

CEREDIGION COUNTY COUNCIL

Report to:	Cabinet
Date of meeting:	5 October 2021
Title:	Draft Well-being & Improvement Objectives Annual Report 2020-21
Purpose of the report:	To present the Draft Well-being & Improvement Objectives Annual Report 2020-21
For:	Approval
Cabinet Portfolio and Cabinet Member:	Councillor Ellen ap Gwynn (Leader of the Council) - Policy and Performance, Partnerships and Democratic Services

Introduction

The Local Government (Wales) Measure 2009 places an obligation on Ceredigion County Council to publish an Improvement Plan to demonstrate its objectives and performance over the last year (2020-21). All local authorities are required to have arrangements in place to secure improvement across their services.

Furthermore, the Well-being of Future Generations (Wales) Act 2015 places a duty on Councils to set and publish Well-being Objectives which are designed to improve the social, economic, environmental and cultural well-being of Wales, creating the Wales that we want now and in the future. All reasonable steps must be taken towards achieving these objectives, and an annual report is required to outline the Council's progress in meeting them. The guidance on producing this document directs that a review of the Well-being Objectives should also be included.

The Council combines these requirements into a single report – the “Well-being and Improvement Objectives Annual Report” which has to be published by 31st October 2021. Despite the Covid-19 pandemic, the requirement to publish this report remains in place. However, this will be the last Annual Report in this format as the Local Government Measure is being replaced with Part 6 of the Local Government and Elections Act that introduces the new Self-Assessment performance regime from 2021 onwards.

Current Situation

An annual review of the Well-being Objectives was undertaken in June 2020, taking into account the ongoing impact of the COVID-19 pandemic on service delivery. The review concluded that the existing set of Objectives remain fit for purpose and provide a more focused response to COVID-19 to protect and enhance the well-being of everyone now and for the longer term.

This approach was approved by Leadership Group on 16th June and will continue in 2022/23. (The list of Well-being Objectives can be found in Appendix A).

The draft Annual Report is attached as Appendix B. The format of the report has been amended following feedback from last year and its appearance updated. The document reviews performance during the 2020-21 year and as a result has a strong Covid-19 theme running throughout and when assessing performance for the year.

It is important to note that although Audit Wales will be checking this for compliance and issuing a Compliance Certificate, they will not be auditing it in detail this year due to the end of the statutory requirement to produce the report.

Timetable

The report is scheduled to be presented to Council on the 21 October 2021. Once agreed, the plan will be published and made available on the Council’s Web site.

Has an Integrated Impact Assessment been completed? If, not, please state why There is no change to policy

Wellbeing of Future Generations: *Summary:*
Long term: The Well-being Objectives were developed in accordance with the Sustainable Development Principle.
Collaboration:
Involvement:
Prevention:
Integration:

Recommendation(s): That Cabinet consider and agree the draft Well-being and Improvement Objectives Annual Report 2020-21.

Reasons for decision: To progress with publishing the Well-being and Improvement Objectives Annual Report 2020-21.

Overview and Scrutiny: Overview and Scrutiny Coordinating Committee 15 September 2021

Policy Framework:
Corporate Priorities:
Finance and Procurement implications:
Legal Implications: Local Government (Wales) Measure 2009
 Well-being of Future Generations (Wales) Act 2015

Staffing implications: None
Property / asset implications: None

Risk(s): None
Statutory Powers: None

Background Papers: Corporate Strategy 2017-2022

Appendices: Appendix A: Review of the Wellbeing Objectives

Appendix B: Draft Well-being and Improvement
Objectives Annual Report 2020-21.

**Corporate Lead
Officer:**

Alun Williams

Reporting Officer:

Rob Starr (Performance and Research Team)

Date:

11 September 2021

Appendix A: Review of Well-being Objectives

The Well-being Objectives focus on short-term more focused response and recovery to the COVID-19 pandemic in order to protect and enhance the well-being of everyone now and in the future. They were identified, and are still aligned to, each of our Corporate Priorities, and take into account the Public Services Board's Assessment of Local Well-being and the Well-being Plan.

The existing Well-being Objectives have been reviewed and it was concluded that they should remain in place to support the ongoing recovery work of the Council and its partners.

Therefore for the 2022/23 year the focus of our attention will be to support the needs of citizens in recovering from the pandemic and at the same time delivering against the priorities of the Council.

Wellbeing Goal	Corporate Priority	2020/21 Wellbeing Objectives	Proposed Well-being Objectives for 2021/22 and 2022/23
A Prosperous Wales A More Equal Wales A Globally responsible Wales	1. Boosting the Economy	1.1 Support businesses to respond to the impacts of Covid-19	1.1 Support businesses to respond to the impacts of Covid-19
A Prosperous Wales A Healthier Wales A more Equal Wales A Wales of Vibrant culture and thriving Welsh Language A Globally responsible Wales	2. Investing in People's Future	2.1 Support learners of all ages and backgrounds to safely return to education and training and improve access to learning and employment 2.2 Protecting people from poverty 2.3 Promote and facilitate the distinct and vibrant bilingual culture and identity of Ceredigion	2.1 Support learners of all ages and backgrounds to safely return to education and training and improve access to learning and employment 2.2 Protecting people from poverty 2.3 Promote and facilitate the distinct and vibrant bilingual culture and identity of Ceredigion
A Healthier Wales A more Equal Wales A Wales of Cohesive Communities A Globally responsible Wales	3. Enabling Individual and Family Resilience through	3.1 Support citizens who have been disproportionately impacted by Covid-19 to improve their physical and emotional wellbeing 3.2 Promote the well-being of individuals and communities within safe and accessible homes	3.1 Support citizens who have been disproportionately impacted by Covid-19 to improve their physical and emotional wellbeing 3.2 Promote the well-being of individuals and communities within safe and accessible homes
A Prosperous Wales A Resilient Wales A Healthier Wales A More Equal Wales A Wales of Cohesive Communities A Wales of Vibrant culture and thriving Welsh Language A Globally responsible Wales	4. Promoting Environmental and Community Resilience	4.1 Support active travel, other modes of transport and ways of working that build on our zero-carbon ambition 4.2 Support our communities to be strong and well connected so that they are able to thrive despite COVID-19	4.1 Support active travel, other modes of transport and ways of working that build on our zero-carbon ambition 4.2 Support our communities to be strong and well connected so that they are able to thrive despite COVID-19

ANNUAL REPORT

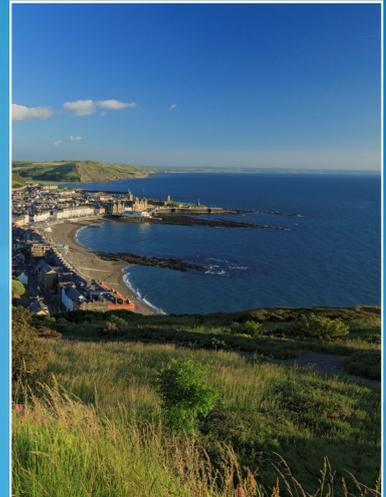
2020-21

Mae'r ddogfen hon hefyd ar gael yn Gymraeg
This document is also available in Welsh



Cyngor Sir
CEREDIGION
County Council

**Annual Review of Performance
and Well-being Objectives**



Caru Love
Ceredigion

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A **Plain Text Version** or **Easy Read Version** of this document is available from Ceredigion County Council

Status: Draft
Approved by Cabinet:
Approved by Council:
Publication date:

ANNUAL REPORT

Ceredigion County Council Annual Report 2020-21



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Foreword

Welcome to Ceredigion County Council's Annual Report

Welcome to the Ceredigion County Council Annual Report for 2020/21. This document illustrates our successes during the past year and sets our commitments to local residents for the next twelve months. We use it to monitor our performance and keep residents informed of our progress.

As we go to press Ceredigion, like the rest of Wales, is still recovering from the COVID-19 health pandemic. Inevitably it has impacted most of the services we provide, and brought some of them to the fore. This last year has connected the Council more closely with the community we serve than ever before - Councillors, staff, community groups and our partners have all pulled together to support our communities and the most vulnerable in our society.

We are proud and grateful for the response from our frontline services, Council staff and the many volunteers who have been working in partnership with the Council to ensure Ceredigion's residents receive the support they need.

In view of these challenges, we have remained focussed on delivering strong and resilient services that are truly responsive to the needs of our residents and local businesses. As we move forward, our focus will be on the recovery from the COVID-19 pandemic and we will continue to engage with, and support, both residents and business across the County. We are working hard to bring economic recovery and success to Ceredigion, supporting the most vulnerable, whilst ensuring that climate change initiatives underpin all that we do as we seek to protect our beautiful environment.

Despite the significant impact of COVID-19, it is important that we reflect on and evaluate our performance on behalf of our residents. Ceredigion County Council continues to be amongst the top performing authorities in Wales. For example, during 2020/21:

- Our vision for the Mid Wales economy and progressing the Mid Wales Growth Deal was shared with the Welsh and UK Governments to support much needed investment in the communities of the region
- 18,835 Business Grant payments were administered with a value of £49m to support local businesses through the pandemic
- Over 15,000 food parcels were delivered to medically vulnerable residents ensuring they received essential supplies
- Ceredigion's schools successfully supported to reopen through site visits, operational guidance, risk assessments and Personal protective Equipment (PPE) deliveries
- A new Economic Strategy and Tackling Hardship Strategy were published during the year

In 2021/22 our Corporate Priorities remain Boosting the Economy, Investing in People's Future, Enabling Individual and Family Resilience and Promoting Environmental and Community Resilience. It is into these areas that we will direct our resources to re-invigorate the local economy and provide a prosperous, healthy, safe and affordable environment in which the citizens of Ceredigion can live and work and which will aim to retain our young people in well paid jobs. In doing so we will continue to apply and embed the principles of the Well-being of Future Generations Act and contribute to the seven National Well-being Goals.

I hope you enjoy reading about these and other activities in this report.

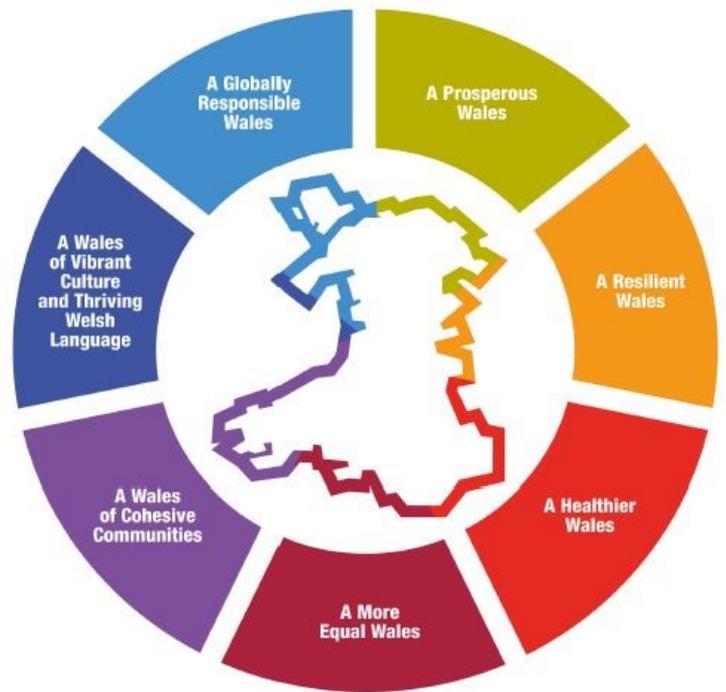
Councillor Ellen ap Gwynn
Leader, Ceredigion County Council



Executive Summary

Executive Summary

1. The Well-being of Future Generations (Wales) Act 2015 directs that public bodies must produce a report on the progress it has made against its Well-being Objectives.
2. The Future Generations Commissioner for Wales and the Auditor General for Wales in their reports have indicated that there is an expectation that public bodies will implement changes in seven core areas of change in order to effect change throughout the organisation. The section, "Embedding the Seeds of Change" demonstrates how we are implementing these changes.
3. We are now in the final year of our Corporate Strategy which outlines our Corporate Priorities for the period 2017-2022, which are Boosting the Economy, Investing in People's Future, Enabling Individual and Family Resilience, and Promoting Environmental and Community Resilience. Progress against all four of the priorities are assessed as being "Green". (Green = started and on target, Amber = started but behind target, Red = Not started). Full details on progress against the Council's priorities can be found on pages 10-25.
4. We also assess progress using the Future Generation Commissioner's Journey Checker which identifies the stage of progress being made - Boosting the Economy and Investing People's Future are assessed as "Owning our Ambition", and Enabling Individual and Family Resilience and Promoting Environmental and Community Resilience are assessed as "Leading the Way".
5. Progress against the Council's Well-being Objectives shows that seven of the eight Objectives were assessed as being "Green", i.e. started and on target. (Green = started and on target, Amber = started but behind target, Red = Not started).
6. A review of the Well-being Objectives in 2020 resulted in a revised set that focused on the short-term response and recovery from the COVID-19 pandemic in order to protect and enhance the well-being of everyone now and in the future, particularly Ceredigion's most vulnerable citizens.
7. The latest review of the Well-being Objectives in June 2021 concluded that these Objectives will continue into 2022/23 as Ceredigion, along with the rest of Wales, continues to recover from the pandemic. The full review of our Wellbeing Objectives can be found on pages 32-33.



