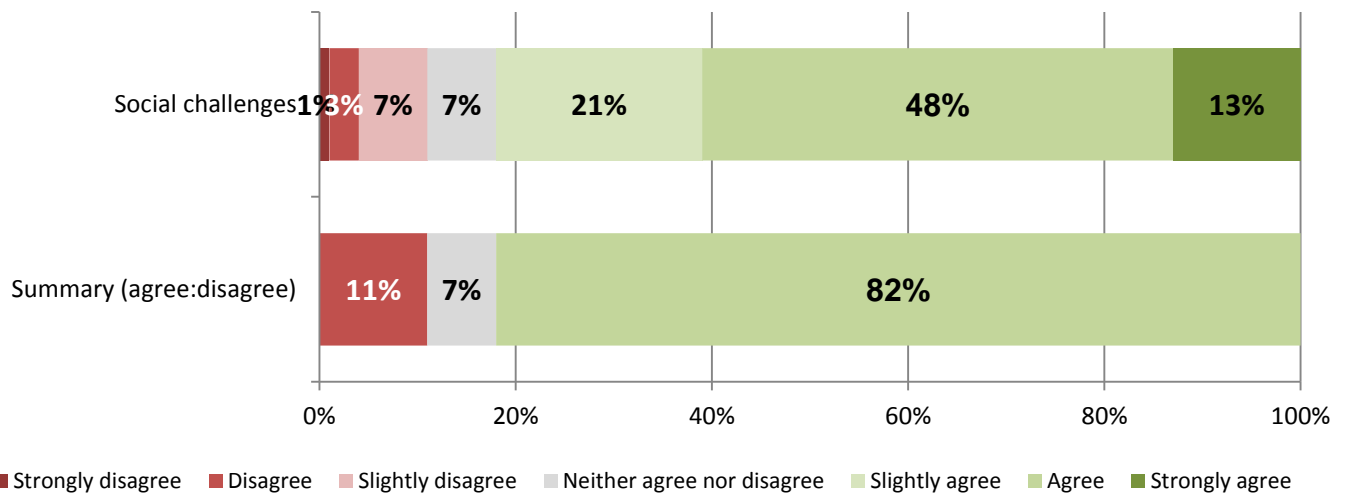
There were 54 responses across six topic areas to the question. Over half (52%) mentioned they disagree with the statement that smoking/alcohol/drugs are below national average. Low crime rates (28%) and the availability of adequate nursing in the area (13%) were the three most referenced.

Topic	#	%
Smoke/alcohol/drugs below national av.	28	51.9%
Low crime rates	15	27.8%
Disagree there is adequate nursing in the area	7	13.0%
Work/life balance	2	3.7%
Child health in like with national av.	1	1.9%
Disagree with all (except young birth rate)	1	1.9%
<b>Total</b>	<b>54</b>	<b>100.0%</b>

Respondents who did not agree with the social findings were also provided with the opportunity to suggest how they would like the findings to be amended. There were 23 comments across 20 topic areas to the question.

Topic	#	%
<b>Policing</b>	7	
4. Improve - police presence in town/at night	4	17.4%
2. Add - prosecution for drug dealers	1	4.3%
6. Improve - more traffic wardens	1	4.3%
11. Introduce - measure regarding unreported crime	1	4.3%
<b>Health</b>	8	
1. Tackle child obesity	1	4.3%
3. Improve - places people can discuss problems	1	4.3%
8. Introduce - measurement of the improvements experienced by the socially, mentally and health impaired citizens	1	4.3%
9. Introduce - post in-patient care	1	4.3%
10. Introduce - measure for elderly independence	1	4.3%
19. Improve - support for disabled children	1	4.3%
20. Improve - understanding of conception/safe-sex	1	4.3%
12. Reference suicide rate	1	4.3%
<b>Community</b>	5	
7. Improve - councillor accountability	1	4.3%
5. Improve - divide between rich and poor	1	4.3%
13. Create 'community spirit'	1	4.3%
14. More support for front line services (to mitigate challenges)	1	4.3%
17. Measure - opportunities for recreation and volunteering	1	4.3%
<b>Other</b>	3	
15. Measure for quality of landscape (i.e. quality of housing)	1	4.3%
16. Measure awareness of drug, alcohol and mental health support	1	4.3%
18. Remove - work/life balance	1	4.3%
<b>Total</b>	<b>23</b>	<b>100.0%</b>

Respondents were asked how much they agree or disagree with the four social strengths and six social challenges. Eight in ten (82%) respondents agreed to some degree with the social strengths or challenges. Two in ten (18%) selected a disagreeable response (11%) or to neither agree nor disagree (7%).



Of the 18 per cent of respondents who did not agree with the social strengths and challenges, a qualitative section was provided to expand on which social strengths and challenges they do not agree. In total, there were 50 comments across 11 topics. The most disagreeable statements were regarding ‘burglary, vehicle theft and anti-social behaviour’ (26%), strong sense of community (22%) and childhood obesity decreasing (18%).

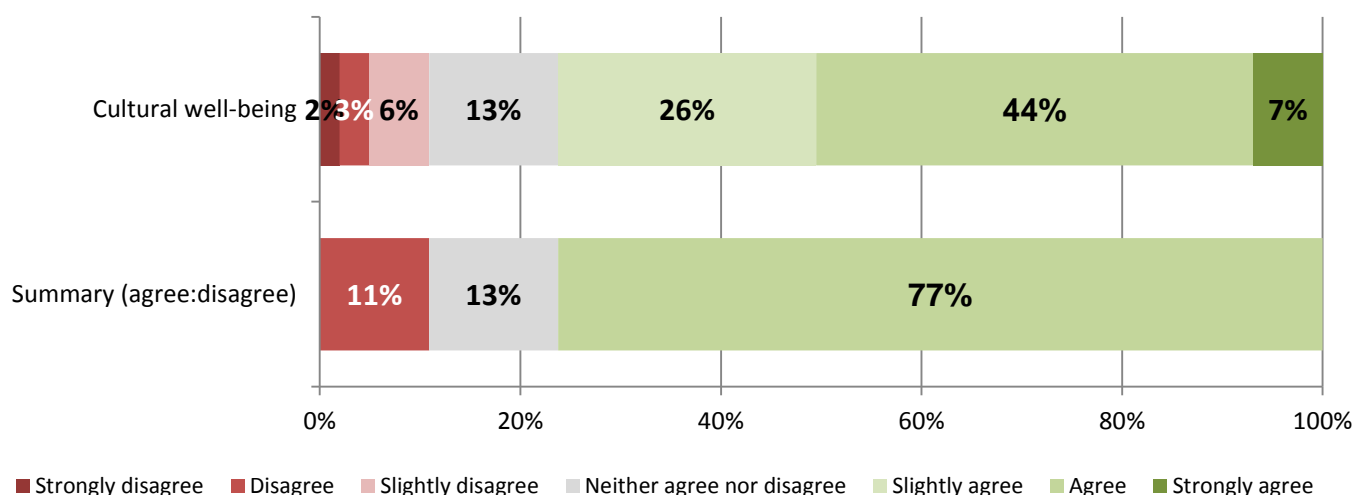
Topic	#	%
Burglary, vehicle theft and anti-social behaviour	13	26.0%
Strong sense of community	11	22.0%
Childhood obesity decreasing	9	18.0%
Delayed transfers of care decreasing	6	12.0%
General disagreement with strengths	4	8.0%
All strengths and challenges	2	4.0%
Ageing population	1	2.0%
Strong sense of community	1	2.0%
Public transport	1	2.0%
Cancer rates higher than national av.	1	2.0%
High conception rates with 18 year olds	1	2.0%
<b>Total</b>	<b>50</b>	<b>100.0%</b>

What changes would you like to see for the social strengths and challenges in the county borough and why? There were 36 comments across 23 topic areas to the question.

