



Citizen Engagement Report

Well-being of Future Generations Act

Bridgend Public Services Board

February 2017



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February 2017

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1 Introduction

This report documents the findings of an independent assessment into the well-being of citizens in Bridgend. The Well-being of Future Generations (Wales) Act (WFGA) requires the Public Services Boards (PSBs) within each local authority area in Wales to obtain qualitative information as part of the assessments they are required to carry out. Miller Research in partnership with Bruce Whitear Consulting were commissioned to undertake the assessment.

The assessment involved the collection and analysis of evidence from primary (new) research as well as secondary (existing) information. Primary data collection was undertaken through a series of workshops / focus groups, one-to-one interviews with stakeholders, and an on line survey.

This report is structured into five chapters:

- Chapter 2 provides an overview of well-being in Bridgend by theme.
- Chapter 3 analyses well-being by Community Area
- Chapter 4 provides an overview of well-being for Citizen Groups
- Chapter 5 offers a summary and recommendations
- Chapter 6 provides context for the assessment by describing the Well-being of Future Generations (Wales) Act.

2 Well-being in Bridgend County Borough

This chapter of the report provides analysis of the research findings for Bridgend County Borough (subsequently referred to simply as Bridgend) for four distinct well-being themes:

- Economic;
- Cultural;
- Environmental, and;
- Social.

The purpose of this chapter is to provide research findings to inform the development of future well-being plans. The first section provides analysis of the research findings for Bridgend for each theme.

2.1 Research Findings

This section draws on the research findings to provide an assessment of well-being for each theme, for Bridgend. Each section broadly follows a similar structure. First, the meaning of each theme to the people in the area is discussed, followed by aspects that contribute towards well-being, and finally suggestions for how well-being can be improved.

Well-being is a well-known term within the Bridgend region with 88 per cent of survey respondents having heard of the term previously. The sentiment of well-being is predominantly based on physical and mental health, as well as happiness. Interestingly, around two thirds (61 per cent) of survey respondents mentioned words associated with health¹ when defining well-being whilst a third (33 per cent) of survey responses mentioned happiness².

2.1.1 Cultural Well-being in Bridgend

Respondents were asked what cultural well-being meant to them and the responses were coded into four distinct categories³ for analysis. Bridgend residents were most likely to define cultural well-being in terms of heritage, language, traditions and beliefs,⁴ with this category accounting for two fifths (40 per cent) of responses. During the workshops, the importance of (Welsh) cultural identity was reinforced by several participants, although there was a mix of attitudes towards the Welsh language. One third (36 per cent) of respondents felt that cultural well-being referred to arts, theatre, literature etc.⁵ and for 16 per cent of the survey sample, cultural well-being was related to sport and leisure activities. Approximately one in eight respondents (12 per cent) referred to education or learning as an aspect of cultural well-being. See Figure 1.

¹ The following search terms were healthy, physical, mental, emotional and healthier.

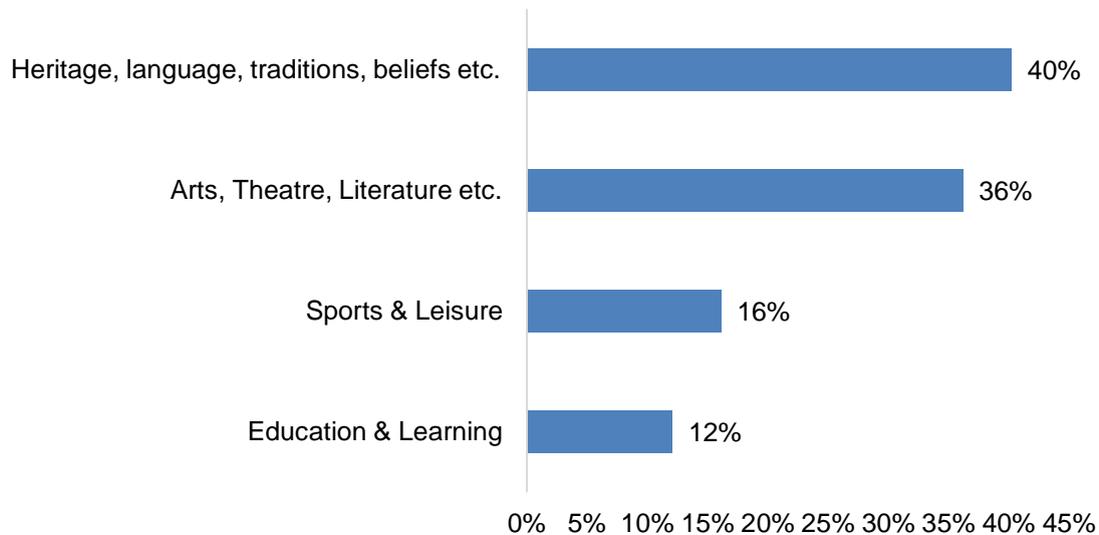
² The following search terms were happy, happiness, content and enjoy.

³ Categories were established following a content analysis exercise of the overall dataset (all three regions combined). Common factors were grouped until distinct and meaningful categories emerged. Qualitative findings from each region were subsequently categorised into the pre-defined groupings.

⁴ This category included the following related themes: Heritage, Language, Traditions, Beliefs, Customs, Wales / Welsh.

⁵ This category included the following related themes: Arts, Theatre, Literature, Museums, Cinema, Film, Poetry & history.

Figure 1 Meaning of Cultural Well-being Per Survey Respondents in Bridgend



Source: Miller Research (UK) Ltd. – Well-being Assessment Online Survey 2016. Base = 68

Note: total exceeds 100% because references to more than one category could be made in the same respondent’s comment.

Corroborating the survey findings, discussions held at the workshops in Bridgend focused on people having knowledge of their own culture – of Welsh and local traditions, heritage, and history. Furthermore, having opportunities to practice Welsh culture, such as themed events and cultural celebrations were also discussed.

Volunteering was mentioned by almost one third of the sample (31 per cent) as a way of achieving or supporting cultural well-being. This was followed by being able to access cultural services, facilities, and activities; libraries, art, theatre, museums or learning spaces (28 per cent). Taking part in learning and educational activities was mentioned by a quarter (25 per cent) of the survey sample as contributing to cultural well-being.

Figure 2 The meaning of cultural well-being – Survey Respondents in Bridgend



Source: Online Survey (Bridgend). N=58

Figure 3 Factors that improve cultural well-being – Survey Respondents in Bridgend



Source: Online Survey (Bridgend). N=51

One in ten of the survey sample mentioned that having enough time to engage in, or generally having more access to, cultural activities would improve their cultural well-being. To help people engage more in the cultural activities that do take place in the area, one

survey respondent noted they would like “more information on local group activities|” as well as “sample sessions on a variety of activities promoting cultural awareness”.

2.1.2 Economic Well-being in Bridgend

In general, survey respondents described economic / financial well-being as being a function of the amount of money (income) they had as well as their overall standard of living. Overall, 70 per cent of survey respondents mentioned words associated with money⁶ when defining the meaning of economic well-being. Approximately one fifth of respondents used the term ‘having enough’ to define economic well-being. This should be seen in the context of people’s definition of ‘having enough’ varying greatly – depending on their overall level of income / wealth; as illustrated by the following two quotes where for one commentator, ‘having enough’ means being able to pay the bills; compared with the other commentator for whom ‘enough’ means being able to engage in social activities and to pay for holidays:

“Having enough money to live comfortably, not getting into debt and being able to pay your bills.” (Survey respondent).

“Having enough money to maintain a reasonable quality of life, which involves having enough money to pay for occasional holidays and social activity.” (Survey respondent).

Figure 4 The meaning of economic / financial well-being – Survey Respondents in Bridgend



Source: Online Survey (Bridgend). N=73

Figure 5 Factors that contribute to economic / financial well-being – Survey Respondents in Bridgend



Source: Online Survey (Bridgend). N=69

The biggest contributing factor to economic well-being in the Bridgend area was having a job. Seven out of ten respondents (70 per cent) mentioned the word ‘job’ when asked to describe what contributes to economic / financial well-being – and as many as nine out of ten (89 per cent) when the words ‘employment’ and ‘work’ were included. Allied to simply having a job, emphasis was placed on it being well-paid employment with job-security.

There was also a social element to economic well-being in that for many, being able to financially support family and friends to achieve financial security was important. The effects of financial insecurity were discussed at stakeholder workshops, with several commentators

⁶ The following search terms were money, income, finance, financial, financially, pay, afford, earnings, salary and pension.

highlighting the stress and uncertainty created by not knowing if there would be enough money to pay for essentials such as household bills.

An increase in income⁷ (or related sentiment) was mentioned by 81 per cent of survey respondents as a factor that would improve personal economic well-being. In addition, a reduction in the cost of living – specifically the price of items such as food, fuel, utility bills and fitness activities was frequently mentioned. These combined elements illustrate aspirations to either achieve a higher standard of living through an increase in disposable income, or an increase in financial security through reduced costs and earning sufficient to get by as the main contributors towards achieving economic well-being.

Interestingly, at the workshops, participants discussed how economic well-being can be improved over time if there are accessible (affordable) ways to improve prospects, such as developing skills in classes that may open doors to better employment options.

2.1.3 Environmental Well-being in Bridgend

Almost a third of survey respondents (31 per cent) referred to issues around a clean environment or a safe environment when describing what well-being meant to them, with 29 per cent of respondents relating it to outdoor space⁸. Typical comments included;

“being able to enjoy our natural resources and surroundings” and, *“a clean, safe, well maintained attractive town/village with sufficient amenities”* were received.

Figure 6 The meaning of environmental well-being – survey Respondents in Bridgend



Source: Online Survey (Bridgend). N=65

Figure 7 Factors that will improve environmental well-being – survey respondents in Bridgend



Source: Online Survey. N=57

Being able to access a good, clean environment was seen as the key contributor towards achieving environmental well-being – as evidenced by one third (34 per cent) of the sample mentioning related words. In a similar vein, workshop attendees noted that being able to access a good quality environment was conducive to better physical and mental health. A quality environment was defined as one that offers green open spaces, and was free of litter,

⁷ The following search terms were used: pay rise, salary increase, pay increase, more money, increase in salary, pay, paid more, better pay, better paid.

⁸ The following search terms were used: green, space, outside, outdoors, outdoor, open, nature, natural.

pollution and traffic. The most frequently mentioned improvements that would enhance environmental well-being were for there to be better / more / improved facilities, and to have better access to them. Words related to the environment being cleaner with less ‘litter’ and ‘rubbish’ were mentioned by around one fifth (21 per cent) of survey respondents.

Similarly, at the workshops, ideas for improvements centred on key themes such as litter and dog mess reduction, cleaner air (less pollution from traffic and industry, smoking bans), better access and parking, and a more visible police presence (community safety).

The other key aspect of environmental well-being was the value of landscape and seascape in boosting well-being. Walking and cycling along the coast, in parks or on the hills were all valued in terms of their well-being contribution. Some participants mentioned that having better access to open spaces near urban conurbations would help people enjoy them more and there was a particular issue with connecting cycleways to towns and open spaces.

2.1.4 Social Well-being in Bridgend

Social well-being means having a good network of friends and family⁹ for the great majority of those responding the survey (71 per cent). Slightly less than one in ten people (7 per cent) referred to happiness or related words¹⁰ to describe social well-being.

The main contributing factor towards achieving social well-being among survey respondents was being able to spend time with family and friends – with three quarters (75 per cent) of the sample mentioning these or related terms¹¹. Slightly less than half of the sample (44 per cent) made reference to being more active as a contributor towards achieving social well-being.

Figure 8 The meaning of social well-being – Survey Respondents in Bridgend



Source: Online Survey (Bridgend). N=69

Figure 9 Factors that will help to improve to social well-being – Survey Respondents in Bridgend



Source: Online Survey. N=67

A quarter of the survey respondents (24 per cent) mentioned that having enough time to engage in social activities would improve social well-being. In the workshops, people also discussed that their social well-being is limited by time. Anti-social or long working hours

⁹ Search terms used: Family, friends, friend, families, social.

¹⁰ Happy, happiness, satisfied, content.

¹¹ Search terms used: Family, friends, friend, families, social.

were cited as preventing people from engaging in activities that contribute to social well-being - such as seeing friends and maintaining relationship networks. Clearly therefore, better working hours, the means to access social opportunities such as a more effective transport infrastructure and local opportunities for social activity are all factors that would contribute positively to increased levels of social well-being.

Many participants noted that, if they had the time, they would become more involved in community-based activities and events. It was noted that being a part of a community also offers a network of support - especially for the elderly and other people with increased need such as single parents. Finally, support networks could also be improved by increased awareness and better communication with the public about local services. For example, many would like more points of contact and information about what is available to them in their local area.