Our County in Numbers



OUR POPULATION

72,895
People

25.6%
Aged 65+

4%
BAME population*

10%
With a disability

7,700
University students

46.8 Years
Average Age

47%
Welsh Speakers

31,246
Households

**Black, Asian and Minority Ethnic*



33,434
Dwellings



2,835
Active enterprises



8,800
People self-employed



42
Councillors and 40 wards



43
Schools and 9,590 pupils



6
Leisure centres
6 libraries and
1 general hospital



2,265km
Of roads and
2,500km of
bridleways and
footpaths



74
Equipped
outdoor play
areas

TOURISM IN CEREDIGION



96km
of coastline



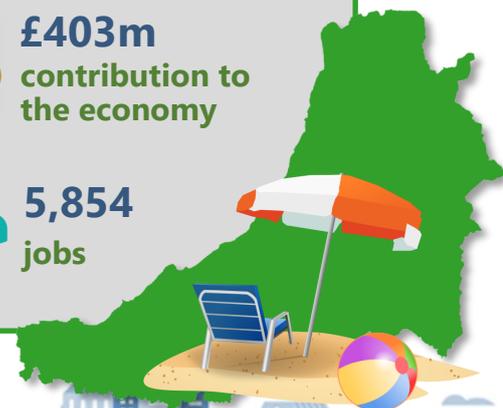
£403m
contribution to
the economy



2.94m
visitors each year



5,854
jobs

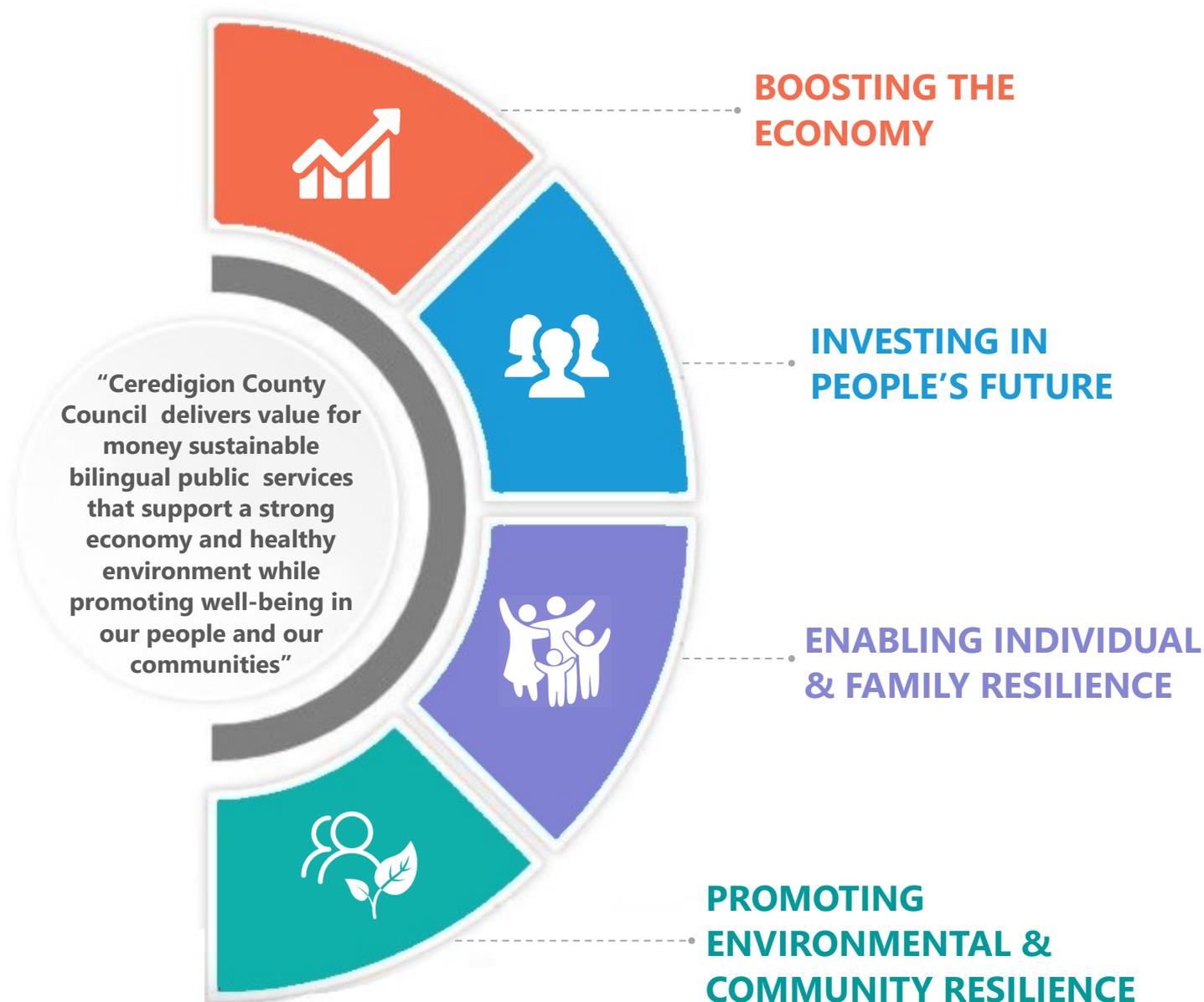


Our Priorities

The Council has established the priority areas for improvement by continuing self-evaluation processes, stakeholder engagement and a diverse range of consultation events both on a formal and informal basis. Its understanding is also informed by national policies and priorities.

The Local Well-being Assessment has also influenced the development of the Corporate Priorities that the Council will focus on up to 2022.

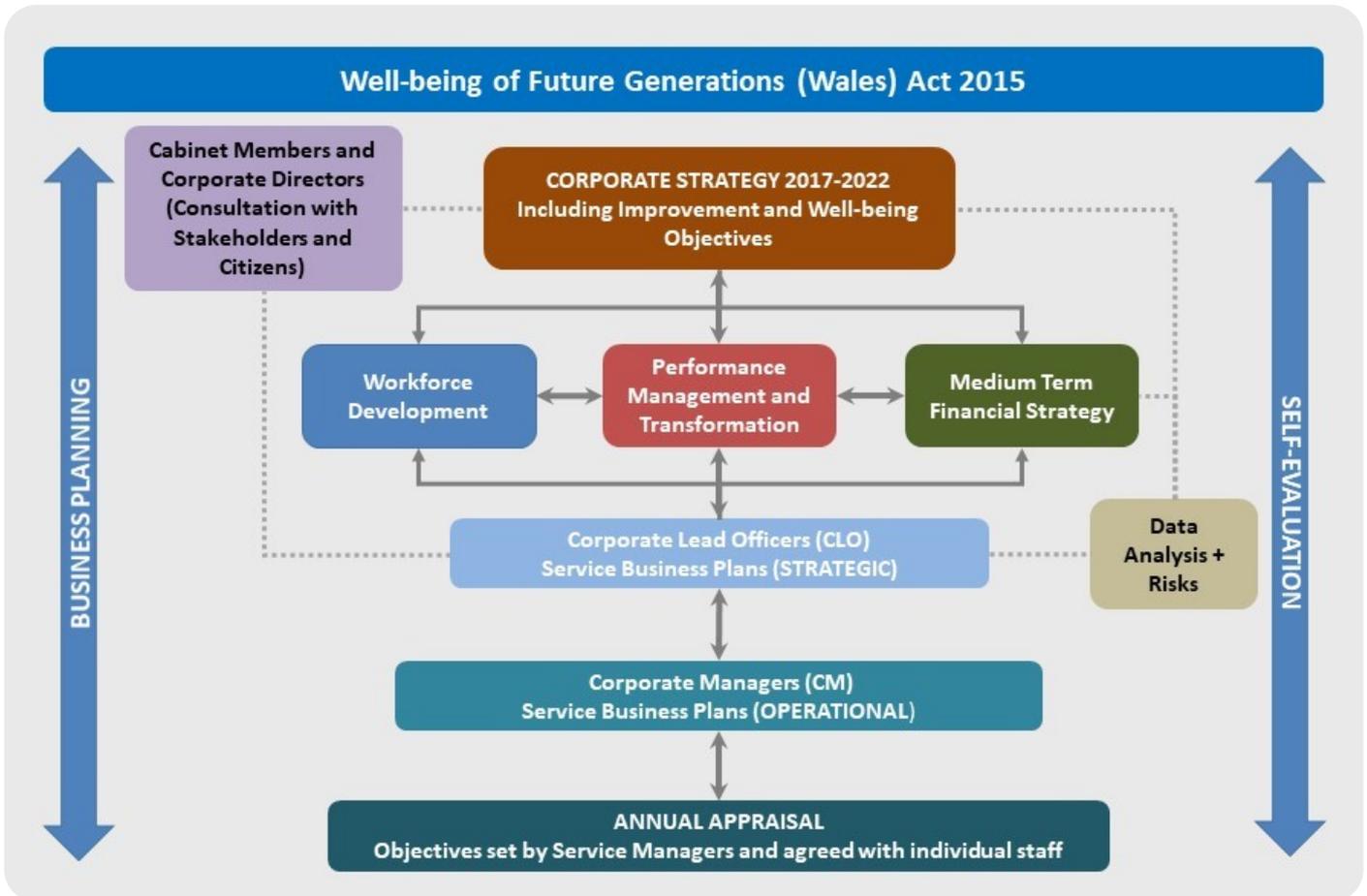
The Priorities will enable the delivery of services that will enhance the social, economic, environmental and cultural well-being for the citizens of Ceredigion.



Delivering the Priorities

The Corporate Strategy includes an Action Plan and timeline for delivery of the Priorities. The Council regularly reviews performance against our Priorities and Well-being Objectives through Performance Management procedures and this Annual Report highlights our progress so far.

The Diagram below illustrates the governance structures in place.



CEREDIGION COUNTY COUNCIL

MANAGEMENT STRUCTURE:

EIFION EVANS
Chief Executive

BARRY REES
Corporate Director

MEINIR EBBSWORTH
Corporate Lead Officer
Schools & Culture

ELIN PRYSOR
Corporate Lead Officer
Legal & Governance Services

STEVE JOHNSON
Corporate Lead Officer
Finance & Procurement

ALUN WILLIAMS
Corporate Lead Officer
Partnerships, Performance & Public Protection

RHODRI LLWYD
Corporate Lead Officer
Highways and Environmental

RUSSELL HUGHES-PICKERING
Corporate Lead Officer
Economy & Regeneration

Where Does the Money Go?

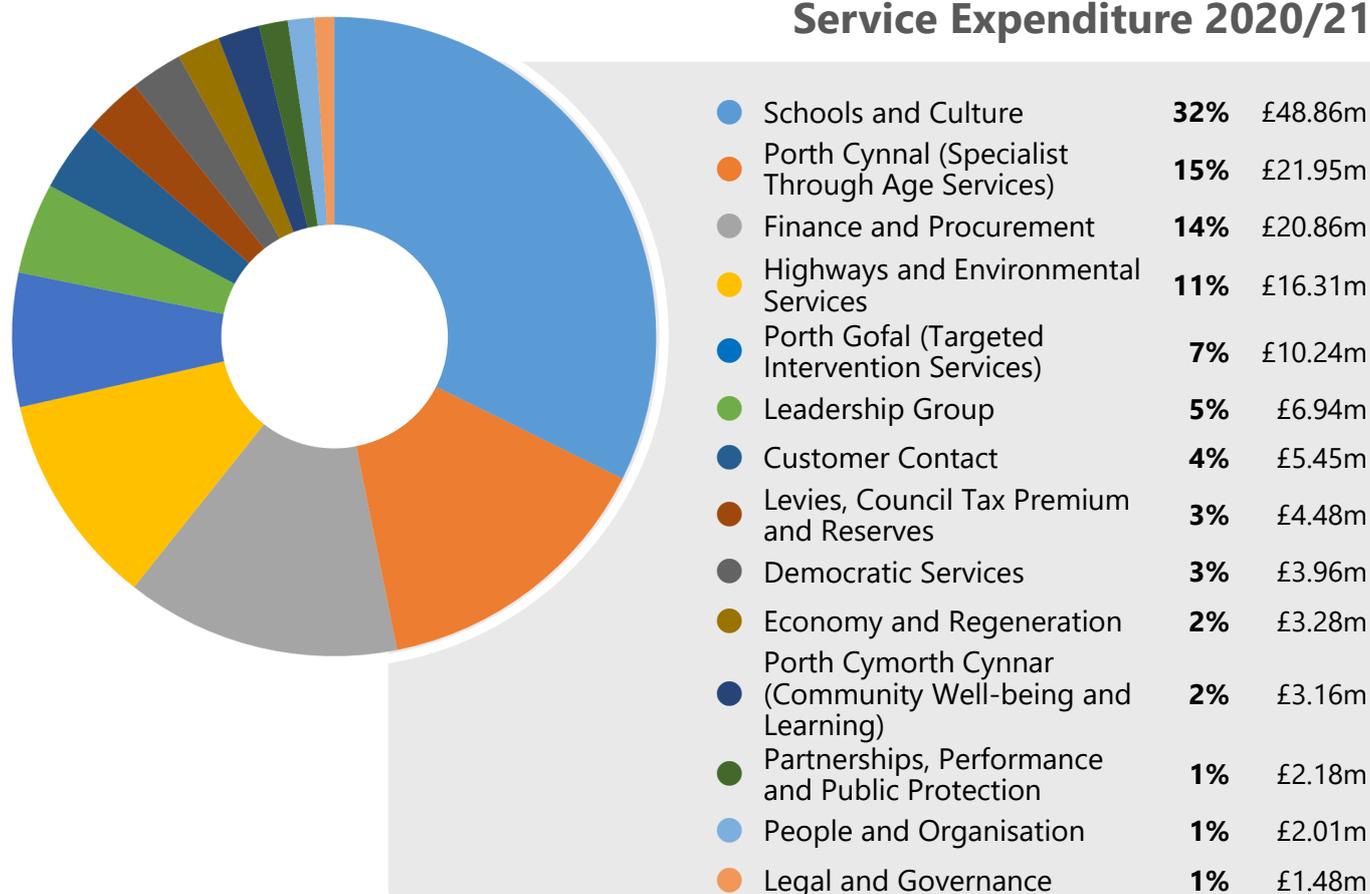
The Medium-Term Financial Strategy sets out how the Council plans its budget annually and over the next 3 years. The strategy supports the overall management of the Council's key resources to meet its objectives.

The Council's expenditure supports the delivery of its Corporate Strategy and its Well-being Objectives. Despite the Covid-19 pandemic during 2020, Ceredigion County Council continues to demonstrate an open desire to improve services and invest in better resources and facilities.

In order to meet the budgetary challenges it faces, the Council continues to implement back office efficiencies, develop alternative delivery methods whilst also sustaining services.

The following chart sets out the anticipated expenditure on services in 2020/21:

Service Expenditure 2020/21



CAROLINE LEWIS

Interim Corporate Director

DONNA PRITCHARD

Corporate Lead Officer
Porth Gofal
(Targeted Intervention Services)

ELEN JAMES

Corporate Lead Officer
Porth Cymorth Cynnar
(Community Well-being and Learning)

SIAN HOWYS

Corporate Lead Officer
Porth Cynnal
(Specialist Through Age Services)

ARWYN MORRIS

Corporate Lead Officer
Customer Contact

LOWRI EDWARDS

Corporate Lead Officer
Democratic Services

GERAINT EDWARDS

Corporate Lead Officer
People & Organisation

Boosting the Economy

Ceredigion is a confident, attractive county in which many of our people prosper and develop, where many have established thriving and successful businesses, and where many people like to visit. We have clean air, excellent levels of biodiversity and an enviable natural landscape.