Topic	#	%
<b>Community</b>	<b>14</b>	
1. More local community centres (including in new builds)	3	3.0%
16. More investment on keeping areas presentable	2	2.0%
17. More support for youth (i.e. youth clubs)	2	2.0%
2. Playing parks misused	1	1.0%
3. Poor road planning is the issue not public transport	1	1.0%
6. Invest in valleys	1	1.0%
11. Support community societies	1	1.0%
19. More public events across the borough	1	1.0%
22. Quality of housing and its impact on wellbeing	1	1.0%
23. Add strength - attractive coastal location (heritage coast)	1	1.0%
<b>Policing</b>	<b>13</b>	
8. People need more accountability, help vulnerable.	4	4.0%
4. Crime is not being reported	3	3.0%
5. ASB issue	2	2.0%
9. More police on beat	2	2.0%
13. Better control of drunks in towns	1	1.0%
14. Dealing with drugs should be a challenge	1	1.0%
<b>Health</b>	<b>8</b>	
18. More mental health support	3	3.0%
7. Help disabilities	1	1.0%
10. Educate residents on 'healthy foods'	1	1.0%
15. Remove 'female' from high conception rate statement	1	1.0%
20. Add -access to natural environment as strength for mental health	1	1.0%
21. Add - respiratory, cardiac and renal services as challenges	1	1.0%
<b>Workforce</b>	<b>1</b>	
12. Focus on employment schemes (more forceful)	1	1.0%
<b>Total</b>	<b>36</b>	<b>100.0%</b>

## 7.5 Cultural well-being

Respondents were provided with four findings regarding cultural well-being in Bridgend County Borough. The table below outlines the degree to which respondents agree or disagree with the findings. Almost eight in ten (77%) selected an agreeable option, with seven per cent strongly agreeing. One in ten (11%) disagreed with the statement.



Of those who did not agree with the cultural well-being findings, respondents were offered a qualitative section to elaborate on their decision, explaining what findings they disagreed with and what information needs to be amended or introduced?

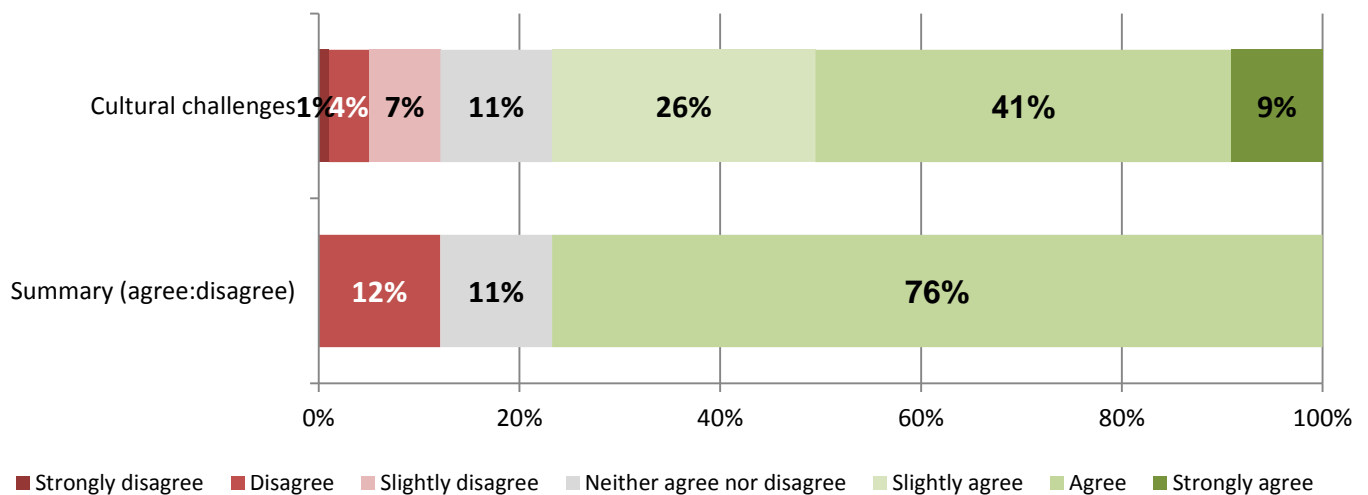
There were 70 responses across nine topic areas to the question. Three in ten (30%) mentioned they disagree with the statement that Welsh Language. The statement on Welsh culture (23%) and volunteering in the county borough (13%) completed the three most referenced topics.

Topic	#	%
Importance of the Welsh language	21	30.0%
Strength of Welsh culture in the county borough	16	22.9%
Strong level of volunteering	9	12.9%
Importance of theatres	8	11.4%
General disagreement	5	7.1%
Support of arts etc	5	7.1%
Youngsters have mandatory Welsh (incorrect figures)	4	5.7%
Strong sense of Welsh pride	1	1.4%
General agreement	1	1.4%
<b>Total</b>	<b>70</b>	<b>100.0%</b>

Respondents who did not agree with the cultural findings were also provided with the opportunity to suggest how they would like the findings to be amended. There were 28 responses across 17 topic areas to the question.

Topics and themes	#	%
<b>Welsh Language</b>	<b>11</b>	
1. Remove compulsory Welsh	5	17.9%
3. Measure first language Welsh speakers only	2	7.1%
5. Less emphasis on Welsh language and culture	1	3.6%
6. Introduce spending on bilingual duplication	1	3.6%
16. Remove penalisation of non-Welsh speakers	1	3.6%
7. Send info in residents' preference only	1	3.6%
<b>Arts</b>	<b>11</b>	
8. Importance of arts (no facilities) / needs investment	4	14.3%
12. More volunteers for arts and improve volunteering service	3	10.7%
10. Reduce spending on arts, theatres, cinema and sport	1	3.6%
9. Lower cost of cinema	1	3.6%
13. Add in importance of live music	1	3.6%
17. Include libraries.	1	3.6%
<b>History</b>	<b>3</b>	
2. More emphasis on British/World history / culture	2	7.1%
15. Preserve fine architecture	1	3.6%
<b>Other</b>	<b>3</b>	
4. Focus on projects like communities first	1	3.6%
11. Flexibility to social issues	1	3.6%
14. More support for youth services	1	3.6%
<b>Total</b>	<b>28</b>	<b>100.0%</b>

Respondents were asked how much they agree or disagree with the four cultural strengths and four social challenges. Three in four (76%) respondents agreed to some degree with the cultural strengths or challenges. Approaching one in four (23%) selected a disagreeable response (12%) or to neither agree nor disagree (11%).



Of the 23 per cent of respondents who did not agree with the cultural strengths and challenges, a qualitative section was provided to expand on which cultural strengths and challenges they do not agree. In total, there were 47 comments across 9 topics.

The most disagreeable statements were regarding increasing the number of residents who speak Welsh with almost three in five (57%) saying the challenge should be removed entirely. The strong commitment to volunteering also received over 10 per cent response rate to remove from strengths.

What cultural strengths/challenge(s) do you not agree with?	#	%
1. Delete increasing Welsh as a challenge	27	57.4%
3. Strong commitment to volunteering	6	12.8%
2. All	5	10.6%
4. School awareness of cultural heritage and national identity	3	6.4%
8. Belonging	2	4.3%
5. Availability of local cultural activity	1	2.1%
6. All the strengths	1	2.1%
7. Digital inclusion	1	2.1%
9. All except Welsh and Digital inclusion	1	2.1%
<b>Total</b>	<b>9</b>	<b>100.0%</b>

Respondents who did not agree with the cultural findings were also provided with the opportunity to suggest how they would like the findings to be amended. There were 28 responses across 11 topic areas to the question.

Topic	#	%
<b>Welsh Language</b>		
2. Remove Welsh challenge	14	33.3%
6. Improving availability of Welsh classes	3	7.1%
<b>Events and activities</b>		
3. More local events	5	11.9%
1. More local cultural promotion	4	9.5%
7. Improving museums and art provision	2	4.8%
4. Remove cultural activities	1	2.4%
<b>Belonging</b>		
5. Improving pride and community	4	9.5%
8. Improving volunteering provision	3	7.1%
10. Include British belonging alongside Welsh belonging	3	7.1%
9. Include good diversity of culture in Bridgend	1	2.4%
<b>Other</b>		
11. All of them	2	4.8%
<b>Total</b>	<b>42</b>	<b>100.0%</b>

## 7.6 Social media interactions

Social media comments received during the survey's live period were also analysed. There were 14 relevant responses.

Social media feedback	#	%
Fly tipping / recycling and waste improvements needed	8	57.1%
Volunteering needs improving	2	14.3%
Accessibility to councils is vital. eg. no obstructions at dropped kerbs	1	7.1%
Fly tipping / litter increasing	1	7.1%
Concern for education service given funding cuts	1	7.1%
Encourage trade in towns through discounting rent/rates	1	7.1%
	14	100.0%



## 7.7 Email responses

### **Social / Cultural email**

Received from the community cohesion coordinator for Western Bay:

*Strong evidence that the Cohesive Communities goal has been considered and embedded into the assessment, with a recognition that cohesion is not universally strong across Bridgend, being strongest in more prosperous villages and in more traditional valley communities.*

### **Environment email**

Received from Natural Resources Wales – see appendix:

### **Assessment email**

Received from a Bridgend County Borough Councillor – the response included specific comments regarding the format, information and style of the assessment document.