3 Well-being by Community Area

This chapter of the report explores the three community areas in the Bridgend region (Bridgend North, Bridgend East and Bridgend West) by the four well-being themes (cultural, economic, environmental and social well-being). This draws upon the primary research carried out via the online survey and workshop groups as set out in the methodology above.

3.1 Bridgend East

Cultural Well-being

In Bridgend East, consultation showed a broad understanding of the term cultural well-being. The online survey respondents acknowledged the value of access to and participation in cultural activities;

“Having a sense of belonging and being part of a Welsh community”.

Whilst there was acknowledgement of the importance of Welsh heritage, as part of cultural well-being, there was relatively little reference to Welsh language.

Respondents also saw cultural well-being in terms of art galleries, theatre, music and outdoor events, especially with an emphasis on learning or experiencing new ideas. One online survey respondent summarised cultural well-being as:

“Individuals and communities participating in recreation, creative and cultural activities and the freedom to retain, interpret and express their arts, history, heritage and traditions.”

There was also a smaller group of citizens who referred to having beliefs and traditions respected – whatever they may be.

Survey respondents noted volunteering as a significant contributor to their cultural well-being, especially when volunteering with children. Also, being a member of a community group such as a sports club or activity group could enhance the social connection with others and hence develop a sense of building cultural well-being. The workshops with members of the community noted good historical sites nearby, and beaches and walking are all available locally, which could contribute to their cultural as well as physical well-being. However, sport was seen by many people as too expensive due to the perceived high cost of charges for sports fields.

There were a number of suggestions for improvements to cultural well-being within Bridgend East that align with the broader suggestions for the Bridgend area. These included: improvements in local transport to improve access to local services, also ideas around more events, developing a theatre in Bridgend and increased promotion and support for volunteering in the area. This was supported by those engaged through the workshops, which noted the need for youth shelters, cooking and Welsh courses to engage and inspire people in the area.

Economic Well-being

The understanding of economic well-being in Bridgend East directly aligns with the perspective held more broadly across Bridgend. Survey respondents focused upon income and having enough money to maintain their standard of living. Similarly to the position elsewhere, the requirements for income varied according to need; but as a baseline included payment of utility bills, food, clothes and essentials for running a home and supporting a family.

Employment and security of employment provided the biggest contributions to perceptions of economic well-being, although some individuals strived for a well-paid position to allow for greater financial security. Financial insecurity was seen as having a potential negative impact on the mental health of individuals, through the stress it could bring.

In terms of improving economic well-being, respondents from Bridgend East predominantly referred to an increase in their income and/or a reduction in the cost of living. A number of specific areas also discussed included:

- greater flexibility of working hours;
- increased job prospects for individuals with a learning disability;
- security and stability in the economy, and;
- reduced travel costs and better transport links to major cities.

The workshops also suggested that citizens would like to see lower council taxes to reduce their household outgoings and build financial security.

Environmental Well-being

Survey respondents noted environmental well-being in Bridgend East was about having a “*clean and safe community*” in which to live and work. This included discussions around:

- clean environment, with no air pollution;
- provision and maintenance of green spaces and natural environment for children;
- effective, accessible recycling and no rubbish / littering / fly tipping;
- healthy ecosystems, and;
- quiet places.

In discussion it was felt that the individual connection with the environment, such as actively participating with the area in which you live, was an important aspect of environmental well-being. Also, some survey responses defined environmental well-being in terms of being accessible and safe for everyone, with effective policing. Hence the term environment saw a range of interpretations from different stakeholders taking part in the survey.

In terms of contributors to environmental well-being, respondents emphasised the benefits of a high quality natural environment, especially having access to good quality and clean beaches, hills or country walks. Cycle paths were also seen as a key element of encouraging people to engage with the environment. Gardening and community growing were valued by several of those consulted; activities which offered social as well as environmental gains.

Access to services was also seen as a contributor to environmental well-being in terms of good waste disposal and recycling services, clean town centres and ample pedestrian access in town.

The engagement process asked citizens what would improve their environmental well-being and Bridgend East survey responses discussed a wide range of possibilities including:

- Walking and cycling rather than taking the car;
- More community growing and sharing of produce;

- Improving natural environments to increase enjoyment of them;
- More community activities around environmental initiatives, to build cohesion;
- People being rewarded for taking responsibility – perhaps via a reduction in council tax for maintaining community green spaces.

The workshops also noted the need for more services for disabled individuals and young people in the community; there is not enough in the area to keep them engaged. These areas of improvement are fairly consistent across all areas, but applicable to Bridgend East.

Social Well-being

The definition of social well-being for respondents from Bridgend East was similar to that across Bridgend as a whole, with a focus upon social connections with friends, family and the wider community seen as important. One survey respondent defined it thus:

“(the) social interaction with friends or groups within the community that share the same interests, or involvement with support groups that can give help and advice”.

Contributing factors to social well-being in Bridgend East had an emphasis upon being healthy and physically active; to “*get out and about*” and participate in these activities as part of a social network, who could provide the mutual support to encourage participation. One survey respondent said that their social well-being was built on;

“Going to the gym, going walking, making use of the countryside and local beaches to have a feeling of well-being, doing this with family or friends...”

For some people, social well-being was underpinned by factors such as managing stress, feeling positive at work or being valued for their contribution to family or society.

Stakeholder engagement through the workshops highlighted that housing issues can have an impact upon social well-being, in terms of housing shortages and the supply of affordable housing and also a reported lack of provision of vital services such as schools when new housing developments were built in the area.

In terms of factors which could improve social well-being for respondents from Bridgend East, issues included developing a better work-life balance, increased social connection with other members of the community and more time to engage with others.

Stakeholder engagement workshops reported access to GP services to be a challenge, especially in terms of waiting times on the phone and access to book appointments online. One stakeholder felt they did not have control of their health because they could not arrange to see their allocated doctor when they needed to. Also in the workshops, one person who was a working carer felt they were not well supported in terms of recognition in the workplace of the need for flexibility for carers.

Specific areas to improve social well-being in Bridgend East from survey respondents included:

- New approaches to securing improved and cheaper healthy activities, for example more cost effective swimming pool and gym membership (possibly around off-peak access, for example?);
- Free or subsidised childcare for parents with children under seven;

- Improved housing in the area especially areas such as Pyle, Cornelly, Wildmill and Pencoed (following the model in Nansleden in Newquay, based on Prince Charles' principles for community architecture);
- More investment in social activities for children with additional needs;
- More organised community activities and low cost events utilising public spaces such as beaches or countryside to attract visitors and locals.

Workshops also noted the need to improve some key health services (e.g. GP access, dementia and hospital services) as part of social well-being for individuals in Bridgend East.

3.2 Bridgend North

Cultural Well-being

Definitions of cultural well-being put forward by survey respondents from Bridgend North generally aligned with those from other areas of Bridgend. These centred on:

- Accessing and participating in activities to create a sense of belonging in the community area;
- Having access to cultural provision in terms of heritage, arts, libraries, cinema, theatre and music;
- Engaging with Welsh language (more than in other parts of Bridgend), history and culture, including access to adult education and local interest clubs.

This was summarised by one respondent as:

"A sense of belonging and pride in my community, my Welshness, language and history".

In terms of factors that contribute to cultural well-being in Bridgend North, respondents suggested the celebration of Welsh heritage and culture as central factors; especially through *"schools teaching welsh, celebrating St David's day, the National Eisteddfod"* and Welsh language events. The speaking of Welsh and it being valued as a language were important to those attending the drop-in sessions, although one workshop attendee was concerned that she was losing the ability to speak Welsh through lack of opportunity to practice. The need for continuing adult education was widely raised as an issue for maintaining cultural well-being in the area.

Another workshop attendee noted the significance of sport to the local culture, citing the number of rugby clubs in the area and the social cohesion created around these institutions. The range of sports and the volunteering opportunities they brought were seen as contributing to cultural well-being in Bridgend North.

In response to the survey question "what two things do you think could improve your level of cultural well-being?" the most common responses related to ensuring access to cultural activities in the area. This was an area of concern to some of those consulted with, who cited issues such as threatened facilities (especially libraries), the cost of attending the cinema or theatre and the need for improved promotion to provide information on what is available. Further suggested improvements from survey respondents in Bridgend North are outlined below.

- More events to bring communities together and celebrate equality and diversity;
- Improved availability and choice of local adult education courses;

- Development of more local activities in the evening, including in areas such as literature and archaeology;
- More information on events in the area;
- More social events for Welsh speakers (adults and children);
- Maintain libraries (such as Maesteg Library).
- Lower priced access to theatre / cinema and more offered locally (rather than travelling to Cardiff to access culture);
- Workshops attendees were also concerned about a lack of facilities (cinema, theatre and bowling) and the library moving to beneath the Town Hall, as well as the lack of communication about the move.

Economic Well-being

It was notable that in Bridgend North, one fifth of survey respondents mentioned words associated with money¹² when defining economic well-being, as opposed to 70 per cent of across Bridgend as a whole. In Bridgend North there was a greater focus on individuals' concerns, debt and worries around not having enough money to financially support themselves. One survey respondent encapsulated this by defining economic well-being as:

"A reasonable standard of living without fear of poverty."

Another defined it thus:

"Having enough money to be fed, clothed and housed without stressing where your next pay check will come from."

This suggests economic well-being for many people in Bridgend North relates more to financial security than being focused upon levels of disposable income for extras or luxuries.

In terms of factors that contribute to economic well-being, the picture in Bridgend North was similar to the other community areas, although possibly reflecting a lower standard of living overall. The biggest contributors were *"having a job"*, job security and providing for one's family. Other factors included being able to afford a house free from damp and for those with a good job, having some disposable income for social activities and travel.

Also mentioned in the survey was the need for a good work-life balance to allow for other activities in daily life to maintain both economic and social well-being.

However, at the stakeholder workshops it was suggested that a lack of employment opportunities for young people in the area could be affecting their economic well-being, as they had to look further afield for work. One older respondent described a *"devastating jobs picture"* for young people and contrasted the situation now with the picture when he was young and there was effectively full employment in the area. Workshop attendees also focused upon benefits issues and the closing of local factories (e.g. Revlon) as key challenges to the economic well-being of some people in Bridgend North.

The survey also asked respondents "what two things do you think could improve your economic well-being?" In keeping with the Bridgend region as a whole, respondents from Bridgend North focused upon a rise in income to offer *"a yearly pay rise in line with inflation"*

¹² The following search terms were money, income, finance, financial, financially, pay, afford, earnings, salary and pension.

along with lower cost of everyday goods. Other specific improvements cited by those from Bridgend North included:

- Building a local employment base;
- Supporting those struggling through reduced costs such as council and income tax;
- Building a supply of cheaper fresh food sustainably sourced;
- Providing access to cheaper swimming locally, and;
- Increased financial literacy, including knowledge of finance and pensions.

Environmental Well-being

Survey respondents from Bridgend North defined environmental well-being in a similar way to those elsewhere in Bridgend, with a focus on living in a clean and safe environment. One survey respondent stated environmental well-being means:

“Living in a safe area with plenty of clean outdoor spaces and lots of places to visit locally”.

There were discussions around safety in the areas where people live and work, living without pollution and the provision of clean green spaces; trees and parks. Some respondents also discussed issues of civic responsibility and pride; not littering, looking after the garden and keeping the house painted for example.

One individual defined well-being in terms of;

“How the environment affects mental and physical well-being, this could be internal and external”.

Access to green, rural and coastal areas were identified by survey respondents as key contributors to environmental well-being and were consistently reported upon. It is therefore not just the provision of outdoor areas (for example, parks, woodlands, children’s play areas, mountains, nature reserves, walking trails and beaches), but it is important where they are in the community for people to be able to easily visit them. One workshop attendee pointed out that citizens need to learn to appreciate the value of the outstanding natural landscape available to them and to start to use it more.

Another contributor to environmental well-being was the condition and maintenance of the more urban areas, through managing litter (including chewing gum and dog fouling), maintaining clean air and removing / discouraging graffiti. Workshop attendees noted the parks were generally well kept in this community area and one pointed out that provision of spaces for dog walking helped to manage individuals’ depression and also brought benefits in terms of social cohesion.

Town centres in Bridgend North came in for criticism in terms of their environmental value, with run-down buildings and empty shops and grass frequently not cut. One stakeholder made the link between making the built environment look more attractive and greater respect being shown for the area.

Bridgend North survey respondents suggested a range of ways to improve environmental well-being in this community area. This is somewhat in contrast to other well-being themes that have less specific areas for public services improvement. Some of the suggested improvements included:

- Better resource management – reduction in litter and fly tipping, less dog fouling, cleaning footpaths, recycling services and better local amenity site (It was suggested that long queues lead to fly tipping);
- Highway developments - better maintained roads, speed restrictions on residential roads to increase feelings of safety and reduce noise;
- Ensure parks stay open to maintain access to green spaces;
- Investment in keeping the environment safe/clean;
- Safe cycle routes and more trails connecting into residential areas, for leisure and work;
- Better upkeep of children’s areas and more safe places for children to play;
- Better public transport links, especially to parks and coastal areas to maximise access;
- Increased policing on streets, especially tackling drugs and in the evenings or at night, and;
- More employment locally, to reduce travel to work times and enable cycling.

Social Well-being

Survey respondents from Bridgend North mainly defined social well-being in terms a strong emphasis on social connections with family and friends and, to a lesser extent, the wider community. Social well-being allows for interaction and integration with other individuals, for example:

“The extent to which you feel a sense of belonging and social inclusion, a good lifestyle, and way of living together, valuing systems, traditions and personal beliefs.”

For many respondents being active and maintaining good health was a contributory factor to their social well-being, with several references being made to going to the gym, running and physical fitness. One example from the survey was that *“being active, friends, family and working in a job I believe in”* all contributed to social well-being.

This was supported by workshop attendees who noted the value of recreation for adults and children in the area, including the need for a swimming pool and the availability of sports such as riding, archery, cycling and karate (at Nantymoel). The social cohesion offered by these sports was said to be largely unrecognised at present. In Maesteg, rugby has much more of a presence and this provided a social focus for some workshop attendees, as well as opportunities for fitness. In addition, hobbies, activities, and a connection with the natural environment all contribute to social well-being according to respondents on the online survey.

Workshop attendees also reported on health care service provision being an important contributor to social well-being, as the area was felt to have better services than some other areas, enjoying close proximity to the hospital in Bridgend and short waiting lists for GP appointments. There were some issues raised about support for young people with mental health issues in the area, however.

Education and adult learning were raised in the workshops as being vital to social well-being, as they could foster a sense of community and concern for others. One workshop participant felt that the demise of the chapel as a central part of the community had impacted

beyond a reduction in religious participation as the chapel used to be the focus for a wide range of social and learning activities that brought people together. Similarly, the market used to provide a social focus for residents, but this has now become much less used.

A workshop attendee discussed the closeness of the community in Maesteg, but noted that it can be hard to integrate without a way in. They noted the influence of community groups such as the Garnwen Trust in bringing together the local community and contributing to their social well-being. Another participant made the point that communities need to take control of their own destiny, especially as many of the support networks delivered through employers, religion and sport were less influential than they had been in the past.

In Bridgend North, there was a greater reported focus on work-life balance than in East or West Bridgend; with several respondents stating that having more time would bring about the greatest improvement in their social well-being.

Further specific factors that respondents felt would improve social well-being in Bridgend North included;

- Improving physical activity facilities – reduced costs and more accessible activities;
- Better public transport;
- Retaining Maesteg library;
- Flexibility and reduction in working hours;
- Activities for children from all social backgrounds;
- Increased local clubs / activities for people to join.

3.3 Bridgend West

Cultural Well-being

Respondents to the online survey were most likely to discuss access to cultural services in response to the survey question: “Thinking of cultural well-being, what you think this means or refers to?” The activities and services that were identified with cultural well-being included public libraries, music events, life-long learning, museums, theatres, cinemas and art. Being able to understand and appreciate Welsh culture, language and history were seen as an important part of cultural well-being, as was a more active sense of citizenship in terms of sharing values, social practices and behaviours with others in the community.

In terms of factors that contribute to social well-being in the area, there was an emphasis on activities such as volunteering and the benefits it brings to volunteers as well as beneficiaries, celebration of religious events, access to education, and opportunities to practice the use of Welsh language.

The key improvements for cultural well-being in Bridgend West identified from the survey were about improving access to arts, culture and education and strengthening a sense of local culture:

- More events to celebrate culture;
- *“Adult education linked to culture rather than employment”;*
- *“Less apathy and more involvement by every level of the community.”*

- Local amateur dramatic groups to perform at local Pavilion – reduced costs for booking centres;
- Increased funding for public libraries and a holistic pan-Wales library service.

There were two responses which referred to concerns about Welsh culture becoming diluted by immigration, which are mentioned for the fact that they stood out in terms of this not being an issue for the majority of those consulted.

Economic Well-being

Economic well-being in Bridgend West was again defined by survey respondents around sufficiency; for people to live within their means for housing, clothes, food, bills and social activities. This is supported by a quote from the survey that defined economic well-being as;

“Not worrying about the next mortgage payment, bills payment, weekly shop. Being able to cope with things that come up like children’s school trips that you hadn’t planned for. Living within your means”.

In common with those from other community areas in Bridgend, respondents discussed the contributors to economic well-being in terms of having a job and being financially secure. However, respondents noted the challenges of maintaining economic well-being in an uncertain economic climate:

“I have to work two jobs to support myself and run a home and still only scrape by! I don’t think I have financial well-being!!”

Issues of working poor were common to all areas of Bridgend, illustrating that economic well-being needs to be underpinned by employment with a good rate of pay. Several references were made to pay freezes or below inflation settlements, especially in the public sector.

Improvements to economic well-being in Bridgend West put forward by survey respondents were similar to the other community areas in terms of focusing on higher pay or lower living costs. However, in Bridgend West there were more references to wider issues such as the availability of mortgages for first time buyers, costs of higher education and interest rates on savings, as well a reduction in the cost of living through rents, fuel, food and everyday items.

Further suggested improvements for economic well-being in Bridgend West included a reduction in transport costs, an appropriate cost of leisure activities and *“more affordable activities available locally”*.

Environmental Well-being

Bridgend West community area was largely aligned with Bridgend North and East around what environmental well-being means to respondents to the online survey. This focused on enjoyment of a clean and safe environment for working and living. Respondents also spoke of an area free of pollution, with low flood risk, and with well maintained, accessible outdoor spaces. Respondents in Bridgend West took a slightly more holistic perspective by considering issues such as bio-diversity, being able to thrive as a human and

“maintaining a healthy environment, domestically, locally, regionally and globally”.

This was unusual in terms of considering the broader environment rather than just the specific community area that individuals lived in.

Survey respondents from within Bridgend West reported having access to outdoor spaces and the ability to take part in activities in these spaces as major contributions to their environmental well-being. For example, access to safe cycle routes (and more dedicated cycle routes into towns) and natural open spaces to see and visit; including coastal areas that have clean seas and beaches. This was supported by workshop attendees who gained environmental well-being from “sitting by the sea” and being mobile to visit different places. The survey also suggested the smoking ban in public places has contributed to environmental well-being and there was a perception that levels of air pollution were better in Bridgend West than in some other areas of the UK.

Other positive factors discussed included low levels of vandalism and crime, with an appropriate level of police deterrence, provision of traffic-free spaces and good places to eat, drink and socialise with friends.

Stakeholders through the online survey reported improvements to their well-being could be made through the following developments:

- Improved maintenance – overgrown hedges and verges cut back, lawns mowed and maintained regularly, cared for community spaces, brighter public spaces using flowers / trees / planting to enhance the area;
- More services / activities for young people to engage with;
- Information about ‘supervised’ access to open space and transport to areas;
- Increased protection for wildlife and birds;
- Improved resource management – improved refuse collections and reduced litter;
- Improved cycle safety and facilities (on and off road routes, secure bike and shower facilities at strategic locations);

Bridgend West had less of a focus on resource management than the two other community areas in Bridgend, but a greater focus on local authority maintenance of verges/hedges/planting.

Social Well-being

Perceptions of the meaning of social well-being in Bridgend West taken from the online survey were focused on good social connections with family and friends:

“Having a healthy social life with a close network of friends and family”

Again, this goes beyond social connections to discuss integration within the wider community and feeling a part of the community. Social well-being was also taken to mean allowing for the shared experiences of social practices in a community area and overcoming feelings of loneliness, isolation or being different.

Bridgend West survey respondents also talked about the factors which contributed to their social well-being, focusing on friends and family, the support gained from them and the well-being developed in turn by supporting them.

As in Bridgend North and East, being physically active and in good health was seen to contribute to social well-being, along with volunteering. A workshop attendee noted the wide range of interest groups that are available in Bridgend, although there were widespread perceptions of poor public transport links; infrequent with no service in late evenings.

Bridgend West respondents suggested potential areas for improvements to their social well-being as achieving a better work life balance to ensure they had time to engage in social activities and to spend with their with social connections. Specific areas to be improved included:

- More social and learning or volunteering activities for the elderly;
- Better provision of smaller, affordable homes for older people;
- Better restaurants in the community area, with more of an emphasis on local produce and healthy eating;
- Better public transport provision;
- Increased opportunities to participate in sport/social activities through establishment of facilities in smaller communities.

There are therefore a range of aspects of service provision outlined by responses to the survey that suggest areas for improvement within services in Bridgend West.

4 Well-being by Citizen Group

This section considers the specific reference made to the groups listed in the requirements of the WFGA;

- People who are considered vulnerable or disadvantaged; e.g. the financially excluded, domestic abuse victims and those who experience income inequality and environmental problems.
- People possessing a protected characteristic under the Equality Act 2010; age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion and belief, sex and sexual orientation.
- Children, meaning people under the age of 18, including those living in poverty and the impact this is having on their lives and overall well-being; children who are homeless, asylum seekers, Gypsies and Travellers or children experiencing or witnessing domestic abuse.
- Young people who have been looked after, accommodated or fostered and are entitled to support.
- People who may have need for care and support; or people who provide or intend to provide care and support.

Where possible the data has been split by type; primary and secondary sources, and well-being theme; economic, cultural, environmental and social.

4.1 People who are considered vulnerable or disadvantaged – Bereavement Care

Miller Research engaged with an organisation that offered bereavement services to adults, children and families, but with a particular focus for the purposes of this study on bereaved children. The service providers felt that long waiting times for support had a negative impact on bereaved children's mental well-being. Some potential users ended up making use of alternative adult-oriented services in order to achieve counselling support.

4.2 People possessing a protected characteristic – Race/Religion

Within one of the drop-in workshops in Bridgend a participant brought up their experiences of social exclusion due to their race and religion. They explained that people frequently asked about their origin or where they came from, which they found compromised their social well-being. The respondent promoted awareness campaigns to ensure respect from others and a better environment in which to live.

4.3 People possessing a protected characteristic – Children and Young People

In order to engage with children and young people, two schools were visited in Bridgend: one secondary Welsh medium school, and one English medium ALN school that combined primary and secondary levels. Irrespective of school and year group, there were similarities in terms of responses.

None of the students engaged with were confident in using or defining the term 'well-being'. In the Welsh medium school, none were familiar with the Welsh word for well-being – 'Lles'. (Welsh medium school, Bridgend). Definitions covered elements relating to economic, environmental, social and cultural well-being, such as:

"Your health, the way you live, the area you live, family, friends, and things you are involved in like sport etc." (Welsh medium secondary school, Bridgend)

The students in the ALN school in Bridgend were very unsure about what well-being meant. Due to the confusion in the ALN groups about the terminology being used, 'well-being' was altered to help understanding. Rather than 'well-being', a broader phrase '*feeling comfortable, healthy and happy*' was used instead and was more readily understood.

Asked what helps contribute to a sense of well-being, consistent responses were received suggesting an emphasis on domestic and personal relationships. Pupils in one school (Welsh medium secondary school, Bridgend) summarised this concept of well-being as follows:

"Family - make you feel good, supportive, love you. More important than friends. They put their lives on hold to look after you and always want the best for you. You feel loved and safe";

Friends – "they're always there for you - to talk to, to have fun with, trust them, they are honest with you, have an influence on you and push you to do better";

"How you look - looking good gives you more confidence, you feel happy";

"Where and how you live - the area and your standard of living", and;

"How people treat you - if this is good, it makes you feel good"

Having talked about well-being in general terms, well-being was then discussed in relation to the four categories of Social, Cultural, Environmental and Economic. The detail of responses varied according to their perceived relevance.

Social Well-being

Social well-being, taken to mean socialising and friendship, was considered very important for well-being. Many described how family and friends help with confidence and motivation. This was especially key to well-being for ALN students.

In general, young people and children described how they would like to see more events and things to do with their friends and families. In Bridgend and Maesteg, the shops were described as "rubbish". Students talked of frequenting MacArthur Glen, the out of town shopping and cinema complex.

A common refrain was that there was nothing they enjoyed doing in their local town and that they did not want to just go to the park. Rather, they wanted somewhere safe where they could "hang out". In order to achieve this, the view was expressed in one group (Welsh medium secondary school, Bridgend), that they had to travel to Cardiff or Swansea for "decent shops", which they didn't feel was acceptable.

Organised activities were seen as an important way of developing social well-being, as described in several schools. Activities could be carried out via school, within school, or outside of school, with examples provided as described below.