Our size and location mean we face challenges to growing the local economy, but equally there are many opportunities for us to take full advantage of in positioning the county to adapt to both a low-carbon future and increased digitisation.

One of those challenges is the outward migration of younger people, partly as a result of the decline in public sector jobs, which have always been an important part of the Ceredigion economy.

Because of this, another challenge is growing the size, diversity and resilience of the private sector in Ceredigion. We need to see more businesses starting up, and more of our micro and small businesses grow.

Furthermore, the economy of Ceredigion needs to adapt to key challenges in light of the UK's decision to exit the EU, and subsequently the outbreak of the COVID-19 pandemic which continues to have a significant impact on our economy and a financial impact on our citizens. As our recovery efforts to support businesses continue, our Well-being Objective for this Corporate Priority for the remainder of 2021/22 and into 2022/23 will continue to be:

“Support businesses to respond to the impacts of COVID-19”

Growing Mid Wales Shared Vision

The Mid-Wales Growth Deal, developed from the Vision for Growing Mid Wales, reached a significant milestone in December 2020 as the Heads of Terms were signed by the Welsh Government, UK Government and Ceredigion and Powys Councils. Both governments agreed to provide funding of £55m each over a 15 year period covering the Growing Mid Wales region as a whole.

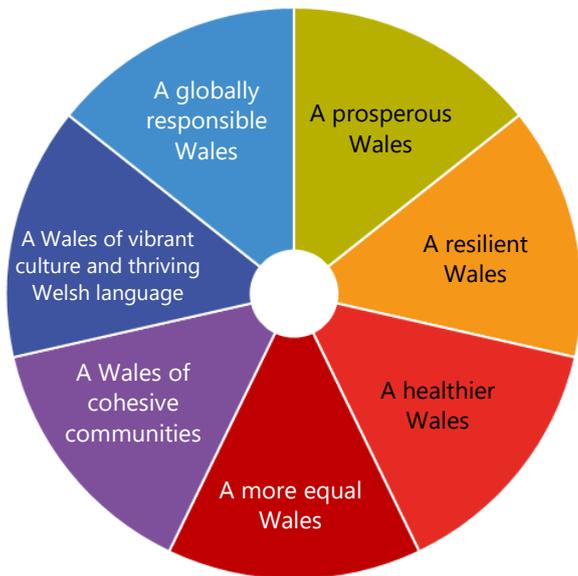
The Growing Mid Wales Partnership will now progress onto the more detailed proposals in the form of a Portfolio Business Case which will be scoped from eight priority areas: Agriculture, Food & Drink, Digital Connectivity, Applied Research and Innovation, Energy, Strengthened Tourism Identity, Supporting Enterprise, Transport, Skills & Employment. The Growth Deal provides a key opportunity to help Boost Ceredigion's Economy.

This will require substantial investment from the Council over the 15 year period with a return expected from that investment. The Growth Deal has the potential to play a fundamental part in the economic recovery of the Mid Wales region post-COVID-19 and good progress towards this has been made during 2020/21, and along with the development of a project to create jobs and economic growth in our County mean it will be an exciting time for the economic development of the region.



Long Term	Prevention	Collaboration	Involvement	Integration
<ul style="list-style-type: none"> Addressing structural weaknesses for a long term benefit Growing Mid Wales Partnership looking sets vision for 15+ year timeframe Future Trend analysis utilised to make plans 	<ul style="list-style-type: none"> Increased economic opportunities to prevent further net migration of skilled young people Economic growth to prevent future negative impact of migration patterns on culture and Welsh language Interventions to prevent further growth in productivity gap 	<ul style="list-style-type: none"> Growing Mid Wales Partnership brings together public, private and academic sectors to achieve shared goals Working with Powys County Council and Welsh and UK Government to maximise use of resources and capitalise on opportunities 	<ul style="list-style-type: none"> Private sector businesses, drivers of future economic growth and involved in identifying key priorities and strategies. Private, public and third sectors involved in shaping the emerging Growth Deal programme 	<ul style="list-style-type: none"> Economic growth strategies integrated with other service provision, including education, skills, planning and infrastructure

Well-being of Future Generations (Wales) Act 2015



Our Corporate Priority maximises our contribution to the highlighted well-being goals

Overall Assessment of the Journey So Far

Progress in meeting this priority is **Good** and prospects for improvement are **Good**. The steps to provide employment opportunities and develop collaborative and innovative partnership schemes are progressing well.

The Growing Mid Wales Partnership is an example of Ceredigion **owning our ambition** to ensure that we strengthen the local and regional economy as part of a prosperous and resilient Wales post COVID-19.

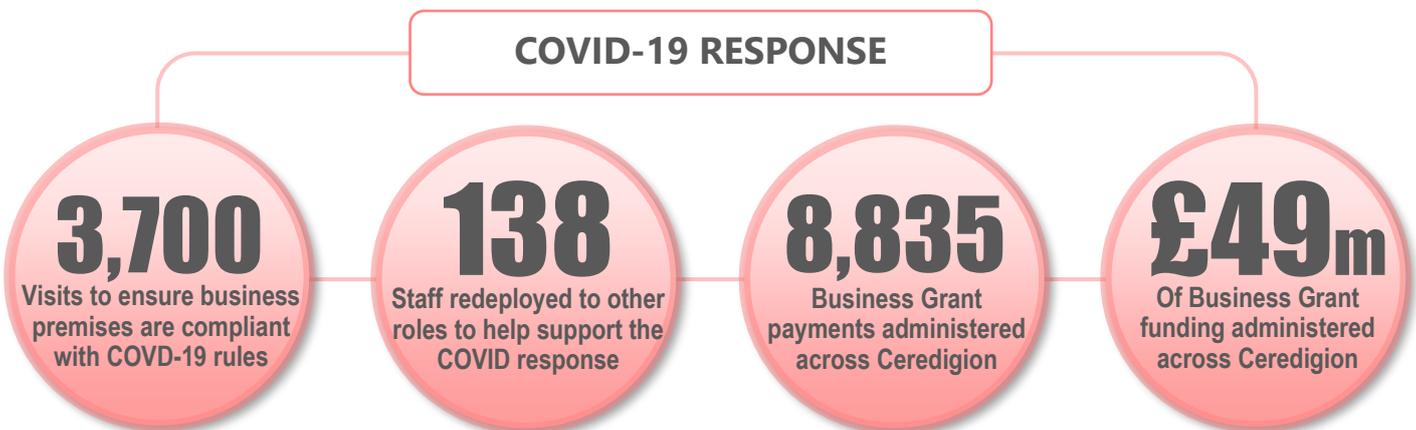
**Owning our Ambition
Green**



Boosting the Economy

Responding to COVID-19 and Key Achievements

- **Ceredigion's new Economic Strategy** was published in March 2021 setting out how we will work together towards achieving strong, sustainable and more resilient economic growth for Ceredigion, created and shared by all. The strategy document sets out the actions that will address the challenges and opportunities that exist in the local economy. It focuses on four main priority areas – People, Enterprise, Place and Connectivity, with each section outlining some of the early interventions considered. Work will continue on developing the detailed implementation plans during 2021/22.
- Submitted **Levelling Up Fund** bid to invest in infrastructure that will improve everyday life across Ceredigion. The Levelling Up Fund was announced in the UK Government's Spending Review and supports town centre and high street regeneration, local transport projects, and cultural and heritage assets, and will play a key part in the recovery from the Covid-19 pandemic.
- **Dedicated Business Support webpage** created to support Ceredigion's economy to ensure that businesses, employers and employees in the County have access to the latest information, advice and support to help them adjust and recover from the pandemic.
- 8,900 **COVID related enquiries** were managed by Ceredigion's Customer Contact Service 'CLIC' during the 2020/21 year, including enquiries relating to Business Grants, the Cultural Recovery Fund and the Small Business Capital Grant Scheme. Over 2,000 alone were in relation to the Non Domestic Rate Grant help businesses in the hospitality, tourism, leisure and non-essential retail sectors.



◀ In July 2020 "Safe zones" were created in Aberaeron, Aberystwyth, Cardigan and New Quay town centres to create safe, inviting towns for people to come shopping and to enjoy despite the pandemic. This included widening of footpaths, dropping kerbs closure of roads, adaption to parking bays and areas for businesses to trade to allow people to maintain a 2 metre social distance at all times.

Over 2,000 responses were received to consultation on the safe zones during 2020 and adjustments have been made. Although COVID-19 infections remain low in Ceredigion, the risk to public health remains, and the safe zones will remain in place for what is anticipated to be a very busy summer season in 2021. This will help people visit shops and services in our towns safely and keep the rates low.

Progress against our Boosting the Economy Well-being Objectives

Council Well-being Objective	Status
<ul style="list-style-type: none">Support businesses to respond to the impacts of COVID-19	

 Completed  Started and on target  Started but behind target  Not started

Workways+ Offering New Opportunities in 2020/21

Ceredigion Workways+ is a service which helps people that are not in employment to access funded face-to-face and online training, work experience, volunteering opportunities and jobs. The scheme is staffed by officers from Ceredigion County Council and is part funded by the European Social Fund through the Welsh Government.

Support is available to help people affected by work-limiting health conditions or disabilities; carers; those with low or no qualifications; people with childcare responsibilities; the over 54's; people in a single adult or jobless household or anyone from a Black Minority Ethnic group.

One such Ceredigion resident benefitting from the scheme is Mary, who gave up her domestic cleaning business due to family care responsibilities. Always motivated to plan for the future, Mary contacted Workways+ for support and was assigned a mentor to work with her on a one-to-one basis to identify her training needs which focused on getting her up to speed with using computers and digital media.

The Workways+ Team sourced an IT training course that was both local to Mary and that they could fund. The 'European Computer Driver's License Course' (ECDL) delivered by Dysgu Bro, a Ceredigion County Council service, made a positive impression on Mary - "The ECDL course was beneficial on a number of levels. It taught me much needed new skills and through having to be at a place on time and mixing with new people it put me in a work type environment. I began to relax, manage stress and became confident about my future."

Mary's goal is to use her new IT skills to help her teach English from home, and Workways+ continues to support her.



Investing in Peoples Future

The Ceredigion education system is one of the most successful in Wales but the struggling local economy and decreased job opportunities has resulted in a significant outward migration of our younger adults.

Ceredigion is also a low income economy, with household income amongst the lowest in Wales despite having relatively high qualification levels in the workforce. In-work poverty is significant and affects a higher proportion of citizens in our county than in the acknowledged deprived areas in the Valleys and East Wales.

Investing in People's Future will ensure that the appropriate training programmes that enable learners to meet the employment needs of current and future businesses within Ceredigion. This includes equipping post-16 and adult learners with the necessary skill set to enable them to be agile, bilingual workers and adapt to the requirements of future employment.

Although the County is now emerging from lockdown measures, the dangers of further variants of COVID-19 means that we must remain vigilant, and the recovery will continue into 2022/23. As a result our Well-being Objectives for the remainder of 2021/22 and into 2022/23 will remain:

“ Support learners of all ages and backgrounds to safely return to education and training and improve access to learning and employment ”

“ Protecting people from poverty ”

“ Promote and facilitate the distinct and vibrant bilingual culture and identity of Ceredigion ”

Supporting Young People During Lockdown

The Active Young People (AYP) team in Ceredigion have been working virtually since lockdown in order to respond to children and young people's needs over the past few months. During the lockdown period, when young people weren't able to meet, the AYP team turned to engaging with their audiences through many social media platforms. This ensured that important inclusive messages and opportunities were offered which have a positive effect on physical and mental wellbeing.

The @CeredigionActif social media handle has been used regularly on Facebook, Twitter, Instagram and YouTube to release videos from young leaders, PE lessons, games activities and inspirational messages a number of different platforms were used in order to reach as many young people and families as possible. The team have produced 110 videos aimed at getting teenagers, primary school aged pupils and pre-school toddlers active during the time when they were at home.

These activities included 27 summer programme games over the 2020 summer holidays, 40 school PE lessons including online sports days and 4 young ambassadors fitness videos for Young Volunteers Week.



Long Term	Prevention	Collaboration	Involvement	Integration
<ul style="list-style-type: none"> • 10 years + • Workforce to meet employers future needs • Future Trend analysis utilised 	<ul style="list-style-type: none"> • Healthier lifestyles preventing future health issues • Prevention of in work poverty through increased income levels • Clear understanding of prevention and associated strategies 	<ul style="list-style-type: none"> • Multi-agency approach to deliver a tailored service 	<ul style="list-style-type: none"> • Learners and employers involved in the decision making process 	<ul style="list-style-type: none"> • Better skills and better jobs increase income levels and therefore allow the local economy to grow

Well-being of Future Generations (Wales) Act 2015



Our Corporate Priority maximises our contribution to the highlighted well-being goals

Overall Assessment of the Journey So Far

Progress in meeting this priority is Good and prospects for improvement are Good. The objectives to support learners to return safely to education and in protecting people from poverty are on target.

For example, the new Tackling Hardship Strategy was published and is being implemented through the Public Services Board's Poverty Sub-Group. This is an example of Ceredigion owning our ambition.

Owning our Ambition
Good



Investing in Peoples Future

Responding to COVID-19 and Key Achievements:

- Funding of £5.8m has been secured to refurbish and build an extension at Ysgol Uwchradd Aberteifi through the 21st Century Schools Programme.
- Parent pay successfully implemented at all schools which has resulted in reducing the stigma involved with pupils on free school meals and resulting in approximately £100k savings
- A Childcare Hub provided for the children of key workers and vulnerable learners during the lockdown period with 1,294 sessions being held.
- 42 pupils continued to receive language immersion through the virtual Language Centre
- Established the Coronavirus – Childcare Assistance Scheme (C-CAS) to replace the Childcare Offer during the first lockdown. This was to ensure financial support for childcare for critical key workers – with 2 childcare hubs for children under 4 years old established in Aberystwyth and Cardigan from April to August 2020.
- Distance learning in place for all pupils during lockdown and a wide range of catch up resources provided to staff and pupils through the Advisory teachers.
- Over 1,000 laptops/tablets and MiFi devices provided to pupils in order to be able to access Distance Learning during the lockdown period.
- Schools successfully supported to reopen through site visits, operational guidance, risk assessments and PPE deliveries.
- E-library resources were made more widely available, and the Council’s library vans were redeployed to deliver care packages across the County.
- A list of grants and support available for those individuals facing hardship during the pandemic was made available in one place. This included grants such as the Discretionary Assistance Fund which supports essential costs in an emergency, to local support groups who supply clothes, nappies and towels for vulnerable parents with newborn babies.
- Successful completion of extension to Pontrhydfendigaid Primary School as part of reducing class size grant.