Received from Welsh Government – see appendix.

Future generations commissioner for Wales response – see appendix.

PSB overview and scrutiny panel response – see appendix.

## 8. Conclusion

A response rate of 506 respondents to the survey questions is robust and is subject to a maximum standard error of  $\pm 4.35$  per cent at the 95 per cent confidence level. This means that if the total population of Bridgend County Borough had taken part in the survey and a statistic of 50 per cent was observed, we can be 95 per cent confident that the actual figure lies between 46.65 per cent and 54.35 per cent.

Overall, the four wellbeing topics were supported by all respondents. Environmental well-being (91%), social well-being (78%), cultural well-being (77%), and economic well-being (71%).

### Economic well-being

Respondents were more likely to agree with the economic strengths and challenges (86%) than the findings (71%). The findings were the least supported across the four well-being measures with one in ten disagreeing with the findings and two in ten (18%) selecting neither agree nor disagree.

Of those who did not agree with the findings: the number of residents in employment (31%), the statement regarding a positive school results (29%) and affordable house prices in the county borough (24%) were the most disputed statements.

Top three disputed findings	#	%
Number of residents in employment	13	31.0%
Positive school results	12	28.6%
House prices are more affordable	10	23.8%

The most popular amendment requested was to reflect the school results more accurately. Each statement should be reviewed on its individual merit not its popularity in response rate.

The two strengths 'good opportunities for business start-ups' and 'high rates of employment and economic activity' were the two most disputed economic strengths/challenges (21% disagreeing). The most supported amendment was to include more focus on supporting youth (16%) followed by more support for businesses (including post start-ups) (9%).

### Environmental well-being

The environmental well-being findings were the most supported topic of the four well-being themes. The most supported amendment was to include more towns in the 'better flood protection' statement.

Of the one in ten (10%) who did not agree with the findings, introducing a statement to improve the current waste provision specifically was the most popular request (30%).

Similarly to the environmental well-being findings, 13 per cent did not agree with the strengths and challenges. The environmental strengths and challenges feedback suggested that litter and fly tipping needs to be addressed specifically (24%), followed by dog fouling fines (8%) and improved transport in the county borough (8%).

## **Social well-being**

The findings for social well-being were the second most supported of the four themes. One in five (22%) selected either disagree (14%) or neither agree nor disagree (8%) with the findings. Slightly less (18%) did not agree with the proposed social well-being strengths and challenges.

The most disputed findings were regarding the fact that smoking/drinking alcohol/taking drugs was below the national average (52%) followed by low crime rates (28%) the belief was that many crimes are now going unreported. Health (35%) and policing (30%) were the most referenced areas for inclusion within the findings.

The most disagreeable social well-being strengths and challenges were: 'burglary, vehicle theft and anti-social behaviour' (26%), having a strong sense of community (22%) and that childhood obesity is decreasing (18%), all statements were listed as strengths.

Those disputing the strengths and challenges suggested including more community based statements (39%), followed by policing based statements (36%).

## **Cultural well-being**

Almost eight in ten (77%) supported the cultural well-being findings against one in ten (11%) who disagreed and over one in ten (13%) who neither agreed nor disagreed with the findings. The cultural strengths and challenges question received an almost identical response: three in four (76%) supported the strengths and challenges, one in ten (11%) neither agreed nor disagreed and the remaining 12 per cent disagreed.

Of those who did not agree with the findings, three in ten (30%) disagreed with the importance of the Welsh language and over two in ten (23%) disagreed with the strength of Welsh culture in the county borough. Similarly the most popular amendment to the findings was to remove the necessity to support the growth of the Welsh language (18%) followed by introducing a greater commitment to the arts i.e. funding. This was replicated in the strengths and challenges suggested amendments with three in five (57%) suggesting the removal of Welsh language growth as a challenge.

## 9. Appendix

### 9.1 Appendix

#### **Welsh Government response to the consultation on the draft assessment of local well-being for Bridgend, required by the Well-being of Future Generations (Wales) Act.**

Thank you for sight of the Bridgend PSB Assessment of Local Well-being as a partner among what is clearly a wide range of stakeholders consulted.

Welsh Government acknowledges that the preparation of an assessment and the supporting evidence is a significant undertaking and recognise the amount of work that has been accomplished. We have structured our response to the consultation on your assessment as follows (we will be using the same approach in responding to each of the assessments):

- General comments providing an overview of thoughts on the assessment
- More specific comments on the way in which the analysis has been undertaken and presented and the way in which the statutory requirements have been met
- A final summary table which identifies the areas we would suggest could benefit from further development. We are adopting a consistent approach to these matters which have been categorised as follows:
  - Category A – these are significant issues which we would hope would be addressed prior to publication of the well-being assessment. They might relate, for example, to compliance with the statutory requirements or a fundamental issue with the quality of the analysis.
  - Category B – these are matters which are important and would support a better informed well-being plan and we would hope could be addressed alongside the development of the plan.
  - Category C – these are matters which would strengthen the assessment but could be addressed over time.

## Overall Thoughts

This Assessment demonstrates the commitment Bridgend PSB has made to embrace the challenge of well-being assessment. Although our evaluation identifies some areas for further development, which is to be expected with such a significant shift in practice over a challenging time-scale, the Assessment engages meaningfully with most of the key areas identified in the statutory and non-statutory guidance. As such it well on the way to achieving the required step-change in the use of evidence and analysis and continued development along this pathway will ensure the PSB is well informed and using evidence in more creative and sophisticated ways to aid its decision-making.

The greatest scope for improvement exists in strengthening the analysis of community areas and analysis of spatial variation more generally. We feel that engagement is the other main area for improvement and more substantive observations on this are included below.

The Assessment also has areas of strength, for example, in the balance of the evidence across the four dimensions of well-being and in the way it presents data, which is interesting, clear and complements the messages contained within the text.

## Comments on particular aspects of the Assessment

### Statutory Requirements

The assessment has attempted to cover all the statutory requirements contained in the Act. One area we would like to draw attention to is around the analysis of the state of well-being in community areas. We appreciated having early discussions with you in the form of drop-in clinics, where we advised of the need to establish some community areas as units of analysis for the Assessment.

While three areas have been identified, we feel that further understanding at a more local level would draw out the diversity of the area and enhance the ability to robustly assess the differences or similarities within Bridgend. We appreciate that this is a recognised area for development.

The Assessment documents the national indicators that were used, however references to the other statutory reviews and assessments which need to be considered (such as play sufficiency assessments, assessments relating to substance misuse and reoffending) could be clearer.

Please see further detail below on Future Trends.

### Structure and Format

The Assessment is logically laid out and easy to follow. Its style is transparent and accessible, and its use of graphics and clear data presentation enhances the messages within the text considerably. The Assessment does well to present only the pertinent and significant findings, making it concise and digestible, although the maps alluded to in the text would further enhance the flow and clarity of the analysis.

The inclusion of the strengths and weaknesses at the end of each section is useful, as is the use of summary sections to bring together the most pertinent findings. The matrix plotting progress against the WFGA Well-being goals is potentially useful, but currently includes examples of the current position, rather than a comprehensive picture.

## Engagement

The Assessment includes some evidence sourced through engagement, comprising both public and stakeholder-based activities. Whilst the overall approach and choice of methods appear reasonable, the extent of engagement was limited. In relation to the survey in particular, the small sample size is problematic and its representativeness of the area is questionable. The low response rates and low levels participation in focus groups will clearly have implications for the robustness of the Assessment and these could usefully be discussed within the document. The PSB may also wish to consider the reasons for this limited engagement and reflect on how to involve citizens more successfully in Assessments of well-being in the future and, going forward, the Well-being Plan.

Should the PSB want to enhance its engagement, young people, particularly primary school age (who have only been partially targeted), but also wider engagement at secondary school age would be valuable. The Assessment would further benefit from engagement with harder-to-reach groups (such as the LGBT community, disabled people and homeless people), which could offer some interesting perspectives on well-being.

Where evidence from the engagement activity has been used, however, it has been used to good effect and adds useful context to the data analysis.

## Balance and Comprehensiveness

The Assessment draws on a wide range of evidence sources and has considered a very broad set of topics. It has made a strong attempt at analysing well-being across the four domains identified in the Act. As expected, there is relatively less evidence relating to cultural well-being, which is likely to be an area for future development across Wales.

