

**Ceredigion  
Public Services Board**

**Meeting 30  
12th of July 2022, 14:00  
Virtual Meeting via Zoom**

**MINUTES**

<b>Present:</b>	
Cllr Bryan Davies (BD)	Chair, Ceredigion County Council
Eifion Evans (EE)	Ceredigion County Council
Cllr Elwyn Williams (EW)	Mid and West Wales Fire and Rescue Service
Iwan Cray (IC)	Mid and West Wales Fire and Rescue Service
Dr Joanne McCarthy (JMc)	Hywel Dda University Health Board
Dr Phil Kloer (PK)	Hywel Dda University Health Board
Rachel Jarvis (RJ)	Natural Resources Wales
Rhodri Llwyd Morgan (RLM)	Aberystwyth University
Superintendent Ross Evans (RE)	Dyfed Powys Police
Vanessa Cashmore (VC)	Coleg Ceredigion
Hazel Lloyd-Lubran (HLL)	CAVO
Gwilym Dyfri Jones (GDJ)	University of Wales Trinity Saint David
<b>Also in attendance:</b>	
Alun Williams (AW)	Ceredigion County Council
Amy Richmond-Jones (ARJ)	Mid and West Wales Fire and Rescue Service
Cllr Keith Evans (KE)	Overview and Scrutiny Committee Chair, CCC
William Beharrell (WB)	Hywel Dda University Health Board
Carwyn Young (CY)	Ceredigion County Council
Richard Felton (RF)	Mid and West Wales Fire and Rescue Service
Inspector Ashley Brice (AB)	Dyfed Powys Police
Dewi Day (DeD)	Aberystwyth University
Barry Rees (BR)	Ceredigion County Council
Jan Batty (JB)	HDdUHB Public Health Team
<b>PSB Support team:</b>	
Diana Davies (DiD)	Ceredigion County Council
Naomi McDonagh (NMc)	Ceredigion County Council
Kieran Metson (KM)	Ceredigion County Council
<b>30.1</b>	<b>Apologies, introductions &amp; disclosures of interest</b>
<b>Apologies:</b>	

Victoria Jones, Welsh Government; Christine Harley, Probation Service; Elen James, Ceredigion County Council; Maria Battle, HDdUHB.

## **30.2 Ceredigion Public Services Board**

### **30.2.1 – Appoint a Chair and Vice Chair**

EE explained that as this was the first meeting since the Local Government elections, he would fulfil the statutory obligation to open the meeting and asked for names to be put forward for the role of Chair of PSB.

RLM proposed that the Leader of the County Council be made the chair of the PSB which was seconded by EW. BD accepted the role of the chair.

**Decision:** Bryan Davies appointed as Chair of the PSB

The Chair invited nominations for a Vice Chair. RLM proposed Hazel Lloyd-Lubran be considered as Vice-Chair and IC seconded this proposal. HL accepted the role of Vice Chair

**Decision:** Hazel Lloyd-Lubran appointed as Vice-Chair of the PSB

### **30.2.2 – Determine when and how the Ceredigion PSB Meets**

The Ceredigion PSB has been holding 5 meetings a year in the past, BD accepted this should continue. The dates will be confirmed.

**Decision:** The PSB will continue to meet 5 times a year and future meeting dates to be confirmed.

### **30.2.3 – Agree the Terms of Reference**

NMc presented the current and proposed Terms of Reference, indicating that the only suggested amendment related to page 6, where the number of project groups is reduced from 6 to 3, reflecting the place-based subgroups of the PSB as agreed in September's PSB meeting.

**Decision:** It was agreed that the Terms of Reference be amended accordingly and the 5 times a year meeting will be maintained

## **30.3 Minutes of previous Ceredigion PSB meeting – 07.03.22**

The minutes from the meeting held on 07.03.22 were agreed as a true record.

## **30.4 Matters arising from previous meeting**

There was reference to circulating a data set prepared by the Cardigan Place Based Project Group of the PSB and this has since been circulated to PSB members for their information.

## **30.5 Local Wellbeing Plan – Annual Report 2021-2022**

A copy of the Draft Annual Report of the Local Well-being Plan 2021-22 was shared electronically prior to the meeting and NMc presented an overarching document to accompany the report. NMc indicated that subject to approval from the PSB on the content of the Annual Report, it will be translated and published.