The ALN school offers activities such as dance, choir, swimming, dodgeball, football, art club, drama club, discovery days (summer holiday respite care) and gardening. Two participants from the ALN school in Bridgend also attend(ed) Brownies and Scouts.

ALN schools in particular offered numerous extra curricula activities for their students, feeling that the provision for children with ALN outside of school was very poor.

“There is hardly any provision out there for our children. The little provision that is on offer mostly needs to be supervised. So then the parents have to attend the clubs with their children which removes their independence and inhibits socialisation” – Staff (ALN school, Bridgend)

In addition to face to face socialisation and taking part in activities, social media was mentioned by many as a tool for keeping in contact with friends. Many participants were aware of both the benefits and dangers of social media. They appeared informed of risks such as befriending strangers online, using social media as a social life replacement and the potential for private issues to be posted on a public platform.

For those at secondary school, a common refrain was that school was not helping their well-being at the moment because of exam preparation. This was true for both Welsh and English medium secondary school students. Worries about exam preparation led to discussions of the pastoral care provided in schools. Some of the English medium secondary school students were very pleased with their pastoral care, having a well-being officer, counsellors and very friendly and helpful teachers. All the students felt they could access support from the staff whenever they needed.

Cultural Well-being

The idea of cultural well-being was particularly hard to define amongst children and young people. Mention was occasionally made of church, but talk of active engagement with church was rare. One student at the ALN school in Bridgend described attending church and enjoying activities such as The Big Church Day Out and camping.

Environmental Well-being

Discussions of environmental well-being led to differences in understanding. Some viewed it as relating to good infrastructure, whereas others focused on sustainable behaviour for the natural environment. Some viewed it in the context of access to sport infrastructure. Positively, amongst the majority of the children and young people taking part in the fieldwork, the view was that they had sufficient access to areas for sport, and that the places they attended were generally in good condition.

Economic Well-being

Economic well-being, as a term, was generally well understood by children and young people in relation to financial situations i.e. earning an income. For some children and young people, having their own pocket money meant they were able to buy what they wanted without asking. Having money and/or a bank card (owned by three out of the six in one group¹³) made them feel mature. They liked the way in which having money meant they could go to places with friends, buy new clothes and make up which made them feel positive. Some students in English medium secondary schools felt that they should have better education in financial literacy.

¹³ Welsh medium secondary school, Bridgend

Summary

Overall, social well-being arose as the most significant element of well-being for these children and young people in Bridgend. Many of the participants expressed satisfaction with their current domestic and personal relationships, but commented on a lack of activities to take part in, external to those provided by educational institutions. Recommendations on how to improve social well-being thus prioritised the establishment of clubs, sports centres, activities or classes outside of school. This could also increase community engagement.

Economic well-being aligned with young peoples' perceptions of having control over day to day life, such as the ability to access services and purchase desired products. In Bridgend, students commented that they lacked proper education in financial matters, with participants commenting that they do not have access to adequate financial information. We would therefore recommend that services and young-people friendly financial information is made available to secondary school pupils in Bridgend.

Cultural well-being did not arise as pertinent to these participants' overall sense of well-being.

Environmental well-being had many different connotations but the most significant aspect was that children and young people wanted to feel safe and enjoy spending time in their local spaces such as parks and shops.

4.4 People possessing a protected characteristic – Older People

General issues amongst this age group included the natural processes of ageing: weaker hearing, sight, cognition and independence, (all of which led to some favouring one-to-one services rather than group services, especially amongst the 75+ age group). Additionally, the following were mentioned (via both online survey, focus and workshop groups):

- the importance of maintaining independence and mobility;
- the importance of good health '*as being unwell can influence one's ability to engage with life in a positive and fulfilling way*' (online comment); a situation that was often not the case, with carers of elderly cared-for citing numerous physical and mental disabilities amongst their cared-for, and themselves as carers;
- the importance of being able to socialise with family and friends;
- being involved in the local community;
- being able to maintain a sense of personal development and feeling that they have a sense of purpose in life;
- having access to emotional, physical and practical support (both for old people and their carers) – ("*they're like family*" – a carer talking about her carer support group);
- living in a pleasant environment (both in the home and outdoors / in the locality); and
- having access to transport (of an acceptable standard). This was frequently mentioned across workshops, designated groups and the online survey. Transport was associated with relying on public transport, where issues causing concern included timetabling cuts (making return journeys more difficult) and insensitive bus drivers.

Overall, these comments about the availability and accessibility of public transport show that there are barriers to older people being able to have control over their day to day lives, limiting the ability this demographic has to feel independent, or take part in activities that they enjoy. Designated groups such as Age Concern played an invaluable role in this respect, developing friendships in local environments and helping to reduce isolation.

Support Offered

The availability of support for older people in Bridgend came through a variety of sources. For some who attended workshops, GPs had recommended attendance at a designated group such as Age Connect. Others learnt about such groups via word or mouth or advertising noticed in leaflets / newsletters.

Those attending groups claimed to find their support invaluable, greatly assisting their overall health and well-being and express regret for those who do not have access to such groups because of where they live (in Tondy, for example).

Age Cymru (incorporating Bridgend, Neath Port Talbot and Swansea) offers many forms of support and services with the aim of increasing individuals' financial capabilities, health and social capabilities. Their services include carrying out domestic tasks for the elderly such as cooking, housework and shopping; advice and information services; advocacy, and befriending.

In the past these services have been provided free of charge, but this is no longer the case.

Age Cymru describe four key support needs which they feel need prioritisation for future service delivery. These were as follows:

1. The stopping of the need for services to be paid-for. Paid-for services run the risk of attracting rogue traders and are not affordable for many.
2. A significant increase to advice and information services. 90% of benefit applications are turned down when first submitted yet 95% are over-turned on appeal, a significant waste of time and resource.
3. The provision of advocacy. Two years ago there were eight employed advocates to cover the Western Bay: now there is one full-time post only which is mainly used at a high level for advocacy relating to human rights and abuse. This is something Age Cymru has brought to the notice of the Health Board and the Local Authorities to no avail.
4. Greater focus on befriending services. In a similar way, to activities offered by Age Cymru for senior citizens, a carers support group, held at the Bridgend Community Café, arranged exercise classes, reading groups, walks, occupational therapy sessions, and helped out with personal care such as arranging for the attendance of pedicurists, hair dressers.

As a venue for these activities, the Community Café appeared to be very well chosen. Many of the cared-for had hearing impairments meaning that more public spaces such as pubs could be found intimidating and uncomfortable. More appropriate environments such as the Community Café were found much more relaxing and helped instil confidence in the cared-for over time.

"I don't know where he would be today without the support group – it's the best support I've received". (Bridgend carer)

Carers described the value to their social well-being of being able to talk to support workers and other carers at support groups, especially at times of stress, in terms of:

- being part of a happy, social group thereby providing company and reducing feelings of isolation;
- building a sense of community (with Brackla and Pencoed receiving particular mention); and
- building of self-confidence.

Activities in which the elderly were involved at these coffee mornings were part social in nature (Bingo, quiz nights, day trips, for example) and part cultural / educational (talks from the police, fire service, local bank).

Service Improvements

Key, from the point of view of the majority of individuals taking part in workshops and designated groups, was ensuring the continuation of groups providing support for older people (and those designed to cater for other service user groups such as for Carers, MS sufferers, and Mental Health Matters).

Additionally, other broader services were also brought into discussions such as the following:

- The provision of more clubs / associations for people such as themselves, art and craft classes for example, and the provision of more local amenities (post office, GP surgeries, pharmacies and newsagents). Currently the closest amenities were confined to the centre of Bridgend, involving bus journeys which some found difficult;
- The need to provide more public lavatories in the area;
- More widespread accessibility to affordable respite care. Having occasional respite care was something Carers could look forward to which could refresh and reinvigorate them.

The online survey reinforced the above comments arising from the qualitative research. Amongst older people, survey responses indicated that retirement or inability to work could reduce interaction and involvement within the community which might negatively affect well-being. Interaction with others (largely family and friends) was mentioned in the online survey as being crucial to well-being, corresponding with the importance of available social activities and opportunities such as dance classes, trips to the cinema, church, shopping, and meeting up with people in cafes and parks. The environment was also mentioned in survey data amongst older people with respondents frequently mentioning the cleanliness and safety of their local area.

For a spokesperson from one organisation, Age Cymru, the current situation regarding services for older people was unsustainable, with no action being taken to date to alleviate both present and future problems.

Summary

Overall, key issues for Bridgend senior citizens raised by this research relate to mobility and control over day to day life, the maintenance and enhancement of social well-being, including a greater level of support for the elderly in general and elderly carers in particular. Recommendations to improve the well-being of senior citizens in Bridgend are therefore as follows:

- The provision of more community events or clubs to increase social well-being designed around users and their needs / desires;
- Amongst these, Health and fitness focused activities and centres are requested. In addition to the physical benefits these offer, being involved in such activities also benefits social life and friendship networks;
- More accessible public transport (with connections 'that work at times of day that work' designed around the needs of users;
- Increased (affordable) opportunities for carers to take time out of their role as carer.

4.5 People possessing a protected characteristic – Health and Disability

Those engaging with the primary research often have more than just one physical or health disability. Stroke survivors, for example, may also suffer from depression as well as any physical effects of the stroke. Their needs could therefore be quite complex with considerable support required.

A key issue for those with disabilities concerns loss of control over one's life. This can happen very suddenly, such as in the case of a stroke, leading to the need for a complete re-think as to how one leads one's life. A young female stroke sufferer who was teaching herself to speak again having lost her power of speech described her situation in the following terms:

"It's very hard for non-stroke survivors to understand. Devastation is total. You lose your job, your income, your life ... and you can't tell anyone what is happening ..."

The impact on close family members can be considerable and they too may become in need of support. Any supporting groups are invaluable for those who are aware of them and able to access them.

People with physical disability are sometimes limited by their conditions and travelling from one place to another can be very complicated, whether it is by car, bus or on foot. *"It can be like an adventure"* (workshop participant, Porthcawl Pavilion): there is certainly a loss of control.

Related to 'control over day to day life' is the quality of services available to those with health and physical disabilities. Concern was raised by participants at a focus group that patients are unable to choose their GP and that people need to be quite seriously ill to get attention. Individual stories were told relating to what were seen as very poor services such as the lack of care of a close relative of one workshop participant who was a dementia sufferer with limited mobility; another whose relative was left bed ridden because of poor OT (occupational therapist) assessment/advice and then left isolated in his home, unable to access communal garden as housing provider took 11 plus years to adapt the rental flat. A wheelchair took four years to arrive, and personal hygiene needs were apparently ignored for a similar length of time. These people need support, and service staff need to understand the relevance and importance of their needs in a way that is holistic.

Support Offered

Those suffering health or physical disabilities are reliant on GPs for diagnosis and subsequent advice and signposting. For some, this is satisfactory, but others express

frustration and a sense of abandonment, occasionally having to rely on others (maybe a spouse/partner) for support.

For stroke survivors, the Stroke Association provides very welcome support. The Stroke Survivor group provides:

“Friendship, and you don’t have to explain yourself. You learn from each other too – someone says something’s happened and you can say that you’ve had that happen too – you’re not on your own”.

Being in an environment where others don’t stare or pass judgement is very important to those affected by Stroke, and in some cases the first time an individual was introduced to the group made a radical difference to their sense of well-being. For a small number, attendance meant they were leaving their home for the first time for years. Adjusting to a group environment sometimes took a few weeks, but there were several examples of individuals initially sitting in silence and not participating, but gradually ‘warming up’ over time to become active participants.

Overall, continued support to organisations such as the Stroke Association is essential for Stroke survivors’ well-being. Primary care services are also critical to well-being for those with health and physical disabilities. Attention also needs to be made to accessibility (in relation to both transport and opening times, for example).

“Better public transport links and infrastructure e.g. I live on a large estate but we have no GP practice so have to travel to access facilities” (online survey, male, Bridgend East)

Education is an important when considering primary care services and also the wider public. GPs need greater understanding of the impact of health and physical disabilities in order that they are aware of the implications of some of these disabilities on others as well as those directly affected. Linked to this, is a need for respite provision. One wife of a man who had a serious stroke described herself as “desperate” for respite care. Sometimes she described feeling suicidal: *“what’s the point? He’s no longer my husband. It’s no way to live”.*

Groups designed to support people are essential to many in addition to help that may be provided by friends and family. (This was raised in drop-in workshops and the online survey).

Education amongst the broader public is also required to help address the stigma that exists around disability in order that people are more comfortable in the presence of people with disabilities.

Finally, aspects which would increase well-being for people with health or physical disability were primarily concerned with having and maintaining good health, but they also talked about gaining confidence to engage in social events, and undertake new activities.