Based on the feedback we have received from policy specialists across the Welsh Government, there are some very specific areas which we highlight for your consideration. For example:

- The Assessment might benefit from a better understanding of substance misuse issues across community areas, which we feel is lacking from the analysis
- The Assessment would benefit from some information about existing play provision. Also from reference to the Play Sufficient Assessment and the Play Action Plans to discuss future implications of increasing and improving play opportunities on the well-being of children in the area.
- In terms of tackling poverty, the Assessment would benefit from identification or discussion on the diversity of the area from the coast, urbanised town or outlying valley areas. Better data at lower levels (where available) to assess impacts on poverty across differing localities and people would add depth and understanding.
- Sources used for violence against women, domestic abuse, sexual violence (VAWDASV) were police data on recorded domestic abuse offences. As most cases of domestic abuse are not reported this is a perceived omission, and would benefit from further analysis.
- Evidence of having discussed with partners from Probation, Community Rehabilitation Companies and Youth Offending Teams, who are statutory invited participants, and could provide background on needs of offenders within custody and in the community. For example, the well-being of offenders and employees at PARC Prison is not mentioned, though is a large asset as an employer in the area.

## **Reflective and Critical Approach**

The Assessment makes some attempts to highlight evidence gaps, which is welcomed, but there is scope for the Assessment to be more reflective and critical and it would clearly benefit from more upfront discussion of what is known; what it would be useful to know in future; and what is unknown in each topic. It is also important to consider the implications of evidence gaps and to what extent they might limit the PSB's understanding of the issues. Including some discussion around these areas would not be an onerous undertaking, but would give the PSB a better appreciation of the strengths and weaknesses of evidence base underpinning the Assessment and where attention may need to be focused in developing it in future. This is particularly true of the engagement-related evidence, in which there are some acknowledged gaps and limited coverage

## **Quality of Analytical Approach**

Whilst recognising that the Assessment refers to community areas in the first chapter, there is a notable lack of spatial analysis in the substantive sections. Whilst we acknowledge there are challenges in sourcing relevant local data and spatial analysis may not always reveal significant variations, we feel that this should be more fully explored and discussed within the Assessment and more attempts should be made to disaggregate the analysis.

The Assessment is successful in painting a broad picture of the situation, but leaves room for improvement in exploring the implications of the situation for the well-being of the population – i.e. why is this particular situation important for well-being and in what ways? This is implied or perhaps obvious in many cases, but needs to be far more explicit, especially if the wider evidence suggests the relationship to well-being is not straightforward.

The inclusion of the Strengths and Challenges at the end of each theme is a step towards a strengths-based approach, but there is also scope for further development in this respect. References to the area's assets are fairly superficial and do not enter into discussion about the contribution they make to well-being and how this could be built upon in future. Moreover, there is scope to re-frame some of the basic analysis to emphasise strengths (e.g. exploring the opportunities afforded by an ageing population, in addition to the challenges), which is likely to be a challenge across many of the Assessments.

## **Future Trends**

The Assessment makes a good attempt at incorporating future trends into the analysis. Where data do not exist, the discussion of data gaps and possible future scenarios is interesting and useful. There is potential to further expand the futures sections, thinking about the wider implications of each scenario through drawing on a wide range of relevant trend data. This might determine how well the PSB will be informed of the challenges and opportunities the area will face in the coming years and decades. We recognise that at this stage that the approach is still being developed at a national level and will be strengthened over time. However, even in the absence of specific data for Bridgend, a more developed approach to analysing future trends and scenarios would be possible, even where there is an element of uncertainty is involved.

## Areas for development

<b>Category A</b>
Analysis of Community Areas – (see “Statutory Requirements” and “Quality of Analytical Approach”)
<b>Category B</b>
Engagement (see paragraph) Specific comments that might develop the assessment further (see “Balanced and comprehensiveness”) Marginalised groups and the well-being of people in the area (see “Engagement”) Enhancement of Cultural well-being section (see “Balance and Comprehensiveness”) Adopting a reflective and critical approach (see “Reflective and Critical Approach”)
<b>Category C</b>
Moving towards an asset-based approach (see “Quality of Analytical Approach”) Future Trends (see paragraph)

## Appendix 9.2

### Natural Resources Wales – Comments on Well-being Assessment

The use of the infographics is a good way of communicating complex issues in a simple way. However, we are not sure that the emerging strengths and challenges identified fully consider the requirement to consider short, medium and long term challenges in Bridgend. (at least speaking for the environmental section).

Whilst we fully respect that the more immediate, aesthetic, challenges identified are important, we have suggested additional challenges for your consideration below that we believe better balance these with the medium to longer term ones.

We also suggest that as we move forward to produce the wellbeing plan we should take the opportunity to move away from considering issues under topic areas and begin to phrase these around the outcomes that we wish to achieve; these might usefully be framed under the 7 Wellbeing Goals. This will help us and the public to make the linkages between the different aspects of wellbeing and enable us as a PSB to better identify synergies across our work areas.

Speaking more specifically, it appears that the report has interpreted “environmental wellbeing” as being how people feel about their environment rather than the state/condition of the environment (which itself then impacts on social, economic and cultural wellbeing). These are not unrelated but the difference is important especially if the benefits which we derive from our natural environment are generally poorly understood and therefore undervalued.

Since the report has relied upon what people have said about their environment, there is perhaps an over focus on local environmental quality type issues, such as litter, fly-tipping, dog fouling and graffiti. Whilst people have expressed this as an issue, its relative importance in terms of overall environmental wellbeing in the county may be overstated. The impacts from less immediate challenges, such as climate change and degraded ecosystems will understandably be less well understood. We can therefore capitalise on the



interest in local environmental quality to help “de-professionalise” this exercise and increase the public understanding of how more complex issues can impact on their and their children’s future wellbeing.

One challenge that the PSB will need to think about is how it prioritises and balances the various feedback to the consultation as well as dealing with any perceived gaps.

**Q3a If you did not agree with question 3, which findings did you not agree with;**

***Some people felt unable to be proud of their local towns as they stand, with shop closures, poor maintenance and excessive traffic*** – if the intention here is to work with the local environment to improve the town centre i.e. improving green infrastructure within the town centre then this could be the appropriate place for this to sit however if there is no intention to do this then maybe it would sit better in the economy section.

***Residents would like to see stronger penalties for littering and fly-tipping in the area. The level of borough waste recycled is below the national average. Residents believe there are higher levels of graffiti and vandalism in the borough in comparison to the national average.***

Although we recognise the importance of these issues to the community and agree that they do need to be addressed we think that local environmental quality issues such as these can distract from the more intractable/longer term issues where the PSB has real opportunities to make a difference for the future wellbeing of the people of Bridgend.

Waste recycling statistics are more an indication of societal attitudes and behaviour rather than environmental wellbeing of itself. The municipal recycling rate is also affected by other factors, e.g. the collection services provision. Overall waste arising would be an additional data set to measure public and commercial attitudes to sustainability issues.

**Q 3blf you did not agree with question 3, what information needs to be amended or introduced?**

The findings for environmental well-being should include;

- **The resilience of our ecosystems is compromised/many of our ecosystems are in unfavourable condition.**
- **Some rivers and ground waters in the county are failing to meet current standards.**
- **Climate change will impact on the wellbeing our area**

Evidence for the first 2 issues can be found within Natural Resources Wales Environmental information for wellbeing assessments which was submitted to the PSB. Climate change evidence is undisputed.

**Q4a If you did not agree with question 4 which strength/challenges do you not agree with?**

**Linking up public transport systems and green infrastructure** are 2 different issues that should not be considered together.

**Recycling, borough waste and litter** – as mentioned in the previous section this is an important issue for people but we need to recognise that there are less obvious and immediate environmental challenges for the County. The public’s encouraging level of interest and engagement in these issues could though be used to help engage and communicate the big challenges that will be felt in the medium and longer term i.e flood risk, climate change and the resilience of ecosystems.

**Town Centre Improvement** –as mentioned in previous section if the intention is to make environmental improvements to the town centre enhancing its green infrastructure, improving air quality then maybe this challenge fits here otherwise a better fit in this instance might be the economy section.

**Q4b If you did not agree with question four, what changes would you like to see for the environmental strengths and challenges in the county borough and why?**

The following challenges although not mentioned in the public consultation should be included as evidence shows that they require tackling to achieve the wellbeing goals;

**Improving air quality** - Poor air quality is known to present a considerable risk to human health, particularly affecting the more vulnerable and those with pre-existing health conditions. The Local Authority Environmental Health can advise on the specific issues and locations.