600

Pupils continued to receive instrumental lessons during 2020/21

£131,000

Funding received for Amgueddfa Ceredigion Museum

2,400

Individual attendees to digital festival Gwyl yr Enfys

6

New apprenticeships launched at the Council in 2020

Protecting Ceredigion’s Citizens from Poverty

Tackling Hardship Strategy



Author: Sian Honyrs, Porth Cynhal
Coordinating Service: Alan Williams, Policy, Performance & Public Protection
Date approved by Cabinet: 07/07/2020
Date approved by Public Service Board: 31/07/20
Integrated Impact Assessment: Yes
Publication date: 21/08/2020
Review date: 31/03/2022

- ◀ A new **Tackling Hardship Strategy** was published in July 2020, which provides a robust framework that will enable a shared understanding of the situation and develop a range of initiatives to mitigate the risks of poverty, and implement preventative action. COVID-19 has had an impact not only people's social and economic well-being, but also an increased risk of individuals and families experiencing hardship. 23 organisations were engaged in the development of the strategy, and its progress will be monitored regularly through the Public Services Board’s Poverty Sub Group.

Progress against our Investing in People's Future Well-being Objectives

Council Well-being Objective	Status
• Support learners of all ages and backgrounds to safely return to education and training and improve access to learning and employment	
• Protecting people from poverty	
• Promote and facilitate the distinct and vibrant bilingual culture and identity of Ceredigion	

 Completed
  Started and on target
  Started but behind target
  Not started

110

Active Young People's videos published during lockdown

£160,000

Received in Business Grants and Economic Resilience Fund

30

School PE lessons delivered online during lockdown

600

Young people and families supported through 3,000 calls

15,000+

Food parcels delivered to medically vulnerable residents

50+

Parenting groups and programmes delivered virtually

250

Young people have received support in school

£30,000

Carers Fund distributed

Promoting Ceredigion's distinct culture and identity during 2020/21

- ▶ Digital provision has enabled **Cered (Welsh language enterprise)** to continue promoting the Welsh language within communities despite COVID-19. A weekly programme of events and activities has been posted on social media sites including new and innovative engagement projects such as Theatr Soffa, Hwyl i Blant and Cefn y Rhwyd radio broadcasts in conjunction with Radio Aber.
- ▶ **Theatr Felinfach** delivered several digital arts programmes throughout the lockdown, e.g. Ed holden (Mr Phormula) Beat box sessions, virtual dance lessons, a digital pantomime and several imaginative sessions for children of all ages. The theatre also received a nomination for the Achates Humanities Award 2020 for the variety and standard of its participatory digital provision.
- ▶ **Amgueddfa Ceredigion Museum** was nominated for a Museums & Heritage Award for Best Temporary or Travelling Exhibition 2020 in relation to its Sheep exhibition. The Sheep exhibition has also been used as a case study by the Future Generations Commissioner's Office highlighting how local museums are helping to deliver the National Well-being Goals.



Enabling Individual and Family Resilience

The 'Social Services and Well-being (Wales) Act, 2014' places a legal requirement on the Council to develop a range of early intervention and prevention strategies that include collaborative arrangements with communities and the voluntary sector to support independent living.

In addition unemployment levels coupled with the low income levels places increased difficulties on the ability of people to access safe, affordable housing.

Enabling Individual and Family Resilience will improve well-being through improved access to affordable homes, preventing future problems and maintaining independence.

The COVID-19 outbreak has had a fundamental impact on the delivery of services to our most vulnerable citizens including the elderly, those without broadband access and those faced with isolation during the national lockdown in 2020. In response, our Well-being Objectives for the remainder of 2021-22 and into 2022-23 are to continue to support our most vulnerable citizens:

“Support citizens who have been disproportionately impacted by COVID-19 to improve their physical and emotional well-being” and

“Promote the well-being of individuals and communities within safe and accessible homes”



◀ In June 2020, Ceredigion's Youth Service was awarded £99,000 by the National Lottery Community Fund to develop a mobile provision for children and young people. The youth service is situated within Porth Cymorth Cynnar, which is Ceredigion County Council's integrated early help, support and intervention service, supporting communities, vulnerable children, young people and families. The aim of this project is to establish a mobile youth centre, extending youth provision to rurally isolated areas in Ceredigion.

Porth y Gymuned - Supporting Residents' Well-being

Porth y Gymuned (Welsh for 'The Community Portal') service started in May 2018 and assists residents of all ages in Ceredigion, by helping them to make connections to access support opportunities in their area that could maintain and improve their wellbeing.

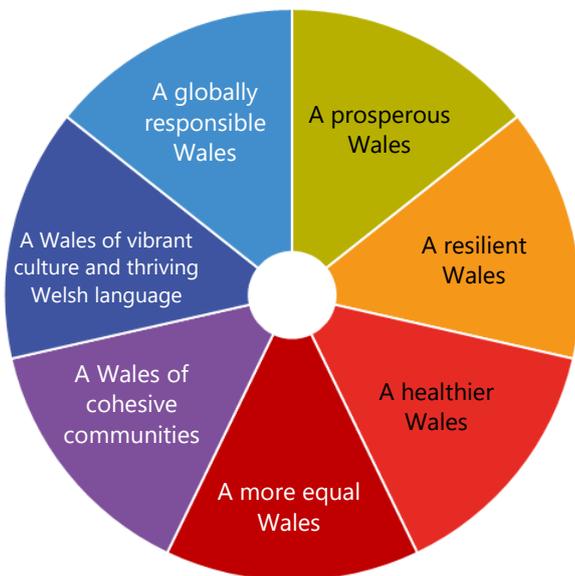
This service has been particularly important in supporting our residents during the COVID-19 pandemic. Enquiries to Porth y Gymuned are normally very varied, and range from low level interventions to referring and supporting individuals who may need to access to intensive or statutory services. Between July 2020 and January 2021, 419 referrals were made to Porth y Gymuned during the height of the pandemic. The service also compiled a comprehensive list of food deliveries, food banks and resources for a wide range of support such as financial help, grants and debt advice to support residents during this particularly difficult time.

Porth y Gymuned enables individuals to have a 'What Matters' conversation with a Community Connector, who can then help to identify targeted solutions that meet their needs. The Community Connectors support people and their families to access advice and assistance that is provided by the third sector, as well as identify appropriate services and groups, within their own communities, such as social groups that could help contribute to their wellbeing.



Long Term	Prevention	Collaboration	Involvement	Integration
<ul style="list-style-type: none"> An integrated Services Model to ensure sustainable services for the next 15 years + Future Trend analysis utilised 	<ul style="list-style-type: none"> Coordinated care to prevent issues developing further 	<ul style="list-style-type: none"> Health board, local authorities and third sector partners plan to work collaboratively to implement integrated health and social care programmes across west Wales 	<ul style="list-style-type: none"> Public and private sector involvement to develop the Integrated Services Model Individuals involved in decisions that affect them 	<ul style="list-style-type: none"> Public and private working together to maximise contribution to healthier Wales and other goals

Well-being of Future Generations (Wales) Act 2015



Our Corporate Priority maximises our contribution to the highlighted well-being goals

Overall Assessment of the Journey So Far

Progress in meeting this objective is **Good** and prospects for improvement are **Good**. Despite the challenges in supporting citizens who have been disproportionately impacted by COVID-19 to improve their physical and emotional well-being, and promoting the well-being of individuals and communities within safe and accessible homes, both have been assessed as green and on target.

Porth Gofal is an example of Ceredigion **Leading the Way** to deliver Integrated Services now and in the future.

Leading the Way
Good



Responding to COVID-19 and Key Achievements

- Supported Hywel Dda University Health Board by establishing two temporary field hospitals in the county in response to COVID-19
- Ceredigion was the first local authority in Wales to provide a contact tracing service and was subsequently chosen as a pilot area by the Welsh Government, before the national scheme was set up. The Council's Contact Tracing Team, involving over 50 members of staff, provided advice and guidance to individuals on undertaking tests for COVID-19, on self-isolation and other actions as part of the ongoing efforts to prevent the further spread of the virus and keep everyone safe.
- Around 2,900 residents from young people to families to carers, were supported during the pandemic through regular 'Keeping in Touch' calls from Council staff in Porth Cymorth Cynnar to check on their well-being and provide an opportunity to talk to someone whilst in lockdown.
- In July 2020, Ceredigion launched its Connect to Kindness campaign, to create more understanding about the benefit and impact of kindness to ourselves and others in our community. The campaign fosters and nurtures connections to alleviate loneliness and isolation prevalent in many of our communities.
- Ceredigion's proposal to develop a Wellbeing Centre in Lampeter was approved in December 2020 and plans are progressing during 2021. The Wellbeing Hub will host a 'Wellbeing Centre' – a facility that enhances its core offer of Leisure provision with areas for meeting, consultation and treatment to contribute to improving the physical, mental and social well-being of the County's residents. Hubs will also be established in the North, Mid and South of Ceredigion as well as pop-up provision in other locations in the County.
- In response to the pandemic, Ceredigion's Cam Nesa team delivered wellbeing packs to support young people who may be experiencing loneliness, isolation or other vulnerabilities. The Cam Nesa project is part of European Structural Funds (ESF) Operational Programme and works with young people aged between 16 and 24 by providing them with options to access a range of tailored personal support and work-related opportunities to meet their needs and aspirations.

31

Safe, Warm and Secure Grants completed

32

Potentially homeless applicants supported with financial issues

900

Shielding residents in Ceredigion received weekly food parcels

1,650

Well-being packs produced for unpaid carers and isolated adults



◀ During the lockdown in 2020, Ceredigion County Council recognised the importance of keeping in touch during the challenging time of self-isolation and appreciated that it was difficult for families who weren't able to visit their loved ones at our care homes.

The Council's staff support and care for our residents, and in order to give residents that additional reassurance whilst keeping them safe, video conferencing facilities were installed in all of our care homes to ensure context with family members during that difficult time.

Progress against our Enabling Individual and Family Resilience Well-being Objectives

Council Well-being Objective	Status
<ul style="list-style-type: none"> Support citizens who have been disproportionately impacted by COVID-19 to improve their physical and emotional well-being 	
<ul style="list-style-type: none"> Promote the well-being of individuals and communities within safe and accessible homes 	

 Completed
  Started and on target
  Started but behind target
  Not started

35,000

Mail outs to support the Vaccination Programme in Ceredigion

11.4m

Items of Personal Protective Equipment (PPE) distributed

160

Press releases with news and advice on COVID-19

7,400

People referred for contact tracing to help everyone stay safe

1,040

Welsh afternoon teas / 'break in a box' were delivered

195

Active family bags distributed with Flying Start and Families First services

100+

Adult carer and 10 young carer ID cards produced

50,000

Social media engagements during the year, helping people keep informed

Food Parcels Delivered to Ceredigion's Residents

Parcels which included local food produce were delivered to 900 shielding residents in Ceredigion each week during the height of the lockdown in April / May 2020, to ensure those who were particularly vulnerable were still able to receive food and essential items.

Ceredigion became the first county in Wales to receive approval to fully coordinate the Shielding Scheme on a local basis - this was an initiative by Welsh Government offering shielding residents the option to receive weekly food parcels if they did not have family or friends who could support them with shopping during the pandemic. ✓

Ceredigion secured full ownership of the content and quality of the food parcels to ensure that produce was supplied by local suppliers and the parcels were packed and delivered to communities by Ceredigion County Council drivers.

The content was sourced from local suppliers and were varied to offer high quality nutritional value to those in need.



Promoting Environmental and Community Resilience

The Council has a leading role to play in protecting and enhancing the natural resources of the County whilst endeavouring to protect air, land and water quality. It also has a key role in promoting, securing and enhancing bio-diversity. The Council's environmental stewardship responsibility also extends to the built environment and the positive management of future development and land use is crucial to achieving these aims.

The Council is seeking to enhance and develop communities' ability to respond to environmental threats and incidents, by promoting the resilience of individuals and groups and harnessing the goodwill that exists in our communities to support each other.

The COVID-19 outbreak has tested all of our strengths and ability to respond to a crisis, but we have demonstrated how our communities are able to rise to the challenge, in order to protect the well-being of our communities and our environment. In the wake of the COVID-19 pandemic, our revised Well-being Objectives for the remainder of 2021-22 and into 2022-23 are to:

“ Support active travel, other modes of transport and ways of working that build on our zero-carbon ambition ”

and

“ Support our communities to be strong and well connected so that they are able to thrive despite COVID-19 ”

Ensuring the Safe Reopening of Community Venues

A multi-agency panel was set up to ensure the safe and proportionate reopening of community venues across Ceredigion as the lockdown was lifted. The aim is to support and provide advice for community groups preparing to reopen by providing a series of briefing sessions for individuals, groups or organisations responsible for multi-purpose community centres focusing on buildings, people and activities. The panel has also created a resource pack to aid the safe reopening of community venues.

The Welsh Government have been encouraging those who are managing centres to inform their local authority if they plan on reopening any community facilities.

The panel has been created under Ceredigion's Public Services Board Sub Group; Understanding our Communities. Leading on the development of the group is Ceredigion Association of Voluntary Organisations (CAVO) and Ceredigion County Council in partnership with Heddlu Dyfed Powys Police and Mid and West Wales Fire and Rescue Service. The panel includes representation from Health & Safety, Environmental Health and Community Safety .