“I acquired an allotment in Sept 15 and have met lots of great people, lost weight, feel happier and fitter.” (Online survey, female, Bridgend East)

To this end, varied contributions were made from different areas: the ‘great local green fields area’ was mentioned; the ‘community feel’; the local magazine reporting on local issues and events; involvement with charity work; good community groups and helpful local people.

4.6 People possessing a protected characteristic – Mental Health

Respondents who identified as mental health service users were engaged through the drop-in workshops and at a designated focus group at the Mental Health Matters weekly meeting.

Many respondents were concerned about the availability of care for adults and young people.

“Consistency and continuity are key, and that’s not the case at the moment.” (Workshop attendee)

Another attendee was disappointed as there was “*nowhere*” to get help in Bridgend, they have been in contact with their GP and it has taken “*months*” before they referred the attendee to CAMHS;

Even when young people are involved with CAMHS there is a lack of transition services for 16-20 year olds. There is a group for families that meets once a week however young people need to be able to access services before they reach ‘breaking point’. CAMHS have been known to have a long waiting list and therefore are not able to accept children due to bereavement, it has taken self-harm or attempted suicide for the young people to be given access to support. The service users request to be a voice for change and will first improve the availability of care and support.

Adult service users have benefitted from social activities such as dog walking and cultural activities like Film Club. The Friends of the Park group was commended for their upkeep of the park which has helped one respondent become more active and social improving her well-being in many ways, namely her environmental, social, physical and emotional well-being.

4.7 People possessing a protected characteristic – Learning Disabilities and Autism Spectrum Disorder

For ALN school children from a Bridgend Special school, the term ‘well-being’ was not necessarily understood. Within this session the participants discussed the broader idea of being happy, healthy and comfortable. Prompting social well-being specifically, this was understood to refer to socialising and friendship, both of which were considered very important for well-being.

An additional group was run with the People First Advisory Team in Bridgend. The group consisted of nine adults with learning disabilities and/or Autism Spectrum Disorder.

Social Well-being

Respondents associated social well-being with having a strong network of family and friends: people to socialise with, care for, and be cared by. Many participants described how family and friends help with confidence and motivation and this was especially key to well-being for ALN students. Pets could also play a part in the social well-being of ALN primary school pupils.

“I love making houses for my hamster and playing with my mum.” (ALN school, Bridgend)

Sport also had a role to play amongst the ALN pupils and adults. The ALN schools in Bridgend (and Neath) offered activities such as dance, choir, swimming, dodgeball, football, art club, drama club, discovery days (summer holiday respite care) and gardening. Two participants from the ALN school in Bridgend attended Scouts and Brownies.

The adults visited the local sports and leisure centres to use the gym and swimming facilities. They were are participants in Fit 4 Life clubs, went for walks and other physical

activities with friends and family. These activities helped the participants to feel relaxed, aided sleep and improved their overall physical health.

Environmental Well-being

Environmental well-being was relevant for its connotations with living somewhere comfortable and safe; both in terms of one's immediate home and in terms of the local neighbourhood.

Cultural and Economic Well-being

Cultural and Economic well-being appeared less relevant to this group although a small number expressed interest in taking part-time courses. One online comment from Bridgend (but not from someone identifying as having a Learning Disability or Autism) was as follows:

"More courses designed specifically for disabled people. Less obstacles being placed in the way of disabled people e.g. learning opportunities that are not work based"

Finally, there was occasional comment on the disadvantages of social media use. This would appear to be a subject covered by the school, because the 'message' appeared clear:

"Facebook can be bad, it's fine as long as you talk to people you know." (ALN School, Bridgend)

4.8 People who may have need for or provide care and support – Carers

From the workshops, discussions of health and well-being had significant relevance to the carers who need support. For people attending the carers support group in Bridgend, well-being was seen in relation to their duties as a carer:

"Having the support (I need) here, meet people, see friends for lunch, it's the focus of the week" (carer, carers support group)

Social Well-being

The responses to the drop-in sessions indicated that supportive friends and family were critical to achieving social well-being. This was mirrored in the online survey with respondents associating social well-being with being part of a community, having family and friends.

When prompting about well-being participants to the survey responded:

"Well-being is being comfortable with your social, environment and physical and mental health." (carer, Bridgend North)

People attending the carers support group were either carers, cared for themselves, or previous carers. The latter, who no longer act as a carer due to bereavement, still attend the group because their life suddenly feels very empty and they appreciate the company. A small number also described having taken to volunteering for similar reasons.¹⁴

The demographic-specific group attended, Community Companions, was composed of adults over the age of 50. The group provides opportunities for those above 50 to attend social events, activities and make friends. As with responses from the online survey and workshops, responses at the Community Companions group mostly focused on social well-being. Many reported that external to the group, they lacked other opportunities (such as

¹⁴ National Indicator 30: "Percentage of people who are lonely"

clubs) in which to improve their social lives, although many in attendance expressed gratitude in having found the Bridgend carers centre. From the online survey respondents the answers had similarly prioritised friends and family:

“To have the resources to access good social relationships within the family, with friends and within work” (online survey, carer, Bridgend West)

“Enjoying social opportunities via family, friendships and work. Feeling valued, respected and having people to share experiences with i.e. people who care and look out for you.” (Online survey daughter /part time carer of man who suffers with Parkinson's/dementia)

A lack of public transport was seen as a key issue for people who don't live with the person they are caring for.

An improvement would be to have more buses to allow carers to reach the people they care for every day.

Other suggestions to improve social well-being included:

Providing a professional carer once in a while to give the carers a break. Someone in her sixties looking after her mother of 93 years old said that she had developed chronic exhaustion syndrome due to the stress put on her. Past 60 years old, carers don't get any allowance because they get their pension credit, and as a result may struggle to make their finances stretch.

To summarise, social well-being for these citizens is seen as being satisfied with what you have. Other comments related to control over day to day life, such as driving because it provides independence and mobility. The lack of public transport is seen as a barrier for social well-being, for instance in some areas (Brackla, Cefn Cribwr) buses don't run on Sunday and finish very early.

Economic Well-being

Most carers did not comment that financial situations or issues were having a significantly adverse effect on their well-being. Of those we engaged with, many rely of benefits, or due to their age are now in receipt of their pension credit. Generally participants commented that they are aware of a financial strain, but places like the Bridgend carers centre has a welfare right officer from Macmillan who offers support to people living with cancer, and their carers.

Environmental Well-being

Environmental well-being arose as being very important for carers, and the people they care for. Feeling safe is crucial for people who might have extra pressure and stress put on them by the demands that come with care-giving. Living in a clean environment, free of litter and dog mess is important for everyone. The respondents (carers) to the online survey felt that they environmental well-being could be improved by having:

“Cheaper healthy activities in the borough, and more investment in social activities for children with additional needs.” (Carer, online survey)

Likewise, engagement with carers found that many saw their 'surroundings' as crucial to their well-being. Some commented that because they are engaged with caring activities every day, they lack opportunity to travel further than the local area. Having access to

doctors and shops nearby is important for them¹⁵. Responses to what aspect of their local areas could be improved, included:¹⁶

- Improving the quality of pavements. Currently, they can be dangerous for those with mobility issues or elderly people;
- Carers who need support would welcome more community cafes. Generally, they did not want to go to a pub (lack of confidence, age) but would go to a place similar to Bridgend carers centre, but closer to their home;
- More accessible activities for children with additional needs e.g. parks suitable for disabled children;
- Respite services for carers;
- An increased number of local jobs would improve people's well-being.

Overall, carers who need support in Bridgend have the same comments than the general public; there are only a few specific areas where they might have differences. Feedback about accessing care varied from person to person (whether for themselves or the people they care for), but in general the feedback is positive.

The main point raised by participants, was a request for support to lift the weight of caregiving once in a while. It was suggested that having someone from social services take over for a given period (a day/ a week) to allow a break for the carer would make a considerable difference to their well-being.

Another key issue raised by participants was about increasing the provision of public transport. It was stressed that the provision of buses is not good enough to allow carers to reach the person in need of care, an issue pertinent to those who do not share residence with the person they are caring for. Often, participants commented that they have to rely on other people or take taxis which they sometimes cannot afford.

Increased public transport would additionally serve to improve social and environmental well-being, by increasing independence and the ability to travel to, for example, social events. Everyone who participated appreciated the free bus pass after 60 years old and saw this as critical to well-being, as well as to their wider duties as a carer.

Carers who look after children with disabilities stated that there is a lack of provision of disability-friendly activities in the Bridgend area. This barrier to well-being could be addressed in the Local Action Plan. Care and repair Cymru¹⁷ has been mentioned by carers who need support as a great help to transform their home when needed for the person they care for.

¹⁵ National Indicator 24: Percentage of people satisfied with their ability to get to/ access the facilities and services they need

¹⁶ National Indicator 26: "Percentage of people satisfied with local area as a place to live.

¹⁷ <http://www.careandrepair.org.uk/>

5 Well-being in the Bridgend County Borough: Secondary Research

This chapter explores the secondary research and literature that has been examined as part of this report. The chapter discusses the general categories of well-being such as access, information and communication, and partnership and collaboration. There is then a discussion around each theme of well-being (environmental, economic, cultural and social).

The concept of 'well-being' itself is not strongly evident in the secondary sources, with only six references, and all of these emanating from the Health and Social Care context. There is reference to Good Health and Well-being, meeting 'well-being outcomes' and Ageing Well and that well-being is concerned with the sense of 'hope'. Other related concepts include reference to unacceptable health inequalities, a focus on early intervention and prevention, and health determinants. A linked concept was highlighted in Bridgend with a focus on reducing demand on services suggested.

Access

The use of the term 'access' is frequently used, but with multiple meanings and interpretations, and can be cross-referenced to other areas of this analysis in respect of how the access issues are described:

- geographical access i.e. within the immediate community;
- access through improved awareness and information;
- access through improved transport;
- access through widening provision, and more attention to inequality in access;
- timeliness of access.

Information and Communication

The issue of information and communication was the most frequent theme identified. The references do not give the sense of people being passive recipients of information, rather the need for information to be available in ways that enable people to be in control of their lives. The emphasis within the references was the need for improvements in the availability of information both to support independence, and enable access and included:

- Awareness raising across the population around specific issues: education of the public was highlighted in the consultation on the Bridgend Council budget, and improved communication between Councillors and residents.
- Information that can be easily and independently accessed e.g. through a service directory, or single repository of information that enables people to be experts in their own lives.
- Staff in direct contact with the public need to be well-informed and able to signpost. People who work in local communities are felt more likely to be able to do this.
- Information tailored to specific needs where appropriate e.g. needs of Black and Ethnic Minority Communities; people with sensory loss; Welsh Language and carers are all mentioned, with specific reference to the value of a single point of reference

for people to access information about specific needs. Carers for example in Bridgend specifically highlighted the need for improved communication.

- Specific information about what people should expect from services, including the timeliness of services.
- There was acknowledgement that information and support available for carers is improving, and was highlighted for Bridgend.
- There is room for improvement in communication and information sharing between organisations.

The information suggests that there is potential for a more strategic approach to information across organisations, and developing the use of technology as an aid to strengthening self-access to information.

Partnership and Collaboration

There is also a broader theme concerned with strengthening the dialogue between public services and the public, and across public services – the language of partnership; co-production; and collaboration is frequently used in the source material, though at times this may be an interpretation of the primary evidence by the authors of the reports.

Overall the suggestion is that there is more to be achieved through collaborative working across public sector organisations and through a collaborative approach by the public sector with the public. This was highlighted as an opportunity in Bridgend by the public in the consultation on the Council's budget.

There is reference to the public to have a voice and to be seen as agents for change rather than the object of change, and for this to lead into alternative models such as social enterprises and user-led delivery. Also that some highly sophisticated collaborative working may be required to solve some of the major challenges that need to be faced.

Where people felt they had been engaged in change this was highly valued. This is the strongest area the concept of utilising existing assets to improve 'things' was highlighted, and there is considerable reference to this, although the specific term 'assets' is not referenced.

There is a need to recognise that these views are coming from users that are already motivated to engage, so will reflect that sub-group of users.

5.1.1 Cultural Well-being

Feeling Safe

The concept of safety is highlighted through a number of different settings and reports. The over-riding sense is for all in society to feel that the community that they live in is safe – that their home is a safe and a place of personal refuge, that they feel safe to be out and about in the community, and that they have safe places to visit in their community, and that they feel safe when they access services or move into the care of statutory organisations. In Bridgend a reference to the need to develop a proactive community spirit is noted. There are some very practical examples of what feeling safe means for people:

- that housing options, including care homes, are able to meet the specific needs of communities;

- that the local physical environment is a safe place, such as formal and informal play areas, but also level well-lit pavements streets;
- that when people go out they are confident they are going to be able to access a lavatory, and a place to sit down to break their journey; and
- confidence that local facilities, and alternatives to traditional service models are accepting of their needs, as otherwise people will opt to stay at home.