**Improving the resilience of our ecosystems** – Bridgend has 1630ha of protected land however the majority of these protected sites are in unfavourable condition. These sites not only provide protection for nationally important habitats and species but also make a vital contribution to our economy and our health and wellbeing. However they are becoming increasingly fragmented and less resilient. There are lots of opportunities within the County Borough of Bridgend to work with nature and improve the connections between and the resilience of our ecosystems whilst also improving our economy and the health and wellbeing of our communities. Improving green infrastructure is just one of the ways we can do this. Green infrastructure contributes to increased diversity as well as helping to reduce air pollution, slow surface water runoff, create urban cooling and create attractive and vibrant places to live.

**Encouraging our communities to use and value our natural environment** – We have a fantastic resource in Bridgend, beautiful beaches, countryside, valleys and forests they offer us huge opportunities for tourism and recreation and can help to improve the health and wellbeing of our communities and in doing so address some of the local environmental quality issues that were raised in the consultation. Projects have already begun looking at how GP’s can prescribe outdoor activity to improve the health of residents but there is more that can be done at a PSB level to make the most of these opportunities. There is good accessible natural greenspace and the County’s “Natural Neighbourhoods” is a wonderful resource seeking to better promote the existing provision as well as engaging communities in getting involved in managing their local green spaces.

## Appendix 9.3

### Future Generations Commissioner for Wales response

Dear Bridgend Public Services Board members and support team,

Thank you for giving me the opportunity to provide feedback on your draft Assessment of Local Well-being sent to the office in February 2017.

The first thing I want to do is to make it clear that I fully appreciate the challenges that you have faced in the development of the assessment this time around, and I congratulate your team on their hard work and efforts.

My primary focus in providing this feedback is to help you consider how well your work so far will help you to set your collective objectives and undertake well-being planning. For me Public Services Boards are one of the biggest opportunities for the public sector in Wales to change the way we do things in Wales and to collaboratively make decisions and deliver services that will benefit future generations.

Your assessment is a key part of this, and whilst I appreciate that it may not be a full picture by the time you publish it, it is important that it sets out a clear and informed picture of the well-being of Bridgend and your communities, that is relevant now and into the future. **Your assessment should enable you to clearly identify key challenges for your area and communities, and to develop collective objectives that address these challenges.**

I attach a document that gives you detailed feedback on your draft assessment, and what you should think about building on both in the short term as you move towards well-being planning and in terms of assessing well-being in the future.

During 2017-18 one of your key tasks will be to develop your collective well-being objectives as part of your Well-being Plan. The legislation requires you to seek my advice on how to take steps to meet your objectives in accordance with the sustainable development principle (five ways of working).

Below I set out some of the things I will be looking for as my office continues to work with you. In my view those PSBs who have showed they are already taking account of the five ways of working will be well placed to develop objectives and Well-being Plans, which will have benefits for all organisations involved in terms of maximising their collective contribution to the goals and addressing inter-generational challenges.

It is clear that you have made a real effort to **involve people and communities** in the development of your assessment, through your engagement work. However, it is also clear that despite your best efforts community engagement has been extremely limited. This is something I would hope to see improve greatly as the well-being planning process continues in Bridgend as one of the key intentions of the legislation, and one of my aims, is that there are more meaningful connections between the services we provide and what people need. We will only understand this through making an effort to reach and listen to people, and understanding their lived experiences of services. I would encourage you to build on your work to date to make sure that you provide opportunities for a broad range of stakeholders and citizens to get involved in influencing the development of your objectives, and be able to demonstrate that their input has an effect on what you do.

The sections in your assessment on future trends under each of your four themes provide some basis for considering the **long term** well-being of your area. In my view there is potential for you to have a greater focus on the long term in your work going forward, and to explore which of your communities are particularly vulnerable to the long term trends you identify.

As you begin well-being planning it will be important for you to take the opportunity of exploring further the **integration** between policy and challenges under your four themes (economic, social, environmental and cultural well-being), and making greater links with the seven well-being goals. This will be particularly important in thinking about the relative roles of your different organisations as you apply the five ways of working to **maximising your contribution** to the goals.

A key element of the legislation is the focus on **preventing problems** from occurring rather than just responding to them and I see this as a key priority for your well-being planning. This is an area where I would encourage you to give more detailed consideration to what the data and evidence is telling you, in order to make sense of key challenges you have identified.

And **collaboration** is key to all of this – it is positive that you have collaborated regionally on engagement and you now have the opportunity to take your partnership working to a new level, collaborating with resources and finding new ways to deal with old problems. Your assessment should be helping you to identify the most fruitful opportunities to do this.

Your support team have worked hard to develop this assessment and the people who support your well-being planning will need your full buy-in and support. Key features of this are likely to be the leadership you show and your willingness to give people space and permission to explore new ways of addressing old problems. This cultural change is what the Well-being of Future Generations Act is all about.

In anticipation of the requirement for you to use this assessment process for your well-being planning I believe that you should give further consideration to the broader range of data and evidence that could be used to better inform your analysis. As you are aware I have a role in providing advice on how you should take steps to meet your collective objectives and I would like to see further detail of how you will improve and use your assessment as you move towards well-being planning. As part of this I would appreciate you letting my office know how you have responded to our feedback. It will also be important for you to provide my feedback to the scrutiny committee that has the lead for scrutinising the work of the PSB. The need for a more constructive approach to scrutiny has been identified as an important part of maximising collective action at the local level.

I hope that our feedback is clear and useful at this stage. However, I must reiterate that I don't see the development of your assessment as a one-off event. Going forward I will be providing opportunities for PSBs to share learning and best practice which I hope you will be involved in, in order to provide the best platform for you to fulfil your ongoing obligations under the Act.

Kind regards,  
[DATA PROTECTION: RESPONDENTS NAME]  
Future Generations Commissioner for Wales

## Feedback from the Office of the Future Generations Commissioner on BRIDGEND Public Services Board Draft Assessment of Local Well-being

### 1. Introduction

The following report provides feedback to Bridgend Public Services Board from the Office of the Future Generations Commissioner on the draft of the *Local Assessment of Well-being. Consultation Draft* published in February 2017. This feedback is based on our project team<sup>1</sup> reviewing the following key documents and discussions:

- Bridgend Public Services Board Local Assessment of Well-being. Consultation Draft. January 2017
- a discussion between the project team and members of the PSB team on 8<sup>th</sup> March

It is intended that his feedback should be used to inform both the publication of the assessment in spring 2017 where possible and recognising the timescales that exist, but it is more important that it informs ongoing processes of developing your assessment and well-being planning.

The assessment has been reviewed by the project team using a set of criteria, developed specifically to focus on aspects of assessment production, methodology and analysis and the requirements of the Well-being of Future Generations Act. These criteria enable us to review the wide range of approaches to local assessment of well-being that have been used across Wales. This has also enabled us to provide bespoke feedback to PSBs, highlighting strengths and potential areas for improvement. This consistent approach will also enable the office to identify key issues and highlight opportunities for shared learning, at a Wales-wide level, for the wide range of public sector and other bodies involved in well-being planning.

While we understand that the Well-being Assessment is an ongoing process, and that further work will be undertaken in coming months, it is important that the following comments are noted and acted upon as the well-being assessment is developed, adapted and built upon to inform well-being planning across the PSB.

### 2. National well-being goals

One of the issues we have considered is how effectively the seven national well-being goals have been reflected in the assessment as the WFG Act requires PSBs to demonstrate how they plan to *maximise* their contribution to the goals.

We understand that PSBs will develop different ways of reflecting well-being; in Bridgend's case focusing on four themes economic, social, economic and cultural well-being, with a wide range of national and local measures and data sources under each theme and across three community areas. It is important that there is a clear link between the data, its interpretation and our understanding of all aspects of well-being in our communities.

While we recognise from the phone conversation the rationale and method for undertaking the assessment in this particular way, this needs further explanation in the main document. The assessment could be improved with a clearer explanation about how and why the myriad of different measures and 'issues' were chosen. Why are these measures particularly important to Bridgend and other potential measures of the well-being not used? The data is often left to stand on its own with little context.

Importantly, throughout the assessment there is very limited explanation of *what* the measure or fact tells us about well-being in Bridgend. Limited *interpretation* of data is something that needs to be addressed throughout the assessment and is highlighted throughout this feedback. Without this interpretation it is very difficult to understand how these issues contribute to the seven national well-being goals.

It is positive to see in Chapter 3 a section which seeks to set out progress against the seven national well-being goals. This lists relevant facts, interventions and observations on the Bridgend context against the national goals. It would be helpful to understand what this chapter seeks to achieve? What does it show? Is this being used as a tool to interpret the data in the assessment?

