

Moving Forward in Carmarthenshire

# The Council's Corporate Strategy 2018-2023

Updated June 2019



June 2019



# Contents

|  | Page  |           |
|--|---|-----------|
| <b>Introduction</b>                                    | <b>3</b>  |           |
| <b>Carmarthenshire's Well-being Objectives</b>         |   |           |
| <b>Start Well</b>                                      | 1. Help to give every child the best start in life and improve their early life experiences   | <b>8</b>  |
|  | 2. Help children live healthy lifestyles  | <b>10</b> |
|  | 3. Support and improve progress and achievement for all learners  | <b>12</b> |
|  | 4. Ensure all young people are in Education, Employment or Training (EET) and are following productive learning and career pathways | <b>14</b> |
|  | 5. Tackle poverty by doing all we can to prevent it, help people into work and improve the lives of those living in poverty         | <b>18</b> |
| <b>Live Well</b>                                       | 6. Create more jobs and growth throughout the county  | <b>20</b> |
|  | 7. Increase the availability of rented and affordable homes   | <b>22</b> |
|  | 8. Help people live healthy lives (tackling risky behaviour and obesity)  | <b>24</b> |
|  | 9. Support good connections with friends, family and safer communities  | <b>28</b> |
| <b>Age Well</b>  | 10. Support the growing numbers of older people to maintain dignity and independence in their later years                           | <b>30</b> |
|  | 11. A Council wide approach to support Ageing Well in Carmarthenshire   | <b>32</b> |
| <b>In A Healthy, Safe &amp; Prosperous Environment</b> | 12. Look after the environment now and for the future   | <b>36</b> |
|  | 13. Improve the highway and transport infrastructure and connectivity   | <b>38</b> |
|  | 14. Promote Welsh Language and Culture  | <b>40</b> |
|  | 15. Building a Better Council and Making Better Use of Resources  | <b>44</b> |
|  |   |           |
| <b>Appendices</b>                                      | <b>48-58</b>  |           |

## Update News in brief

1. We published an Annual Report on year one of this Corporate Strategy in October 2018
2. We have reviewed the Well-being Objectives above and consulted upon them as part of budget consultation results and found good support for them - January 2019
3. Well-being Objective 3 has been renamed to reflect the National emphasis on the success and well-being of every learner. See Well-being Objective 3.
4. Other Well-being Objective's remain the same but with some content updates (See Appendix 1).
5. All Action Plans have been refreshed.
6. In February 2019 the Council adopted a motion for Zero Carbon (See Well-being Objective 12)

# Moving Forward in Carmarthenshire: the next 5 years

In January 2018, Carmarthenshire County Council's Executive Board presented its key aspirations for the next 5 years – '*Moving Forward in Carmarthenshire: the next 5 years*'. This plan identified a number of key projects and programmes that the Council will strive to deliver over the next five years. It seeks to continuously improve economic, environmental, social and cultural well-being in the County.

Given this direction, the Council published a New Corporate Strategy that consolidated and aligned our existing plans.

## The Challenges facing the Council

Following a period of engagement and consultation, the Carmarthenshire Well-being Assessment was published in March 2017. The assessment looked at the state of economic, social, environmental and cultural wellbeing in Carmarthenshire through different life stages. The key findings and a copy of the Assessment can be found at [www.thecarmarthenshirewewant.wales](http://www.thecarmarthenshirewewant.wales)

As the Council plans for the future we must take account of a number of challenges that we face. Most of these challenges are driven by factors outside of the Council's control but they are factors that we have to consider as we develop and, in some instances, change the way that we work and do things.

1. Developing a dynamic economy in the context of Brexit
2. Addressing a Climate emergency
3. Acting in a manner which seeks to ensure that the needs of the present are met without compromising the ability of future generations to meet their own needs (WbFG principle)
4. Increasing demand and complexity for services
5. Increasing expectations of provision at the same time as managing decreasing budget
6. Challenging economic climate and local economy
7. Increasing need to strengthen the digital infrastructure and support digital inclusion for individual residents as well as public, private and third sector organisations looking to develop economic prosperity and agile working
8. Changing demographic profile of the county and in particular its ageing population
9. Increasing risks to ensure children and young people are protected from harm
10. Increasing deprivation and poverty with growing inequities between communities
11. Increasing legislation and regulation from Welsh Government
12. Managing the workforce risks associated with the pace of change required by the organisation.

# The Council's Core Values

In delivering this strategy it is important that we maintain our core values in everything we do:-



## Equality and Diversity

Carmarthenshire County Council has developed a [Strategic Equality Plan](#).

This strategic plan sets out the principles of our commitment to equality and diversity and outlines how we intend to fulfil our responsibilities and ensure that we follow our principles through into practice. These commitments are outlined in terms of:

1. The role of the county council as an employer;
2. The role of the county council as a provider of services;
3. The role of the county council in promoting tolerance, understanding and respect within the wider community

We have a duty under the Equality Act 2010 to the following **protected characteristics**:-

- Age
- Race
- Sex
- Disability
- Religion and belief
- Sexual Orientation
- Gender reassignment
- Marriage and Civil Partnership
- Pregnancy and maternity

## Bringing Plans together

**This Corporate Strategy consolidates the following requirements and plans into one document:-**

1. It incorporates our Improvement Objectives as required by the Local Government Measure 2009 (See *Appendix 2*)
2. It includes our Well-being Objectives as required by the Well-being of Future Generations (Wales) Act 2015. For the first time in Wales, there is a shared vision and set of goals for all public bodies to work towards, our Well-being Objectives are set to maximise our contribution to these (See *Appendix 2*)
3. It includes Carmarthenshire County Council's Executive Board key projects and programmes for the next 5 years as set out in '*Moving Forward in Carmarthenshire: the next 5 years*'

## Priorities

'*Moving Forward in Carmarthenshire: the next 5 years*' makes it clear that regeneration is the Council's number one priority. Our 15 Well-being Objectives cover the broad range of Council Services to ensure economic, environmental, social and cultural well-being. The allocation of resources to deliver these objectives is outlined in *Appendix 3*.

# Life is for living, let's start, live and age well in a healthy, safe and prosperous environment



## Well-being Objectives

**1.** Help to give every child the best start in life and improve their early life experiences.

**2.** Help children live healthy lifestyles.

**3.** Support and improve progress and achievement for all learners.

**4.** Ensure all young people are in Education, Employment or Training (EET) and are following productive learning and career pathways.

**5.** Tackle poverty by doing all we can to prevent it, helping people into work and improving the lives of those living in poverty.

**6.** Creating more jobs and growth throughout the county.

**7.** Increase the availability of rented and affordable homes.

**8.** Help people live healthy lives (tackling risky behaviour and obesity).

**9.** Supporting good connections with friends, family and safer communities.

**10.** Support the growing numbers of older people to maintain dignity and independence in their later years.

**11.** A Council wide approach to supporting Ageing Well in Carmarthenshire.

**12.** Looking after the environment now and for the future.

**13.** Improving the highway and transport infrastructure and connectivity.

**14.** Promoting Welsh language and culture.

**15.** Building a Better Council and Making Better Use of Resources

LEFT INTENTIONALLY BLANK

# Start Well



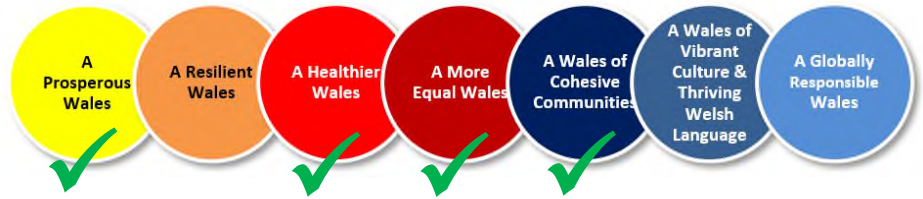


## Well-being Objective 1

Start Well - Help to give every child the best start in life and improve their early life experiences

### So why is this important?

- Giving every child the best start in life is crucial to reducing inequalities across the life course.
- Early intervention is key to long term health and well being
- Children who experience stressful and poor quality childhoods are more likely to experience poor mental health and develop long term health problems as they move into adulthood.
- What happens during these early years has lifelong effects on many aspects of health and well-being - from obesity, heart disease and mental health, to educational achievement and economic status.
- There is a growing recognition of the detrimental impact which exposure to Adverse Childhood Experiences in childhood, particularly multiple ACEs, can have upon physical and mental health and wellbeing, relationships with others, educational attainment and prosperity outcomes into adulthood.
- Looked After Children (LAC) are more likely to have been exposed to high rates of [Adverse Childhood Experiences](#) (ACE's) associated with poor long term outcomes before entering care.



### Why this should concern us?

- Adverse Childhood Experiences (ACEs) have harmful impacts on health and well-being across the life course.
- For every 100 adults in Wales, 47 have suffered at least one ACE during their childhood and 14 have suffered 4 or more. Children who experience stressful and poor quality childhoods are more likely to adopt health harming behaviours. (*National Survey of ACE's in Wales*)
- Children in workless households are more likely to experience ACE's. 10.2% of children in Carmarthenshire are living in workless households, this lower than the 2016 figure of 12.3% and is currently below Wales (12.6%) and the UK (10.9%).
- In Carmarthenshire there are currently 94 children on the Child Protection Register, 192 Looked After Children and 731 children in receipt of care and support. (@ 31/12/18).

### What do we need to do?

- We need to give every child the best start in life and ensure development throughout early childhood.
- We need to build resilience against adverse experiences.
- We will implement the recommendations of the Education and Children's Scrutiny Committee Task & Finish Review of the current provision for early years education, childcare and play opportunities.

### How will we do this?

#### A. We will **support families** by:

- a. working together to reduce the number of children who suffer ACEs
- b. promoting bonding and attachments to support positive good parent-child relationships.
- c. better equipping parents and care-givers with the necessary skills to avoid ACEs arising within the home environment and encourage development of social and emotional well-being and resilience in the child.
- d. identifying and intervening where children may already be victims of abuse, neglect or living in an adverse environment.
- e. continuing to provide attachment awareness training in schools to ensure they become *attachment awareness schools* and are able to meet the emotional well-being needs of vulnerable children.

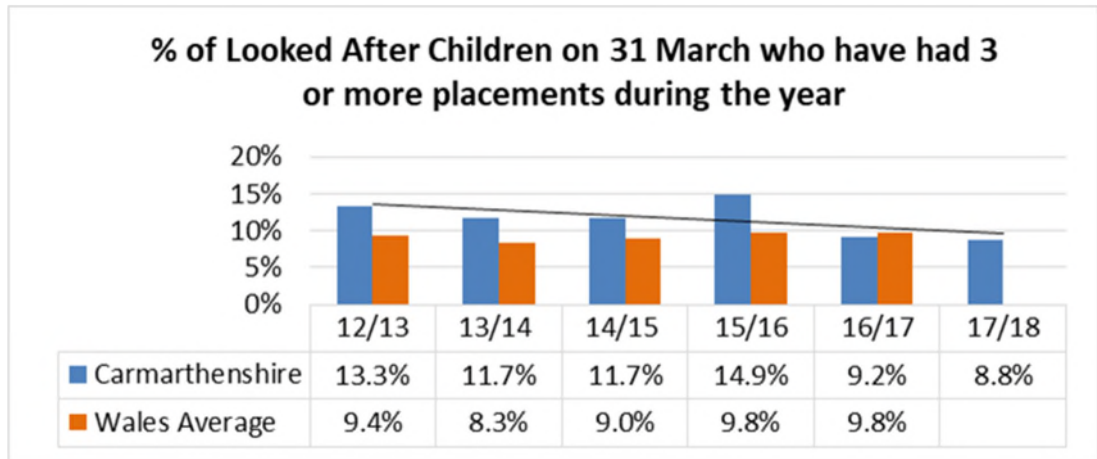
- B. We will ensure that every child with identified **additional learning needs (ALN)** in all Carmarthenshire schools will have access to appropriate integrated support services – e.g. Educational and Child Psychology, Sensory Impairment support and specialist Inclusion Advisory Staff.



## Key Measure of Success

### Children in care who had to move 3 or more times (PAM/029)

During the last two years we have seen a significant improvement in **placement stability** for our looked after children with the % having experienced 3 or more placement moves reduced by 6% from **14.9%** as at 31<sup>st</sup> March 2016 to **8.8%** as at 31<sup>st</sup> March 2018



## An example of what we are doing

The revised **Families First programme**, implemented from 1<sup>st</sup> April 2018, comprises of 13 projects under three focus areas:

### Parenting Support

- **Parenting Support** (procured - Action for Children)
- **Domestic Abuse Stops Here!** (procured - CDAS)
- **Volunteering & Community Support** (procured - Home-Start)
- **Family Centres** (exempt from procurement - Plant Dewi)
- **Integrated Children's Centres** (make in house -CCC)
- **Family Support Workers & Psychological Support** (make in house -CCC)
- **Family Engagement Workers** (make in house -CCC)

### Support for Young People

- **Post 16 Youth Workers** (make in house -CCC)
- **Youth Support 10-18 years** (make in house -CCC)
- **Young Carers** (make in house -CCC)
- **Youth Health Team** (exempt from procurement - Hywel Dda University Health Board)

### Disability Support

- **Disability Play Clubs** (make in house -CCC)
- **Tim Camau Bach** (make in house -CCC)



The new programme will be required to work towards preventing Adverse Childhood Experiences (ACEs) as well as helping to mitigating the effects of ACEs on those who have already been exposed to them. An example of service delivery; The Integrated Children's Centres are venue based services providing support to children aged 0-12 years and their families in their local communities of Morfa, Llwynhendy and Felinfoel. The centres offer a range of activities to families to help them be positive parents, have strong relationships and build resilience, including; Bumps, baby and family play sessions (0-3 years), Play club sessions (4-6 years); Open access play sessions (7-11 years); Non-accredited LAP/NAP courses delivered; Parenting courses co-facilitated, Pre-employment accredited courses, Healthy lifestyle sessions, Baby massage courses and Community consultation events.



Lead Executive Board  
Member  
Cllr Glynog Davies



View our **detailed delivery plan** against this objective



## Well-being Objective 2

### Start Well - Help children live healthy lifestyles

#### So why is this important?

- Projections suggest an increase in trends for childhood obesity going forward with figures showing males between the ages of 2 – 15 being at greatest risk.
- The [Play Sufficiency Assessment](#) identified playing outside as the most popular setting for children but also found that 31% of parents often worry and sometimes find it difficult to let their child out to play. This was mostly concerned with road traffic.
- Assessment engagement activity with primary school children showed being physically active to be the second most important factor for positive well-being of children aged 6 – 11, after connections with family and friends.
- Living healthy lives allows children to fulfil their potential and meet education aspirations.
- Habits established early in life remain with people to allow them to play a full part in the economy and society of Carmarthenshire.



#### Why this should concern us?

- Carmarthenshire has the 9<sup>th</sup> highest (previously 3<sup>rd</sup> highest) levels of childhood obesity in Wales with 29.4% (560) of 4-5 year olds being overweight or obese, higher than the Welsh average of 27.1%
- Engagement with primary schools identified a strong link between physical activity and opportunities to play in outside spaces, and to feel safe in that environment.
- Mental health disorders in children and young people are equally as prevalent, with 1 in 10 children and young people aged five to sixteen suffering from a diagnosable mental health disorder. Between the ages of one to twelve, 1 in 15 young people deliberately self-harm.

Source: - [Our Health Our Future, Hywel Dda Interim Integrated Medium Term Plan 2016/17 - 2018/19](#) (page 56)

#### What do we need to do?

- We need to work with partners to ensure children across Carmarthenshire: eat healthily, are physically active and maintain good mental health.
- We will address the Welsh Audit Office recommendations following their review of this Well-being Objective under the Well-being of Future Generations Act (Wales) 2015.
- We need to measure activity through schools.