There sense here was that there are more opportunities for communities to develop a shared understanding of the needs of different people living within them for example Age Friendly and Dementia friendly communities.

Linked to this area were references to the concept of respect. This range from the importance of dignity and respect extended to people in the care of services to the need for good citizenship in communities – extending the ‘simple courtesy with people of being kind, caring, neighbourly, considerate respectful’ and for communities to be ‘accessible, tolerant and inclusive’ and to have the sense of ‘belonging’.

Community

The importance of community facilities and services in the community are emphasised in this theme. There is evidence of lack of to change in communities that appear to be presented as threats to buildings, services or local access, when these are also perceived as supporting the viability and vibrancy of local communities.

There is a sense of support for greater focus ‘in the community’ over more specialist provision. There is also a sense of a need to utilise and maximise facilities in each community to the maximum, creating community hubs that are a source of information and advice, and a place of safety and security.

5.1.2 Economic Well-being

The economic well-being of the population seen through the source material relates to an overall need to support the financial literacy of people in the community, maximising their income, and enabling this to be used wisely to meet people’s basic economic needs.

This includes:

- The importance of welfare and financial advice and support services in increasing financial literacy and decreasing anxieties about finance.
- The requirement for affordable housing, underpinning a balanced approach to the costs of daily living (food, energy, transport).
- Help for people to remain economically active and access training education and employment.

This section, perhaps above all others, reflects the weight of evidence reviewed that relates to the most vulnerable in society, and thereby most likely to be in the most challenged economic circumstances. In Bridgend, consultation on the Budget highlighted a need for investment, regeneration and innovation in town centres and to encourage tourism and events.

5.1.3 Environmental Well-being

There is little reference to environmental well-being in the evidence beyond that which is referenced elsewhere. Specifics might include:

- The safety of local facilities including pavements and play areas, and the contribution that public toilets make to promoting independence in the community.
- Maintenance of community facilities including public rights of way.
- The challenges on the viability and vitality of towns and communities and the negative impact this has on the local environment, implied for Bridgend in the comments relating to the town centre.

5.1.4 Social Well-being

Transport

Transport was identified as an issue from a number of un-related engagement and consultation exercises.

This is possibly linked to the lack of basic facilities in some communities that make day to day living highly challenging where people do not have access to their own transport and where public transport also has its limitations in supporting people to manage their day to day lives.

Once the preference for the provision of services, as far as possible in local communities is taken into account, the requirement for transport, particularly for the most vulnerable in society is a common theme. There is a sense that insufficient attention is paid to the requirements for transport as services change, and that this might be a barrier to people supporting new ways of doing things.

Greater emphasis on the role of community transport in providing a responsive and tailored service over and above infrastructure schemes was highlighted as an asset that could be built upon.

Bridgend Council's approach to transport and infrastructure projects was highlighted as being missing in the Consultation on the budget, and transport to help post-18 disabled students attend education was a specific area highlighted in Bridgend.

6 Summary and Recommendations

6.1 Summary

In Bridgend, as elsewhere, there is a mixed picture of well-being depending on demographic factors such as age, employment status, health and location of residence.

Cultural Well-being

Cultural well-being focused on a sense of place and access to Welsh history, traditions and culture. Arts, theatre, cinema and sport were, however, key access points and extremely important for cultural well-being. Volunteering was seen as an excellent means of building well-being. Support for the Welsh language was mixed, but with great strength in some communities.

It is worth noting that in the consultations and survey, very few individuals made any negative references to immigration or people from other cultures and this is to be welcomed, although it was not an overt focus for the research.

Economic Well-being

There is a divide in terms of economic well-being between those for whom life is relatively comfortable and who see well-being as having spare resources for a few luxuries and those living at the economic margins, for whom well-being is about sufficiency to meet their basic needs and obligations. Financial security was a key pressure for those on low incomes, in portfolio work, or unemployed. As elsewhere, there was widespread evidence of both in-work poverty and an inability to escape from the benefits trap for those not in work.

Environmental Well-being

The quality of landscape is a key influence on environmental well-being, with access to coastline, forestry, rivers, hills or parkland providing a significant boost to well-being. Walking and cycling along the coast, in parks or on the hills were all valued in terms of their well-being contribution. In some communities, relative economic poverty was offset to some extent by the high quality of physical landscape. Unfortunately, many of the town centres and the built environment in the area fail to match these standards and many stakeholders felt unable to be proud of their local towns as they stand, with shop closures, poor standards of maintenance and excessive traffic.

There was widespread condemnation of the extent of littering and fly tipping in the area and a desire to see stronger penalties for those who offend in this way.

Social Well-being

Much of the strength of social well-being stems from friends and family, with slightly less emphasis on community than in some other areas. Work-life balance was a challenge for many people in work and this presented a barrier to social well-being in some cases. For those living alone, especially the elderly, social networks and clubs are very important. Issues around public transport were frequently mentioned in relation to fostering social well-being, as poor transport underpinned barriers to accessing services and places.

6.2 Progress Against WFGA Goals

The Well-being of Future Generations Act lays out seven goals for Wales to work towards. These are shown below, along with some headline measures of how residents of Bridgend are contributing to these goals.

Goal	Progress / Action
A globally responsible Wales	Residents are very concerned about litter and environmental degradation, especially in relation to the coastline.
A prosperous Wales	Job and financial security are issues for some residents. In-work poverty is a challenge to prosperity and economic well-being in some cases, with those at the margins taking on portfolio jobs or travelling significant distances to find employment.
A resilient Wales	Residents placed a high value on the natural environment and especially the coast, green spaces and hills. Residents would like to see a better connected network of cycleways in the area.
A healthier Wales	Many people based their social lives with friends and family around keeping fit and active through sport or outdoor activity and recognised its value. More emphasis could be placed on growing food and healthy eating in the area.
A more equal Wales	There are some sharp social and economic divides apparent within Bridgend, especially perhaps between the valleys communities and those nearer to the M4 Corridor.
A Wales of cohesive communities	There are examples of strong, cohesive communities, where strong social and cultural networks enable many challenges to be overcome through mutual support. These are not universal, however and lessons could be learnt elsewhere.
A Wales of vibrant culture and thriving Welsh language	The Welsh language enjoys mixed support, but many residents feel that it is under threat from lack of critical mass. There was some resistance from residents who feel that the language is imposed on them in everyday life.

6.3 Recommendations to Build Well-being

Many of the issues affecting well-being in Bridgend were focused on services and support provided by the local authority. There is an expectation that the authority will provide solutions, which is going to be increasingly unlikely at a time of budget cuts and which works against the spirit of the WFGA. Hence the recommendations below have a focus on citizens taking more control of their own destiny, or seeking solutions that have minimal cost where this is possible.

Cultural Well-being

- 1 Several respondents to the research stated that they found it difficult to know what events or groups were happening in their area. Steps could be taken to ensure that residents are clear about where to find local information – especially amongst the elderly or disabled.
- 2 Cultural well-being tended to comprise arts, theatre and cinema; Welsh history and language, and; sport. Important to many adults was the opportunity for more Welsh lessons and, critically opportunities to practice – e.g. Welsh medium coffee mornings.
- 3 Also felt important was the establishment of a campaign to increase volunteering in the area; especially amongst retired people who still have much to offer.
- 4 A final point raised was the importance of publicity and promotion of resilience and the need for communities to take on the mantle of service delivery.

Economic Well-being

- 5 Throughout the engagement process, individuals of different ages referred to not understanding how to manage finances, or to get the best deals on utility bills, for example. A programme of financial literacy classes (including in schools) could help individuals to manage their finances better and so improve their sense of well-being.
- 6 For some people, access to work was difficult because of a lack of transport or childcare issues. One potential solution would be to improve the provision of work in disadvantaged communities, through development of incubator space or shared workspace and support for entrepreneurship. Some residents wanted to see opportunities for employment through developing the circular economy in the area.
- 7 Job insecurity was a barrier to well-being for some of those engaged with. It was pointed out that the public sector could act as an exemplar in this area by stopping the use of temporary contracts to address this.
- 8 Energy and heating costs were significant issues for many of those consulted, especially amongst older people and those with disabilities. There may be scope to develop local energy networks, with support from Welsh Government's Green Growth, Local Energy programme.

Environmental Well-being

- 9 The quality of landscape is a key influence on environmental well-being, with access in the Bridgend area to coastline, forestry, rivers, hills or parkland, all of which can provide a significant boost to well-being. In some of the upper valley communities, relative economic poverty was offset to some extent by the high quality of physical landscape. Unfortunately, many of the town centres and the built environment in the area fail to match these standards and many stakeholders felt unable to be proud of their local

towns as they stand, with shop closures, poor standards of maintenance and excessive traffic.

- 10 In terms of wider environmental issues, the population of Bridgend could benefit from education to recognise the well-being benefits of accessing the natural environment, and provide help to people to access it who don't normally. Cycle ways that start in town to allow for commuting and leisure cycling without taking the bike in the car could be one such initiative which could make a contribution.
- 11 Self-help schemes to improve town centres could be encouraged, and community growing initiatives possibly linked to FCFCG¹⁸.

Social Well-being

- 12 Improvements to social well-being could include the provision of more opportunities for volunteering; off-peak access to leisure centres to encourage older people to stay active; and linked to this, improvements in public transport to facilitate this access.

Public transport was seen as a barrier to well-being for many people across the local authority area. It may be worth investigating formalised car sharing schemes in communities where public transport is limited or perceived as expensive in order to improve access and reduce costs. This would open up access to work and leisure for people in less well connected communities.

¹⁸ <https://www.farmgarden.org.uk/>

Appendix 1 About the Well-being of Future Generations (Wales) Act

Requirements of the Well-being of Future Generations (Wales) Act

The WFGA aims to improve the social, economic and cultural well-being of Wales by placing a duty on public bodies to think in a more sustainable and long-term way. The Act establishes seven well-being goals that public bodies must endeavour to achieve and should consider within all policy planning and decision-making. Collectively, the seven well-being goals provide a vision for an ideal Wales as being:

1. A prosperous Wales;
2. A resilient Wales;
3. A healthier Wales;
4. A more equal Wales;
5. A Wales of cohesive communities;
6. A Wales of vibrant culture and thriving Welsh Language, and;
7. A globally responsible Wales.

The Act requires the establishment of Public Services Boards (PSBs) within each local authority area in Wales, with a remit to improve economic, social, environmental and cultural well-being within its footprint. Statutory members of each PSB include the local authority, the Local Health Board, the Welsh Fire and Rescue Authority and Natural Resources Wales.

The role of the PSB in improving well-being within its area necessitates an initial assessment in order to establish a 'well-being baseline' and, subsequently, to set objectives aligned to both the well-being goals and in accordance with the sustainable development principle that is inherent within the Act. Using the evidence from this well-being assessment, each PSB is required to produce and publish a Local Well-being Plan, which sets its objectives and the actions required to achieve them.

Implications for this Well-being Assessment

In the case of the WFGA, non-statutory guidance stipulates the need to obtain qualitative information as part of the assessments:

- *“A balanced Response Analysis should, therefore, incorporate some form of qualitative evidence alongside quantitative data”¹⁹*
- *“Therefore it will be expected that the [public services] board uses an extensive range of sources from which to assess the state of well-being, for example ... qualitative evidence which captures people’s opinions and perceptions as well as giving context to quantitative data (the story behind the data).”²⁰*

Previous assessments of a similar nature - most pertinently the needs assessments underpinning Single Integrated Plans²¹ (SIPs) - identified a number of concerns in the quality

¹⁹ *Shared Purpose: Shared Future - Public services boards: Guidance on the use of evidence and analysis, p. 8*

²⁰ *Shared Purpose: Shared Future Statutory guidance on the Well-being of Future Generations (Wales) Act 2015 SPSF 3: Collective role (public services boards), p.12*

²¹ *Single Integrated Plans were introduced by Welsh Government in 2012 to replace at least four of the existing statutory plans and strategies (the Community Strategy, the Children and Young People’s Plan, the Health, Social Care and Well-being*

of the analysis, including excessive reliance on quantitative evidence. The 2013 evaluation of the SIP identified “[an absence of] any qualitative evidence to counterbalance and contextualise quantitative evidence, meaning the plans are largely underpinned by rather superficial statistical analysis.”²²

The recognised shortcomings in the data underpinning the SIPs partly informed the development of the non-statutory guidance for Public Services Boards, specifically on the production of the well-being assessment, and in turn, the Local Well-being Plan. The guidance reiterates “a relative lack of qualitative evidence to develop explanations and explore causes”²³ within the SIPs, hence the emphasis within the guidance on the inclusion of qualitative evidence within the well-being assessments, and, in turn, the commissioning of this work to secure a qualitative evidence perspective to the well-being assessment for Bridgend.