While the seven national goals are referred to in the introduction, it would be helpful for there to be reference to them under the themes or within the evidence or analysis within each section. For the PSB to understand how it can maximise its contribution to the seven national well-being goals, we think that the relationship between the different sections and the national goals will need to be understood and clearly communicated.

It is good to hear that the prioritisation work planned with partners in coming months will focus more strongly on this issue and we will look forward to seeing evidence of this relationship throughout the well-being planning process in Bridgend.

### **3. Data content – area and place**

The WFG Act requires well-being assessments to focus on the area and ‘place’ and reflect the variety of communities across your area. We have considered the extent to which the data content of your assessment does this. The phone conversation with the PSB team was useful in understanding your difficulties of gathering data at a very local level. This gap is acknowledged in the document but with no indication of how this will be addressed.

We understand that in many cases the availability of data has been used as the frame for the assessment rather than the communities and places within Bridgend itself. This has resulted in a wide-ranging set of data without local context or interpretation. We believe that a well-being assessment should provide a more localised, less ‘data led’ (and less homogenous) understanding of well-being, and will be seeking evidence of this as well-being planning progresses.

The assessment would really benefit from providing a greater focus on individual communities across the area. The current approach provides limited understanding of well-being in different areas and places, differences within areas or between areas, inequalities or particularly acute local issues. Clearly there will be differences in well-being assets and challenges in the Llynfi, Garw and Ogmores valleys and in Bridgend, Maesteg and Porthcawl. The Assessment sets out the three Areas – West, East and North Bridgend. However there is no reference to these areas throughout the document – what is their relevance to the assessment? How are they to be used to improve our understanding of spatial differences in well-being?

The assessment could be further improved by including data on critical energy, water, transport and coastal protection infrastructure. This means not just a description, but an interpretation of key challenges and trade-offs (see later comments in point 6 below). This type of information is of key relevance to the PSB, service delivery and future community well-being.

This is an aspect of the assessment which we would expect to see improve. The final assessment document should provide some clarity of how particular communities across the area will be reflected in the well-being planning process in the short and medium term.

#### **4. Data content – public service needs**

We think it is important that you have a clear picture of the different needs of people and communities now and in the future, and that the implications of these needs are understood. We have considered the extent to which the data content of the assessment focuses on public service needs, within communities and for particular groups of individuals.

A priority for my office is encouraging public bodies and PSBs to make sure that they are firstly involving people and communities in ways that give them greater insights into people's lived experiences of public bodies, and secondly acting upon these insights when they make decisions and deliver services. We recognise from the phone conversation the broad approach of undertaking this assessment alongside the Population Needs Assessment, and that engagement across the nine target groups has informed the final document.

Generally there needs to be more interpretation of the significance of the data for public services in Bridgend and this is an area where we would expect the assessment to improve. We have an unclear picture of whether current public services are sufficient, where gaps exist and their implications on well-being both now and in the future. What pressures does the current situation place on social services? Which services are particularly vulnerable due to the geography of the area?

An example is the clear emphasis on the role of the natural environment on well-being in Bridgend. Is this being managed adequately? Is collective action necessary? How can this asset be utilised by the public sector to achieve well-being outcomes across the four themes? Another is the use of recycling rates – what does this tell us about waste production in Bridgend – is waste management across Bridgend a problem or is it under pressure in the short and medium term? Concessionary fares and bus passes are provided to older citizens, but is this addressing isolation and access to services? If the PSB is to understand gaps and where collective action is required it will need a broader understanding of whether public services need to be adapted, enhanced, reframed to address well-being across Bridgend and within its communities.

While projects and 'interventions' are listed throughout the assessment - it could be clearer about what additional specific service needs are required, at what scale and how this differs across communities. While we understand this will be picked up in the response analysis and plan development, the narrative of the main document requires more strategic context and far greater interpretation of the challenges to communities and public services.

#### **5. Quantitative and Qualitative Analysis**

We recognise the challenge of balancing data, insights and evidence to produce a rounded understanding of well-being of communities and individuals of the short, medium and long term. One of our main considerations has been the extent to which both quantitative and qualitative analysis and methods in assessments provide a broad picture of environmental, economic, cultural and social well-being, together with initial commentary on the implications of this 'picture' for communities. i.e. what really matters?

As discussed in previous points, in general there is a wide range of quantitative data listed under the different themes, with a lack of strategic context or interpretation to enable us to understand the significance of the data. Often comparisons are made with no understanding of why this matters. Qualitative data from the survey helps to illustrate what matters to people and is well presented in word maps. Despite the limited response (see later points) this survey data is used well. Reference to this should be made earlier in the document to orientate the reader that a survey has occurred – before data from it appears in the text. It is positive to see that the Environment theme provides a stronger and more nuanced analysis of the current situation in Bridgend, with data supporting the narrative and illustrating points made in the commentary. All sections should aspire to this balance of qualitative interpretation and use of data to support analysis.

The following paragraphs provide more specific feedback on the assessment under each theme.

*Economy:* in addition to the general comments above about interpretation and significance this section needs more strategic context. The following questions provide some indication of the type of interpretation and strategic context that is needed to inform the well-being planning process. Given national comparisons and the nature of its main employers how robust or fragile is Bridgend's local economy? It is positive that it has identified a large reliance on public administration and health but what does this mean for economic well-being and the role of the PSB? There are food banks in Bridgend – what does this tell us about economic well-being in particular parts of the area? What is the significance of the national indicators on economic well-being i.e. what do they tell us about Bridgend?

This section could be improved by stating the potential benefits of both the Cardiff and Swansea City Region deals to Bridgend – what is the exact nature of the potential benefits to the local economy and service provision? Is affordable housing or educational attainment a problem in Bridgend and how does this affect the economy? Are there spatial differences in economic well-being in the three areas or the towns? While we understand that Brexit provides great uncertainty, the potential implications of Brexit, for example on rural, infrastructural and regeneration funding, is a key issue which will impact on Bridgend across well-being themes. What parts of the economy are likely to suffer if current funding commitments aren't met?

*Social:* this section provides a wide range of measures which need to be developed into a much broader commentary and understanding of significance of these issues for social well-being for Bridgend. Again, the following issues need to be explored to provide the context for well-being planning. There is good data on life expectancy but what are the causes of inequalities across Bridgend between different communities? Health issues are clearly well evidenced, with a clear generic narrative on why these issues matter, but how big a problem are these unhealthy lifestyle issues for well-being in Bridgend – are current interventions sufficient or is something different required from the PSB? Are there spatial differences which are significant for public service delivery? There is good data on access to services but again, are there spatial differences which need addressing? Is Bridgend's transport infrastructure (network) resilient and fundable over the medium term and is public transport sufficient? Childhood obesity is decreasing, but is this still a problem and sufficiently addressed through public sector interventions? More emphasis should also be provided on community *and social assets* as part of a broader commentary on social well-being in the area e.g. social capital and networks; the role of the non-monetary economy in social well-being and levels of unpaid care.

*Environment:* as mentioned above this section provides a more balanced and accessible approach to assessing well-being than others. Local data is used well to understand Bridgend's environmental assets. However, there is an over reliance in some cases on measurable data, without explanation of whether the 'issue' is a problem, adequately managed, or how it impacts on well-being. The following examples



illustrate how greater interpretation could make the well-being or management implications more explicit.

Flooding is clearly an issue right across the area— is coastal, surface water flooding management sufficiently across the area given current investment? It is good to know in later sections you have a shoreline management plan – but is this sufficient? Is it just Maesteg we should be concerned about? What is the impact of poor water quality on well-being? How significant is the impact of air quality on health? Is there potential to do more renewable energy, is energy infrastructure resilient? It is positive to see maps showing accessibility to green space, landscape diversity and positive that this section acknowledges wider issues. The information is good on designated sites, soils, agriculture and coastal issues - but what is the state of agriculture in Bridgend and its role in the local economy and community cohesion? Is contaminated land and landfill an issue? In many places there is an over emphasis on stating that an intervention is in place – and so do the statutes and directives and NRW's role mean everything is OK? Comparisons need more explanation e.g. "*the incidence of renewable energy generation is in line with the Wales average?*" and so - what does this comparison tell us?