Long Term	Prevention	Collaboration	Involvement	Integration
<ul style="list-style-type: none"> • Long term sustainability of Ceredigion Landscape 15 years + • Future Trend analysis utilised 	<ul style="list-style-type: none"> • Prevention of further economic decline • Clear understanding of prevention and associated strategies 	<ul style="list-style-type: none"> • Working collaboratively to ensure that the impact of climate change is minimised, is shaping the electric future in Ceredigion and contributing to that sustainability 	<ul style="list-style-type: none"> • Everyone is involved and encouraged to make choices that will reduce costs now and protect the environment for the future 	<ul style="list-style-type: none"> • Promoting environmental and community resilience has clear benefits for maximising our contribution to all of the well-being goals

Well-being of Future Generations (Wales) Act 2015



Our Corporate Priority maximises our contribution to the highlighted well-being goals

Overall Assessment of the Journey So Far

Progress in meeting this objective is **Good** and prospects for improvement are **Good**. All steps to minimise the contribution to climate change, improve infrastructure to facilitate future development to meet community needs and assist communities to become more resilient are on target with further improvements planned in the next year.

The Council's Carbon Management Plan is an example of Ceredigion **Leading the Way** to minimise our carbon footprint and minimising our contribution to climate change.

Leading the Way

Good



Promoting Environmental and Community Resilience

Responding to COVID-19 and Key Achievements

- Successfully delivered core front line services safely during the COVID-19 pandemic and continue to respond to ever changing issues caused by the pandemic.
- Supported Highways and Environmental Services and wider corporate operational response which has extended from the delivery of food boxes to vulnerable groups through to logistical support in distributing materials to schools, providing operational support establishing mass testing and vaccination centres.
- Supported local suppliers throughout the pandemic during the period of service reduction or postponement in waste and transport.
- Continued with the development of coastal and flood alleviation schemes in Ceredigion with financial support from Welsh Government.
- Delivered a number of Active Travel improvements, including major refurbishment of Pont-yr-Odyn, Trefechan and construction of a shared use path between Gogerddan and Penrhyncoch.
- The Council has developed an action plan outlining how it plans to manage the anticipated risks and issues associated with the spread of 'Ash Dieback' across Ceredigion. The Plan is in place to ensure that the county is ready and adequately resourced both to respond to the effects of the disease and to minimise long term adverse impacts through promoting resilience.
- Published new Net Carbon Zero Action Plan for Ceredigion Council setting out its response to the county-wide climate emergency, and explaining why we need to take this action and why the 2030 target is so important to tackling climate change.
- To date, the Council has invested over £5 million in energy efficiency and carbon reduction projects, and this investment has saved £2.8m to date.
- Ceredigion County Council celebrated Refugee Week in June 2020, by recognising the positive work that's been carried out to enable 74 refugees from Syria to be welcomed into the county.
- Ceredigion County Council continues to have one of the best recycling rates nationally at 70.2% in 2020/21.



Progress against our Promoting Environmental and Community Resilience Well-being Objectives

Council Well-being Objective	Status
<ul style="list-style-type: none"> Support active travel, other modes of transport and ways of working that build on our zero-carbon ambition 	
<ul style="list-style-type: none"> Support our communities to be strong and well connected so that they are able to thrive despite COVID-19 	

 Completed
  Started and on target
  Started but behind target
  Not started

Improving Connectivity During and Post COVID-19

Demand for fast and reliable internet connectivity has never been so evident than during the past year - many of us have a greater reliance on online services and many people are still working from home. In August 2020, Ceredigion was chosen as a trial area for a UK Government initiative aimed at increasing fibre broadband in rural areas.

Research shows that reliable broadband can play a key role in keeping people connected during Covid-19. Almost six in ten (58%) Ceredigion broadband-using residents surveyed said the internet has played an important part in helping combat feelings of isolation or loneliness during lockdown. Two thirds (67%) of all broadband-using, working respondents in Ceredigion worked from home all or most of the time, but almost half (46%) were at times frustrated at an unreliable internet connection.

A pilot scheme called the "Broadband Upgrade Fund" aims to support businesses, employees and rural communities to take advantage of all the benefits associated with faster and more reliable internet connections. Including the additional Welsh Government 'Top Up' fund, residents in Ceredigion are eligible to claim up to £3,000 and small to medium sized businesses up to £7,000 to upgrade to gigabit broadband, which is capable of download speeds of 1 gigabit (1,000 megabits) per second and is much faster than the current speeds experienced across Ceredigion.

Ceredigion County Council continues to work proactively with commercial suppliers and both Governments to secure better connectivity for the County.



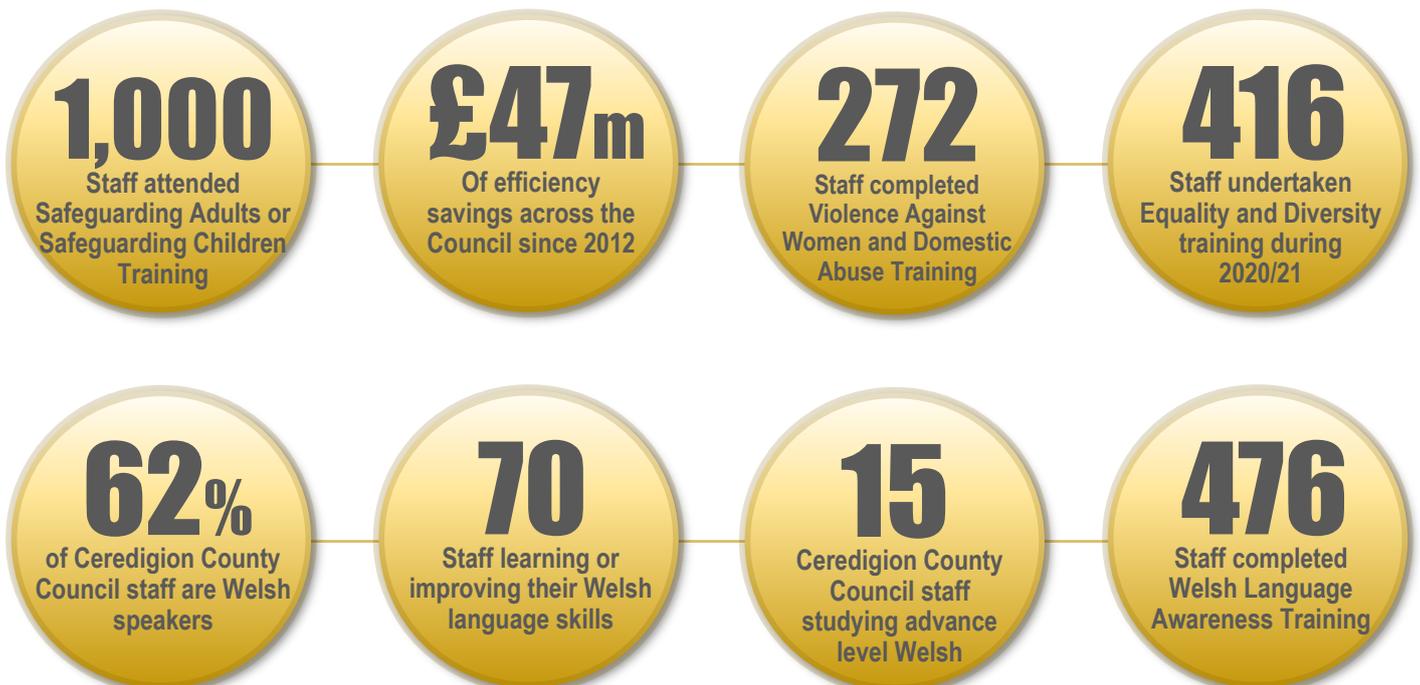
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Cross Cutting Themes

As a Council we are fully committed to the delivery of a range of cross-cutting themes that will enhance performance and quality of delivery of service including:

- **Bilingualism**
We ensure all service areas provide a completely bilingual service and all staff are encouraged to develop their linguistic skills in both Welsh and English.
- **Fit for purpose**
Our staffing structures are lean and cost effective. However, we will continue with the corporate re-design programme to centralise all support service teams.
- **Sustainability**
The success of the previous five years has ensured the Council is a sector leader in Carbon Management and recycling. It is our intention to continue our efforts to be a clean, green authority that provides our residents with an environment that is both attractive and inviting to the tourism industry.
- **Engagement**
Our policies for the future will encourage collaboration and partnership working with all interested stakeholders. We consider effective interaction with our communities as an essential component to securing a healthy and vibrant society.
- **Equality**
Ensuring that everyone has equal opportunities to contribute to making Ceredigion a better place to live, work and enjoy. We commit to treating all citizens with respect, and to providing services and offering employment opportunities which are responsive to people's diverse needs.

Our achievements during 2020/21:



Engagement and Equalities

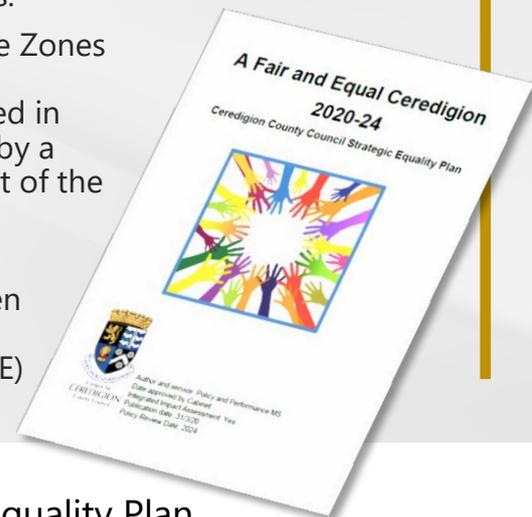
During the last twelve months we have continued to embed equalities, implement a corporate approach to engagement and provide specialist advice and guidance across the Council.

Some of our achievements during this time are:

- The Strategic Equality Plan (SEP) has been implemented and we are monitoring progress against ensuring that our actions are fair to all.
- Responded to and implemented the Socio-Economic Duty, which requires that public bodies assess how their strategies and policies can be used to reduce inequalities that result from differences in socioeconomic status.
- Updated our Integrated Impact Assessment Process.
- Undertook a regional trial of an online engagement platform provided by Engagement HQ called "Have Your Say Ceredigion" which will provide additional opportunities and more unique ways to engage with the Council and tell us your views.

During 2020/21 we engaged extensively on the introduction of Safe Zones in our towns designed to keep everyone safe and maintain social distancing, during the COVID-19 pandemic. The exercise, conducted in August 2020, received over 2,000 responses and this was followed by a wider engagement in January 2020 to better understand the impact of the zones.

Equalities continues to be at the forefront of the recovery from the COVID-19 pandemic, as some groups in our communities have been disproportionately affected by the virus, such as younger people, older people and those from Black Asian and Minority Ethnic (BAME) backgrounds.



The Sustainable Development Principle and the Strategic Equality Plan

Long Term	Prevention	Collaboration	Involvement	Integration
<ul style="list-style-type: none"> • Increased awareness of protected characteristics across the organisation 	<ul style="list-style-type: none"> • Ensures the protected characteristics are considered in setting policy and service provision 	<ul style="list-style-type: none"> • Working in partnership with other public sector bodies to meet our Equality Objectives 	<ul style="list-style-type: none"> • Corporate Equalities Working Group contributes to the development, monitoring and review of the Plan 	<ul style="list-style-type: none"> • The Council will tackle prejudice and promote understanding in our communities

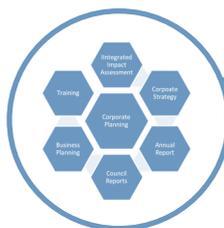


Embedding the Seeds of Change

The Well-being of Future Generations (Wales) Act 2015 directs that public bodies must apply the five ways of working (the sustainable development principle) and consider how they can contribute to all seven of the National Well-being Goals.

Guidance indicates that applying the requirements of the Act across 7 core areas of change is likely to most effectively secure the change required.

A Ceredigion County Council Well-being of Future Generations Act (WFGA) Group has been established to monitor how adaptations should be made in the core areas to effect change.



Corporate Planning

- A Well-being of Future Generations Act Group is in place with a strategic lead to monitor progress in the seven core areas of change. The Corporate Strategy and Annual Reports include the progress made.
- Cabinet and Committee Templates have been developed that incorporate the 5 Ways of Working.
- An Integrated Impact Analysis (IIA) Tool that incorporates the 5 Ways of Working and 7 National Well-being Goals has been implemented.
- Schedules have been revised to enable due consideration of IIA implications.
- The Constitution has been revised to ensure decision making processes take account of the Well-being of Future Generations Act 2015.



Asset Management

- A review of the Council's Property Asset Management Plan is currently being undertaken to assess service asset needs over the medium to longer term.
- The revised Asset Management Policy was presented to the Council's Cabinet in 2020 and which sets out the Council's approach in optimising its assets through leasing, disposals and acquisition.
- The Mid & West Wales Regional Asset Collaboration Group has been created to help drive forward initiatives and work relating to good practice collaborative asset management activity.

► Transforming Customer Contact

Harnessing new technology to enhance our customers' experience

The CLIC Team is the face and voice of Ceredigion County Council. Whether calling the Contact Centre or visiting a Cash Office with a query regarding bins, checking Council Tax or submitting an application to the Housing Team, the customer comes into contact with CLIC.

Our Customer Contact Centre is an example of how we are transforming our services and harnessing new technology to provide an enhanced customer experience. All initial contacts to the Council are received and tracked by the Contact Centre through the Customer Relationship Management (CRM) system. This provides a range of benefits to our customers:

- It is easier to make initial contact, - just one telephone number and one email address.
- Our advisors are trained to deal with a wide range of enquiries - so that where possible, queries are resolved at the first point of contact.
- There is no need to retell the same story each time a customer calls - their information is on hand via the CRM system providing a quicker and more tailored response to resolving their enquiry.

For the Council, this also provides a very practical way to manage the increasing number of contacts we receive, provide a higher quality, more tailored service and enhance the customer experience, whilst providing service efficiency gains since less time is spent by back office functions managing routine enquiries. During 2020/21 we logged over 57,000 enquiries through CLIC with Blue Badge applications, childcare applications and enquiries about waste collection being some of the most commonly raised questions.

The 2020/21 year saw the COVID-19 health pandemic reach Ceredigion, resulting in over 8,900 enquiries alone relating to the virus. These included enquiries relating to childcare, schools, the safe zones in Ceredigion's towns and many for advice in accessing financial support during the lockdown period. The service has and continues to play an integral role in keeping residents informed and up to date with support and advice relating to the pandemic. Due to the investment in the new telephony systems, CLIC was able to transfer immediately to home working when lockdown began without an interruption in its service to customers.