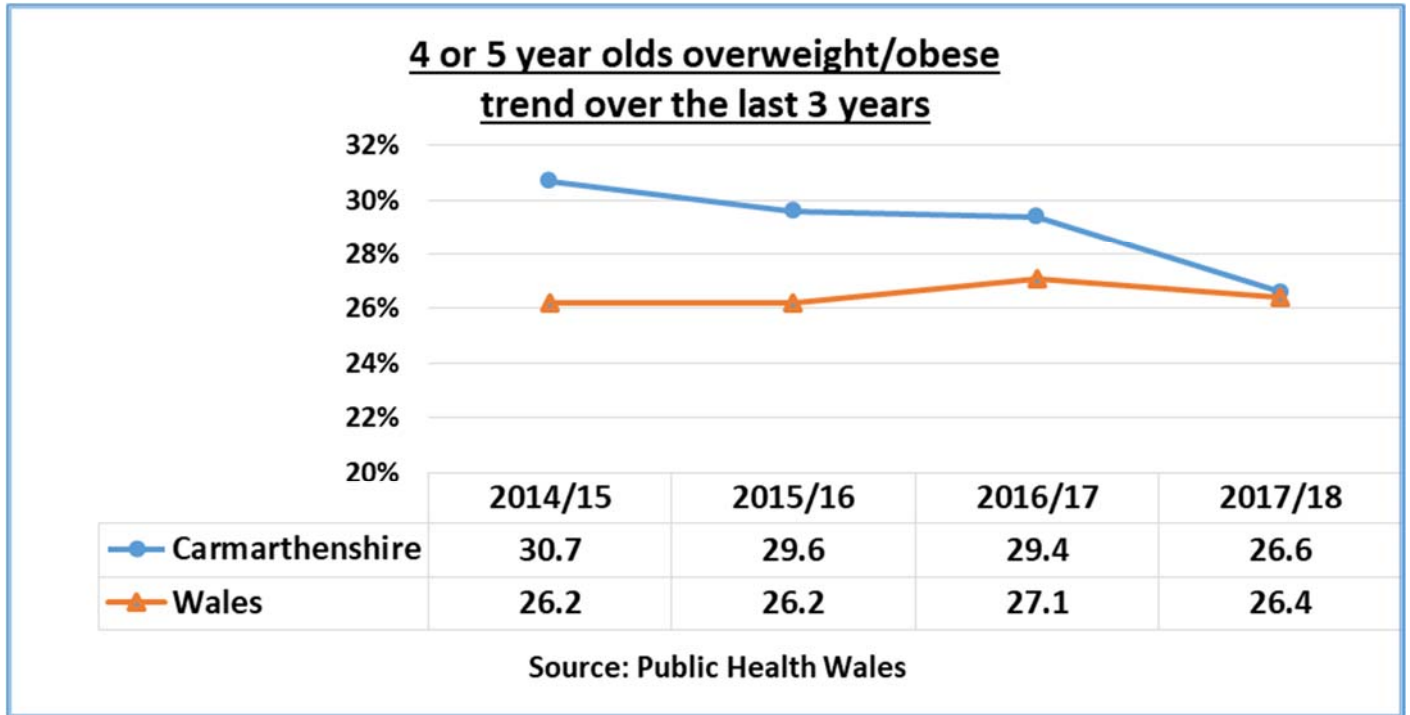
#### How will we do this?

- A. We will increase the range of **physical activity** opportunities available for children, and target those at higher risk of inactivity.
- B. We will **address mental health** including reducing exposure to adverse childhood experiences.
- C. We will **promote eating healthy**, including through school meals, the *Healthy Schools scheme* and the *School Holiday Enrichment Programme*.
- D. We will **increase awareness** of healthy lifestyles through the Healthy Schools scheme.
- E. We will continue to develop, promote and deliver the **Flying Start Programme**.

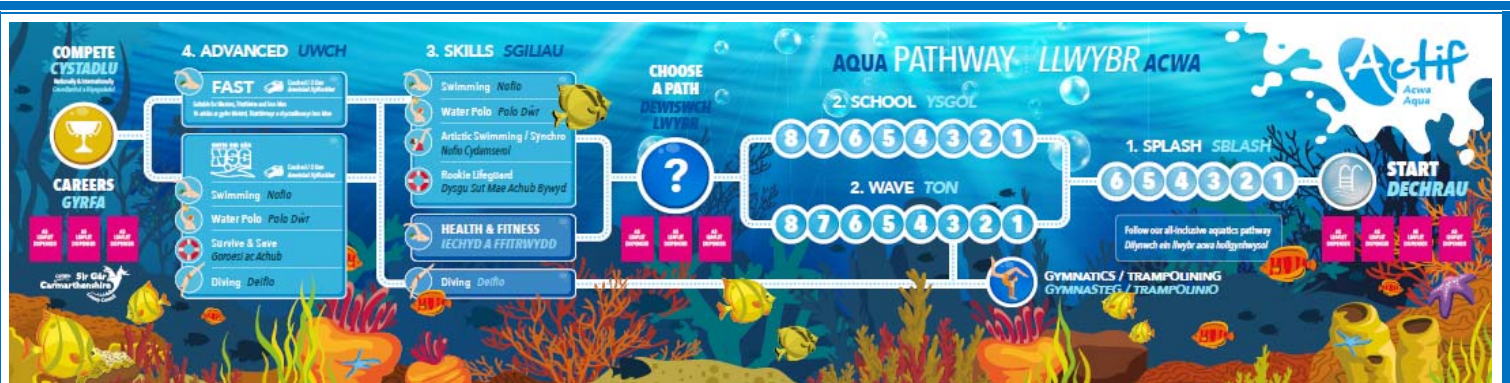
## Key Measure of Success

### Childhood obesity (Child Measurement Programme NHS)

Obesity in childhood often persists into adult life, leading to related health problems like type 2 diabetes, liver disease, higher rates of heart disease, and some cancers.



## An example of what we are doing



There is enormous potential for swimming and aquatic activity to have a significant impact on the health and wellbeing of our population due to the relative easy access to facilities and the accessibility across a whole lifetime. You'll see how we have built and displayed our comprehensive pathway above – aiming to provide opportunities across the life course, e.g. by recently expanding our children's structured programme to younger age groups through a 6-stage 'Splash' scheme and diversifying the options far beyond swimming, including specific links with gymnastics/trampolining and diving.



Lead Executive Board  
Member  
Cllr Glynog Davies



View our [detailed delivery plan](#)  
against this objective

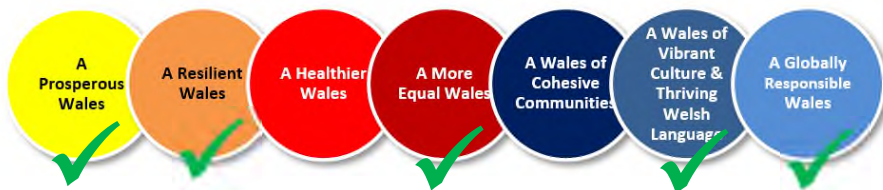


## Well-being Objective 3

### Start Well - Support and improve progress and achievement for all learners

#### So why is this important?

- We all want all of our children and young people to have the best possible start in life by supporting them to gain the skills and knowledge they need to lead happy, healthy, fulfilling lives.
- We want to improve outcomes for all ages through lifelong learning, to enable them to thrive in 21<sup>st</sup> Century living and the world of work.
- Research by *The Institute of Education* suggests that attending a good pre-school and primary school can have more impact on children's academic progress than their gender or family background (Taggart, 2015)
- Our service remains committed to both the principles and priorities as outlined in the Welsh Government's most recent strategic document '[Education in Wales: Our National Mission.](#)'



#### Why this should concern us?

- There is currently a gap nationally (including Carmarthenshire) between the performance of pupils eligible for free school meals (eFSM) and those who are not. This aspect of our end of key stage performance and achievement continues to challenge and concern us.
- We have schools that need to improve in specific areas as recognised through the National Categorisation system\* (for 2018; 21% of Primary schools are rated 'Amber Support Category' and 1% of Primary schools is rated 'Red Support Category').  
\*Four levels of 'Support Category' exist – Green, Yellow, Amber and Red. All Secondary schools are currently rated in the Green or Yellow Support Category.
- The [2015 PISA results](#) (Programme for International Student Assessment), for which Kirsty Williams, Welsh Government Cabinet Secretary for Education, has stated "*remains the recognised international benchmark for skills*", continue to show Wales adrift from the rest of the UK.

#### What do we need to do?

- We will continue to improve progress, wellbeing and outcomes further for all learners (with a focus on those entitled to eFSM and vulnerable learners - see also **Tackling Poverty Well-being Objective 5**).

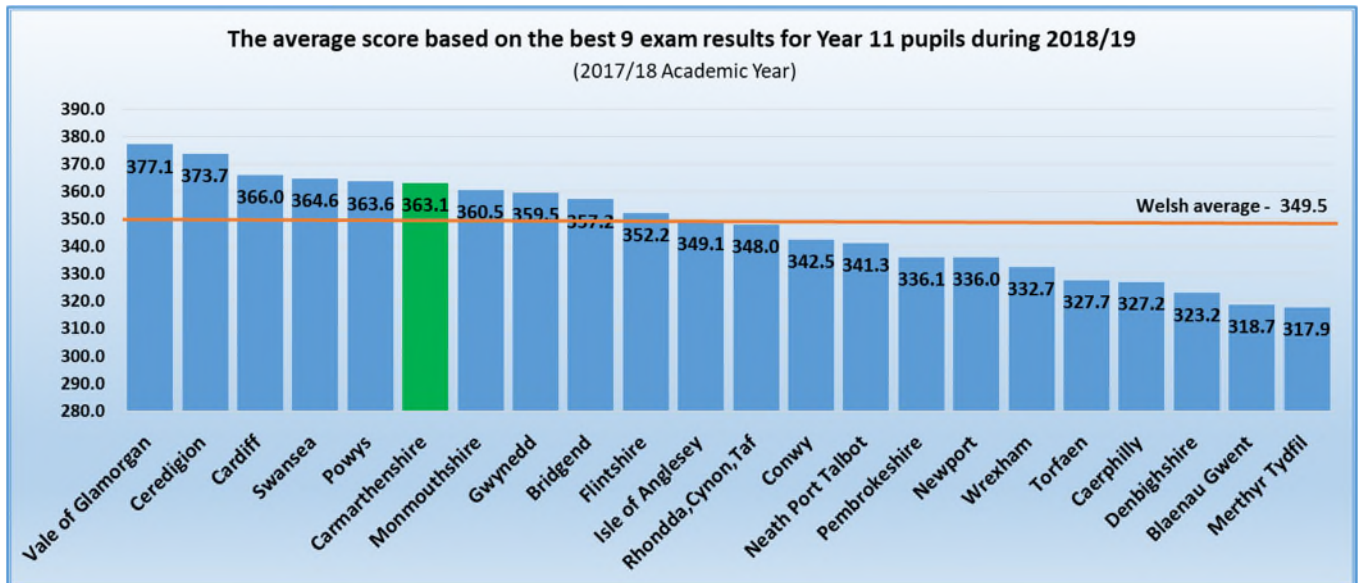
#### How will we do this?

- A. We will ensure a relentless emphasis on **improvement in pupil progress, wellbeing and outcomes** for all children and young people across all learning phases (focusing on vulnerable and eFSM learners) in line with the vision and aims of 'Education in Wales: Our National Mission.'
- B. We will continue to **improve school attendance** and learner well-being.
- C. We will provide **an excellent school in the right place** by:
  - a. Improving the condition, suitability and resource efficiency of our schools network through the *Modernising Education Plan*.
  - b. Developing an engaging, relevant and authentic *Local Curriculum*, within a clear framework of national guidance, which will fully prepare our children and young people for the challenges and opportunities of adult life.
- D. We will continue **workforce development and succession planning** by:
  - a. Developing and supporting a collaborative self-improving school system to ensure high quality leadership and provision for all learners.
  - b. Investing in further developing the skills of our teachers and support staff.
- E. We will continue the **development of Welsh in all our services**, thus moving towards ensuring that every pupil is confidently bilingual. Pupils can fulfil their potential in gaining skills to operate as bilingual citizens in their communities, the workplace and beyond.

## Key Measure of Success

**Educational attainment - Average Caped 9 points score** (Year 11 pupils) (ref tbc) (Pupils best 9 results including English/Welsh, Mathematics–Numeracy, Mathematics and Science)

The average score based on the best 9 exam results for Year 11 pupils during 2018/19 (2017/8 Academic Year) is 363.1 where girls had an average score of 375.2 and boys 352.5. This is the 6th highest in Wales.



## An example of what we are doing

In pursuit of our goals, we have implemented three additional Strategic Fora in partnership with our schools:

1. Access to Education Strategic Forum
2. Curriculum and Wellbeing Strategic Forum
3. Education Services Strategic Forum



This revised structure will enhance our collaborative work with senior school leaders from all sectors, thus ensuring a collegiate approach to improvement via agreed strategies in support of all our specific tasks and actions.

Each forum is charged with -

- Acting as a consultative group to assist with developing and co-constructing emerging strategy
- Proposing further areas which require strategic focus and development
- Piloting appropriate initiatives
- Advising on the implementation of strategy
- Advising on the prioritisation of resources
- Monitoring and evaluating progress
- Represent peers and disseminate to others

Progress and outcomes from each Forum is reported, evaluated and reviewed through our Head teacher and Governor networks along with our internal strategic Departmental and Corporate Management Teams.



Lead Executive  
Board Member  
Cllr Glynog Davies



View our **detailed delivery plan** against this objective



## Well-being Objective 4

**Start Well** - Ensure all young people are in Education, Employment or Training (EET) and are following productive learning and career pathways

### So why is this important?

- Maximising the number of EET young people reduces the effects of poverty and the wider cost to society of support services, reliance on benefits and offending.
- It is essential to maximise the life opportunities of young people, ensuring that as many as possible are able to progress to 6<sup>th</sup> forms, Further Education Colleges, apprenticeships, training provision or work.
- It enables young people to contribute positively to their local communities.



### Why this should concern us?

- In a globalising world, the perpetual march of technology and automation requires that young people are fully equipped for the challenges and opportunities of 21<sup>st</sup> Century working life. We aspire for our learners and young people to be work-ready - for entering a high wage, high-skill economy and be able to successfully compete in, and actively contribute to, regional regeneration if they chose to live and work in south west Wales.
- The % of Carmarthenshire Year 11 pupils who became NEET (Not in Education, Employment or Training) in 2017 was 1.4% (27 pupils) a reduction on 2016 of 2.1% (40 pupils), the % of Carmarthenshire Year 13 pupils who became NEET was 3% (20 pupils) in 2017 up from 2.0% (14 pupils) in 2016.
- Carmarthenshire ranks 13<sup>th</sup> (of 22) Local Authorities in Wales for Year 11 pupils becoming NEET and above the All-Wales average of 1.6%. (2018 data available in April 2019)

### What do we need to do?

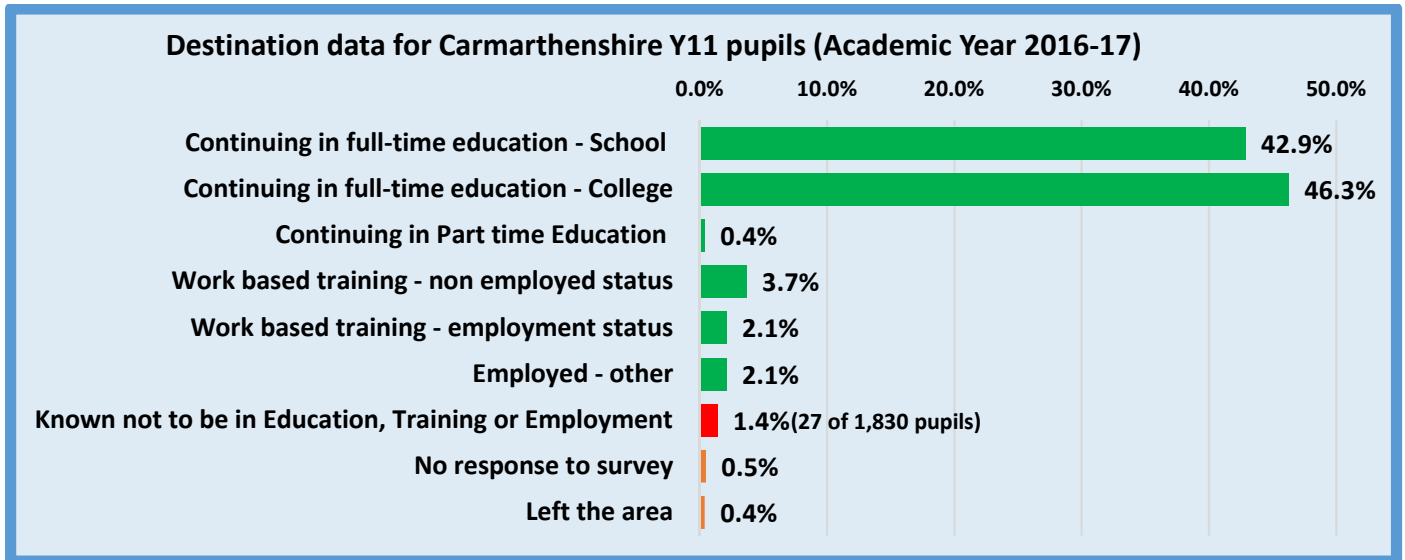
- We need to ensure that all children and young people in Carmarthenshire have the best possible opportunities to study, train and gain worthwhile employment locally, regionally or nationally.
- We will ensure that all vulnerable learners including those with a disability or additional learning needs are not excluded from programmes.
- We need to continue to deliver the six elements of the Welsh Government's Youth Engagement and Progression Framework (YEPF) which comprises of:
  - Identifying young people at risk of becoming NEET; Providing brokerage and co-ordinated support for young people; Improve tracking and transition support; Ensuring provision meets the needs of young people; Strengthening employability skills and entrepreneurship; Ensuring we are accountable for our actions.