*Culture* – It is positive that there is some insight into cultural well-being from the online survey, and the sections on Welsh language and culture help the reader to understand its role across the area. However, this section is data led with facts from ONS Census data and the Wales National Survey providing a varied number of facts and measures with very little interpretation about their significance to cultural well-being. Clearly, Museum Visits and Sites of Archaeological Significance, sports facilities and having 19 community centres are of importance - but there is no coherent narrative or understanding of the areas culture in this section, or how this manifests itself in people's everyday lives. Of particular importance is that the sections on 'community' and cultural future trends in Bridgend are extremely limited in their scope, focusing on religion, Welsh language and electoral turnout. There is very little in the document on the cultural *capital* of Bridgend and this something that should be addressed in future work on the assessment. This section could be more *descriptive* of the vibrancy of Bridgend's culture around the arts, language, social networks, cultural activities, local food and drink, events, information networks and the nature of its volunteering. What is the current and potential cultural impact of social media on Bridgend's communities? How do Town centres contribute to cultural well-being across the areas?

Clearly there are some fundamental issues to be addressed if the assessment is to provide a nuanced and clear picture of well-being through its use of quantitative and qualitative data. Our suggestions above indicate that the assessment would benefit from more interpretative analysis, which is less data set led, and which will help you to understand the critical well-being issues for your area.

## 6. Key challenges

It is important that well-being assessments, in assessing the state of well-being, focus on key challenges to well-being over the short, medium and long term, as well as the positive attributes and assets in the area. This includes the trade-offs between different well-being goals, tensions, and deficits within the area.

As described earlier points in this document, the assessment provides data on a range of indicators which illustrate key aspects of well-being, but there is generally a need for more interpretation to identify the nature and the scale of the key challenges, trade-offs, tensions and how they impact on Bridgend. We need, across all themes, a clearer understanding of the *significance* of these issues to well-being and this is an area where we would expect the assessment to improve.

We understand that *strengths* and *challenges* have been listed at the end of each themed section – this is a helpful start and you could build on these with more explanation of them and what they are intended for. In some cases they seem to be unrelated to the preceding text (e.g. strength of volunteering under *Culture*). These are a mixture of challenges, observations and facts, and need a more detailed explanation of why they have been chosen and their implications for well-being and their importance to the PSB. How will they be used - how do they relate to each other? Clearly there are a number of strategic challenges which provide a backdrop to your assessment which perhaps need to be considered within a broader commentary at the beginning of the document. These challenges are common to all areas within Wales, but have little profile in many parts of the documents: How are the following issues impacting on well-being in Bridgend? inequalities in health and standard of living, infrastructural resilience, accommodating population change; limited resources for social care; under-provision of housing; people living in poverty; welfare reform; climate impacts; austerity; natural resource depletion. Existing data and information might help to provide a broad strategic context for work on the PSB. While these challenges are picked up occasionally within the text we need a broader and integrated understanding of how they inter-relate and how they might impact on Bridgend over the medium and long term.

We understand from the phone conversation that work is already underway to begin to interpret the data that has been collected to understand the key challenges to the area. We will be keen to see how you utilise the information gathered so far to better identify the challenges, and their inter-relationships, but also to explore how you might respond to these as a PSB.

## **7. Engagement, involvement and collaboration**

The WFG Act clearly indicates that collaboration and involvement are two of the five ways of working which PSBs need to consistently apply to their work. As a consequence, we have been particularly interested in the level and method of engagement, involvement and collaboration across the partnership in producing the assessment, including engagement with communities, public, third sector and private sector organisations.

We understand from the phone conversation and from Appendix 2, which outlines your engagement methodology, that you have clearly made an effort to engage with communities and understand their perspectives on well-being. We also understand the particular difficulties you have had on timescale, and the unique nature of your collaboration with Neath and Port Talbot PSB and Swansea PSB to align work on the Population Needs Assessment and Well-being Assessment.

It is clear that your response and the level of community engagement, despite your best efforts been very limited. This is something we would hope will improve greatly as the well-being planning process continues in Bridgend. It is vital that the ongoing process outlined by the legislation involves communities from across the area, and we would encourage the PSB to give serious consideration to how this can be done more effectively between now and the production of the final Plan. This is particularly important given the need to reflect individual communities from across the area (as outlined in point 3 above).

It is good to hear how much this assessment has acted as a catalyst to develop collaborative working across the PSB, and that work has continued in February to explore the data sets utilising a tool incorporating both the well-being goals and five ways of working set out in the WFG Act. This activity and any key findings from the sessions should be highlighted in the assessment if this is feasible before the final version. It would also be useful for the assessment to highlight the level of engagement with private sector in the process as it is unclear at present where their perspectives may have fed in.

## 8. Integration

One of the key aims of the WFG Act is to develop integration at all levels across the public sector. We believe it is important to understand the inter-relationship between environmental, social, economic and cultural well-being. As a result we have been keen to consider the level of integration between traditional policy and organisational silos in producing the assessment. It is important that the data listed in the assessment is explored across traditional policy and organisational silos, to interpret what this means for well-being in the area.

It is positive that you mention the importance of interconnections in the Foreword, but there is very limited evidence that data from each section (and within each section) has been considered alongside that of the others, or that the inter-relationships have been considered. These inter-relationships need to be explored as part of a wider effort to interpret the data gathered so far.

This is an area for you to give further consideration as you finalise your assessment for publication, and as you move toward well-being planning. There is scope for greater integration and more exploration of the relationship of policy/challenges between each theme – for example the economy and the environmental assets of Bridgend, between health, housing and income, between, business and transportation and the potential of both City Region projects. These inter-relationships are not currently reflected in the assessment and should be drawn out as part of a more interpretative and qualitative analysis and narrative as discussed above.

We understand from the phone conversation that this has been part of your approach to further engagement on the assessment in recent months. We will be interested to see evidence of this in the final assessment documents and plan.

Integration across well-being themes should be an important issue for the PSB to consider as it moves toward well-being planning, not least to understand how resources and public sector might need to adapt to address issues which cut across traditional policy silos.

## 9. Foresight and future trends

One of the key challenges from the legislation is to consider the short, medium and *long term* well-being throughout the assessment and Plan process. We are interested in the level of foresight and use of future trends analysis in producing the assessment and recognition of the well-being of future generations.

It is positive to see the sections on *Future Trends* within each theme which provides us with a short description of future 'issues' which are relevant to the particular theme. However the assessment would benefit from greater analysis of how these trends might influence well-being in Bridgend. This approach should be developed for the final assessment with some qualitative, interpretative analysis to make clear to the reader what is important about these issues for Bridgend in particular.

For example, is Bridgend's energy, water, transport, housing, soil quality and biodiversity resilient enough to provide the foundations for well-being for its communities and economy? Are there significant issues to manage over the long term (e.g. road investment)? Are there local issues to be managed over the long term (coastal flooding)? What are the long term challenges for dealing with multi-generational poverty in parts of Bridgend?

We also understand from the phone conversation that there is an opportunity to develop this area of work in your continued engagement on the assessment. Again, we will be interested to see evidence of this in the final assessment documents and plan.

The Welsh Government will be producing their Future Trends Report in May 2017. The current plan is to include six key themes: Population, Economy, Natural Resources & Climate Change, Health, Land Use & Infrastructure & Societal Change. As it develops your assessment will need to take account of data included in this, but should aim to provide a clearer emphasis on long term challenges to well-being in the initial assessment published in the coming months.

## **10. Cross boundary issues**

Integration and collaboration are central to public bodies applying the sustainable development principle to their activities. One of our aims has been to review the extent to which the assessment has considered cross boundary issues for regional and national action.

We believe that a more detailed understanding and analysis of key regional and cross border issues which affect Bridgend would be beneficial, to inform the well-being plan process. The assessment could provide a clearer explanation of the area's 'role' within the region. Does the collaboration with Neath and Port Talbot and Swansea offer opportunities for joint work to develop your understanding of this regional context?

Although there is reference to both the Cardiff and Swansea Bay City Region projects it is unclear what the implications of these major, long term investments might be for *all* aspects of community well-being across Bridgend. Even if the specific impacts are uncertain at present, it will clearly have an influence on cohesion, access to services, transport equality, resilience and so on. This was acknowledged in the phone conversation with you.

Greater insight could also be provided on the significance of commuting patterns to well-being in Bridgend, critical issues for transport infrastructure and the nature of inter-relationships with neighbouring authorities and other regional partners. It will also be important for PSBs to consider the conclusions of neighbouring local assessments of well-being as plan production develops.

This regional focus is something we would expect to feature in future iterations of the assessment to inform well-being planning in Bridgend, perhaps forming part of the broader context for assessment as suggested in previous sections of this feedback.

## **11. Data quality and data gaps**

The WFG Act intends that well-being planning will be a continuous process where the evidence base will be gradually improved over time, to enable public bodies and others to understand and plan for well-being in their communities. We are keen to understand the approach of PSBs to data quality and data gaps during the assessment and data issues moving forward.