Looking ahead, we are aiming to develop the service further through harnessing new technological developments to enhance the service to customers, such as upgrading the CRM system.

Our Service in Numbers during 2020/21

106,650

Telephone calls handled by CLIC during the 2020/21 year

18%

Of telephone calls (or 16,256) were in Welsh

15,600

Emails responded to during the 2020/21 year by CLIC

57,306

Enquiries logged by CLIC during the 2020/21 year



Performance Management

- The Council's dedicated Performance Management System, (Teifi Performance) continues to be developed and embedded.
- In 2020/21 a revised Business Planning process was developed to streamline the process and support services develop effective business plans for the year ahead.
- Developed a revised set of local performance measures has commenced to ensure the Council has the performance monitoring information required to support continuous performance improvement in the future.
- Work is underway to prepare for the introduction of the new Self-Assessment performance regime, included as part 6 of the Local Government and Elections (Wales) Act 2021.



Risk Management

- During 2020/21, a number of actions were taken to mitigate the risks of COVID-19 and ensure the continuity of the work of the Council. This includes the Gold and Silver Command structure to manage the response to the pandemic, along with the updating of all Business Continuity Plans, and the introduction of Service Adjustment Plans, outlining how services will adjust to the pandemic and bring services back post pandemic.
- Risk Management refresher training was provided to all managers and key officers in 2020.
- A workshop with the Council's insurers and all managers was held in October 2020 to review the Council's risks in light of COVID-19, horizon-scan for new risks and identify opportunities to strengthen risk management further.



Financial Management

- The Medium Term Financial Strategy has been developed and approved.
- The 2020/21 Statement of Accounts includes details of the Council's Well-being Objectives and outlines how they will be met.
- All new capital projects are submitted via the Corporate Project Management Panel.



Procurement

- The Council's Procurement Strategy 2018-2022 was developed specifically to assist the Council with delivery of its aims and objectives in accordance with the Well-being of Future Generations Act through its procurement activity.
- The Ceredigion Procurement Forum's membership includes representatives from the public sector bodies either based in the County or with a local presence.
- The Civil Engineering Dynamic Purchasing System, which includes five contractors based in the county. This type of framework provides benefits to both the Council and supplier and are particularly well suited to working with smaller local businesses - new suppliers can join the system throughout its life, they are cost efficient and provide the option of working with new suppliers to access innovation
- Procurement processes continue to be open and transparent and based on standard approaches and use of common systems that appropriately minimise complexity, cost, timescales and requirements for suppliers.
- The Minor Works Framework provides reassurance for local contractors on the availability of potential longer term work streams and ensures that new and existing businesses can plan for future growth and investment.
- All contractors are required to be registered with 'Construction Line' in order to provide assurance that they hold relevant insurance cover, professional subscriptions and meet the minimum qualification criteria.



Workforce Planning

- A Strategic Workforce Planning Toolkit which is aligned to the Well-being of Future Generations sustainability principle (5 ways of working) and the well-being goals has been developed to reflect the Audit Wales toolkit.
- A new manager-led appraisal process was introduced in 2020 to provide employees and their managers an opportunity to review progress over the previous year, agree objectives for the forthcoming year and to identify learning and development (L&D) requirements, as well as reflecting on the future demands for the service

Review of our Well-being Objectives

The **Well-being Objectives** focus on short-term more focused response and recovery to the COVID-19 pandemic in order to protect and enhance the well-being of everyone now and in the future. They were identified and are still aligned to each of our Corporate Priorities, and take into account the Public Services Board's Assessment of Local Well-being and the Local Well-being Plan.

We have reviewed the existing Well-being Objectives and concluded that they should remain in place to support the ongoing recovery work of the Council and its partners.

Therefore for the 2022/23 year the focus of our attention will be to support the needs of citizens in recovering from the pandemic and at the same time delivering against the priorities of the Council.



Boosting the Economy

- Support businesses to respond to the impacts of COVID-19



Investing in People's Future

- Support learners of all ages and backgrounds to safely return to education and training and improve access to learning and employment
- Protecting people from poverty
- Promote and facilitate the distinct and vibrant bilingual culture and identity of Ceredigion



Enabling Individual and Family Resilience

- Support citizens who have been disproportionately impacted by COVID-19 to improve their physical and emotional well-being
- Promote the well-being of individuals and communities within safe and accessible homes



Promoting Environmental and Community Resilience

- Support active travel, other modes of transport and ways of working that build on our zero-carbon ambition
- Support our communities to be strong and well connected so that they are able to thrive despite COVID-19

Goal	How the Council's Priorities and Well-being Objectives will meet the Well-being goals?
A Prosperous Wales	All of our Priorities capture the importance of developing an economy in Ceredigion. Employment, skills development, housing, the environment, business support, and regeneration will contribute to a prosperous Wales. Supporting businesses to respond to the impacts of Covid-19 will help to ensure that we have a prosperous Wales now and in the future.
A Resilient Wales	Promoting Environmental and Community Resilience focuses on the protection of our natural environment and includes initiatives to enhance and develop communities ability to respond to environmental disasters. Supporting our communities to be strong and well connected so that they are able to thrive despite Covid-19, and will contribute to a resilient Wales able to respond to any natural or man made disaster.
A Healthier Wales	Investing in people's Future focuses on protection of families, children and adults from poverty and promotion of healthier, more active lifestyles whilst Enabling Individual and Family resilience seeks to improve housing, enable independent living and provide early intervention and prevention services for the most vulnerable. Supporting citizens who have been disproportionately impacted by Covid-19 to improve their physical and emotional wellbeing will support other initiatives to deliver a healthier Wales.
A more Equal Wales	All of our Priorities seek to establish a more Equal Wales by ensuring equal opportunities for employment, housing, education, healthier lifestyles and sustainable communities.
A Wales of Cohesive Communities	Building the strength of our communities is a key feature in three of our priorities. Providing Support for our communities to be strong and well connected so that they are able to thrive despite Covid-19 will enhance the Wales of cohesive communities.
A Wales of Vibrant culture and thriving Welsh language	The Council has agreed to conform to the requirements of the Welsh Language Standards and further measures to promote bilingualism and the Welsh language are included in our objectives.
A Globally responsible Wales	In considering our Wellbeing Objectives we have taken into account the well-being assessment and engagement work to ensure that we can make a positive contribution to global well-being. Support for active travel, other modes of transport and ways of working that build on our zero-carbon ambition continues our work in this area.

Setting Our Well-being Priorities

In setting our Well-being Objectives, the Council has demonstrated the Sustainable Development Principle as set out in the table below:

	Ways of Working	How the Council has demonstrated the Sustainable Development principle
	<p>Long term</p> <p>Looking to the long term so that we do not compromise the ability of future generations to meet their own needs</p>	<ul style="list-style-type: none"> • Medium Term Financial Planning ensures that decisions consider the impact on future generations. • Workforce planning ensures the development of workforce skills for the future. • The Corporate Strategy looks to develop and improve the social, economic, environmental and cultural well-being of Ceredigion over the next 5 years and beyond.
	<p>Integrated</p> <p>Taking an integrated approach so that public bodies look at all the well-being goals in deciding on their wellbeing Objectives</p>	<ul style="list-style-type: none"> • The Council's Priorities and Well-being Objectives are inter-linked in many ways and services will strengthen collaboration in order to work towards achieving a set of common well-being goals.
	<p>Involvement</p> <p>Involving a diversity of the population in the decisions that affect them</p>	<ul style="list-style-type: none"> • The Council's Corporate Strategy 2017-2022 has taken into account the Public Services Board's Assessment of Local Well-being, which has been produced following a series of engagement exercises with citizens, including those with protected characteristics, as defined under the Equality Act. • The Council will consult on an annual basis with citizens and its engagement groups on the review and setting of its annual Well-being Objectives.
	<p>Collaborative</p> <p>Working with others in a collaborative way to find shared sustainable solutions</p>	<p>The Council actively supports, amongst others, the following partnerships;</p> <ul style="list-style-type: none"> • The Growing Mid Wales Partnership • The Ceredigion Public Services Board • The Safeguarding Children's Board • The Community Safety Partnership. <p>In addition collaboration in the delivery of services is welcomed throughout the Authority.</p>
	<p>Prevention</p> <p>Understanding the root causes of issues to prevent them from occurring</p>	<ul style="list-style-type: none"> • The Council's Well-being Objectives have been set in order to prevent problems from occurring or getting worse. These include addressing the effects of poverty, the issues of rurality and improving the well-being of people of all ages, from early years through to older age. • Homelessness focuses on the prevention agenda • Social Services Model promotes early intervention and prevention.

Ceredigion County Council's Corporate Priorities are aligned with the Ceredigion PSB Local Well-being Plan as set out in the table below.

Council Corporate Priority 2017-2022	Council Well-being Objective 2022-2023	PSB Local Well-being Plan Aim 2018-2023
Boosting the Economy	<ul style="list-style-type: none"> Support businesses to respond to the impacts of Covid-19 	<ul style="list-style-type: none"> Enable communities to become prosperous, sustainable and connected by supporting the transformation of economic prospects Enable people to create and grasp opportunities and meet challenges throughout their lives
Investing in People's Future	<ul style="list-style-type: none"> Support learners of all ages and backgrounds to safely return to education and training and improve access to learning and employment Protecting people from poverty Promote and facilitate the distinct and vibrant bilingual culture and identity of Ceredigion 	<ul style="list-style-type: none"> Enable communities to become prosperous, sustainable and connected by supporting the transformation of economic prospects Enable people to create and grasp opportunities and meet challenges throughout their lives Create conditions for communities to support individuals from all backgrounds to live fulfilling, independent lives
Enabling Individual and Family Resilience	<ul style="list-style-type: none"> Support citizens who have been disproportionately impacted by Covid-19 to improve their physical and emotional wellbeing Promote the well-being of individuals and communities within safe and accessible homes 	<ul style="list-style-type: none"> Enable every child to have the best start in life Create conditions for communities to support individuals from all backgrounds to live fulfilling, independent lives Enable people to live active, happy and healthy lives Enable people to create and grasp opportunities and meet challenges throughout their lives
Promoting Environmental and Community Resilience	<ul style="list-style-type: none"> Support active travel, other modes of transport and ways of working that build on our zero-carbon ambition Support our communities to be strong and well connected so that they are able to thrive despite Covid-19 	<ul style="list-style-type: none"> Create environmentally responsible and safe communities that can adapt and respond to the effects of climate change Create conditions for communities to support individuals from all backgrounds to live fulfilling, independent lives Enable communities to become prosperous, sustainable and connected by supporting the transformation of economic prospects

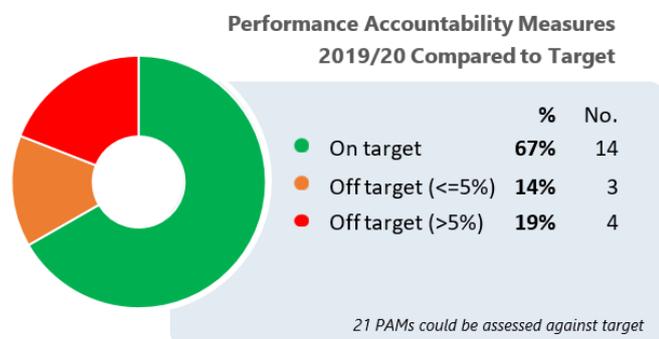
Benchmarking Our Performance

2020/21 Performance Accountability Measures

The Council routinely monitors and benchmarks its performance as part of its performance management arrangements. However, due to the re-prioritisation of services from March 2020 in response to the COVID-19 pandemic, the reporting of the Performance Accountability Measures (PAMs) was suspended for the 2020/21 year. Only a small number were collected during the year and these are shown below:



The last full year of reporting the PAMs was in 2019/20 and the latest results are shown on the following pages.