### How will we do this?

- A. We will build on existing partnership relationships with local businesses and the public sector through the **Carmarthenshire Curriculum Review** to focus skills demands and employability of new and existing labour market entrants within Carmarthenshire to ensure that local and regional demands are met. *Also see Well-being Objectives 5+6 Action Plans re Hub and Regional Learning Partnership.* We will ensure that opportunities afforded by the new curriculum for Wales are dovetailed in Carmarthenshire's local curriculum with 21<sup>st</sup> century skills needs and gaps fully considered.
- B. We will implement the six **Youth Engagement and Progression Framework** Actions above.
- C. We will deliver the local elements of the **Cynnydd** and **Cam Nesa European Social Fund projects** (guaranteed funding till 2018-2020) which assists young people in progressing to further education, training and employment during the Post 16 education phase, while also working together with alternative curriculum provision to replace the services offered through the Cynnydd and Cam Nesa Projects, post Brexit by 2020 onwards.

## Key Measure of Success

**Number of leavers Not in Education, Employment or Training (NEETs) Year 11 (PAM/009) & Year 13 (5.1.0.2)**



## An example of what we are doing

**How does the Vulnerability Assessment Profile (VAP) help support those at risk of becoming NEET?**

The VAP is an initiative within the Welsh Government’s Youth Engagement and Progression Framework. It plays an integral part in the early identification of those at great risk of becoming NEET and involves the School and a range of agencies.

- Vulnerable pupils are identified through a scoring system based on pupil data; behaviour, attendance, attainment, etc.
- Pupils scoring a Red or Amber score are discussed in the VAP meeting at the respective school.
- At School VAP meetings, staff use their knowledge of the young person and family context to describe their current issues and highlight concerns which add to a higher holistic VAP score.

**VAP Meeting**

- VAP meetings focus on the nature of the vulnerability of each young person, what interventions have been offered, what has worked, what else could be offered and which agencies are involved.
- **Careers Wales** update on the next step for year 11 pupils such as which college course or which training provider they have applied for or been accepted on.
- **Coleg Sir Gar** representatives promote the February taster week offering a variety of different curriculum areas and offer college transition support during the Summer holidays.
- **Cynnydd** offers engagement activities such as positive mentoring and a critical friend, hands-on activities such as multi-media, STEM, outdoor, sport and fitness, and a focus on a positive next step for year 11 pupils, which can include transition support and access to additional qualifications. Other strands of Cynnydd support includes emotional wellbeing and work placements which prepare young people to be work-place ready.

**Follow up**

- If a young person has no plans at the end of year 11 and is likely to become NEET, a referral will be made to the **post 16 youth work team** and to **Cam Nesa**.



**Lead Executive Board Member**  
Cllr Glynog Davies



View our **detailed delivery plan** against this objective

LEFT INTENTIONALLY BLANK



Live Well



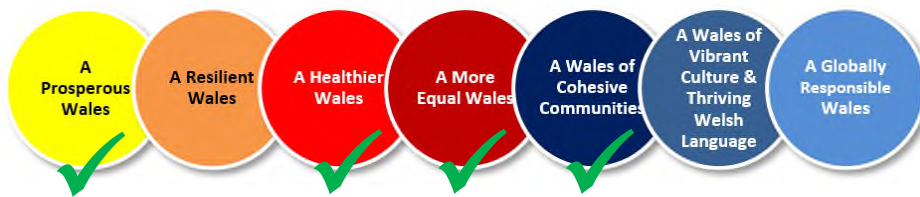


## Well-being Objective 5

Start Well/Live Well - Tackle poverty by doing all we can to prevent it, help people into work & improve the lives of those living in poverty

### So why is this Important?

- Poverty and deprivation have serious detrimental effects across all aspects of well-being. It limits the opportunities and prospects for children and young people, damages the quality of life for families and communities.
- Poverty can be a barrier to full participation in society and is too often an intergenerational experience which poses a significant threat to experiencing positive well-being both now and in the future.
- Research shows that children growing up in workless households experience consistently poorer outcomes than other children whose parents are always working, in relation to educational attainment and cognitive ability.



### Why this should concern us?

- 35.5% (28,881) of households in Carmarthenshire can be defined as **living in poverty**, 13<sup>th</sup> highest in Wales (Welsh average 33.6%).  
*Welsh Government defines poverty as when "household income is less than 60% of the GB median income". This means a household where income is **less than £18,868** a year (2018 - 60% of £31,446)*

### What do we need to do?

- We need to **prevent poverty** – There is a strong correlation between being born poor and experiencing a lifetime of poverty and many of the triggers of poverty experienced in childhood and later life are preventable if identified and addressed in a timely manner. Providing early, targeted and holistic interventions can therefore help reduce the likelihood of poverty occurring in our communities.
- We need to **help people into work** - work is one of the most fundamental and effective means of tackling poverty in all its forms. Work provides income and opportunities for social, emotional and cerebral development as well as improved health and well-being.
- We need to **improve the lives of people living in poverty** by supporting those in poverty and improving access to help to maintain basic standards of living.

### How will we do this?

- A. Our children and education services will work to **prevent poverty** through delivering key early intervention programmes such as flying start, team around the family (TAF) and financial literacy is on the school curriculum. In addition services such as housing will take a more proactive, preventative approach to addressing key triggers of poverty to prevent escalation of issues such as homelessness and fuel poverty.
- B. We will **help people into work** by building their confidence and skills through the dedicated Communities 4 Work and Communities 4 Work plus programmes and targeted support for those who are furthest from the labour market e.g. those who are Not in Employment, Education or Training (NEET). We will continue to extend the Hwb model as a one stop shop for employment advice and support.
- C. We will **improve the lives of those living in poverty** through promoting and supporting greater financial literacy via services such as trading standards and housing benefits. We will also deliver initiatives to support key vulnerable groups including the School Holiday Enrichment Programme (SHEP), Toy Box and Hamper appeal.

**Rural Poverty** – see also Well-being objective 6 - Create more jobs and growth throughout the county; Part C - By identifying and addressing the issues facing rural communities.

## Key measure

### Households Living in Poverty (CACI's 'PayCheck' Data)

| Household Income Figures Source: CACI's 'PayCheck' data |                   |                    |                   |                  |                   |                  |                   |                  |                   |                    |
|---|-------------------|--------------------|-------------------|------------------|-------------------|------------------|-------------------|------------------|-------------------|--------------------|
| Households Living in Poverty                            | 2014              |                    | 2015              |                  | 2016              |                  | 2017              |                  | 2018              |                    |
|   | Carms             | Wales              | Carms             | Wales            | Carms             | Wales            | Carms             | Wales            | Carms             | Wales              |
|   | 29,956<br>(37.1%) | 446,586<br>(33.6%) | 29,086<br>(36.3%) | 459,283<br>(35%) | 29,020<br>(35.9%) | 460,322<br>(34%) | 28,223<br>(35.0%) | 450,616<br>(33%) | 28,881<br>(35.5%) | 456,971<br>(33.6%) |

35.5% (28,881) of households in Carmarthenshire can be defined as **living in poverty**, 13<sup>th</sup> highest in Wales (Welsh average 33.6%).

Welsh Government defines poverty as when "household income is less than 60% of the GB median income". This means a household where income is **less than £18,868** a year (2018 - 60% of £31,446)

### An example of what we are doing

#### Community Engagement Programme in Tyisha Ward



Over the course of 2018 the Council has been working with residents of Llanelli's Tyisha ward in partnership with a number of key organisations to undertake a huge community engagement programme. The programme known as 'planning for real' sought to gain views and ideas from local residents to inform the development of a regeneration plan for the area. This means that residents, tenants and businesses have had a real opportunity to help plan for changes and improvements that will affect their future.

Cllr. Campbell has said: "We know that Tyisha has its problems, but we also recognise that it has a fantastic community spirit. People really want to see the area improve and we want people to be part of the change. There is real potential to do something and we're excited about what lays ahead."



Lead Executive Board  
Member  
Cllr Cefin Campbell



View our **detailed delivery plan**  
against this objective

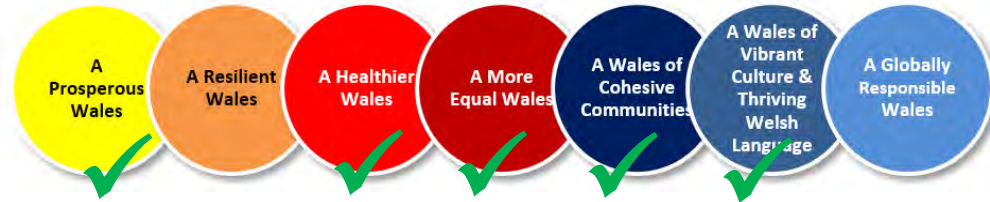


## Well-being Objective 6

### Live Well - Create more jobs and growth throughout the county

#### So why is this important?

- Providing secure and well paid jobs for local people is central to everything we are seeking to achieve.
- Increasing employability is fundamental to tackling poverty, reducing inequalities and has a dramatic impact on our health and ability to function in everyday society.



#### Why this should concern us?

- As at March 2018, of the 73.7% of Carmarthenshire's workforce, 59% were employed in the professional/technical/skilled trade occupations - well *below* the Welsh average of 63%, whilst 41% were employed in the caring/leisure/customer service/machine operative occupations – well *above* the 37% Welsh average.  
Also see Well-being Objective 4 –Reduce the number of young adults that are NEET (Not in Education, Employment or Training)
- As at September 2018, the total number of unemployed/economically inactive residents (excluding students) - 16-64 represents 21.3% of the total population of Carmarthenshire, this is above the Welsh average of 20.0%.
- We must tackle a GVA (gross value added) gap that is widening between UK GVA & Wales GVA; Total GVA in Carmarthenshire represents 4.8% of Wales total GVA, which is a relatively high share. However, GVA per job is low (£44,833), ranking 18<sup>th</sup> out of 22 authorities, indicating low productivity. *GVA is the measure of the value of the wages and profits from goods and services produced in an area.*

#### What do we need to do?

- We need to build a knowledge-rich, creative economy by maximising employment & training places for local people through creating jobs and providing high quality apprenticeships, training and work experience opportunities, in order to have an on-going skilled & competent workforce to face the future
- We need to evolve Carmarthenshire's position in the Swansea Bay City Region (Swansea, Carmarthenshire, Pembrokeshire and Neath Port Talbot) into a confident, ambitious and connected county.
- We need to continue to invest in our local rural, infrastructure, including transportation to attract businesses, tourism/leisure to the county to promote economic growth and activity by building better connections & generating a strong tourism industry (*see Improving highway & transport infrastructure & connectivity WBO13*)
- We need to continue to invest in the strategic regeneration of our 3 principal towns, rural market towns, key strategic employment sites and continue to support business growth.
- We need to support Welsh Governments' - [Prosperity for All-the National Strategy: Economic Action Plan](#)
- Monitor the impact of Brexit on the economy of Carmarthenshire, so we can mitigate any problems and embrace all opportunities which may arise
- We will publish a recommendations for action, on behalf of the Carmarthenshire Rural Affairs Task Group
- We will support those every day businesses that and are all around us and are the foundation of our economy.

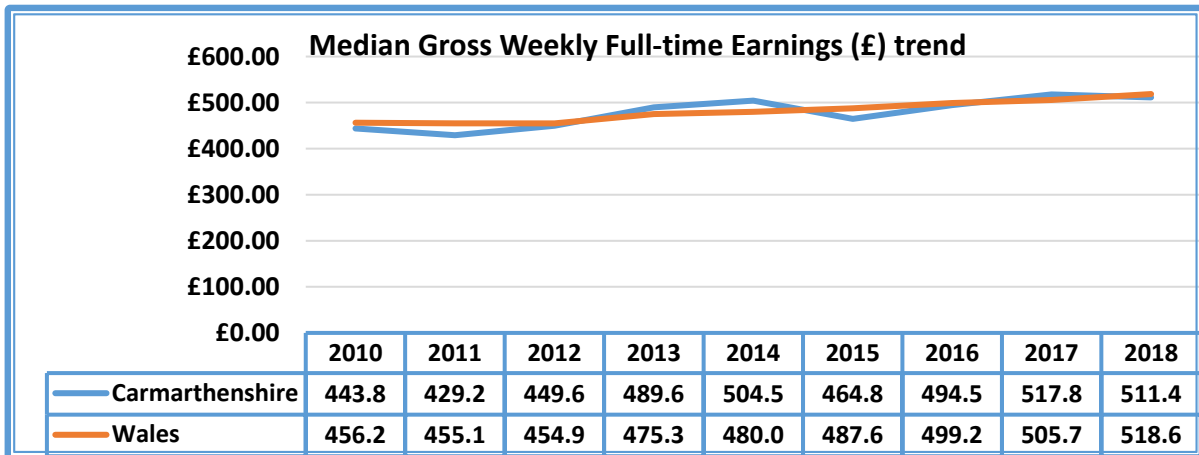
#### How will we do this?

- Regionally, by co-ordinating and delivering the Swansea Bay City Deal and specifically the Carmarthenshire based projects – Yr Egin and the Life Science and Wellness Village
- Locally, by delivering the 6 Transformational Strategy Area Plans targeting urban, coastal and rural Carmarthenshire
- By identifying and addressing the issues facing rural communities
- By developing learning, skills, employability and encouraging a spirit of entrepreneurship throughout the county to support new businesses in the county (Regional Skills & Learning Partnership)
- By ensuring clear business support plans in order to support any implications from Brexit.
- By supporting local economic growth

## Key Measure of Success

### Gross weekly pay (Median) (ONS – Annual Survey of hours and earnings)

There is a steady increase in the median gross weekly full-time earnings in both Carmarthenshire and Wales since 2010, but the increase seems to be a smoother continuous climb in Wales.



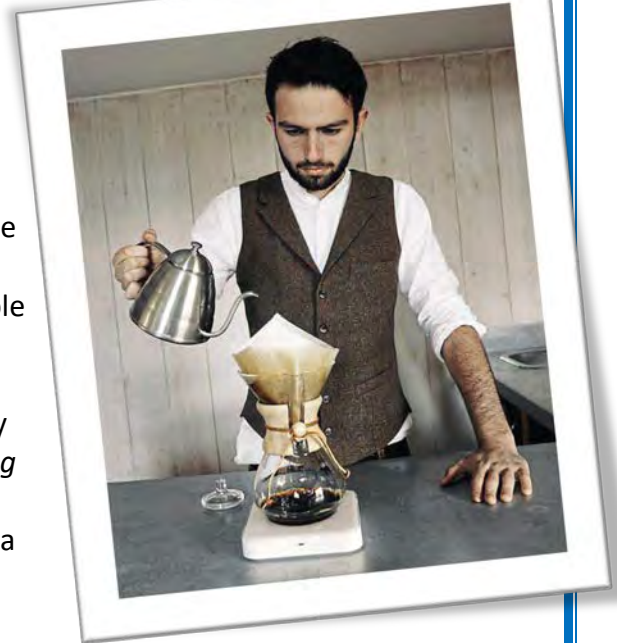
### An example of what we are doing to help

#### The coffee makers inspired by Welsh heritage



Economic regeneration can take its inspiration from unusual sources. *Coaltown Coffee* owes its name and its ambition to the mining heritage of Ammanford. The company’s founders are planning for a bright future thanks to this new kind of black gold.

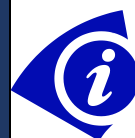
When **Scott James** and his father Gordon set up their coffee roasting business in the garage of their family home, few could have predicted the success they would enjoy. A couple of years on, Coaltown Coffee Roasters now supplies 160 cafés, restaurants and shops across South Wales and beyond; together with national retailers - you can even buy their toasted Arabica beans in Selfridges. *“It’s been amazing and we are really lucky to have such loyal customers,”* says 23-year-old Scott, as the business has recently moved into a 3,000 sq ft Roastery warehouse in Ammanford.



The warehouse was developed through our *Property Development Fund* by local Property Developer Dolawen Cyf. and the building leased to Coaltown – keeping it all local. The Roastery was set up with one ambition, to bring an industry back to their hometown. All of their coffee is roasted and packed at the Roastery, where they employ local people. They also have a dedicated training space at the Roastery set up for wholesale clients and for Public Barista Courses.



Lead Executive Board Member  
Cllr Emlyn Dole (Leader)



View our [detailed delivery plan](#) against this objective

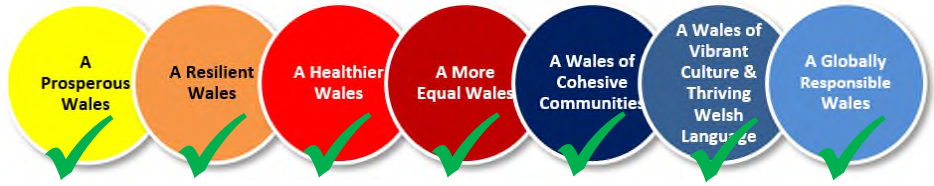


## Well-being Objective 7

### Live Well - Increase the availability of rented and affordable homes

#### So why is this important?

- Good quality affordable homes promote **health and well-being**, meeting the individual needs of the residents, building strong sustainable communities and places where people want to live.
- Good quality energy efficient affordable homes are good for the **People and the Environment** - as the energy use within the home will be reduced, having a significant effect on reducing the fuel costs for the occupying residents. It will also have a significant effect on reducing pollutants in the atmosphere and mitigating fuel poverty in our communities.
- It's good for the **Social Structure** - well-placed affordable housing developments allow communities to welcome a wide range of families and to create a vibrant, diverse, group of residents.
- It's good for the **Economy** - in order to thrive, new businesses need easy access to its workforce. Affordable housing developments ensure that working families will remain in their community.