This is an area where we would expect to see the assessment improve. All thematic sections would benefit from a summary of data gaps from different aspects of the work to understand what might be needed in the short term, medium and long term – i.e. what is missing that matters now to inform Plan development, what would be good to build over the medium term and what is needed longer term for improving data quality during the next year and beyond, helping PSB partners to build in data research and management into their business and corporate planning. It would also provide an indication to Welsh Government, the Office and Data Unit Wales on PSB needs.

## 12. Use of the sustainable development principle

The statutory guidance places a responsibility on PSBs to *maximise* their contribution to the well-being goals by utilising the sustainable development principle in the way that they operate. We have been keen to understand how the sustainable development principle and five ways of working have been utilised during well-being assessments.

Clearly there are already elements of your approach which show how the five ways of working have been considered as part of the process of assessment development:

*Long term* – through the Future Trends Sections;

*Involvement* – through the consultation work undertaken and currently underway;

*Collaboration* – through work with statutory partners on the assessment.

While *Prevention* is mentioned in the context of early year's intervention and environment, the assessment would benefit from a description of how the preventative agenda is critical to well-being planning and public service delivery.

Overall there is little evidence that the sustainable development principle has been applied as a *modus operandi* to this Assessment. (see comments on *Integration* in point 9). This is an area where we would expect to see evidence from PSBs of how the principle is being used to inform and improve well-being planning, including their choice of well-being objectives in the well-being plan.

## 13. Looking forward to plan production

A critical issue for our review of this assessment was whether the documentation was clear about how the work would be carried forward to develop local objectives and plan production.

However, this is an area you need to give some more thought to. The assessment would benefit from greater clarity on: the next steps; how individuals and organisations can remain involved; the timetable; and what the Plan is intending to do.

Importantly, this explanation needs to communicate how the material collected in the assessment is going to be used to formulate objectives for the PSB. How will the information in the assessment be used to develop priorities – are the Strengths and Challenges listed under each theme the beginning of this process?

Material from the *Introduction* on page 9 of the assessment could be used to provide the context at the beginning of the document and contain a clearer explanation of what the assessment is for and an outline of the process going forward.

## 14. Overview

The documentary analysis above has identified a number of areas where we believe the assessment could be strengthened, both in the short term, before its publication and over the medium term as the response analysis develops and the Plan is produced. In addition to this we organised a phone call to discuss the assessment with members of the PSB team who had been involved in the process. The aim of the phone call was to provide us with an opportunity to clarify/explore particular issues that our initial review has highlighted and to enable the PSB to flag up issues which are part of the broader context of assessment production.

A number of clear, recurring broad themes have emerged from our review and the conversation. It is clear that this has been a huge undertaking over a relatively short period of time, and that partners have put a great deal of effort into producing the draft assessment. It is clear that the assessment is very much a work in progress, but we believe this is at present too reliant on the data dictating the 'frame' for well-being and that Bridgend PSB should seriously consider adopting a broader strategic approach to the assessment with the data informing a more qualitative description of key challenges and strengths of the area. If the assessment is intended to inform strategic decision making across the partnership and enable you to understand where collective action is needed, then there is clearly more work to do to interpret data under each of these themes.

We believe the following issues need to be tackled to improve the assessment, which are applicable to Bridgend as a whole and for the individual community areas:

*strategic context* – setting a broader strategic context for Bridgend over the short, medium and long term to provide the 'setting' for the themes and measures

*well-being goals* – a clearer understanding of the relationship between the issues identified and the seven national well-being goals

*area and place* – a greater understanding of well-being within areas of Bridgend, its towns, rural areas, and coastal areas to better reflect the key issues for well-being in different localities

*integration across themes* – a greater focus on the inter-relationships between the data gathered and the implications of this for well-being

*interpretation of the data and significance* – more explanation of how the issues identified through the data impact on well-being of individuals and communities, and their significance across Bridgend

*social and cultural assets* – a broader understanding of social and cultural assets and their role in well-being across Bridgend

*regional context* – a greater understanding of Bridgend's place in the region and its inter-relationships with neighbouring areas and communities, including the potential influence of Swansea Bay and Cardiff City Region

*future trends* – greater attention given to the potential impact of long term trends on well-being in Bridgend as a whole, for particular communities and for future citizens

*moving forward* – provide a clearer description of how the assessment and data is intended to be used, how data gaps are to be managed and how well-being planning will progress

It is recognised that some of these may be addressed in the PSB's proposed activities between now and the final publication of the assessment.

We hope that the issues raised above will inform this collaborative work so that these elements are reflected more strongly by the PSB in the final Local Assessment of Well-being and throughout the well-being planning process.

## **PSB Overview and Scrutiny Panel Feedback**

### **Public Service Board Update and Introduction of the Assessment of Well Being in Bridgend County**

The Panel made the following comments in relation to the Assessment of Well Being:

- Members felt that the document was unduly negative in some areas, namely in relation to community cohesion and recycling.
- The Panel resolved that the Assessment used terminology that was difficult to understand and provided the example 'There is one Nitrate Vulnerable Zone designated to prevent pollution of nitrates to the groundwater' and 'chronic health harms'.
- The Panel queried the statement 'In 2016, Bridgend West saw the greatest proportion of GP recorded diagnoses of cancer in Bridgend' which was aligned to the reasoning that Bridgend West has a higher rate of older people resident within it. Members questioned whether this was the only reason.
- Members noted the lack of reference in the assessment to mental health and safeguarding and vulnerability of adults and children.
- Members resolved that it would have been beneficial to have received a copy of the consultation questions to be able to provide a view on them prior to consultation.
- Members of the Panel requested to receive a hyperlink to the Wellbeing Assessment at the start of the consultation period to enable the Panel to partake in the consultation and extend the invitation to local businesses, community groups and organisations in the area.

### **Forward Work Programme**

#### **The Panel concluded that:**

- Following the completion of the Assessment of Well Being Consultation, the Panel have asked to receive the Local Wellbeing Plan in its draft form at a future meeting.

## Appendix 9.5

Abertawe Bro Morgannwg University Health Board response.



Our Ref: AH/cw

Date: 28<sup>th</sup> March, 2017

Mr. D. Mepham,  
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Bridgend County Borough Council,  
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Bridgend.  
CF31 4WB

ABMU Health Board  
Headquarters  
One Talbot Gateway, Seaway Parade,  
Port Talbot  
SA12 7BR

01639 683302  
WHTN: 1787 3302

Dear Darren

Please find below the comments of ABMU Health Board regarding the Bridgend Wellbeing Assessment. We are aware of the comments made by Welsh Government and the Future Generations Commissioner and have kept our feedback at a high level rather than delving into the detail within the documentation.

We welcome the opportunity to comment on the Assessment, but should note that due to the timing of the consultation period, it has not been possible for this to be formally considered through appropriate governance processes within the organisation. All three Wellbeing Assessments for each of the local authorities within the Health Board's area will be considered at the meeting of the Board on 30<sup>th</sup> March, as previously indicated to the Public Services Board, alongside the Western Bay Partnership Population Assessment.

We have welcomed the refreshing approach taken by Bridgend Public Services Board to look at the challenges and opportunities facing us within Bridgend, the innovative approach taken to do this by focusing on the contribution we can all make to the big issues facing our population, and the fact that we have done this anew rather than just adapting the previous approach of the Local Services Board. We recognise that developing this new approach through the Public Services Board, in a genuine spirit of partnership, has taken some time but will reap benefits as we continue to take this work forward.

One of the lessons learnt from the preparation of the Wellbeing Assessments is that, in order for it to be most effective, this requires the full involvement of all four statutory partners in all stages of the development of processes and documents to support the PSB's work. We welcome the establishment of the focused Planning Group to support the work of



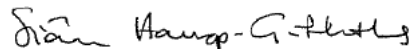
the PSB in further developing the Wellbeing Assessment, the resultant collective wellbeing goals we aim to take forward and the Wellbeing Plan resulting from this. While there are differences between the issues identified in the three Wellbeing Assessments across the ABMU area, there are also significant commonalities and similar priorities emerging, and therefore the Health Board welcomes the work that BCBC is doing to lead a collective discussion about how resources should be used regionally to take forward joint PSB priorities. We look forward to taking part in these discussions, with other statutory partners, about how these resources should be utilised.

We would be more than happy to discuss any of the issues we raise further.

Yours sincerely



**Andrew Davies**  
Chairman



**Sian Harrop-Griffiths**  
Director of Strategy

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