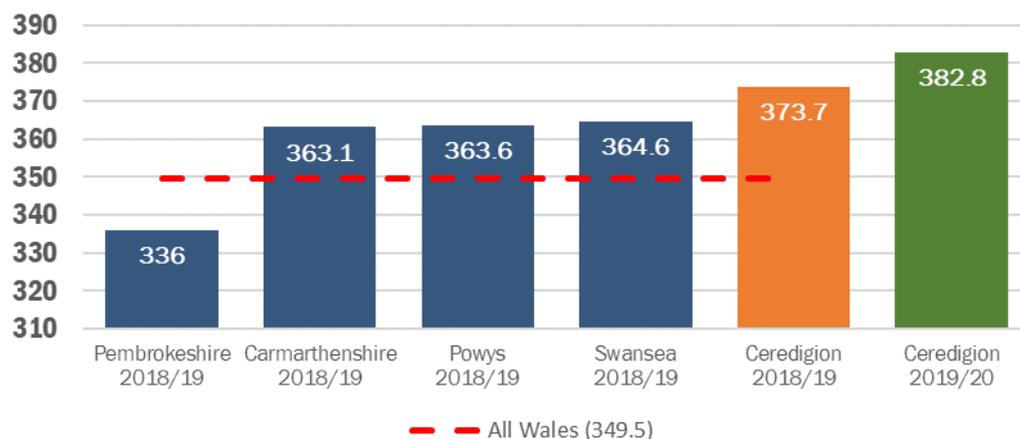


Education

Capped 9 Score

The Capped 9 Points Score for learners in year 11

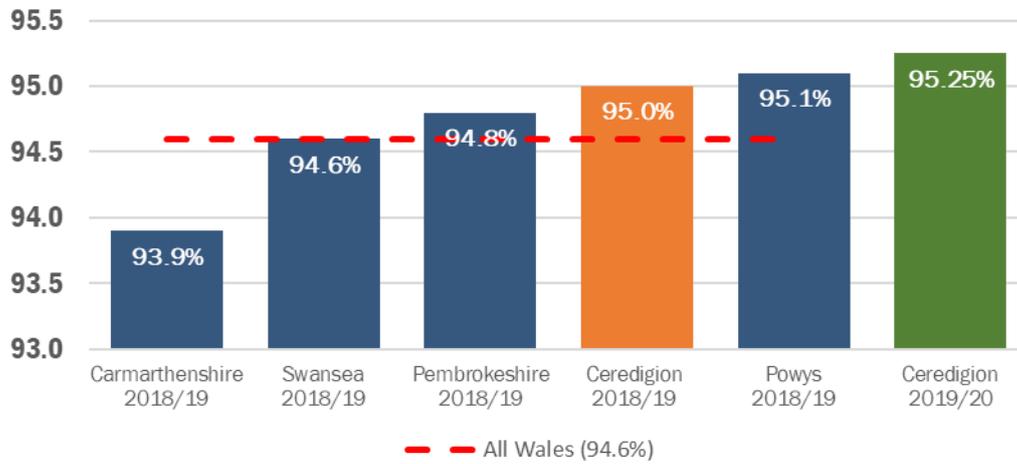
▼ Number



Attendance: Primary Schools

Percentage of pupil attendance in primary schools

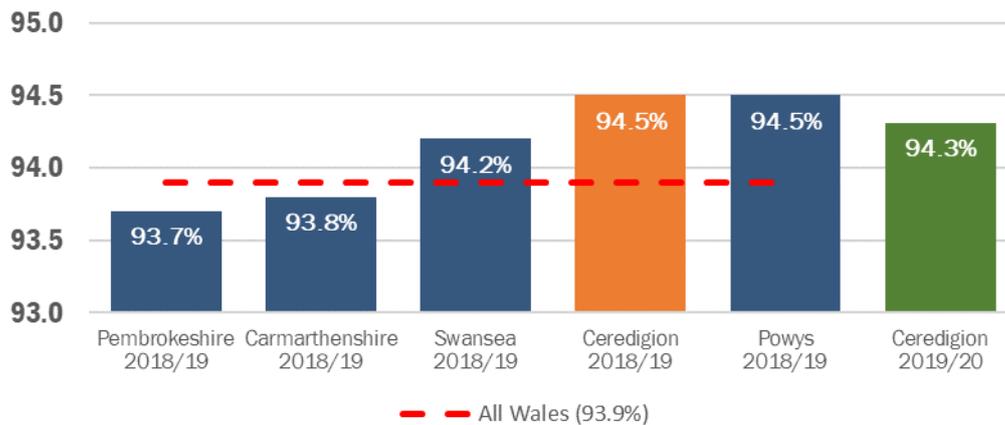
▼ Percentage



Attendance: Secondary Schools

Percentage of pupil attendance in secondary schools

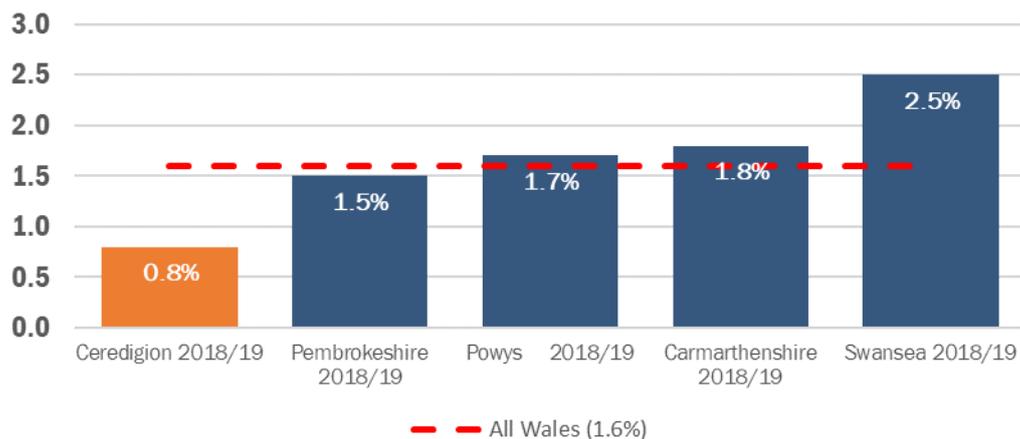
▼ Percentage



Not in Education Employment or Training (NEET)