HLL requested that on page 9, the CAVO reference is amended from "services" to "organisations".

RLM stated that the report is very readable, all-encompassing, and honest under difficult circumstances. It was felt that the PSB need more of an aim as partners, to increase momentum. As the PSB is now focusing on 3 place-based groups instead of 6 project groups, RLM indicated it is important that the 3 projects are given the appropriate attention and priority to consider how the PSB can deliver on behalf of the county.

### **30.6**      **Draft Local Wellbeing Plan and Summary Report**

NMC reported that the Well-being Objectives agreed at the last PSB meeting have been sent to the Future Generation Commissioner to commence the 14-week consultation period, as per the requirements under the Well-being of Future Generations (Wales) Act 2015, and NMC has a meeting scheduled with the Commissioner's Office to discuss the objectives and proposed layout of the Local Well-being Plan.

To progress the work of the Local Well-being Plan, the Partnerships Team have engaged with residents, businesses and Community and Town Councils in Ceredigion; providing an opportunity for them to share their views on what the PSB should focus on to achieve the agreed well-being objectives. A survey was prepared which directly asked citizens what more public services could do to achieve each objective. The survey was available both as an online form and as hard copies in local libraries.

NMC indicated that so far, there have been 71 responses from the public, several areas have been identified:

- Feedback for Objective 1 (economic wellbeing): to use local businesses and encourage entrepreneurship and collaboration between public services.
- Feedback for Objective 2 (maintenance of public rights of way): protect and make more accessible green and blue space for community groups
- Feedback for Objective 3 (environmental wellbeing): future planning, land management and tree planting
- Feedback for Objective 4 (Cultural wellbeing): improving communication, community events and more & free Welsh classes

Public transport was referenced regularly in returned surveys as part of this exercise, NMC referenced that it has been suggested this be raised in the upcoming Corporate Strategy for Ceredigion County Council.

In addition to the engagement work undertaken to date, an engagement survey reaching out to secondary school pupils to establish what they consider the PSB could do to address the 4 objectives will be going out prior to the end of the school term and further work will be carried out over the summer to reach out to citizens with protected characteristics.

The responses to the engagement to date, along with the information within the Assessment of Local Well-being and information received from partners has assisted in populating a draft 'plan

on a page' for the next Local Well-being Plan. This is supported with proposed actions which, subject to the agreement of the PSB, will form the framework for delivery of the objectives within the Local Well-being plan 2023-28.

NMC indicated that poverty and hardship have an impact both on physical as well as mental health and well-being. Amid the cost-of-living crisis, tackling poverty is seen as a priority and it is proposed that it features as a cross-cutting theme in the forthcoming plan. NMC explained that there are opportunities under each of the four objectives, where collective action taken by partners, have the potential to make a difference and make a positive contribution to addressing this priority. NMC also explained that the key steps to address hardship will be discussed and explored at the next PSB Poverty Subgroup on the 19th of July 2022 and this will provide continuation to the delivery of the Ceredigion Tackling Hardship Strategy.

NMC asked PSB members if they were in agreement that Poverty and Hardship be included in the Local Well-being Plan as a cross cutting theme.

**Decision: PSB members agreed that Tackling Poverty and Hardship should be included as a cross-cutting theme in the Local Well-being Plan.**

NMC proposed that a 'plan on a page' approach will feature as part of the introduction of the plan, and this is supported with more detail including specific actions under each of the objectives with the following subheadings:

- Why this objective
- What we need to address
- Our Ambitions
- What we will do
- Meeting the well-being objective and how it will contribute to the well-being goals
- Measures for success

NMC stated that the section 'what we will do' will need to contain tangible actions, being clear what the PSB intends to do to deliver. NMC has made suggested actions, but these need to be reflective of partners considerations and input.

BD thanked NMC for the report, with specific reference to the financial hardship that effects Ceredigion, particularly hard as a rural area. Members were happy with the layout and the paper. IC noted the paper is more concise and specific which makes it easier for the reader to view the plan and output.

A question was raised about the wording of Objective 3, regarding Aberystwyth becoming a carbon neutral town by 2030. This is different from carbon net zero, confirmation was sought from NRW as to whether this is the correct terminology.

**Action: RJ will seek clarification from NRW on the correct terminology for Objective 3.**

HLL agreed with the previous comments regarding the format, and how precise and specific the actions need to be. Tackling hardship and poverty should be at the heart of what we do as a partnership, however HLL asked if there was a mechanism to assess the success of this. HLL also asked whether a section designed around specific actions would make sense; for the PSB to drill down in three 'action' sections; which could include quick wins, commitment that each

organisation in the PSB will sign up to such as signing up to become living wage employers or going plastic free and thirdly actions that the PSB organisations will do together.

PK liked the proposed three areas to focus on and suggested that we need to be focused at setting our ambitions at the right level. PK reiterated that the ambitions and actions need to be specific so that they can be successfully carried out rather than broader holistic aims that can be interpreted in numerous ways. NMc clarified that the ambitions that had been presented are not confirmed but proposed, as the assessments drew certain conclusions and have been referenced as preliminary suggestions.

KE indicated disappointment at the small number of responses to the survey, and that the work of the three place-based groups have focussed on specific areas of the county. NMc responded that the survey has yet to close, and more responses would be received.

DiD stated that the initial way of working that was agreed to deliver on the current Local Well-being Plan consisted of 6 thematic Project Groups that delivered on each of the 6 aims within the plan. These groups worked well prior to COVID but as time went on those Project Groups found it more difficult to collaborate and achieve their objectives. The chairs of the Project Groups came together to discuss the way forward and it was proposed to the PSB that there would be place-based pilots to look at working based on specific locations, in order to achieve the best results for residents. Three are being worked on now, focussing on work in Cardigan, Lampeter and Aberystwyth looking at various themes with the expectation the pilots will guide best practice in rolling them out across the county in the new Local Well-being Plan.

HLL commented that this is the start of the process but were looking at new ways of working between PSB organisations and with communities and looking thereafter to rolling it out across Ceredigion. HLL indicated that the PSB need to consider what infrastructure we will need to implement in the new plan, so that we can move on from the three current projects. HLL stated it is important to look back at what the PSB and subgroups have managed to do based on the place-based work and look at what hasn't worked, so we are in a stronger position to implement the new plan.

HLL asked if it was appropriate to suggest the formation of a 'drafting a task and finish group' to support NMc in drafting the plan.

**Action: All PSB members agreed with the proposal of setting up a task and finish group for drafting the Local Well-being Plan and for NMc to coordinate.**

30.7	<b>PSB Place Based Pilot Project Updates</b>
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**Carbon Neutral Aberystwyth and Decarbonisation Strategy**

DeD reported back to the PSB on progress of the work of this pilot place-based project. DeD referenced the 'heat consumers' in Aberystwyth and identified the need to broaden the scope of the group, to discuss key organisations in and around Aberystwyth who are seeking to comply to net zero by 2030. DeD reported that heating accounts for 30% of the University's carbon

emissions and it is one of the most difficult parts to address and reduce.

The District Heat Network feasibility study, funded by BEIS is progressing; the location has been agreed on land at the University Campus, Penglais, Aberystwyth and if agreed, will move to commercialisation phase (detail design and planning). DeD indicated however that it is likely that the build wouldn't be complete until 2027.

This work continues with its objective to support communities and enhance their relationship with the natural environment and the place-based approach is taking into consideration, amongst others the Welsh Government Energy Efficiency Strategy, the Mid-Wales Energy Plans, and the emerging guidance for the production of Local Energy Plans.

Net Zero aspirations by individual partners have been shared and the group has been looking at other collaborative opportunities with other partners e.g., low carbon travel alternatives. DeD indicated that they are asking various members to share activities and projects they are undertaking to decarbonize. DeD referenced finalising a solar farm above university's main campus, which should be complete within the next 6 weeks. Additionally, the university is in the final stage of a large-scale tree planting project, awaiting final decision from NRW for proposal to plant 90,000 trees on university owned land. They are hoping to plant this winter.

Discussion was then held around the surveying process for the Glasdir Tree Planting scheme, DeD responded to queries regarding ecological, financial and fire risks that were covered in the surveying process.

BD asked about the proposed area for the trees, whether it is poor land or suitable for farming, and what the carbon offsets would be for transport that cannot be mitigated. DeD responded that the consultation process identified land near Talybont that has lower agricultural value.

HLL queried discussions in the project group with regards to transport and use of electric vehicles and there is a need to consider the third sector and service provision. