

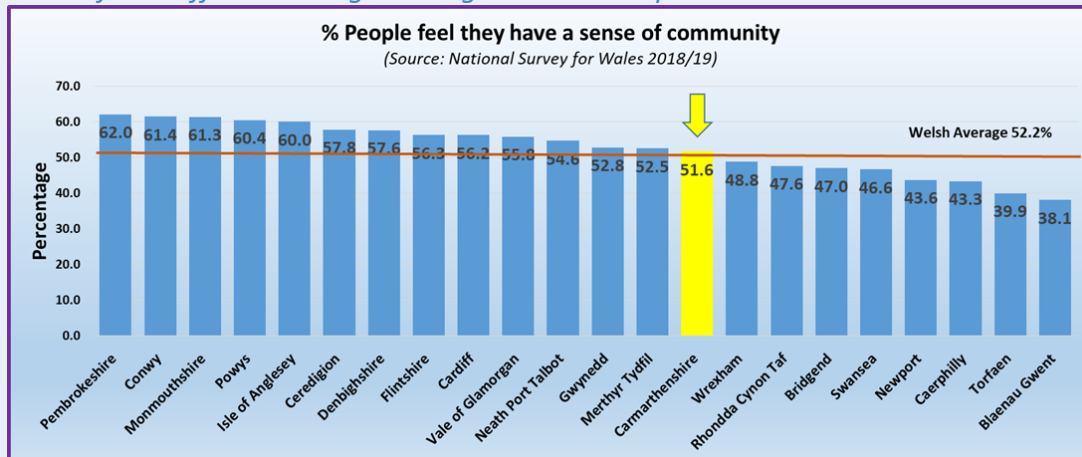


Well-being Objective 9

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

Sense of Community survey results have increased in Carmarthenshire from 47.7% to 51.6%

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!*



Despite an improved result we move down from 13th to 14th position in Wales.

Why it is important

- ⊙ Social isolation puts individuals at greater risk of cognitive decline with one study concluding that lonely people have a 64% increased chance of developing clinical dementia
- ⊙ 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
- ⊙ 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.

Success Measure



76.1% People who feel safe

Previously 78.7%

7th Highest in Wales



Source: National Survey for Wales

Explaining the Results

- ⊙ The number of [National Survey for Wales](#) participants **feeling safe** has reduced from **78.7%** to **76.1%** but remains 7th place. This result was derived from four questions; people feeling safe at home, walking in the local area, and when travelling in the dark which will be available in due course.
- ⊙ According to the 2018/19 [National Survey for Wales](#), **51.6%** of participants felt they had a '**Sense of Community**', this is an improvement on previous year of 47.7%. This result was 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!*. *The breakdown for each of these questions at Local Authority level have not been published as yet.* Despite an improved result, we have moved from 13th to 14th position in Wales.

Progress Made



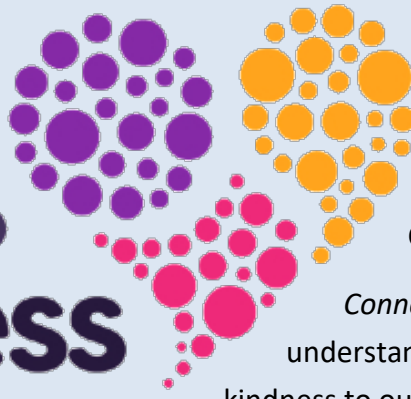
- ⦿ We have continued to work closely with the *Carmarthenshire Armed Forces Steering Group* and the *Armed Forces Champion* on key areas such as Housing, Service Children and Grants to support the Armed Forces community.
- ⦿ **Connect to Kindness**
This is a programme of work based on an information session that raises awareness about the *importance and benefits of kindness*. It shares 5 key messages and gives evidence about the positive effects of kindness for health and well-being. We have recruited 287 *Carmarthenshire Kindness Connectors* this year - who are champions of kindness and connectivity in their communities.
On International Kindness day (17th Feb) a roadshow was taken around the county where cafes gave free teas and coffees to people who pledged acts of kindness to others. Kindness pledges were posted on trees throughout the county and on one day 2,003 pledges of kindness were made across the county.
- ⦿ We are working with the third sector and community voluntary council (CVC) to incentivise volunteering. A *volunteering development officer* has been funded to work with communities at a town and village level and this will enable the development of Local Action Hubs that create and promote informal volunteering opportunities and kindness.
- ⦿ We have continued to support community groups and organisations to promote and publicise the huge variety of *community events* being held in Carmarthenshire.

Safer Communities

- ⦿ The Environment and Public Protection Scrutiny Committee undertook a *Task and Finish Review on the Trading Standards – Financial Exploitation Safeguarding Scheme (FESS)* which was completed. The Report is being developed but has been delayed due to COVID-19.
- ⦿ Awareness of *County Lines* has continued to be raised among partner organisations with sessions delivered to around 800 staff and included presentations to over 300 private landlords about vulnerable tenants.
- ⦿ A co-ordinated campaign took place for '*White Ribbon Day*' on 25 November and following on the next *16 Days of Action* a theme was identified each day, to work towards ending male violence against women.
- ⦿ A pilot '*Safeguarding Awareness*' session was held in February for licensed premises and door staff.
- ⦿ We have extended our *innovative social prescribing programme* based in GP practices across the whole county, working with patients to improve patient health and well-being through community-based solutions.
- ⦿ Carmarthen Town Centre hosted the *Cyber Bus* for the day on 19th March 2019, as part of the cyber resilience tour throughout Wales. The Bus helped to raise awareness of the public's vulnerability to cybercrime and promote how to prevent becoming a victim. 91 members of the public visited the bus for information on the day and 17 businesses were spoken to about cyber safety/security advice.

Connect to Kindness

Carmarthenshire



Simple acts of kindness can make a big difference – that’s the message from a new campaign being launched in Carmarthenshire, Pembrokeshire and Ceredigion.

Connect to Kindness aims to create more understanding about the benefit and impact of kindness to ourselves and others in our community.

“Scientific studies have shown that simple acts of kindness make a big difference to wellbeing and that kindness is good for you,” said Rebecca Evans, Senior Public Health Officer from Public Health Wales.

As part of the campaign, the regional partners will be developing stronger community networks in order to create an environment where acts of kindness can flourish and happen more easily.

Connect to Kindness has grown out of a programme developed within the Healthier West Wales Transformation Fund. The partners are Pembrokeshire, Ceredigion, and Carmarthenshire County Councils, the Pembrokeshire, Ceredigion and Carmarthenshire Associations of Voluntary Services, Hywel Dda University Health Board, Public Health Wales and the West Wales Care Partnership.

Connect to Kindness five key messages:

1. **Kindness is for everyone** - Kindness is inclusive, it knows no barriers or discrimination and is for everyone!
2. **Kindness is good for you** - Medical research has proven that being kind and receiving kindness has a positive physical effect on us
3. **Kindness connects us** - It brings us together and helps us share
4. **Kindness protects us** - It has been proven that being kind and receiving kindness helps us live longer and happier lives
5. **Kindness is inspiring** - When others are kind, we are more likely to be kind ourselves



Executive Board Member For Community Safety:

Cllr Cefin Campbell

Executive Board Member For Social Care and Health:

Cllr Jane Tremlett