#### Why this should concern us?

- People told us during our consultation on affordable Housing in 2015 that we need to:
  - ✓ Target help where the need is highest, in both urban and rural areas, by delivering more affordable homes for rent and buy.
  - ✓ Be more flexible - whether by bringing wasted homes back into use, buying existing homes or building new ones.
  - ✓ Do whatever it takes by developing innovative and creative ways to deliver more homes.
  - ✓ Use our resources in the best possible way to ensure as many new homes as possible.
  - ✓ Use the expertise, skills and resources of those we work with.

#### What do we need to do?

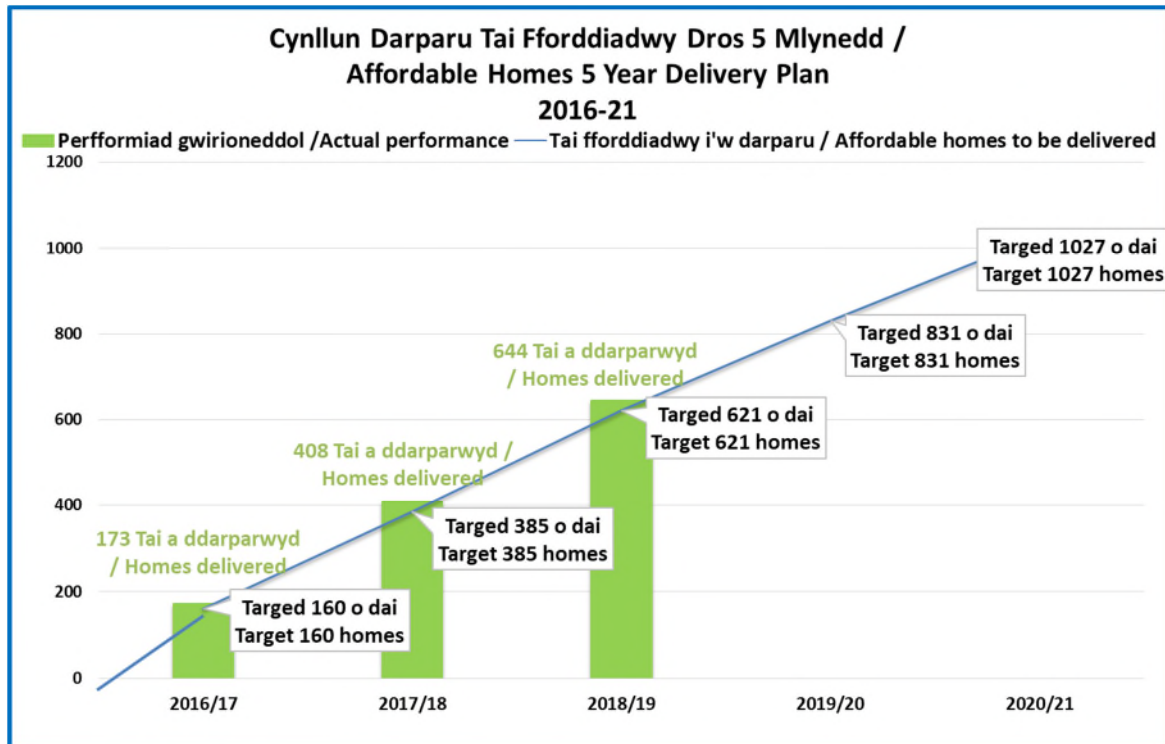
- We need to provide additional affordable homes to meet the needs of residents in Carmarthenshire.
- We need to build new council homes across the County.
- We need to actively work with private landlords to encourage them to make their properties available at affordable rental levels, including bringing more private sector homes into the management of our in-house 'Simple Lettings Agency'.
- We need to work in partnership with Housing Associations in Carmarthenshire to maximize the supply of new build affordable homes.
- We need to actively work with property owners to bring empty homes back into use.
- We need to purchase homes from the private sector and increase the Council Social Housing stock.
- We need to maximize the number of affordable homes delivered through developer contributions from the planning system.
- We need to maximize all funding opportunities for both the Council and Housing Associations.

#### How will we do this?

- A. We will deliver all of the above through our [Affordable Homes Delivery Plan](#). This is currently being further developed with more focus on building new Council and low cost affordable homes that will have a huge impact on the health, economic and social well-being of the County. We will also continue to bring empty homes back into use to increase choice and provide the right type of home in the right areas.

## Key Measure of Success

Number of affordable homes in the County (7.3.2.24)



## An example of what we are doing

### Helping people to get on the property ladder.

Since the beginning of the plan we have helped over 50 families get on the property ladder. We have done this by providing homes on an equity share basis through our Low Cost Home Ownership programme. The homes have been provided from the Local Development Plan (LDP) Section 106 Affordable Housing process. The LDP requires all developers delivering more than 5 homes to provide affordable homes on the development. This can range between 10% and 30% depending on where in the County these developments are located.



Our homes are nominated to eligible individuals and families from the Affordable Housing Register. To be eligible, the household income cannot exceed than £25,000, meaning that these families would not be able to afford to buy their own home on the open market without subsidy. The homes remain affordable in perpetuity through the use of a local land charge. If the property is to be sold, it is again nominated to eligible households from the Affordable Housing Register.



Lead Executive Board Member  
Cllr Linda Evans



View our [detailed delivery plan](#) against this objective

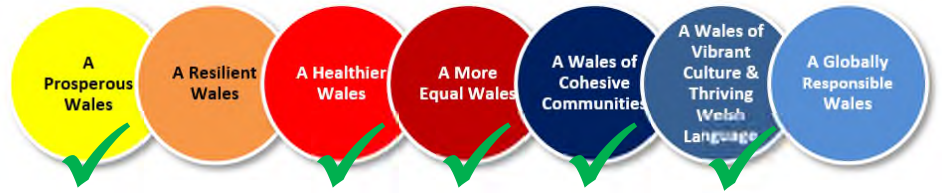


## Well-being Objective 8

### Live Well - Help people live healthy lives (tackling risky behaviour and obesity)

#### So why is this important?

- Our way of life is changing, people are living longer with a higher quality of life.
- The challenge is to prevent ill health.
- Living healthy lives allows people to fulfil their potential, meet educational aspirations and play a full part in the economy and society of Carmarthenshire.
- Many of the preventive services and interventions required to maintain health, independence and well-being lie outside health and social care.
- Playing a part in providing accessible, inclusive, exciting, sustainable services, which promote and facilitate learning, culture, heritage, information, well-being and leisure.



#### Why this should concern us?

- There is a significant gap in life expectancy and a healthy life expectancy. In Carmarthenshire:-
  - Life expectancy for males is 78.0 years (2015-17) compared to a healthy life expectancy of 65 years (2010-14)
  - Life expectancy for females is 82.2 years (2015-17) compared to a healthy life expectancy of 66 years (2010-14)
  - Healthy life expectancy of both males and females are below the Welsh average of 65.3 and 66.7 years.
- 18.6% of adults are still smoking in Carmarthenshire and 57.8% of adults are overweight or obese (Welsh Average of 59.5%) National Survey for Wales 2016/17 & 2017/18

#### What do we need to do?

- We need to work with partners to ensure people across Carmarthenshire:
  - Eat and breathe healthily
  - Are physically active; and
  - Maintain good mental health.
- We need to remove inequalities around opportunities for people to address these 3 key areas

#### How will we do this?

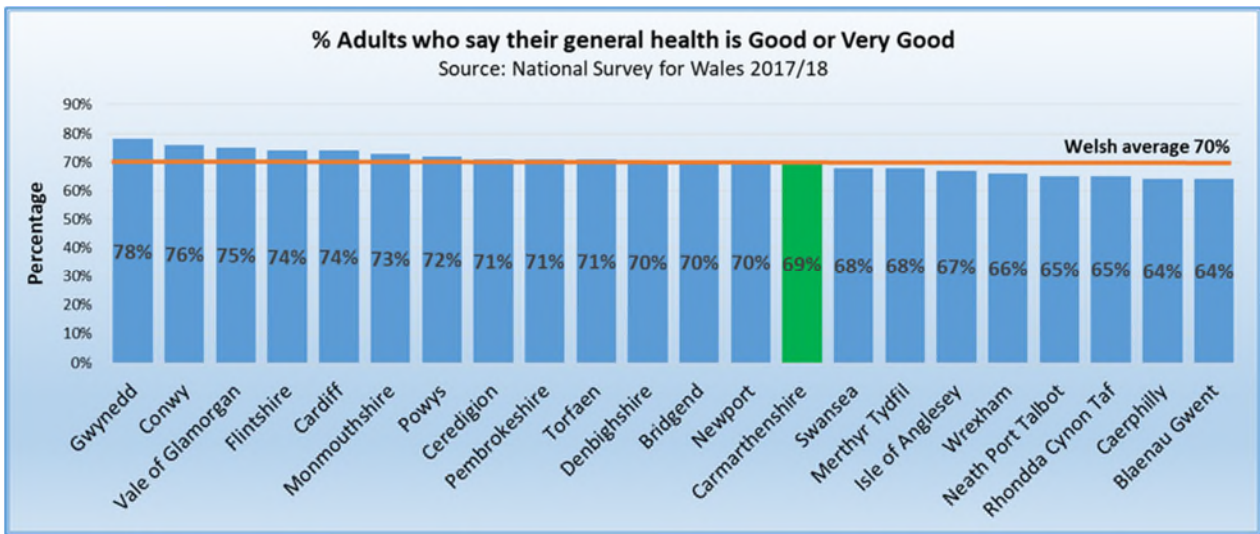
- A. Eat and breathe healthily:** We will provide healthy vending and food options as part of their catering provision at our Leisure facilities and continue to ensure that our outdoor recreation facilities i.e. Country Parks, rights of way networks remain well maintained and can be accessed safely and enjoyed by everyone.
- B. Physical Activity:** We will continue investment in the new state of the art Wellness Village in Llanelli; Work in partnership with schools and the voluntary and health sectors to get “more people more active more often”; and, Enable employers to support the health and well-being of their workforce through Workplace Health initiatives.
- C. Mental Health:** We will continue to work with health and third sector partners to transform mental health services and improve access to information, advice, preventive and crisis services in Carmarthenshire. We will aim for people to experience the positive health benefits of taking inspiration from museum collections to promote creativity, mindfulness and self-confidence and imbed the New Mobile Library Fleet to improve information, digital and health literacy across the county.



## Key Measure of Success

### Adults who say their general health is Good or Very Good (National Survey for Wales)

The 2017/18 [National Survey for Wales](#) shows that **69%** of participating adults in Carmarthenshire say their **general health is Good or Very Good**. This is slightly below the Welsh average and down on last year's result of 70% but continues to be 14<sup>th</sup> highest in Wales.



## An example of what we are doing

### Encouraging Healthy Lifestyles

The objective in Leisure Services is to help people live healthy lifestyles and be more active more often is a mainstay in promoting and ensuring a healthier community in Carmarthenshire with all actions aimed at achieving this goal.

We want Carmarthenshire to be a place:

- ✓ That is the most active and healthy in the UK
- ✓ Where every person is an active participant at a 'Community Club' or 'Leisure / Cultural Facility'
- ✓ Where every child is hooked on Leisure / Cultural activity for life

Let us help  
you achieve  
#thatsmygoal



Lead Executive Board  
Member  
Cllr Peter Hughes-Griffiths



View our **detailed delivery plan**  
against this objective

LEFT INTENTIONALLY BLANK

# Age Well



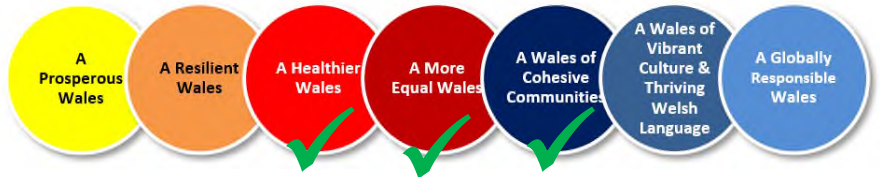


## Well-being Objective 9

Live Well/Age Well - Support good connections with friends, family and safer communities

### So why is this important?

- Loneliness and social isolation are harmful to our health, with research showing that lacking social connections is as damaging to our health as smoking 15 cigarettes a day and is worse for us than well-known risk factors such as obesity and physical inactivity.
- Social networks and friendships not only have an impact on reducing the risk of early death and illness, but they also help individuals to recover when they do fall ill.
- Social isolation puts individuals at greater risk of cognitive decline
- Loneliness amongst young people has been shown to increase the likelihood of poor physical & mental health, the risk of becoming involved in criminal activity and reduce future employment opportunities.



### Why this should concern us?

- In our well-being survey of 2,500 residents, good relationships and a sense of belonging was the 3<sup>rd</sup> highest thing that mattered.
- The importance of family in positively influencing well-being is evident in findings from primary engagement activities delivered as part of Carmarthenshire's Well-being assessment. Family and friends were overwhelmingly identified as the most important factor in experiencing positive well-being by over 500 adults and children taking part in an exercise.
- 48% (close to the National average of 50%) of Carmarthenshire residents feel they live in cohesive communities. 72% agreed that local people treat each other with respect and consideration, 68% agreed that people from different backgrounds get on well together and 70% feel they belong to their local area. (*National Survey for Wales, 2016/17*).
- Safety-related issues were highlighted throughout the Carmarthenshire Wellbeing Assessment and feeling safe at home and in the local community impacts on everyone's sense of well-being

### What do we need to do?

- We need to ensure services respond to the needs of families and communities.
- We need to continue to build greater community cohesion and to support and empower communities to address their safety, collective well-being and the well-being of those within the community, including the building of social bonds within groups and social bridges between groups in our communities.
- We need to encourage promotion of independence, wellbeing, community engagement & social inclusion.
- We need to keep our communities safe when delivering our services

### How will we do this?

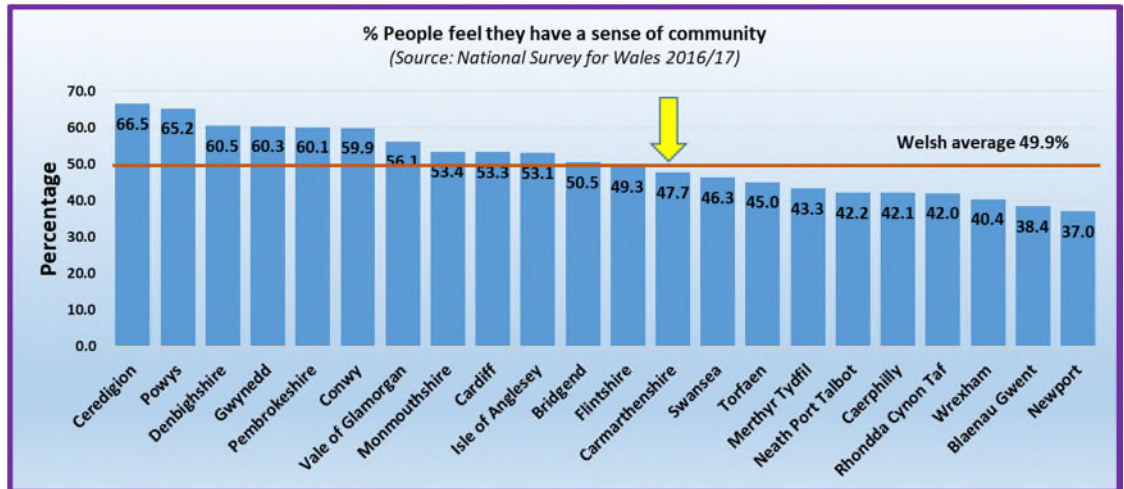
- A. We will continue to develop and implement how we provide information, advice and assistance across social care services.
- B. We will promote and develop strong connections for people, places and organisations.
- C. We will identify the strengths and resources within communities which can contribute to promoting and supporting the health and wellbeing of neighbours.
- D. We will continue to support community safety to help increase people's sense of personal security and their feelings of safety in relation to where they live, work and spend their leisure time.

## Key Measure of Success

**% Say they have a sense of community** (National Survey for Wales) (National Well-being Indicator)

The 'Sense of Community' is derived from three questions; People feel they belong to their local area; People in the area from different backgrounds get on and People in the area treat each other with respect'.

Carmarthenshire has the 4th highest year on year % change having reduced from 73% in 2014/15 to 47.7% and moved down from 5th to 13th position



## An example of what we are doing

### The White Ribbon Campaign - end male violence against women and girls



Carmarthenshire Council, Mid and West Wales Fire and Rescue Service and Dyfed-Powys Police have all met the standards required to be awarded with White Ribbon UK accredited status. Achieving White Ribbon UK status shows an organisation's commitment to The White Ribbon Campaign - the largest global initiative to end male violence against women. The award is recognition of the work which the three organisations have already undertaken in involving men in speaking out

and challenging male violence against women and girls. It is also a reminder of the work that still needs to be done.



Lead Executive Board Member  
Cllr Cefin Campbell



View our **detailed delivery plan** against this objective



## Well-being Objective 10

Age Well - Support the growing numbers of older people to maintain dignity and independence in their later years

### So why is this important?

- Carmarthenshire has a high proportion of residents over 65 who are a vital and vibrant part of the community. We want the county to be a place to age well.
- Consultations have demonstrated that ‘what matters’ to older people is to be able to be as independent and well as possible for as long as possible.  
**‘Being respected as an older person and not being seen as a burden on the local health and social care system’**
- Research shows that a vital factor of healthy aging is for older people to feel included and useful.
- Older people contribute to the economy in Carmarthenshire by caring for their grandchildren or other family members.
- The Royal Voluntary Service have described older people as the ‘social glue’ of communities.



### Why this should concern us?

- Current projections suggest that the population of people over 65 living in Carmarthenshire is growing and by 2030 this will increase by 60%. There has been, and continues to be, a significant increase in the ‘oldest of the old’ with the greatest rise represented in the over 85 age group; with a predicted growth of 116%.
- Older people are statistically more likely to have a life limiting health condition with 55% of the over 65 population in the reporting having a long-term illness or disability. Demand for hospital and community services by those aged 75 and over is in general more than three times greater than from those aged between 30 and 40.
- Whilst the people of Carmarthenshire are living longer there is not a similar trend in increased years of being well. This is defined as healthy and disability-free life expectancy and it is rising more slowly than life expectancy. In simple terms this means that people are living longer with illness and disabilities. For males in the area, life expectancy is 77.4, with disability free life estimated at 59.4 and healthy life at 64. For females, it is 82, with 61.2 disability free years and 65.7 healthy ones.
- It is essential that we lay robust foundations to future proof the availability of services that promote and support ongoing well-being and independence for our frail older adult population.

### What do we need to do?

- We need to continue to integrate health and social care at population health level to address the complex needs associated with age related multiple conditions and frailty.
- We need to work with individuals and communities together with the public, private and voluntary sectors to develop and promote innovative and practical ways to make Carmarthenshire a good place to grow older for everyone (see Objective 11 on *Ageing Well*).
- We need to develop service provision on a smaller footprint which are population based, integrated across health & social care and seek to reduce demand and growth in the future

### How will we do this?

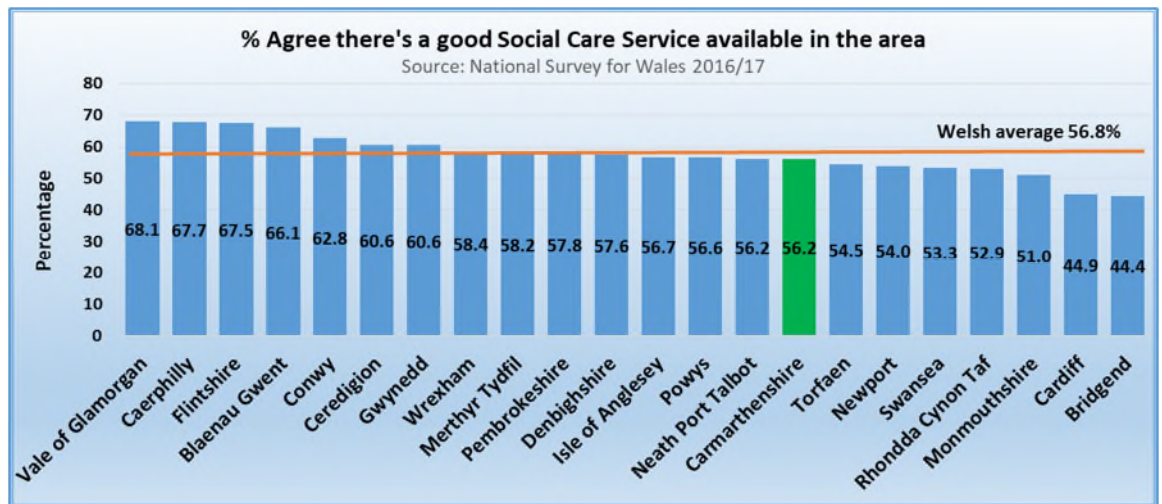
The Welsh Government commissioned a Parliamentary Review of the Long Term Future of Health and Social Care: “A Healthier Wales” is the Welsh Government’s response to that Review. The report adopts a “Quadruple Aim”. They are continually to work towards an:

- A. Improved population health and wellbeing;
- B. Better quality and more accessible health and social care services;
- C. Higher value health and social care; and
- D. A motivated and sustainable health and social care workforce.

## Key Measure of Success

**Agree there's a good Social Care Service available in the area** (National Survey for Wales)

According to the 2016/17 [National Survey for Wales](#) 56.2% of those surveyed agreed that there's a **good social care service available** in their area, this is just below the Welsh average of 56.8% but an improvement on the previous survey result of 53.1%. This puts us in **15<sup>th</sup>** position in Wales compared to 12<sup>th</sup> place in the previous year.



## An example of what we are doing

### Dementia Friends Initiative

We are committed to supporting our residents to Age Well, maintaining dignity and independence, enabling older people to remain in their own homes.

One of our initiatives is creating dementia friendly Carmarthenshire. Carmarthenshire County Council, Hywel Dda Health Board and Dyfed Powys Police together with local GP surgeries, Town Councillors, local businesses, voluntary groups and community members have worked together to support the Alzheimer Society's Dementia Friends

initiative. The program aims to provide dementia awareness sessions to local businesses, organisations, public sector employees and members of the public to become dementia friends and to pledge actions so that people living with Dementia feel empowered to access their communities. This work is currently being undertaken in Llanelli, Pontyberem, Ammanford, Llandovery, Laugharne, St. Clears, Whitland and surrounding areas, Llandeilo and Carmarthen Town.



Lead Executive Board  
Member  
Clr Jane Tremlett



View our [detailed delivery plan](#) against this objective

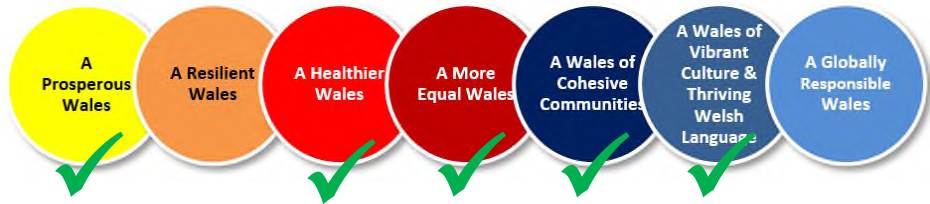


## Well-being Objective 11

### Age Well - A Council-wide approach to support Ageing Well in Carmarthenshire

#### So why is this important?

- Wider services can make an important contribution in supporting and sustaining the independence of older people and reducing the demand on Social Services and Health Care.
- When planning services for older people, we need to listen to what they have told us.
- In deciding what to do, we need to ask ourselves, would this service *be ok for me or my relatives*
- Tackling the causes of loneliness and social isolation is a national priority for the Welsh Government.
- Older people's rights must be promoted and protected so they can age well and are protected against ageism, discrimination and abuse. (See the Older People's Commissioners priorities)
- So that older people able to participate fully in their communities.
- We fully support the '*Dublin Declaration on Age-Friendly Cities and Communities in Europe, 2013*'.
- The Council has determined to make Carmarthenshire a dementia friendly county along the lines of the Alzheimer's Society Dementia Friendly Community Programme.



#### Why this should concern us?

- Older people are a significant asset to Wales, worth over £1bn to the Welsh economy annually. We must take forward an asset-based approach which, rather than focusing on the costs of providing services for older people, considers instead the cost of not investing in older people
- Carmarthenshire has an ageing population and by 2039 around 1 in 3 residents will be aged 65 +.
- Older people who are supported by tailored services and living in inclusive communities, are able to contribute more to the local economy and society.
- When surveyed older people have told us that they want as much support as possible to help them do the things they enjoy and to be able to manage day to day.

#### What do we need to do?

- We need to 'join-up' our diverse divisions and departments to support independent living and to help older people live in their communities. Making sure that the impact of all service changes on elderly people are carefully thought through.
- We need to consult in a meaningful way with older people who are often '*experts by experience*' and know the services they need to remain active and independent in their communities.
- We need to focus on an outcome based approach to draw out the changes and improvements seen in an individual's life – we need to build services around the outcomes older people need.
- We need to examine how we will work with the Public Service Board (PSB) to achieve the Older People's Commissioner for Wales's targets for inclusion in the PSBs *Well-Being Plan*.

#### How will we do this?

- The Welsh Government will be publishing their new Strategy for an Ageing Society in the Spring of 2019. The Council will need to refresh and respond to the local priorities emerging from this national strategy.
- In doing this the Council will also take account of the Older People's Commissioner's priorities and the World Health Organisation's age friendly priorities for action.

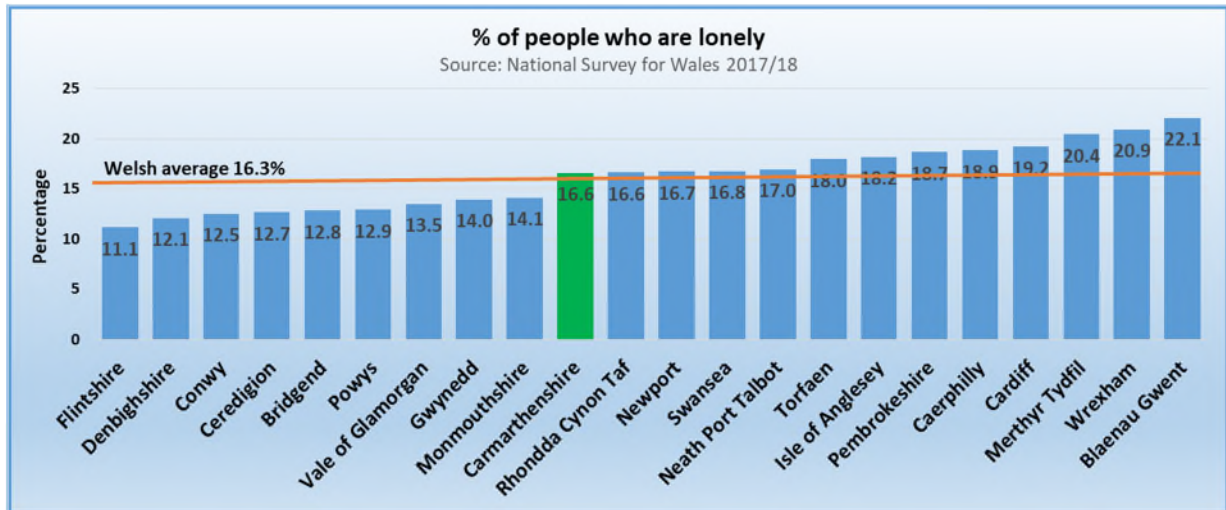


## Key Measure of Success

**People who are lonely** (National Survey for Wales)(National Well-being Indicator)

According to the 2017/18 [National Survey for Wales](#),

**16.6%** of participating adults in Carmarthenshire **classed themselves as lonely**, this is slightly above the Welsh average of 16.3% but has reduced from previous year’s result of 17.1% and we continue to be in 10<sup>th</sup> position.



Please note that this survey result is for all participating adults and not just the elderly.

## An example of what we are doing

### Carmarthenshire is kind

The 50+ Forum annual event was held on the 14 September 2018 at the Botanic Garden with 634 attendees. Close working relationship with colleagues in the Communities Department were developed in order to deliver the **Carmarthenshire is Kind** focus. This focus talked about the concept of kindness and encouragement that great things are possible with only the simplest acts of kindness and generosity.



Lead Executive Board Member  
Cllr Linda Evans  
Cllr Jane Tremlett



View our **detailed delivery plan** against this objective

LEFT INTENTIONALLY BLANK

# Healthy, Safe & Prosperous Environment



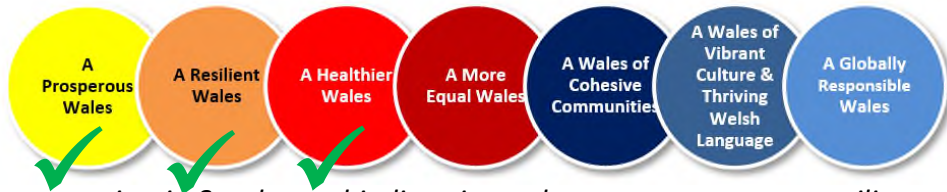


## Well-being Objective 12

### Healthy & Safe Environment - Look after the environment now and in the future

#### Why is this important?

- The *Natural Environment* is a core component of sustainable development. The Environment (Wales) Act 2016 expands the duty placed on public bodies, requiring them to *maintain & enhance biodiversity and promote ecosystem resilience*.
- A biodiverse natural environment, with healthy functioning ecosystems, supports social, economic and ecological resilience. Carmarthenshire's natural environment is the natural resource on which much of our economy is based – tourism, farming, forestry, and renewable energy. It is a major factor that attracts people, both young and older to live, work and visit the county, bringing inward investment with them.
- The conservation and enhancement of biodiversity is vital in our response to climate change and key ecosystem services such as food, flood management, pollination, clean air and water.
- 60% of the County's people live in rural areas and the remaining 40% live within 400m of natural or semi-natural green space.
- The Well-being Needs Assessment survey identified a strong relationship between residents' well-being and their surrounding environment from providing recreational opportunities, to psychological positivity, health benefits and a connection to heritage and culture.
- The '*Resilient Wales*' goal set out in the Well-being Future Generations Act requires public bodies to set objectives to achieve a 'biodiverse natural environment with healthy functioning ecosystems'



#### Why this should concern us?

- The environment contributes £8.8 billion of goods and services annually to the Welsh economy, 9% of Welsh GDP and 1 in 6 Welsh jobs; with the environment being relatively more important to the Welsh economy than is the case for the other UK nations.
- A biodiverse natural environment, with healthy functioning ecosystems, supports social, economic and ecological resilience, as well as our health and well-being.
- Responses from the Well-being Assessment survey showed that a clean environment is important to well-being and that residents are concerned with preserving and enhancing the local environment with repeated references to tipping, littering and recycling.
- Rising sea levels are likely to impact not only the 5,587 properties in Carmarthenshire already at risk of tidal and rising river level flooding, but additional properties along the coastal & river communities. A biodiverse natural environment will be more resilient to both climate change, and changes in sea level.

#### What do we need to do?

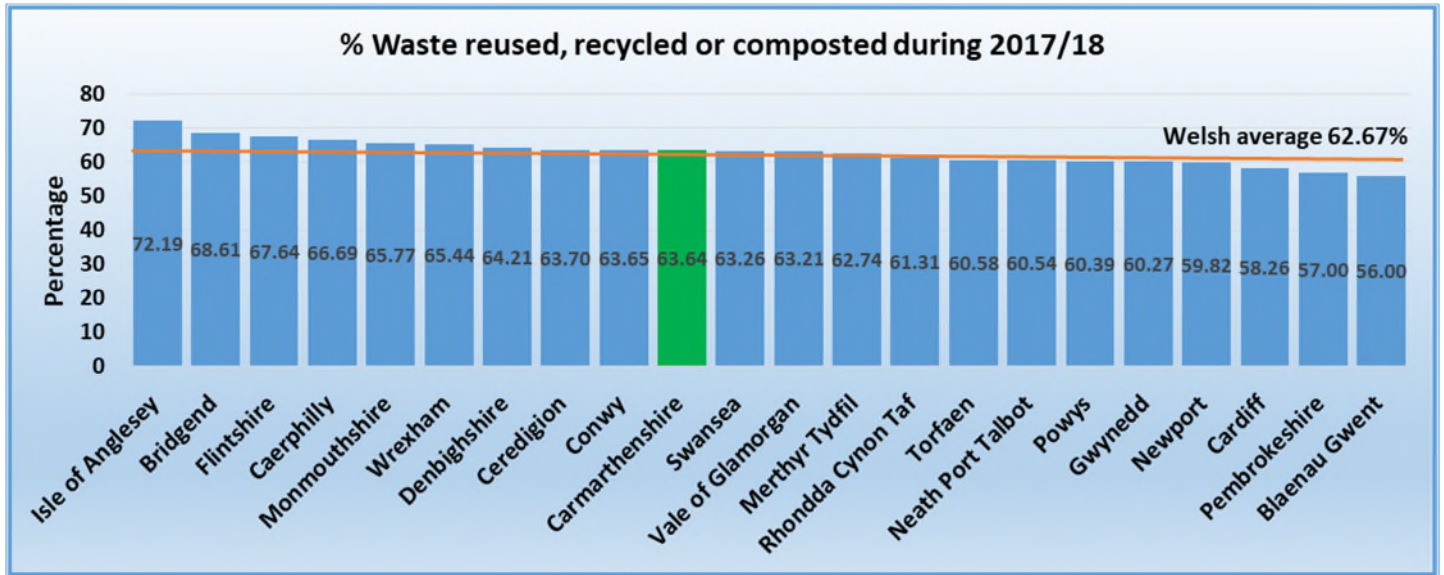
- We need to ensure that in delivering all our strategies, plans, projects and programmes for development, economic growth and the attraction of inward investment, we deliver our S6 Environment (Wales) Act duties and actively maintain and protect biodiversity and promote ecosystem resilience.
- We need to sustain and enhance natural & built spaces to encourage healthy living for residents & visitors.
- We need to support resilience within our rural and urban communities.

