



## Well-being Objective 8

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

**Almost 1.6 million visits to our Sport & Leisure Facilities, generating a Social Value Return of £5.9 million during 2018/19**

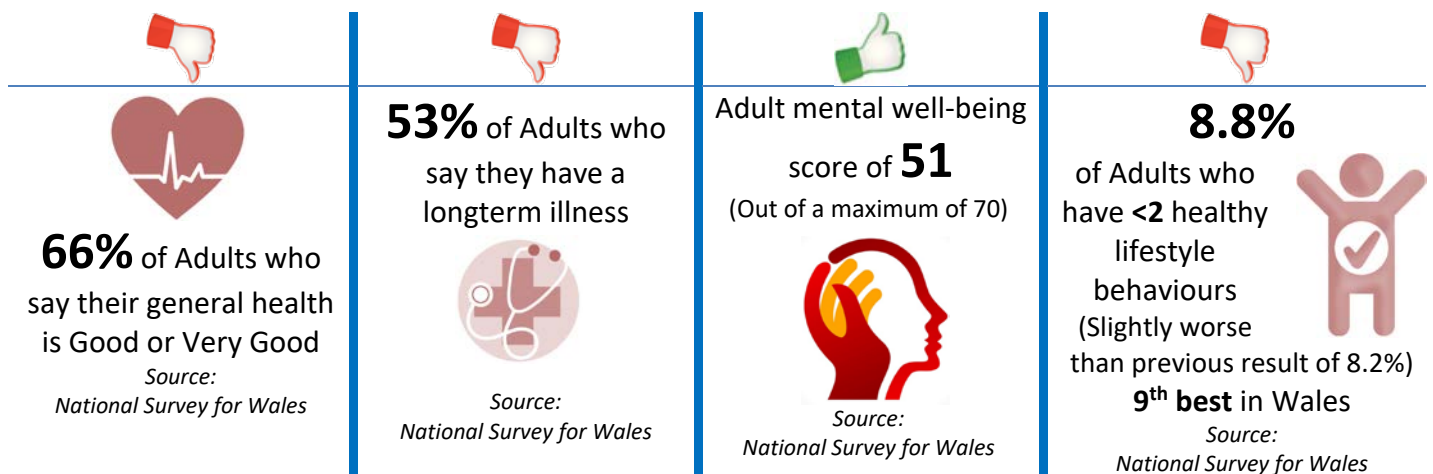
We want Carmarthenshire to be a place:

- 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.

### Why it is important

- Because our way of life is changing, people are living longer with a higher quality of life.
- Because the challenge is to prevent ill health.
- Because living healthy lives allows people to fulfil their potential, meet educational aspirations and play a full part in the economy and society of Carmarthenshire.
- Because many of the preventive services and interventions required to maintain health, independence and well-being lie outside health and social care.

### Success Measures



### Explaining the Results

The following [National Survey for Wales](#) shows that:-

- **60%** of Carmarthenshire participants said their **general health is Good or Very Good**, this is a slight reduction on the previous result of 69% but comparatively we have moved down from 14<sup>th</sup> to 21<sup>st</sup> position in Wales. Whilst this result is disappointing, we continue to work with partners such as Public Health via the Local Service Board to promote a healthy environment for Carmarthenshire residents, including exercise, nutrition and cleaner air.
- **53%** of Carmarthenshire participants said they had a **longstanding illness, disability or infirmity**, this has increased slightly on the previous survey result of 50% and the second highest result in Wales. Whilst this measure has numerous influences we continue to see increases in the number and impact of schemes such as National Exercise referral scheme with over 1,200 referrals in the past 12 months.
- **Mental well-being score** is based on 14 positively worded statements asked as part of the survey which represents positive attributes of wellbeing and covers both feeling and functioning as opposed to mental illness or disorder and is suitable for use in the general population. Although there is an improvement it is very slight from a score of 50 to 51.
- **8.8%** of participants have **fewer than two healthy lifestyle behaviours** this has increased slightly on last year of 8.2% but continues to be better than the Welsh average of 10.1% but have moved down from 5<sup>th</sup> best to 9<sup>th</sup> best in Wales.

## Progress Made

- ⦿ In September 2018 Carmarthenshire played host to the start of the OVO Energy Tour of Britain. It was the first time that the Tour had started in South Wales and Pembrey Country Park was the fantastic start venue for the race. Pembrey Country Park and town and villages throughout the county welcomed 120 of the world's top professional cyclists in what is considered Britain's biggest professional cycle race. The Tour provided the county with a fantastic opportunity to showcase its unique and beautiful landscape both nationally and internationally with the race being broadcast live to 125 countries. Many communities held fun-filled days of activities with refreshments, and opportunities for children and adults alike to get involved and come together as a community to help celebrate this fantastic event as it made its way through the county. Kidwelly leg of stage: - <https://www.youtube.com/watch?v=ltm6aTlOKd4>
- ⦿ We have continued to monitor *air quality* (nitrogen dioxide) for the residents of and visitors to the County implementing a sampling programme. This supports a consultation for Air Quality Management Area's action plans for Llanelli and Carmarthen as well as the current action plans for Llandeilo. Data has been captured across all sites and results assessed and reported.
- ⦿ Following over £1m of investment in 2016/17 to enhance the fitness facilities at our leisure centres, creating more space and bringing in brand new state of the art fitness equipment, the number of visits has increased by 23% (from almost 1.3 million prior to the investment, to almost 1.6 million in 2018/19). This has also resulted in an increase in fitness income of 33%/£320k (from £975k prior to almost £1.3m in 2018/19).
- ⦿ A further 1,446 people were referred to the *National Exercise Referrals* (NERS) scheme during 2018/19, with 58.7% engaging with the scheme, an increase on 53.8% in 2017/18. Over 55% completed the 16 week programme, far exceeding the 50% target set.
- ⦿ Our mental health teams, leisure colleagues and Run Wales collaborated to pilot a project that trained a group of individuals with mental health issues from Llanelli to compete in the Swansea half marathon and also in local park runs. This innovative project saw the average wellbeing score of participants rise from 36 to 51 (an increase of 41%). The successful collaboration has since been extended to include the Homes & Safer Communities Division and additional sport national governing bodies, drawing in £22k to offer a programme to Ammanford and Carmarthen areas in 2019/20.
- ⦿ Pembrey Country Park has a new all-inclusive cycle hire scheme, namely 'Cycle For All'. There are 38 new cycles ranging from hybrid bicycles, wheelchair transporters, twin bikes, adult and child size tricycles, 4 seater family bikes and recliner bikes.



Executive Board Member  
For Culture, Sport & Tourism  
Cllr Peter Hughes-Griffiths



View our [detailed progress here](#)  
against this objective