A further concern around the SIPs needs assessments was the “lack of clarity around the engagement of citizens in the needs assessment process”²⁴, a likely corollary of an over-reliance of statistical data. The guidance and code of practice for the production of both the well-being assessments and the combined population assessment report emphasise the need to include extensive consultation with people for whom the assessments have relevance.

This assessment of well-being is not operating in a vacuum of understanding of the current well-being of the population. Health bodies and local authorities have been undertaking Joint Needs Assessments to underpin planning in relation to their local population since the innovation of the first Health, Social Care and Well-being Strategies in the late 1990’s and through Community Planning and the requirement for single integrated plans. Organisations are also required to engage their populations, through an approach that includes co-production, to set out a whole range of local responses to national policy.

The extent and maturity of this work is variable, but this well-being assessment has taken into account views already expressed by the public. The methodology was therefore designed to take account of existing analysis of recent qualitative data in the local authority and community area, and from across partner organisations.

Citizen engagement is nonetheless pivotal to this well-being assessment. In summary we included a number of different ways for people to engage in this process that included:

- attendance at a workshop;
- participation in a focus group;
- completion of an on-line questionnaire; and
- participation in an in-depth interview.

Strategy and the Community Safety Partnership Plan). They were seen as a way to enable local government and their partners, through Local Service Boards (LSBs), to come together to plan, work, deliver and improve.

²² Single Integrated Plans: An Interim Review, 2013 p.31

²³ Shared Purpose: Shared Future - Public services boards: Guidance on the use of evidence and analysis, p. 2

²⁴ Ibid.

Appendix 2 Methodological Approach

The approach to the assessment in the Bridgend County Borough Council area comprised of the following elements:

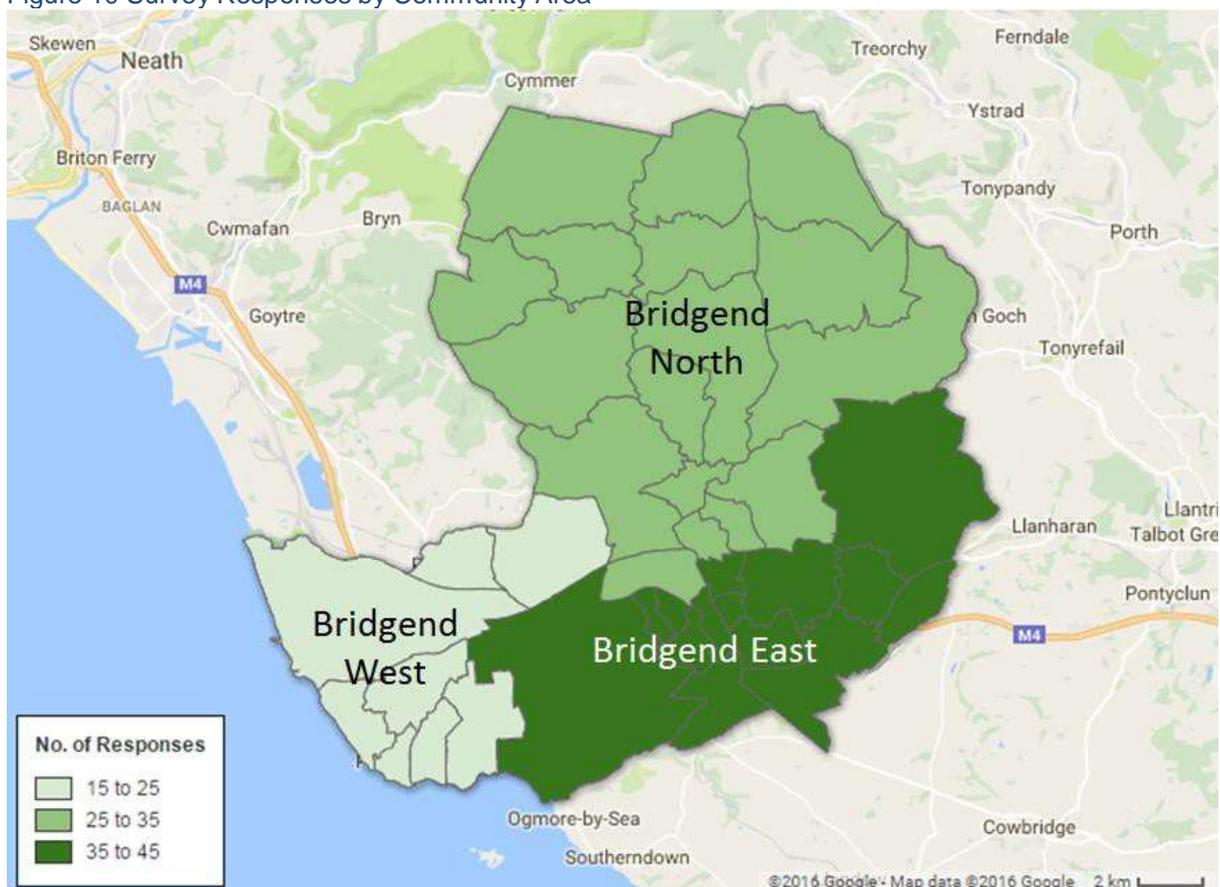
- An online survey which received 95 responses from people who live in the Bridgend County Borough Council;
- Six workshops with 26 attendees;
- Stakeholder consultation;
- Secondary review of literature and evidence; and
- Four focus groups with groups with a specific interest, a secondary school, a school group with additional learning needs, hearing impaired and elderly.

Each of these research approaches is outlined in more detail below.

Online Survey

The online survey received 95 responses from people who live in the area. The community areas (Bridgend North, Bridgend East and Bridgend West) and distribution of survey responses by community area are shown in Figure 10. The questionnaire for the online survey is outlined in Appendix 1.

Figure 10 Survey Responses by Community Area

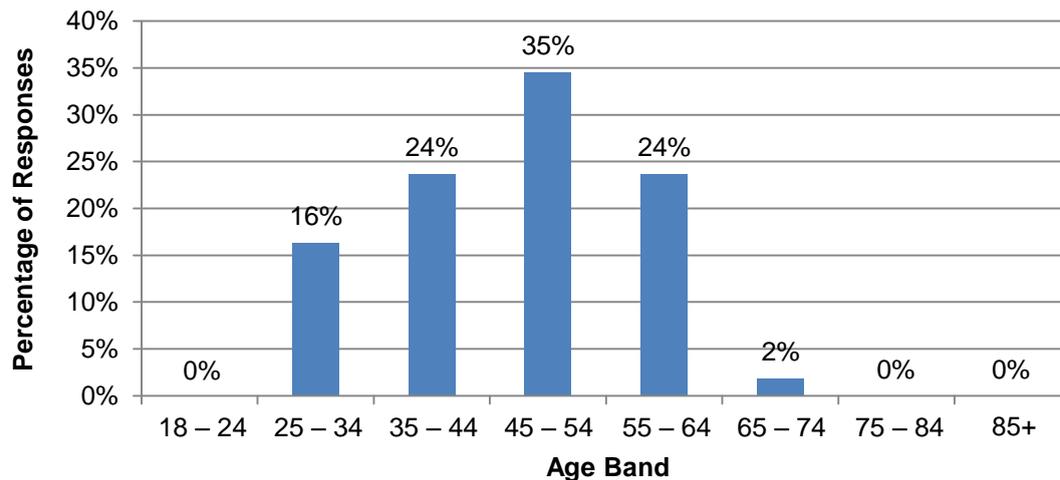


Source: Survey Data and presentation by Miller Research (UK) Ltd. using Google Map Data (2016).

The map shows that the highest number of respondents lived in the Bridgend East area (40 responses), closely followed by Bridgend North (32 responses). Bridgend West had fewest responses (22 responses).

Of the survey respondents who self-completed their gender in the survey, 69 per cent were female and almost one third male (31 per cent). Figure 11 illustrates the distribution of age bands from the survey responses with over a third (35 per cent) coming from 45-54 age band and almost a quarter (24 per cent) from 35-44 and 55-64 age bands. However, no responses came from 18-24 year olds or 75 or above.

Figure 11 Percentage of Survey Responses by Age Band



Source: Analysis of survey responses by Miller Research (UK) Ltd.

Workshops

In Bridgend, six half-day drop-in workshops were run, attracting a total of 26 attendees. Table 1 details the number of attendees by location. The workshops were run in accordance with National Principles of Public Engagement in Wales.²⁵ The aim of this consultation was to engage with a wide range of participants to gain their perspective on well-being in their community area.²⁶ The workshop discussion guide is in Appendix 2.

²⁵ National Principles of Public Engagement in Wales
[\[http://www.participationcymru.org.uk/media/288784/national_principles_for_public_engagement_aug1_.pdf\]](http://www.participationcymru.org.uk/media/288784/national_principles_for_public_engagement_aug1_.pdf)

²⁶ Scope of participants included: General public; Older people; People in need of care and support; Carers (i.e.: those who provide care and support to family and friends); Citizens with health problems, physical/learning disabilities or autism and mental health conditions; Citizens with sensory impairment (with carers/translators); People with protected characteristics under the Equality Act 2010; Other group(s) including: Young farmers (representing the rural community); Housing association tenants.

Table 1 Bridgend Workshop Groups and Attendees

Community Area	Community Location	Number of Attendees
Bridgend North	St Michaels Crypt	3
	Ogmore Valley Life Centre	1
	Blaengarw Workman's Hall	0
Bridgend East	Pencoed Welfare Hall	2
	Bridgend Life Centre	13
Bridgend West	Porthcawl Pavilion	7

Source: Miller Research (UK) Ltd.

The workshops, which were structured around the themes of the WFGA lasted approximately an hour in duration. Workshop attendees were asked to self-complete a short demographic questionnaire as part of the consultation. All workshop attendees also received a £10 incentive for their time and to cover any travel costs associated with attending the workshop.

Secondary Review of Literature and Evidence

The secondary review of literature and evidence included:

- Credible qualitative research and analysis relevant to the Well-being of citizens in the area; for example, evaluations, ethnographic studies and case studies;
- Qualitative evidence gathered from service user engagement, service evaluation or research into local issues, of relevance to local Well-being;
- Qualitative evidence obtained from citizen and service user surveys of relevance to local well-being.²⁷

Potential sources of evidence were identified through consultation with policy leads identified by PSB members and the Western Bay Engagement Officers Group; as well as other documented evidence collected from a variety of sources and formats.

Focus Groups

Focus groups were held in two schools (one additional learning needs school and one secondary school) in Bridgend; the aim was to gather views of young people from the ages of 10-12 (primary school) to 16 (secondary school), including those with special educational needs and those who are looked after children (LAC).

Each focus group comprised eight to ten individual students and lasted approximately 30 – 45 minutes. All fieldwork was carried out with close attention to the National Standards for Children and Young People's Participation guidelines²⁸, ensuring full safe-guarding procedures were followed.

Two focus groups were also held with special interest groups in Bridgend, which included the hearing impaired and the elderly. A similar format was followed for these groups, but with an amended discussion guide to align with their specific requirements.

²⁷ This list is paraphrased from page 18 of *Shared Purpose: Shared Future - Public services boards: Guidance on the use of evidence and analysis*, available from: <http://gov.wales/docs/dpsp/publications/160225-spsf-5-non-stat-guidance-part-4-wfh-act-en.pdf>

²⁸ http://www.cypw.gov.uk/uploads/media/Participation_Unit_presentation_bi.pdf

Appendix 3 Online Questionnaire

Western Bay Online Survey: Assessment of Well-being and Care and Support

Introduction

Miller Research has been appointed by Neath Port Talbot County Borough Council, on behalf of Bridgend CBC, Neath Port Talbot CBC, the City & County of Swansea and ABMU Health Board to conduct an assessment of people's well-being and care and support needs within the Western Bay region. Funding for the assessment has been provided by the Welsh Government on a regional basis.

Part of the research includes a short survey of people living in Bridgend, Neath Port Talbot and Swansea.

We thank you in advance for taking the trouble to complete this survey. It should not take more than ten minutes to complete.

Please note that all responses are anonymous, and will be reported collectively with responses received from all other people living in the region. Individual responses will not be shared with the Councils, the Health Board or any other agency (including Welsh Government).

All respondents will be entered into a prize draw for an organic veg box delivered to your home every month for three months, as a thank you for their time.