#### How will we do this?

- A. We will advise the whole Authority and partners on our need to address the requirements of the Environment (Wales) Act 2016 and monitor delivery of CCC's Environment Act Forward Plan, so demonstrating its compliance with the Biodiversity & Resilience of Ecosystems Duty within the Act.
- B. Ensure that in delivering planning services across the County, and in particular the various aspects of Planning (Wales) Act 2015, we demonstrate compliance with the Biodiversity & Resilience of Ecosystems Duty within the Act
- C. We will continue to implement and promote the increased use of renewable energy and become carbon neutral by 2030.
- D. We will protect our environment and properties through delivering our *Flood & Waste Management Plan*; and protect and manage our coast by delivering the *Shoreline Management Plan*.
- E. We will deliver actions from the '*Towards Zero Waste strategy*', to become a high recycling nation by 2025 and a zero waste nation by 2050.

## Key Measure of Success

Rates of recycling (PAM/030)



**Recycling** declined in 2017/18 to 63.64% from 66.23% the previous year, moving down from 5<sup>th</sup> to 10<sup>th</sup> place but just above the Welsh average. The slight decline is predominantly as a result of the difficulties with the refuse derived fuel (RDF) outlets.

## An example of what we are doing

### Managing our wetland habitats

Managing our wetland habitats appropriately and recreating them in the right places can bring great benefits for wildlife *and* people. The flat coastal land south-east of Llanelli was once an area of coastal grazing marsh forming part of the distinctive coastal landscape of the county. Although much was lost/degraded as Llanelli developed into an important industrial town, areas have been recreated/restored over recent years and are now flourishing with wildlife. Over the past few years the Council, the Wildfowl and Wetlands Trust (WWT), Natural Resources Wales and local contractors have worked together to create/restore

wetland features in degraded areas of former coastal grazing marsh that the Council owns close to the WWT. This year over 400 m of ditch was restored/created to help water voles in an area of land that was scrubbing over. It will hopefully become home to a range of wetland species and improve local flood storage. As the land is linked to the Wildfowl and Wetlands Trust, where a significant amount of habitat creation has been undertaken and which is very important for wildlife (and is also a wonderful place for people to learn about and enjoy the natural environment), it should improve the ecological resilience of the local landscape to support water voles.



Lead Executive Board Member  
Cllr Phillip Hughes



View our [detailed delivery plan](#) against this objective

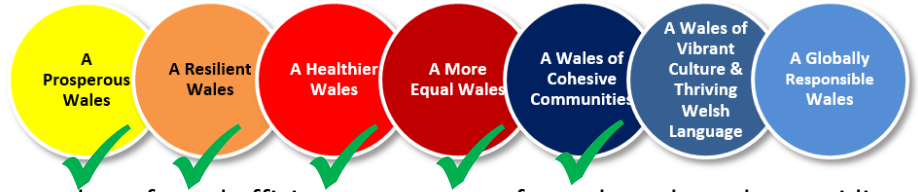


## Well-being Objective 13

### Healthy & Safe Environment - Improve the highway and transport infrastructure and connectivity

#### Why is this important?

- Transportation & highways play a key role in sustaining our community and deliver 'Prosperity for All.' A modern, successful economy is reliant upon the safe and efficient movement of people and goods; providing opportunities for people to gain access to employment, education, health, leisure, social and retail services.
- *United & connected* is one of the four Welsh Governments' aims in its 'Taking Wales Forward' plan. Providing integrated and affordable access for businesses, for residents and visitors can stimulate economic development, reductions in deprivation and social exclusion and an increase in well-being.
- Sustaining access to services will deliver improvements in health and wellbeing for all sections of the community e.g. that includes: walking, cycling, passenger and road transport.
- By 2030 South West Wales will be a confident, ambitious and connected City Region.



#### Why this should concern us?

- Our survey identified *transportation and highways as important* and in the top 10 priorities for the community was road maintenance, bus services and pavement maintenance.
- In our survey on satisfaction with services and the importance of services - *Road Maintenance and Repairs* were identified as one of the highest importance with low satisfaction.
- Our highway network is the second largest in Wales covering 3,545 Kilometres, more than double the Welsh average of 1,566 Kilometres; covering 16 million square metres of carriageway.
- The condition of our roads was ranked 17<sup>th</sup> out of 22 across Wales in 2017/18.
- 18.8% of residents do not have access to a car or van. However, 43.5% of households have one car per household, which may indicate reduced accessibility in areas not well served by public transport.
- Only 55% aged 80 or over have access to a car/van therefore public transport and community based services are important to enable people to continue to live within their communities; it can mean the difference between a person staying independent at home or entering residential care.
- Air quality is emerging as a concern is Llandeilo, Carmarthen and Llanelli.

#### What do we need to do?

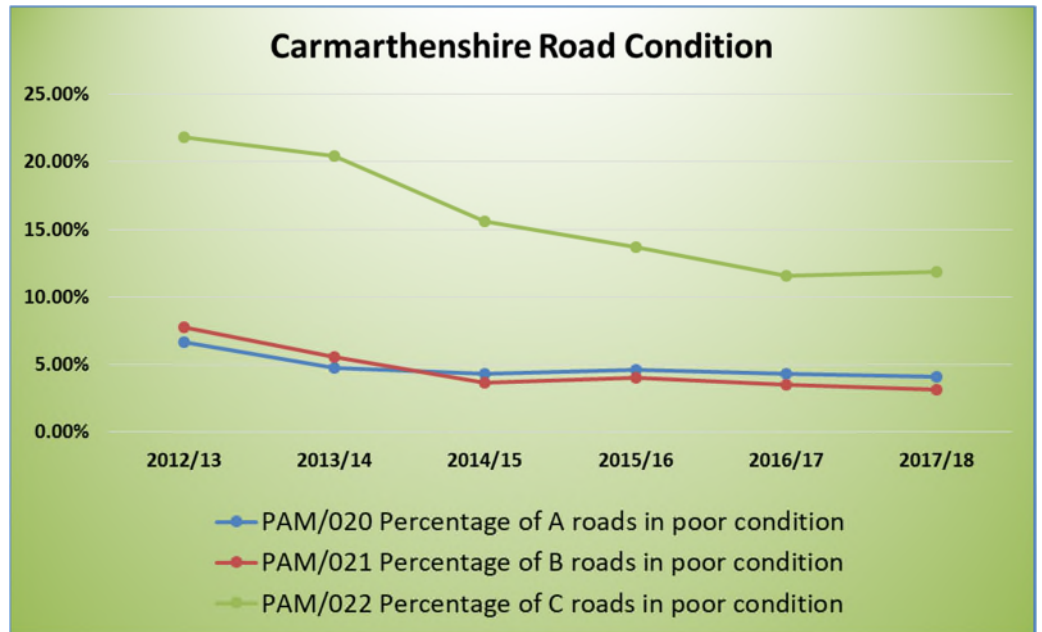
- We need to improve connectivity, reduce congestion and improve competitiveness to develop and support access to services.
- We need to sustain investment into our public and community transport systems and facilitate travel to and from schools to support our Modernising Education Programme.
- We need to also invest in infrastructure to support more sustainable journeys and Active Travel. For example through cycle ways, footpaths and public transport infrastructure.
- We need to continue to sustain investment in our existing highway infrastructure to improve connectivity;
- We need to maintain our focus on road safety and deliver our road safety strategy priorities.
- We need to ensure our fleet of vehicles are safe, modern and efficient, and design our replacement strategy to adapt to changes in vehicle technology.

#### How will we do this?

- A. We will develop the highway infrastructure to meet the priorities of our Regeneration Plan and Swansea Bay City Deal. We will continue to develop a new highway at Cross Hands and develop strategic schemes to connect communities to promote 'Active Travel' and tourism.
- B. We will continue the successful integrated public transport network such as Bwcabus/LINC and Traws Cymru, develop a Metro for South West Wales to integrate Active Travel, bus and rail stations and work with regional colleagues to improve rail connectivity and journey times to West Wales.
- C. We will plan to redesign our school transport network to support the Modernising Education Programme.
- D. We will continue to support community transport.
- E. We will meet our objectives set out in our Road Safety Strategy.
- F. We will continue to modernise our vehicle fleet to improve efficiency and reduce emissions, and support the development of electrical vehicle charging infrastructure.

## Key Measure of Success

Through our investment in road repairs, we have seen an overall improvement in their condition. The additional Welsh Government funding will help to support our prioritised programme of surfacing our roads.



## An example of what we are doing

### Towy Valley Path


The first section of the Tywi Valley Path is now open. Over 750m of pathway linking Carmarthen Museum in Aberwgili with Bwlch Bach to Fronun and onto Whitemill, offers cyclists and walkers beautiful scenery including views of the Bishops Palace gardens and ponds.

We are putting our customers first by opening the first section and we are now striving for excellence as we work towards completion of the path!

The Tywi Valley Path is one of Carmarthenshire County Council’s exciting capital projects, and has received £128,000 through the Welsh Government Rural Communities - Rural Development Programme 2014-2020, which is funded by the European Agricultural Fund for Rural Development. When complete, it is expected to boost the local economy by up to £2.4 million a year through increased tourism and visitor spend, which is part of a long-term vision for Carmarthenshire to be recognised as the Cycling Hub of Wales.



Lead Executive Board Member  
Cllr Hazel Evans



View our [detailed delivery plan](#) against this objective

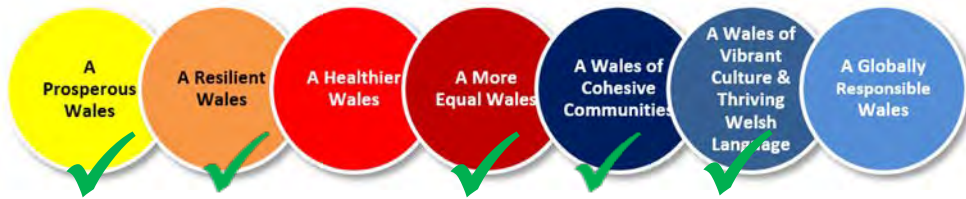


## Well-being Objective 14

### Healthy & Safe Environment - Promote Welsh Language and Culture

#### So why is this important?

- Carmarthenshire is a stronghold for the Welsh language and is considered to be of high strategic importance in its future.
- There are many advantages to bilingualism, including increased cognitive skills,
- It is a unique selling point. Tourist and hospitality industries throughout Europe are now realising the importance of offering unique experiences. Having two languages and a sense of Welsh history and culture places Carmarthenshire in a strong position.
- Engaging in cultural activity has demonstrable positive impact on starting well, living well and ageing well.



#### Why this should concern us?

- According to the results of the 2017/18 National Survey for Wales **43.6%** of people in Carmarthenshire said that they spoke Welsh.
- The 2011 Census showed that the number of Welsh speakers in Carmarthenshire had reduced to **43.9%** compared to 50.1% in 2001.
- The Welsh Government’s ambition, through the [Cymraeg 2050 - Welsh language Strategy](#), is to see the number of people able to enjoy speaking and using Welsh reach a **million by 2050**.
- The Welsh Government’s [Light Springs through the Dark: A Vision for Culture in Wales](#) is reinforcing the importance of culture as a priority.

#### What do we need to do?

- We need to ensure compliance with the Welsh Language Standards under the Welsh Language Measure (Wales) 2011 and monitor progress across the Authority.
- We need to continue promote the content of the ‘WESP’ Welsh in Education Strategic Plan in partnership with school leaders for the benefit of all Carmarthenshire learners. (Also see *WBO3*)
- We need to promote the use of the Welsh Language in our communities and work with partners such as the Mentrau Iaith, the Urdd and Mudiad Meithrin to realise the vision and outcomes set out in our Welsh Language Promotion Strategy
- We need to increase the number of people participating in cultural activity.
- We need to ensure that our collections and our County’s heritage assets are protected and accessible for future generations

#### How will we do this?

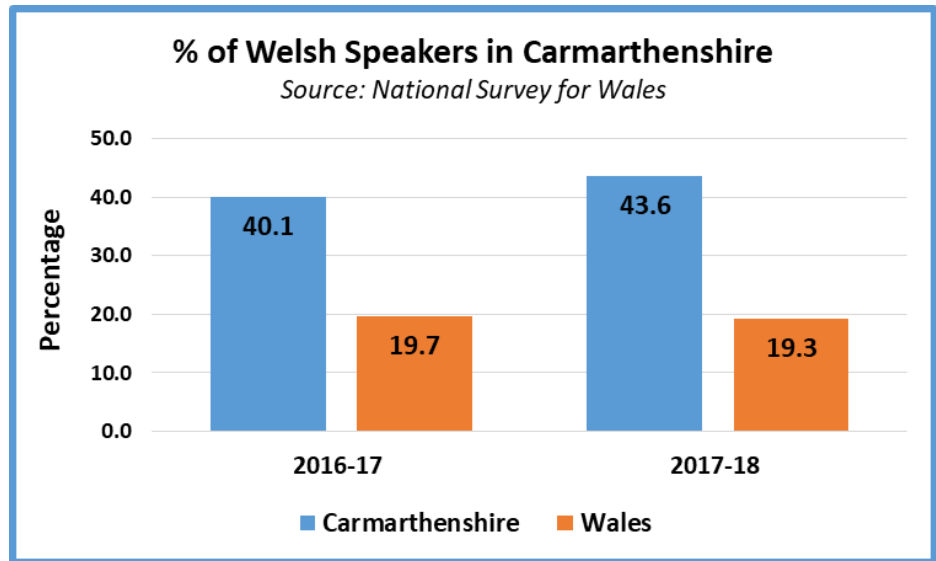
- A. We will implement and monitor the **Welsh Language Standards** under the Welsh Language Measures 2011 across the Council, to the citizens of Carmarthenshire and other public services
- B. We will continue the **development of Welsh in all our Education services**, thus moving towards ensuring that every pupil is confidently bilingual. Pupils can fulfil their potential in gaining skills to operate as bilingual citizens in their communities, the workplace and beyond/worldwide.
- C. We will implement the **Welsh Language Promotion Strategy** - which will facilitate the use of Welsh in everything we do across all communities
- D. We will promote our **Welsh Culture & Heritage**



## Key Measure of Success

**Can speak Welsh** (National Survey for Wales (NSW)(National Well-being Indicator) (NWBI))

The 2017/18 [National Survey for Wales](#) results shows that **43.6%** can speak Welsh in Carmarthenshire, an increase on 40.1% in the previous year. This is well above the Welsh average and the fourth highest percentage in Wales (Sample size - 11,400 in Wales). Carmarthenshire has the highest number of Welsh speakers in Wales with just over 78,000 according to the 2011 Census.



## An example of what we are doing

**A WELCOME booklet** has been created for those who have returned to live or moved to Carmarthenshire. The pack explains about the county and the Welsh language. It also includes information about the benefits of being bilingual as well as listing different Welsh enterprises and organisations in the county and identifies places to shop and socialise where you can embrace the language. The packs are given out to those who register for council tax; new council tenants; new university, health board, police and council staff in the county as well as being piloted with an estate agent and social housing providers.



Lead Executive Board Member  
Cllr Peter Hughes-Griffiths



View our [detailed delivery plan](#) against this objective

LEFT INTENTIONALLY BLANK

# Building a Better Council & Better Use of Resources



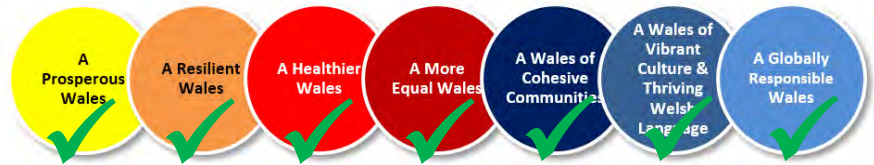


## Well-being Objective 15

### Building a Better Council and Making Better Use of Resources

#### So why is this important?

- The general purpose of the Well-being of Future Generations Act (Wales) 2015, is to ensure that the governance arrangements of public bodies for improving the Well-being of Wales take the needs of future generations into account.
- There are increasing demands and expectations yet less resources are available. Under these conditions we need to work even more efficiently and effectively to maintain services and improve where we can, delivering 'more (or even the same) for less'.



#### Why this should concern us?

- Further financial pressures are likely to arise from such things as rising energy costs, an increasing number of older people needing services from us, offices, school buildings and highways that require significant investment, and this is in addition to the current uncertainty in the economic outlook as the UK embarks on the process of leaving the European Union.

#### What do we need to do?

- Our Transform, Innovate and Change (TIC) programme will support the achievement of a sustainable financial future by delivering more efficient and effective services.
- We will conduct the work of the Council in an open and accessible way, ensuring we are properly accountable for the decisions we make.
- We intend to invest somewhere in the region of *an additional £210 million pounds of capital funding* in our corporate priorities over the next five years.
- We will make better use of our resources which will help to minimise the impact on services primarily by making smarter use of our buildings, our people and our spending.

#### How will we do this?

##### A. By transforming innovating and changing the way we work and deliver services.

Our Transform, Innovate and Change (TIC) programme is aimed at thinking differently, acting differently and therefore delivering differently. The programme takes into account factors such as the potential to deliver financial efficiencies, service improvement, opportunities to work collaboratively with other public sector partners and transformational projects with potential to deliver greater efficiency savings.

##### B. We shall follow the 7 Principles of Good Governance set out Chartered Institute of Public Finance and Accountancy (CIPFA)/ Society of Local Authority Chief Executives (SOLACE) :-

**B1. Integrity and Values** - *(Behaving with integrity, demonstrating strong commitment to ethical values, and respecting the rule of law)*

**B2. Openness and engagement** – *(Ensuring openness and comprehensive stakeholder engagement)*

**B3. Making a difference** - *(Defining outcomes in terms of sustainable economic, social, & environmental benefits)*

**B4. Making sure we achieve what we set out to do** - *Determining the interventions necessary to optimise the achievement of the intended outcomes.*

**B5. Valuing our people; engaging, leading and supporting** - *(Developing capacity and the capability of leadership and individuals).*

**B6. Managing risks, performance and finance.**

*(Managing risks and performance through robust internal control and strong public financial management)*

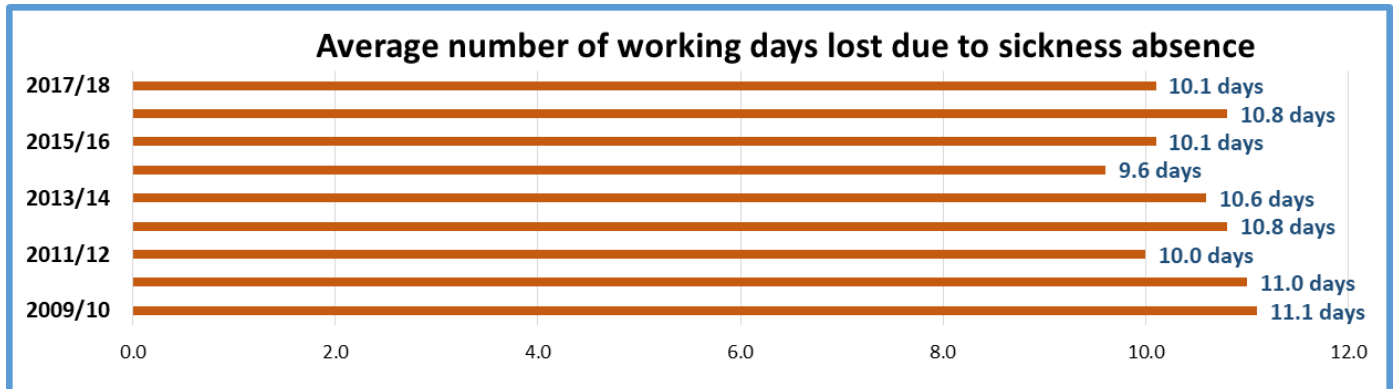
**B7. Good transparency and accountability**

*(Implementing good practices in transparency, reporting, and audit to deliver effective accountability)*

## Key Measure of Success

### Staff sickness absence levels (PAM/001)

Sickness levels within the council has fluctuated during the last few years from 11.1 days in 2009/10 to its lowest at 9.6 days in 2014/15. The Corporate Sickness Absence Management Framework helps Heads of Service and managers ensure that support is in place for staff where needed and there is consistent application of the sickness policy. Stress and mental health related absence continues to be the highest cause for sickness absence.



## An example of what we are doing

### Transform Innovate and Change (TIC) Agenda

The **Transform Innovate and Change (TIC) agenda** continues to focus on supporting cultural and behavioural changes by encouraging services to think differently, act differently and therefore deliver differently - looking for new ways of working and innovation.

At this year's 2018 TIC Awards, five winning teams were recognised for their contributions to this agenda. The event, now in its second year, saw the Schools' Staff Absence Scheme team, Web team, Pest Control team, Complex Needs team and Makerspace team each receive framed certificates for their achievements in demonstrating projects which reflected Transformation, Innovation and Change. A special 'Overall Winner' plaque, sponsored by 'We are Lean and Agile', was also presented to the Makerspace Team for the success of their project. The team emphasised how they managed to breathe new life into libraries across Carmarthenshire and how they have moved away from traditional thinking and introduced innovation and creativity to the heart of their communities.



**Lead Executive Board Member**  
Cllr David Jenkins & Cllr Mair Stephens



View our **detailed delivery plan** against this objective

LEFT INTENTIONALLY BLANK

# APPENDICES

## Update to Improvement Objectives / Well-being Objectives

|                                   | No. | Well-being Objective  | Refresh / upgrade   |
|-----------------------------------|-----|---|---|
| Start Well                        | 1   | Help to give every child the best start in life and improve their early life experiences                                      |   |
|                                   | 2   | Help children live healthy lifestyles (Childhood Obesity)   | Address findings of Dec/Jan 2019 WAO review of this Well-being Objective  |
|                                   | 3   | <del>Continue to improve learner attainment for all</del><br>Support and improve progress and achievement for all learners    | <b>Renamed</b><br>To reflect the new National emphasis on the success and well-being of every learner.<br><u>Education in Wales : Our National Mission</u>  |
|                                   | 4   | <del>Reduce the number of young adults that are Not in Education, Employment or Training (NEET) people</del>                  | <b>Changed to a more positive title:-</b><br>Ensure all young people are in Education, Employment or Training (EET) and are following productive learning and career pathways   |
| Live Well                         | 5   | Tackle poverty by doing all we can to prevent it, helping people into work and improving the lives of those living in poverty | More fully reflect the ambition of the Tyshia project   |
|                                   | 6   | Create more jobs and growth throughout the county   | Brexit Preparation<br>Strengthen the rural profile  |
|                                   | 7   | Increase the availability of rented and affordable homes  |   |
|                                   | 8   | Help people live healthy lives (Tackling risky behaviour and Adult obesity)   | More emphasis on Mental Health  |
|                                   | 9   | Support good connections with friends, family and safer communities   | Better profile on Safeguarding  |
| Age Well                          | 10  | Support the growing numbers of older people to maintain dignity and independence in their later years                         |   |
|                                   | 11  | A Council wide approach to supporting Ageing Well in Carmarthenshire  | <ul style="list-style-type: none"> <li>• The Welsh Government will be publishing their new Strategy for an Ageing Society in the Spring of 2019. The Council will need to refresh and respond to the local priorities emerging from this national strategy.</li> <li>• In doing this the Council will also take account of the Older People's Commissioner's priorities and the World Health Organisation's age friendly priorities for action</li> </ul> |
| In a healthy and safe environment | 12  | Look after the environment now and for the future   | Increased the profile for Flooding<br>Adopt recent Notice of Motion for zero Carbon   |
|                                   | 13  | Improve the highway and transport infrastructure and connectivity   | Increase profile of Active Travel   |
|                                   | 14  | Promoting Welsh Language and Culture  |   |
| Corporate Governance              | 15  | Building a better Council<br>Making Better use of Resources   |   |



## Local Government (Wales) Measure 2009 and Well-being of Future Generations Act (Wales) 2015

The Local Government (Wales) Measure 2009 and the Well-being of Future Generations Act (Wales) 2015 are separate but interconnected legal obligations and it makes sense to ensure that these requirements are fully aligned and combined in this New Corporate Strategy.

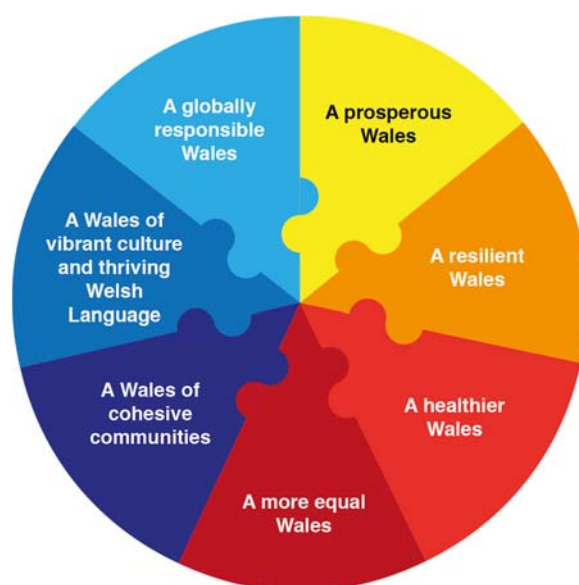
### The Local Government (Wales) Measure 2009

- The Local Government (Wales) Measure 2009 requires the Council to set Improvement Objectives every year. They do not have to change every year, or be deliverable within one year.
- Our Improvement Objectives are essentially the same as our Well-being Objectives as they are based on a thorough evidence-based understanding of the communities we serve and local needs. We compare our Service performance and satisfaction results with all Councils in Wales to make sure we improve where we most need to.
- We have a duty to improve, often delivering 'more (or even the same) for less'.

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

This is an Act introduced by the Welsh Government which will change aspects of how we work. The general purpose of the Act, is to ensure that the governance arrangements of public bodies for improving the well-being of Wales, take the needs of future generations into account. The Act is designed to improve the economic, social and environmental well-being of Wales, in accordance with sustainable development principles. The new law states that:-

- a) We must carry out sustainable development, improving the economic, social, environmental and cultural well-being of Wales. The sustainable development principle is **'... the public body must act in a manner which seeks to ensure that the needs of the present are met without compromising the ability of future generations to meet their own needs.'**
- b) We must demonstrate 5 ways of working:  
Long term, integrated, involving, collaborative and preventative
- c) We must work towards achieving all of the 7 national well-being goals in the Act. Together they provide a shared vision for public bodies to work towards.



For the first time in Wales, the Well-being of Future Generations Act, provides a shared vision for all public bodies in Wales to work towards. As a public body subject to the Act we were required to set and publish Well-being Objectives that maximised our Contribution to the Well-being Goals.

How our Well-being Objectives contribute to the 7 National Well-being Goals

| Carmarthenshire's<br>2017/18 Well-being Objectives / KIOPs |    |  | 7 National Well-being Goals |            |           |            |                      |                                  |                       |
|--|----|--|-----------------------------|------------|-----------|------------|----------------------|----------------------------------|-----------------------|
|  |    |  | Prosperity                  | Resilience | Healthier | More equal | Cohesive Communities | Vibrant culture & Welsh Language | Global responsibility |
| Start Well   | 1  | Help to give every child the best start in life and improve their early life experiences.  | ✓                           |            | ✓         | ✓          | ✓                    |                                  |                       |
|  | 2  | Help children live healthy lifestyles  | ✓                           |            | ✓         | ✓          | ✓                    | ✓                                |                       |
|  | 3  | Support and improve progress and achievement for all learners  | ✓                           | ✓          |           | ✓          |                      | ✓                                | ✓                     |
|  | 4  | Ensure all young people are in Education, Employment or Training (EET) and are following productive learning and career pathways | ✓                           |            | ✓         | ✓          | ✓                    |                                  |                       |
|  | 5  | Tackle poverty by doing all we can to prevent it, help people into work and improve the lives of those living in poverty         | ✓                           |            | ✓         | ✓          | ✓                    |                                  |                       |
| Live Well  | 6  | Create more jobs and growth throughout the county  | ✓                           |            | ✓         | ✓          | ✓                    | ✓                                |                       |
|  | 7  | Increase the availability of rented and affordable homes   | ✓                           | ✓          | ✓         | ✓          | ✓                    | ✓                                | ✓                     |
|  | 8  | Help people live healthy lives (tackling risky behaviour & obesity)  | ✓                           |            | ✓         | ✓          | ✓                    | ✓                                |                       |
|  | 9  | Support good connections with friends, family and safer communities  |                             |            | ✓         | ✓          | ✓                    |                                  |                       |
| Age Well   | 10 | Support the growing numbers of older people to maintain dignity and independence in their later years                            | ✓                           |            | ✓         | ✓          | ✓                    | ✓                                |                       |
|  | 11 | A Council-wide approach to support Ageing Well in the county   | ✓                           |            | ✓         | ✓          | ✓                    | ✓                                |                       |
| In a Healthy, Safe & Prosperous Environment                | 12 | Look after the environment now and for the future  | ✓                           | ✓          | ✓         |            |                      |                                  |                       |
|  | 13 | Improve the highway and transport infrastructure and connectivity  | ✓                           | ✓          | ✓         | ✓          | ✓                    |                                  |                       |
|  | 14 | Promote Welsh Language and Culture   | ✓                           | ✓          |           | ✓          | ✓                    | ✓                                |                       |
|  | 15 | Building a Better Council and Making Better Use of Resources   | ✓                           | ✓          | ✓         | ✓          | ✓                    | ✓                                | ✓                     |

## Financing the Council's Well-being Objectives

The financial position faced by local authorities has had a consistent theme over the last decade, with the level of resources available to public services seeing significant reductions, which means that we have less money to invest in services now than we have in the past. Over the last five years we have had to manage reductions in service budgets of around £50m, whilst at the same time the pressures on the budget have been increasing in terms of demand and expectations. We strive to manage this situation by reducing our spending without any significant impact on the frontline services valued by our communities.

### 1. Help to give every child the best start in life and improve their early life experiences

To achieve this objective we need to ensure appropriate investment in the early years and through our community resources such as Integrated Children's Centres and Family Centres.

The Children & Communities Grant helps to improve and integrate service delivery to better support vulnerable families and people across Wales. This grant incorporates the Flying Start and Families First grants which had Welsh Government Revenue funding of £5.1m in 2018-19.

### 2. Help children live healthy lifestyles

In order to deliver against this objective the key points above also apply.

School meals in Carmarthenshire follow healthy eating legislation, for which annual core funding is £3.4m. This includes the cost of the Primary School Free Breakfast initiative. For 2019/20, the Council has frozen prices despite inflationary pressures, and there is additional grant funding of £300k from WG for changes to free school meal eligibility.

Healthy activities for younger people are supported by existing sports development, and leisure facility programming budgets, supplemented by the Local Authority Partnership Agreement (LAPA) Grant of £500k which we access from the Welsh Government via Sport Wales. This helps pay for activities such as Free Swimming and the Active Young People Programme.

### 3. Support and improve progress and achievement for all learners

This key objective requires comprehensive support and resourcing from across our services.

Carmarthenshire is committed to ensuring a detailed and forward-thinking programme in support of improved attainment for all our children and young people. Schools receive £108m of delegated funding as well as approximately £19m through Welsh Government grants. In particular, additional funding has been provided to cover the cost of teachers pay and pension cost increases.

In addition, we are nearing the end of our *Modernising Education/21st Century Schools Programme* £87m to deliver the first tranche of priority projects (Band A), with £43m coming from the Welsh Government. The second tranche of projects (Band B) is projected to cost £129m, with £65m coming from the Welsh Government. To ensure ongoing comprehensive support and challenge for our schools, we require some £6.5m to resource our School Improvement and Additional Learning Needs (ALN) Teams and their valuable provision. A further £4m is needed to continue to provide wider learning and achievement experiences and resources such as museum, gallery and archive services.

### 4. Ensure all young people are in Education, Employment or Training (EET) and are following productive learning and career pathways

The Youth Support Service has a lead role in delivering this work in school and community settings. Annual core funding for this service is £500k. The service depends on annual external grants including the Welsh Government Youth Support Service (YSS) Grant (£201k in 18-19) and Families First (£661k in 2018-19). Securing further funding from the Children & Communities grant will be essential for this well-being target to be met.

In addition to these funding sources, we have been successful in gaining £3.1m European Social Funding (ESF) for the Regional *Cynnydd* project which is further supported by match funding of £1.3m. There is a further £733k of ESF for the Regional *Cam Nesa* project which is also supported by £314k of match funding

has been awarded. Both of these projects seek to reduce the number of young people becoming NEET in the county.