Percentage of Year 11 leavers Not in Education, Training or Employment

▼ Percentage

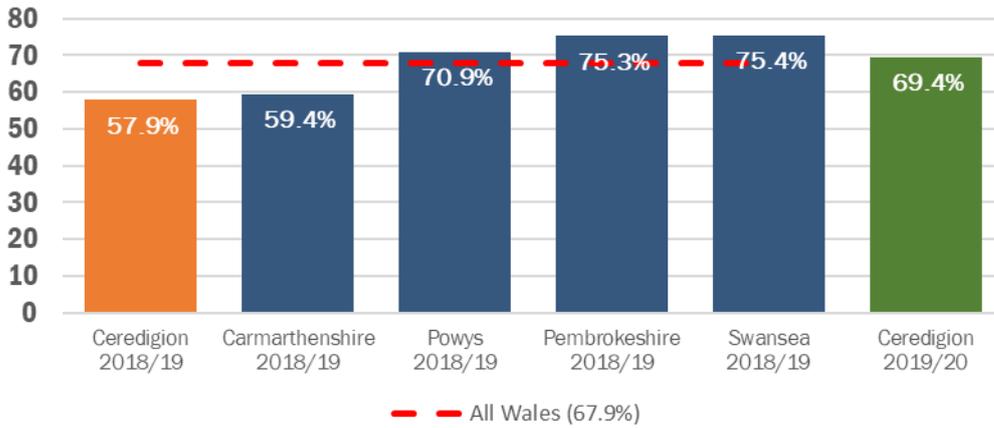


Housing and Homelessness

Homelessness Prevention

% of households successfully prevented from becoming homeless

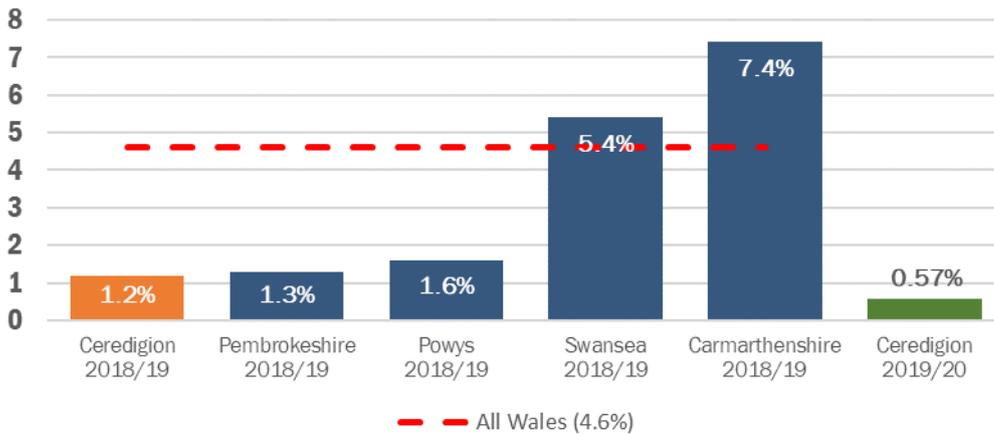
▼ Percentage



Empty Properties

Percentage of empty private properties brought back into use

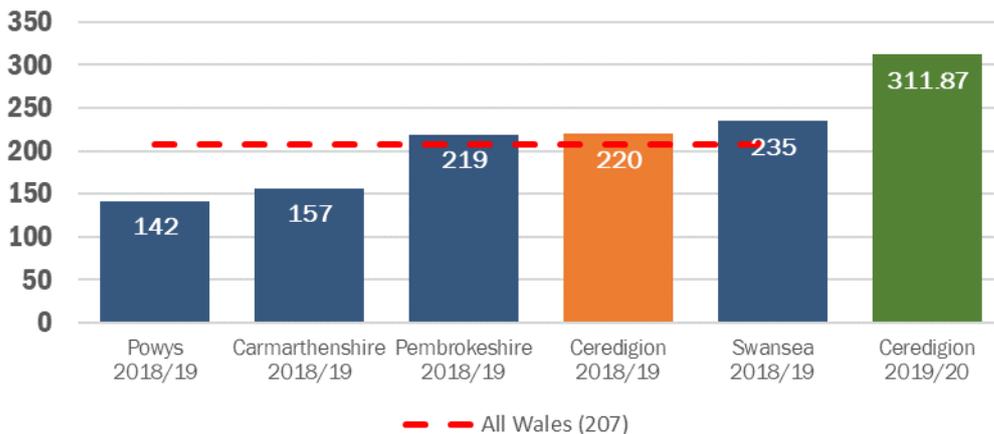
▼ Percentage



Disabled Facilities Grants

Average number of calendar days taken to deliver a Disabled Facilities Grant

▼ Number

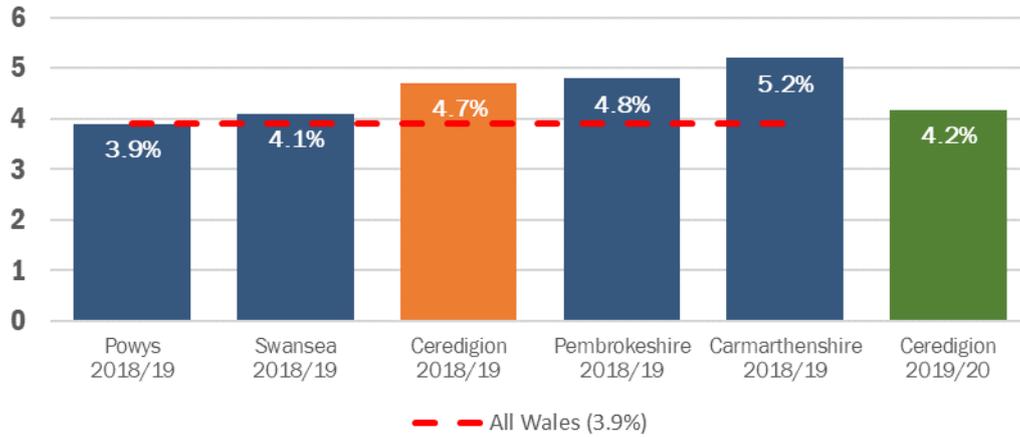


Highways

Condition of 'A' Roads

Percentage of A roads in poor condition

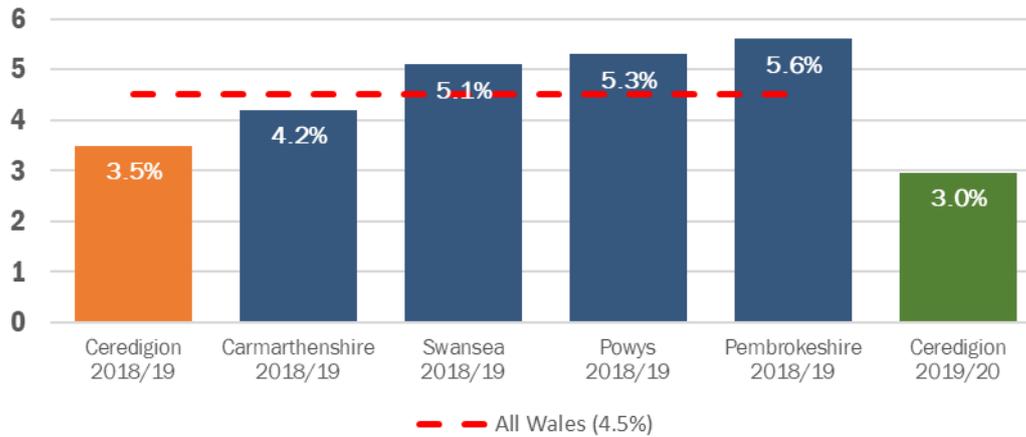
▼ Percentage



Condition of 'B' Roads

Percentage of B roads in poor condition

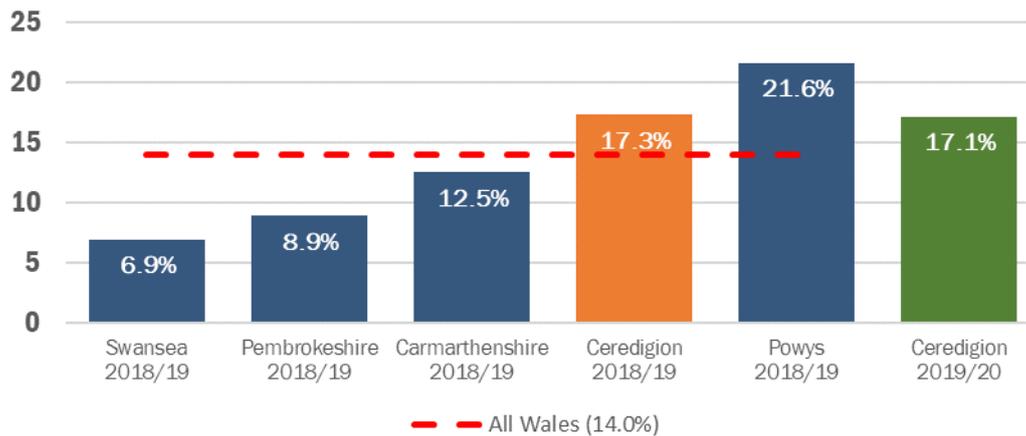
▼ Percentage



Condition of 'C' Roads

Percentage of C roads in poor condition

▼ Percentage

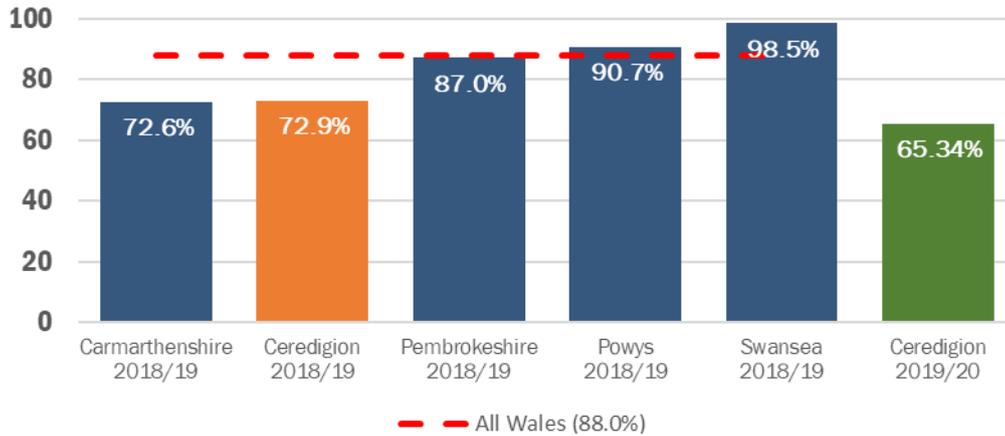


Planning

Planning Applications

Percentage of all planning applications determined in time

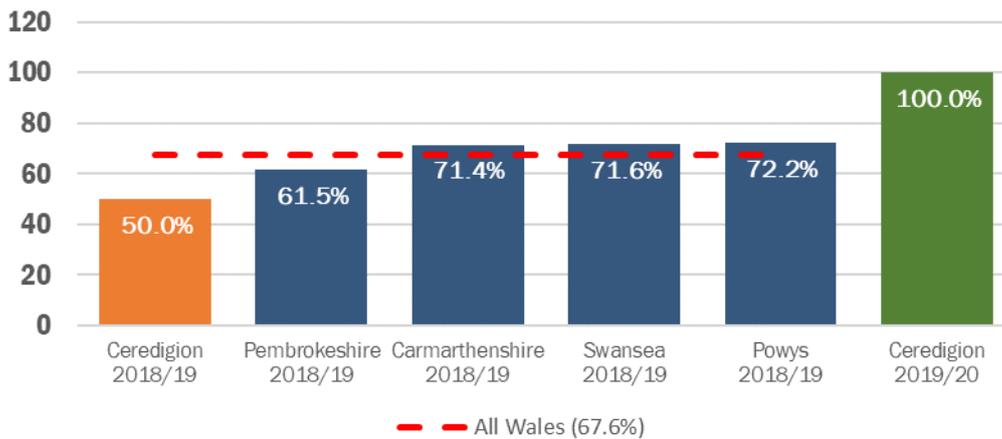
▼ Percentage



Planning Appeals

% of planning appeals dismissed

▼ Number

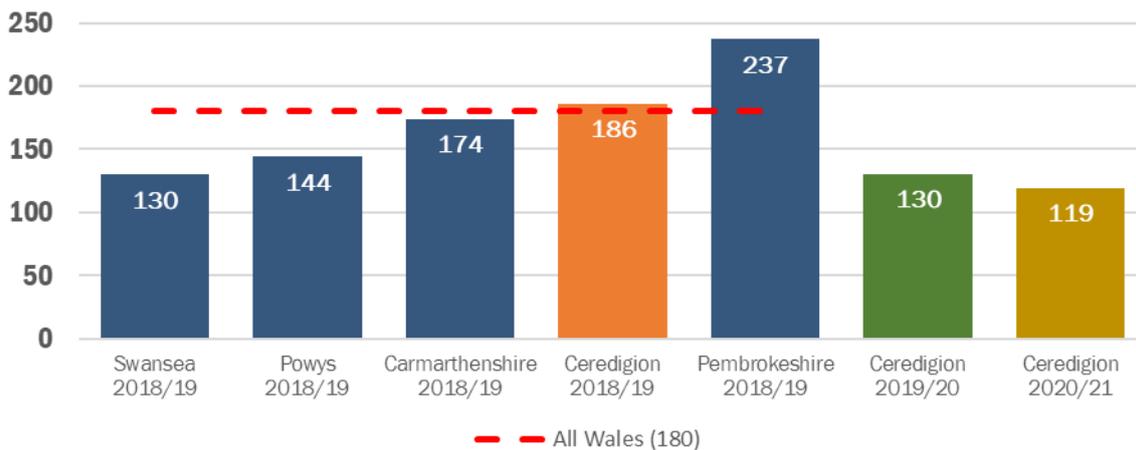


Environment

Waste Collection

Kilograms of residual household waste generated per person

▼ Number

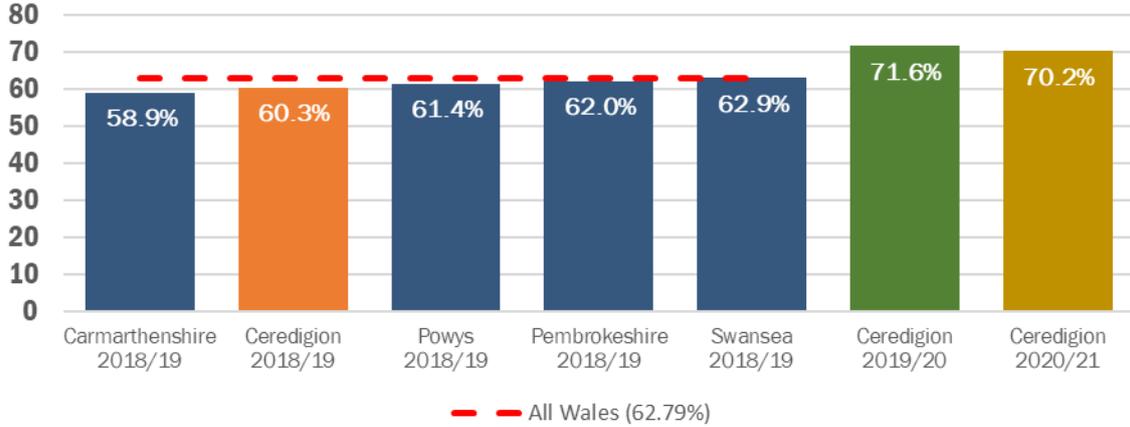


Benchmarking Our Performance (continued)

Recycling

% of waste reused, recycled or composted

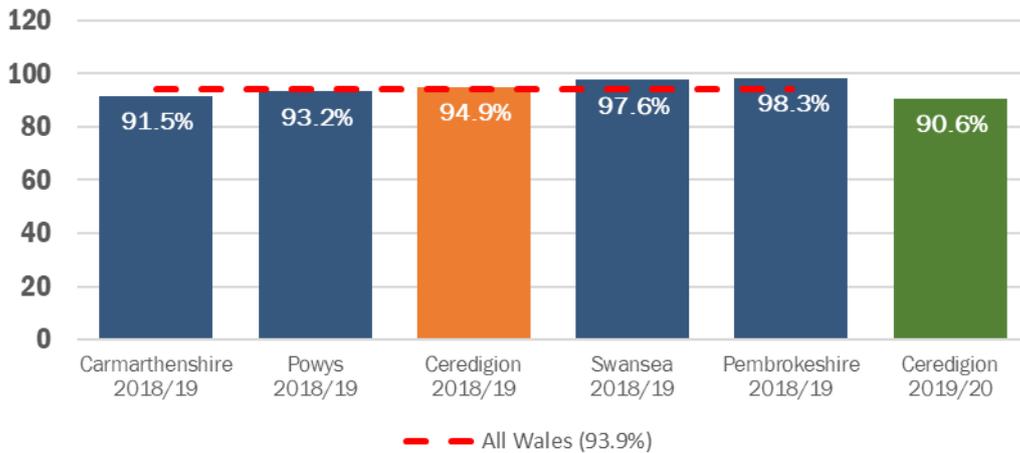
▼ Percentage



Street Cleanliness

The % of streets that are clean

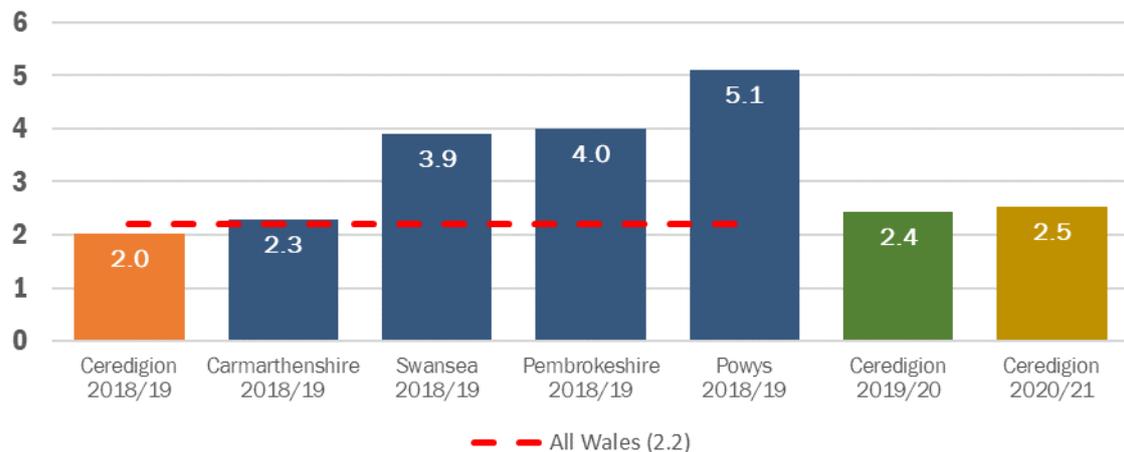
▼ Percentage



Fly-tipping

Average number of working days taken to clear fly-tipping incidents

▼ Number



Following the suspension of the Performance Accountability Measures due to the COVID-19 pandemic, the last full year of collection was 2019/20. The table below provides a summary of our performance between 2017/18 and 2019/20, along with a comparison against our targets.

Ref	Description	2017/18 Result	2018/19 Result	2018/19 Quartile Position	2018/19 All Wales	2018/19 Trend	2019/20 Result	2019/20 Target	2019/20 Trend	Status
Education										
PAM/032	Capped 9 score	380.08	373.73	1	349.5	▼	382.78	350.00	▲	★
PAM/007	Percentage of pupil attendance in primary schools	95.3%	95%	1	94.6%	▼	95.25%	95.0%	▲	★
PAM/008	Percentage of pupil attendance in secondary schools	94.9%	94.53%	1	93.9%	▼	94.31%	94.80%	▼	●
PAM/009	Percentage of Year 11 leavers not in Education, Training or Employment (NEET)	0.8%	0.8%	1	1.6%	◄►	-	-	-	-
PAM/033	Percentage of pupils assessed in Welsh at the end of the Foundation Phase	-	57.45%	-	-	-	74.79%	74.00%	▲	★
PAM/034	Percentage of year 11 pupils studying Welsh (first language)	-	62.92%	-	-	-	63.43%	62.00%	▲	★
Environmental Services										
PAM/010	Percentage of streets that are clean	89.2%	94.9%	3	93.9%	▲	90.6%	95.0%	▼	●
PAM/035	Average number of working days taken to clear fly-tipping incidents	2.29	2.03	2	2.20	-	2.51	5.00	▼	★
Housing										
PAM/012	Percentage of households successfully prevented from becoming homeless	71.5%	57.9%	3	67.9%	▼	69.44%	65.00%	▲	★
PAM/013	Percentage of empty private properties brought back into use	1.9%	1.2%	4	4.6%	▼	0.57%	0.02%	▼	★
PAM/015	Average number of calendar days taken to deliver a Disabled Facilities Grant	228	220	3	207	▲	311.87	250.00	▼	▲
Leisure and Culture										
PAM/040	Percentage of Quality Indicators (with targets) achieved by the library service	77.5%	97.50%	2	80.3%	▲	N/A	95.00%	-	-
PAM/017	Number of visits to leisure centres per 1,000 population	6,986	5,201	4	9,116	▼	6,689	1,300	▲	★
PAM/041	Percentage of NERS clients who completed the exercise programme	-	65.27	-	-	-	88.89%	65.00%	▲	★
PAM/042	Percentage of NERS clients whose health had improved on completion of the exercise programme	-	97.84%	-	-	-	N/A	95.00%	-	-

Benchmarking Our Performance (continued)

Ref	Description	2017/18 Result	2018/19 Result	2018/19 Quartile Position	2018/19 All Wales	2018/19 Trend	2019/20 Result	2019/20 Target	2019/20 Trend	Status
Planning										
PAM/018	Percentage of all planning applications determined in time	71.0%	72.9%	4	88.0%	▲	65.34%	75.00%	▼	●
PAM/019	Percentage of planning appeals dismissed	83.3%	50.0%	4	67.6%	▼	100.0%	75.0%	▲	★
Highway Services										
PAM/020	Percentage of A roads in poor condition	4.4%	4.7%	4	3.9%	▼	4.2%	3.5%	▲	▲
PAM/021	Percentage of B roads in poor condition	3.1%	3.5%	1	4.5%	▼	3.0%	3.5%	▲	★
PAM/022	Percentage of C roads in poor condition	17.5%	17.3%	4	14.0%	▲	17.1%	16.0%	▲	▲
Public Protection										
PAM/023	Percentage of food establishments that meet food hygiene standards	92.93%	94.83%	3	95.69%	▲	N/A	90.0%	-	-
Social Score										
PAM/025	Rate of people kept in hospital while waiting for social care per 1,000 population aged 75+	-	3.75	-	4.9	-	11.87	4.00	▼	▲
PAM/028	Percentage of child assessments completed in time	-	87.04%	-	88.9%	-	87.68%	75.00	▲	★
Waste Services										
PAM/030	Percentage of waste reused, recycled or composted	63.7%	60.34%	4	62.79%	▼	71.57%	58.00%	▲	★
PAM/043	Kilograms of residual household waste generated per person	240	186	4	180	▲	130	185	▲	★

Key to symbols:

- ★ Target met or exceeded
- Just short of target (<=5%)
- ▲ Below target (>5%)

- ▲ Performance improved compared to previous year
- ◄ Performance the same as last year
- ▼ Performance decreased compared to previous year

Quartile:

- 1 Performance amongst the top 25% of Councils
- 2 Performance amongst the 2nd 25% of Councils
- 3 Performance amongst the 3rd 25% of Councils
- 4 Performance amongst the lowest 25% of Councils



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Cyngor Sir CEREDIGION County Council

REPORT TO: Cabinet

DATE: 10th October 2021

LOCATION: held remotely via video-conference

TITLE: Feedback from the Overview and Scrutiny Co-ordinating Committee on the draft Well-being and Improvement Objectives Annual Report 2020-2021

PURPOSE OF REPORT: To provide feedback from the Overview and Scrutiny Co-ordinating Committee held on 15th September 2021

The Overview and Scrutiny Co-ordinating Committee considered the report on the draft Well-being and Improvement Objectives Annual Report 2020-2021 at their meeting on 15th September.

Following discussion, Members agreed the draft Well-being and Improvement Objectives Annual Report 2020-2021 prior to consideration by Cabinet and Council.

Councillor Rowland Rees-Evans
Chairman of the Overview and Scrutiny Co-ordinating Committee