About you

1. Please could you provide your home postcode _____

2. Are you completing this survey as:

- A member of the public
- A member of staff in a Local Authority or Health Board
- A representative of a Third Sector organisation
- An independent provider of care services
- Another interested party/group (please give details _____)

Understanding of Well-being

The main reason for this survey is to understand people's perceptions of 'well-being': what it means, and what contributes to well-being. There are no right or wrong answers, and all answers are kept completely confidential. Just answer each question as honestly as you can. If you get stuck on one question, move on to the next one but please keep going until the very end!

3. Have you heard of the term 'well-being' before today?

Yes

No

In one sentence, please could you describe what you think the term 'well-being' means? (Just think about what it means to yourself, not what it might mean to others) _____

It has been said that 'Well-being is made up of the environmental, economic, social and cultural factors that determine a person's quality of life'.

4. Thinking of economic or financial well-being:

- (a) What do you think this means or refers to?
- (b) What things in your life contribute most to your, personal economic or financial well-being (e.g.: having a job or a decent standard of living)?
- (c) What TWO things do you think could improve your level of economic well-being?

5. Thinking of social well-being:

- (a) What do you think this means or refers to?
- (b) What things in your life contribute most to your, personal social well-being (e.g.: feeling active and healthy or having friends)?
- (c) What TWO things do you think could improve your level of social well-being?

6. Thinking of environmental well-being:

- (a) What do you think this means or refers to?
- (b) What things in your life contribute most to your, personal environmental well-being (e.g.: having access to clear, pollution-free open spaces)?
- (c) What TWO things do you think could improve your level of environmental well-being?

7. Thinking of cultural well-being:

- (a) What do think this means or refers to?
- (b) What things in your life contribute most to your, personal cultural well-being (e.g.: volunteering opportunities or having the opportunity to learn/use Welsh)?
- (c) What TWO things do you think could improve your level of cultural well-being?

Well-being and where you live

Thinking about the area where you live, please consider how your area contributes to your personal well-being:

8. Please provide some examples of things in your local area which you would say contribute to your well-being. This could include anything from the local people to the cleanliness of the streets.

9. Please could you give examples of any barriers or things in your local area which you think undermine your well-being?

10. Please could you describe any changes that you think could be made to your local area or specific actions that could be taken, which would help increase your level of well-being?

Care and support

11. Do you, or the person you are completing this survey on behalf of, currently receive any care and support services?

By this, we mean care provided by staff who are paid to help you (for example: Social Services, a Care Home, or someone employed by you/your family using a Direct Payment).

- Yes
- No

- Rather not say

If yes, what kind of care/support services do you receive? _____

12. Overall, how satisfied are you with the care/support services you receive?

- Extremely satisfied
- Quite satisfied
- Neither satisfied or dissatisfied
- Quite dissatisfied
- Extremely dissatisfied

Please give reasons for your answer _____

13. Have you felt sufficiently involved in decisions made about your care/support?

- Yes
- Sometimes
- No
- Don't know

Please give reasons for your answer _____

14. Would you describe yourself as a carer of someone who needs support?

- Yes
- No
- Rather not say

15. If yes, do you feel you receive adequate support to carry out your role as a carer?

- Yes
- Sometimes
- No
- Don't know

Please give reasons for your answer _____

Feedback and follow-up

16. Would you be interested in receiving feedback about the information we are collecting as part of this research?

Yes

No

17. Would you be willing to be contacted again in the future as part of any follow-up work about well-being?

Yes

No

18. Would you like to be entered into the prize draw to win an organic veg box delivered to your home every month for three months?

Yes

No

If you answered yes to questions 16, 17 and/or 18 please provide your email address _____

Please be assured that we will only contact you to provide feedback and/or about follow-up work and/or if you have won the prize draw, and not for any other reason.

More information about you:

To help us ensure we are providing services fairly to everyone who needs them we would be grateful if you could answer a few more questions about yourself. It is important to consider the impact of well-being and care and support services on all citizens, which is why we collect monitoring information based on the protected characteristic groups covered by the Equality Act 2010.

Completion of the part of the survey is not required as part of the questionnaire. You do not have to answer any of the questions if you do not wish to do so. Alternatively you can choose to answer some and not others by choosing 'prefer to say'; in response to questions you would prefer not to answer.

Information that could identify you as an individual will not be shared with any other parties.

Ethnic Origin

White

English /Welsh /Scottish /British /Northern Irish

Irish

Gypsy/ Irish Traveller

Roma

Other white background (please state below) _____

Asian or Asian British

Indian

Pakistani

Bangladeshi

Chinese

Other Asian background (please state below) _____

Mixed / Multiple Heritage

White and Black Caribbean

White and Black African

White and Asian

Other mixed background (please state below) _____

Black

Caribbean

African

Other black background (please state below) _____

Other ethnic group (please state below) _____

Prefer not to say

Gender

Male Female Other

Prefer not to say

Gender Identity

Do you identify as Transgender? Yes No

Prefer not to say

Disability

Do you consider yourself to be a disabled person?

Yes No

Prefer not to say

If yes, please could you describe the nature of your disability_?

Prefer not to say

Relationship Status

Civil partnership

Married

Co-habiting

Single

Other (please state below)

Prefer not to say

Religion / Belief

No Religion

Christian

Buddhist

Hindu

Jewish

Sikh

Muslim

Other (please state below) _____

Prefer not to say

Sexual Orientation

Gay /Lesbian

Bisexual

Heterosexual / Straight

Other (please state below) _____

Prefer not to say

Are you a Welsh speaker?

Yes

No

I'm learning Welsh

Prefer not to say

Which of the following age groups do you fall into?

Under 16

16 – 17

18 – 24

25 – 34

35 – 44

45 – 54

55 – 64

65 – 74

75 – 84

85 +

Prefer not to say

Many thanks for completing this survey

Please be reminded that all responses are anonymous, and individual responses will not be shared with the Councils, the Health Board or any other agency (including Welsh Government)?

If you have any further questions regarding this research, please feel free to contact Claire Kerby at Miller Research on 01873 851888 or email clairek@miller-research.co.uk

Appendix 4 Workshop Discussion Guide

Introduction

Introduce the assessment, its aims and context:

- Research commissioned by Bridgend CBC/NPT CBC/City and County of Swansea and the findings from the consultation will inform the development of an action plan to improve well-being in Bridgend/NPT/Swansea;
- Everything said will be confidential and comments will not be attributed to either individuals or the groups/institutions they represent;
- Emphasise that there is no right or wrong answer and that we are just looking for people to be open and honest about their views on well-being;
- Request that participants avoid talking over each other;
- Obtain consent to record the focus group;
- Explain that we are happy to provide feedback on the outcomes from the consultation and will discuss opportunities for this at the end of the session;
- Ask for everyone's first name.

Understanding of well-being

If the group includes current users of care and support services, discussion should be in the context of:

- *What participants think of the care and support they receive*
- *What would help/what needs to change so their quality of life could be improved*
- *What participants feel would prevent their needs from escalating*
- Explain we want to talk about 'well-being'
- Explore their initial comments / responses
 - Have they heard this word used before?
 - What do they think it means?

Encourage description – (possibly describing 'well-being' to a non English speaker, or to someone from another planet²⁹)

If someone has 'lots of well-being', what does this mean? What does it mean if someone doesn't have much well-being?

- List examples of ways in which well-being is created (use images cut from magazines to help /enrich as appropriate or needed, and if time permits)
- Explore feelings about what well-being 'means' if we break it down into different parts (Show flash cards with each of the aspects of Well-being written on them (ie economic, environmental, social, cultural):
- Spontaneous responses on seeing all four:

¹This kind of 'projective technique' is commonly used in qualitative research as a way of stimulating responses. It can help 'deflect responsibility' for what people say, giving the speaker greater confidence to voice their views.

- Which has most meaning to them / seems the easiest to understand and why (*write comments on flip chart paper*)?
- Which has least meaning / relevance to them / seems the most difficult to understand?
- Regarding those that fall 'in the middle': what is 'more / less difficult' to understand about them?
- Show written definition and explore levels of comprehension (what they think it means), and relevance to themselves³⁰
- If the group includes current users of care and support services, discussion should be in the context of:
 - What participants think of the care and support they receive
 - What would help/what needs to change so their quality of life could be improved
 - What participants feel would prevent their needs from escalating

Explain discussion will now focus on each of the four types of well-being mentioned above, starting with the one felt to have the most resonance. (*Note that we must record individual 'votes' – i.e.: who precisely thinks reach 'type' has the most resonance.*)

NB: please note that the order of the following sections (i.e.: social, economic, environmental and cultural) will vary according to how each group votes. The content to follow reflects the need to identify citizen values, aspirations and priorities, needs (and solutions) and current assets, as referred to in non-statutory guidance on The Well-being of Future Generations (Wales) Act.³¹

Social Well-being

- Refer to flip chart comments and re-cap on what they have said
- What else could social well-being refer to?
- If necessary, use some prompts as follows:
 - Role of friends/ family / members of the community / support workers and cares
 - Feeling independent, having control over life, having access to information, services and facilities
 - Feeling active and healthy
 - Managing stress well / satisfactorily
 - Rarely / only occasionally drinking alcohol
 - Having opportunities e.g.: for learning, work
- Of the things that have been discussed, what is most important to them?³²

³⁰ For example "The environmental, economic, social and cultural factors that determine a person's quality of life" (a 'working definition' provided by City & County of Swansea)

³¹ <http://gov.wales/docs/dpsp/publications/160225-spsf-5-non-stat-guidance-part-4-wfh-act-en.pdf>

³² This covers the need to identify citizen values, aspirations and priorities.

- Which of these things do they have now? I.e.: what things in their life currently contribute to their own social well-being?³³
- What things do they think could improve their level of social well-being?³⁴

Economic well-being

- Refer to flip chart comments and re-cap on what they have said
- What else could economic well-being refer to?
- If necessary, use some prompts as follows:
 - Having an 'ok' standard of life'
 - Having a job (they enjoy)
 - Having the education / skills needed for work
- Of the things that have been discussed, what is most important to them?³⁵
- Which of these things do they have now? i.e.: what things in their life currently contribute to their own economic well-being?³⁶
- What things do they think could improve their level of economic well-being?³⁷

Environmental well-being

- Refer to flip chart comments and re-cap on what they have said
- What else could environmental well-being refer to?
- If necessary, use some prompts as follows:
 - Being conscious of recycling, energy use and caring for the environment.
 - Having access to clear, pollution-free open spaces.
- Of the things that have been discussed, what's most important to them?³⁸
- Which of these things do they have now? I.e.: what things in their life currently contribute to their own environmental well-being?³⁹
- What things do they think could improve their level of environmental well-being?⁴⁰

Cultural well-being

- Refer to flip chart comments and re-cap on what they have said
- What else could cultural well-being refer to?
- If necessary, use some prompts as follows:
 - Volunteering
 - Going to the cinema / bingo / theatre
 - Being a member of religious institution

³³ This covers the need to identify citizen assets.

³⁴ This covers the need to identify citizen needs and possible solutions (WFGA) and the needs of an area and what services are needed to meet those needs (SSWA).

³⁵ This covers the need to identify citizen values, aspirations and priorities.

³⁶ This covers the need to identify citizen assets.

³⁷ This covers the need to identify citizen needs and possible solutions (WFGA) and the needs of an area and what services are needed to meet those needs (SSWA).

³⁸ This covers the need to identify citizen values, aspirations and priorities.

³⁹ This covers the need to identify citizen assets.

⁴⁰ This covers the need to identify citizen needs and possible solutions (WFGA) and the needs of an area and what services are needed to meet those needs (SSWA).

- Going out (or taking part) in enjoying music / performances of some kind (eg concert, opera, dance, ballet) and/or trips to historical or cultural sites
- Making use of local library
- Taking part in sport
- Being involved in Welsh culture and tradition/having the opportunity to learn/speak Welsh.
- Of the things that have been discussed, what's most important to them? ⁴¹
- Which of these things do they have now? I.e.: what things in their life currently contribute to their own cultural well-being? ⁴²
- What things do they think could improve their level of cultural well-being? ⁴³

How the local area helps their well-being

- What services and facilities does the local area provide that contributes to their well-being?
- Which of these are most / less important and why?
- If they could only have a few of these services, which would they keep and why?
- Apart from themselves, who benefits from these services? How?
- Finally, returning to their initial questionnaire, how could they themselves move further 'up' the smiley ratings? What would they have to do, and what help would they need?
- Any closing thoughts?

Feedback and follow-up

Would they be interested in receiving feedback about the information we are collecting as part of this research?

(If yes, take email address/phone number)

Would they be willing to be contacted again in the future as part of any follow-up work about well-being?

(If yes, take email address/phone number)

Thank and close

⁴¹ This covers the need to identify citizen values, aspirations and priorities.

⁴² This covers the need to identify citizen assets.

⁴³ This covers the need to identify citizen needs and possible solutions.