## 5. Tackle poverty by doing all we can to prevent it, help people into work and improve the lives of those living in poverty



It is difficult to estimate the resource implications for delivering initiatives to tackle poverty as this work is delivered across a wide spectrum of services. Some of this work is our core business for example homelessness support (£1m), and other targeted elements are grant funded such as previously mentioned *Children's & Communities Grant*, along with the *Pupil Deprivation Grant* (£5.1m in 2018-19). In addition, as a result of the diverse nature of poverty and the many different influences that can result in someone experiencing poverty, many of the councils services contribute towards tackling poverty indirectly. For these services tackling poverty is not the ultimate goal but is a result of the work they do to support individuals and communities

## 6. Create more jobs and growth throughout the county



Carmarthenshire's spend per head of the population on Economic Development is above the Welsh Average in Wales. Regeneration of the economy and jobs is the number one priority of the Council. Our 15 year regeneration plan will create over 5,000 jobs and see over £199 million investment over the next 5 years alone.

As part of the Swansea Bay City Deal we will have two major projects in Carmarthenshire:-

- At the *Creative Digital Cluster at Yr Egin* a total project cost worth £24m (£5m City Deal+£16m Public Sector £3m Private) will be delivered creating 200+ jobs over the next 15 years.
- At the *Life Science & Well-being Village project*, a total project cost of £200m (£40m City Deal, £32m Public Sector Funding and £127m Private Sector) will create 1800+ jobs over the next 15 years.

Also see Objective 3 for the 21<sup>ST</sup> Century Schools building programme and Objective 7 Affordable Homes.

## 7. Increase the availability of rented and affordable homes



Our original Affordable Homes Delivery Plan aimed to deliver over 1000 homes between 2016 and 2021. We have already delivered over 640 homes are well on course to exceed that target. Our ambitions for the next 10 years are to deliver over 900 new homes with an investment of over £150m, with over 250 being delivered in the next 3 years with an investment of £44m.

## 8. Help people live healthy lives (tackling risky behaviour and obesity)



This objective will bring together a lot of work done by services and in some cases it is difficult to isolate expenditure under this heading. However Capital expenditure over the next 5 years will be:

- £16.5m on a new Llanelli leisure centre
- £1.675 on enhancements to Amman Valley leisure centre.
- £600k on Rights of Way, £0.5m on the development of open spaces including at Pembrey Country Park
- £4.25m for the Tywi Valley cycle way and £1.4m on walking and cycling linkages
- In addition to over £675k on safer routes in communities

In Revenue expenditure for 2019/20 we will be investing:-

- £1.6m on children getting 60 minutes of exercise 5 times a week and the exercise referral scheme
- £6.3m running leisure, sports and swimming facilities
- £4.4m on outdoor, countryside and coastal park
- In ensuring cultural well-being across facilities we will be spending £6.8m on delivering services
- For Learning Disability Services £37m and Mental Health services £9.7m and Support Services including Safeguarding and Transport £6.2m
- To support the physically disabled we will be spending £6.6m and £2.1m on supported employment
- We ensure Public Health Services (Food Safety, Air and Water Quality etc.) £2.5m
- Provision of Trading Standards £1m



## 9. Support good connections with friends, family and safer communities

When we ask people *what things in life matter to you?* They tell us that loved ones, family, friends, neighbours and community matter to them. In Children's Services our range of family support services contribute to this objective and it is difficult to break down the costs of this from some of our other objectives on helping children get the best start in life and improving early life experiences. In total nearly £24m is spent across the Children's Services Division.

Services to support carers and home support services help people to continue to live at home, with their families and in their communities – Also see Objective 10

We are also working to ensure broader community cohesion with a range of initiatives - Link to Objective 13

## 10. Support the growing numbers of older people to maintain dignity and independence in their later years



In terms of Capital expenditure we will be spending £10m on disabled facility grants over the next five years and £7m on the Llanelli Area Review in 2019/20.

We will be spending nearly £62m of our revenue budget in 2019/20 on Older People Services. This will include:

- £4m on Commissioning, £8.5m on Local Authority (LA) Residential homes, nearly £23m on Private Sector Residential Homes and £782k on extra care
- On Homecare Services £6.5m LA provision and £9.2M on Private provision
- £1.7m on Information, Assistance and Advice and telecare services, £2.3m on enablement and £1.5m on Community Support & Day Services

Also see Objective 11

## 11. A Council wide approach to supporting Ageing Well in Carmarthenshire



It is difficult to estimate the level of investment in this objective because it cuts across diverse services. This is about making sure that in everything we do, we think about supporting Ageing Well in Carmarthenshire.

Put simply, older people are net contributors to the economy rather than beneficiaries with their contributions to the employment market, volunteering, mentoring and caring sectors. The work Council services deliver to help people live independent lives reduces the need for expensive health and social care interventions - Also see Objective 10

## 12. Look after the environment now and for the future



With regard to delivery of actions relating to the *Towards Zero Waste Strategy, Flood & Waste Management Plan and Shoreline Management Plan*, these actions are already covered by the relevant budgets. The Waste & Environmental Services division's revenue budget of £21m (19/20) aims to fund the collection and disposal of waste which incorporates numerous recycling initiatives, street cleansing, environmental enforcement, grounds and parks maintenance, flood and coastal defence as well as maintaining public conveniences ensuring that we look after the environment now and in the future.

In addition CCC receives a Welsh Government grant *Sustainable Waste Management revenue grant* (£1.1m in 2018/19)



### 13. Improve the highway and transport infrastructure and connectivity

Carmarthenshire's *Local Transport Plan* sets out our priorities for infrastructure investment. The priorities are aligned to our corporate objectives and set within the objectives of the Swansea Bay City Region. Our current approved capital programme includes over £15m for investment into the highway infrastructure, with around £6m reliant on external grant funding, along with developer contributions as new development is commenced.

The Highways and Transport division's revenue budget of £30m includes a sum of £8m for the highways infrastructure as well as funding for school and public transport, car park maintenance and administration, the upkeep of public lighting for the county and the development of transport strategies to maintain the connectivity of the highways infrastructure for Carmarthenshire.

The introduction of the transformation projects such as those included within the City Deal and integrated transport projects, supported through external funding, will provide opportunities for investment into the infrastructure and transportation services to support the safe movement of people and goods.



### 14. Promote Welsh Language and Culture

This priority can be addressed without the need for large additional investment. We will mainly focus on achieving this objective through the existing work we do within Regeneration & Policy, Leisure & Culture and Education & Children's Services, advising and educating colleagues with regard to how our existing services can be further improved and how we can promote a vibrant culture and ensure the Welsh language is thriving.

Additional support may become available through the Welsh Government's '*Cymraeg 2050 – Welsh Language Strategy*' and we will closely monitor any opportunities for Carmarthenshire to access this support.



### 15. Building a Better Council and Making Better Use of Resources

Addressing this priority cuts across all service areas and is both about investment as well as efficiency savings. The Council is committed to financially sustainable delivery models - there are many examples of this across different departments, such as increased Extra Care provision where it better meets service user needs, a move towards agile working, thus reducing the Council's estate costs in the future.

Over a sustained period of budget reductions, the council has sought to maximise the proportion of managerial savings, thus minimising the impact on frontline services. The Council's medium term financial plan includes £13.3 million of "managerial" proposals, or 54% of total budget reduction proposals put forward.

The council has committed to improving ways of working through the work of the "Transformation, Innovation & Change" programme (TIC), which is underpinned by the TIC team (£204k)

## Statements of Intent

### Well-being Statement

We welcome our duties under the Well-being of Future Generations Act. We have already addressed much of the new Acts requirements but recognize that we can do more.

1. We feel that our Well-being Objectives contribute significantly to the achievement of the National Well-being Goals. Our Well-being Objectives relate to different aspects of life's course and address well-being in a systematic way.
2. These Well-being Objectives have been selected with considerable consultation feedback and a basket of different sources of information on need, performance data and regulatory feedback. In developing action plans to achieve these objectives we will involve people (in all their diversity) with an interest in achieving them.
3. The steps we take to achieve the Well-being Objectives (our action plans) will look to ensure that long term, preventative, integrated, collaborative and involvement approaches are fully embraced.
4. An Executive Board member has a specific responsibility for the overall Act. In addition, each Executive Board portfolio holder will have responsibility for the relevant Well-being Objectives.
5. To ensure that we take these action plan steps we will use our in house developed Performance Information Monitoring System dashboard. All the action plans will be monitored and reported on quarterly to Department Management Teams, Corporate Management Team and Executive Board. In addition progress will be reported to Scrutiny Committees. The Council will prepare an Annual report on its Well-being Objectives and revise the objectives if required.
6. The content of action plans to achieve the Well-being Objectives are adequately resourced and embedded in Service business plans (see financial breakdown Appendix 2). To achieve these objectives services will 'join-up' and work together, work with partners and fully involve citizens in all their diversity.
7. Our Objectives are long term but our action plans will include milestones that will enable monitoring and assurance of progress.
8. To ensure that our Well-being Objectives are deliverable and that the expectations of the Act are embraced we will adapt financial planning, asset management, risk assessment, performance management and scrutiny arrangements.

### Community Covenant

In delivering these Well-being Objectives we will uphold the principles of the Community Covenant. These are, that the Armed Forces Community:



- Should not face disadvantage compared to other citizens in the provision of public and commercial services; and that
- Special consideration is appropriate in some cases, especially those who have given the most, such as the injured or bereaved.

## The County of Carmarthenshire's Well-being Plan

The Well-being of Future Generations Act puts a well-being duty on specified public bodies across Carmarthenshire to act jointly and establish a statutory **Public Services Board (PSB)**. The Carmarthenshire PSB was established in May 2016 and is tasked with improving the economic, social, environmental and cultural well-being of Carmarthenshire. It must do so by undertaking an assessment of well-being in the County and then preparing a county Well-being Plan to outline its local objectives.

- The assessment looks at well-being in Carmarthenshire through different life stages. The key findings can be found at [www.thecarmarthenshirewewant.wales](http://www.thecarmarthenshirewewant.wales)
- The PSB must publish a Well-being plan which sets out its local objectives to improving the economic, social, environmental and cultural well-being of the County and the steps it proposes to take to meet them. The first Carmarthenshire Well-being Plan was published in May 2018 which can be found at [www.thecarmarthenshirewewant.wales](http://www.thecarmarthenshirewewant.wales)

**The Well-being Objectives of the Carmarthenshire PSB are not intended to address the core services and provision of the individual partners, rather they are to enhance and add value through collective action. The statutory partners of the PSB (Council, Health Board, Fire & Rescue Service and Natural Resources Wales) each have to publish their own Well-being Objectives**

Carmarthenshire PSB's draft Well-being Objectives are:-

- **Healthy Habits:** people have a good quality of life, and make healthy choices about their lives and environment
- **Early Intervention:** to make sure that people have the right help at the right time; as and when they need it
- **Strong Connections:** strongly connected people, places and organisations that are able to adapt to change
- **Prosperous People and Places:** to maximise opportunities for people and places in both urban and rural parts of our county

A series of multi-agency Delivery Groups have now been established in order to make progress on these objectives and regular reports will be monitored through the PSB and the Council's Policy and Resources Scrutiny Committee. In addition to the Delivery Groups the Carmarthenshire Safer Communities Partnership has also been reviewed with new priorities and action plan identified.



## How we will measure success

The Council, working with local, regional and national partners, will strive to improve the following measures.

| Well-being Objective |  | Success Measures   |
|----------------------|--|--|
| 1                    | Best Start in Life   | Children in care who had to move 3 or more times (PAM/029)   |
| 2                    | Children - Healthy Lifestyles  | Childhood obesity (Child Measurement Programme NHS)  |
| 3                    | Support and improve progress and achievement for all learners          | Educational attainment - Average Capped 9 points score (Year 11 pupils) (PAM/032) (Pupils best 9 results including English/Welsh, Mathematics–Numeracy, Mathematics and Science)   |
|                      |  | School attendance rates (Primary) (PAM/007) (Secondary) (PAM/008)  |
|                      |  | Satisfaction with child's primary school (NSW)   |
| 4                    | Ensure all young people are in Education, Employment or Training (EET) | Number of leavers Not in Education, Employment or Training (NEETs) (PAM/009) Year 11 & Year 13 (5.1.0.2)   |
| 5                    | Tackle Poverty   | Educational attainment - Average Capped 9 points score (Year 11 pupils) who are eligible for Free School Meals (4.1.2.4) (NWBI) (Pupils best 9 results including English/Welsh, Mathematics–Numeracy, Mathematics and Science)   |
|                      |  | Households successfully prevented from becoming homeless (PAM/012) (NWBI)  |
|                      |  | Households in material deprivation (NWBI)  |
|                      |  | Households Living in Poverty (CACI's 'PayCheck' Data)  |
|                      |  | Adults that are able to keeping up with bills without any difficulties (NSW)   |
| 6                    | Creating Jobs and Growth   | Employment figures (ONS – Annual Population Survey) (NWBI)   |
|                      |  | Average Gross weekly pay (ONS – Annual Survey of hours and earnings)   |
|                      |  | Number qualified to NVQ Level 4 or above (Stats Wales) (NWBI)  |
|                      |  | People moderately or very satisfied with their jobs (NSW) (NWBI)   |
| 7                    | Affordable Homes   | Number of affordable homes in the County (7.3.2.24)  |
| 8                    | Healthy Lives  | Adults who say their general health is Good or Very Good (NSW)   |
|                      |  | Adults who say they have a longstanding illness (NSW)  |
|                      |  | Adult mental well-being score (NSW) (NWBI)   |
|                      |  | Adults who have fewer than two healthy lifestyle behaviours (NSW) (NWBI) (Not smoking, drinking > 14 units or lower, eating at least 5 portions fruit & veg the previous day, having a healthy body mass index, being physically active at least 150 minutes the previous week). |

| Well-being Objective |  | Success Measures  |
|----------------------|--|---|
| 9                    | Supporting Good Connections                                  | % Say they have a sense of community (NSW)(NWBI)<br>(Derived from feeling of belonging; different backgrounds get on, treat with respect'.) |
|                      |  | People feeling safe (NSW)(NWBI)<br>(At home, walking in the local area, and travelling)   |
| 10                   | Independent Lives  | The rate of people kept in hospital while waiting for social care (PAM/025)   |
|                      |  | Agree there's a good Social Care Service available in the area (NSW)  |
|                      |  | Number of calendar days taken to deliver a Disabled Facilities Grant (PAM/015)  |
| 11                   | Ageing Well  | People who are lonely (NSW)(NWBI)   |
| 12                   | Healthy and Safe Environment                                 | Renewable energy generated  |
|                      |  | Rates of recycling (PAM/030)  |
| 13                   | Highways & Transport   | Road conditions (PAM/020, PAM/021 & PAM/022)  |
|                      |  | Road casualties (5.5.2.21)  |
| 14                   | Welsh Language & Culture                                     | Can speak Welsh (NSW)(NWBI)   |
|                      |  | Pupils assessed in Welsh at the end of the Foundation Phase (PAM/033)   |
|                      |  | People attended arts events in Wales in last year (NSW)   |
|                      |  | People visited historic places in Wales in last year (NSW)  |
|                      |  | People visited museums in Wales in last year (NSW)  |
| 15                   | Building a Better Council and Making Better Use of Resources | 'Do it online' payments   |
|                      |  | People agree that they can access information about the Authority in the way they would like to. (NSW)                                      |
|                      |  | People know how to find what services the Council provides (NSW)  |
|                      |  | People agree that they have an opportunity to participate in making decisions about the running of local authority services. (NSW)          |
|                      |  | Staff sickness absence levels (PAM/001)   |
|                      |  | Organisational 'running costs'  |
|                      |  | People agree that the Council asks for their views before setting its budget. (NSW)   |

**Key:** PAM – Public Accountability, National Measures; ONS –Office for National Statistics; NSW - National Survey for Wales; NWBI – National Well-being Indicator

One of the fundamental approaches advocated by the Well-being Future Generations Act is a shift in focus from gains in service output to a stronger link between the actions of public bodies and the outcomes that enhance the quality of life of citizens and communities both now and in the future. The Act is founded on Outcome Based Accountability which encourages a focus on the difference that is made, rather than just the inputs and processes that an organisation has. Success in the context of this Act is seeing positive action drive a positive contribution to the achievement of all the well-being goals through individual or collective action. (Paragraph 9 SPF2 – Statutory guidance)



We would welcome your feedback – please send your thoughts, views and opinions to:



**Performance Management**  
Regeneration and Policy  
Chief Executive's Department  
County Hall  
Carmarthen  
Carmarthenshire SA31 1JP



Tel: **01267 224486**  
Email: **[performance@carmarthenshire.gov.uk](mailto:performance@carmarthenshire.gov.uk)**



Follow us and add your comments on the **[Council's Facebook](#)** page



Follow this plan and add your Tweets on our **[Twitter](#)** page - **#CarmsReport**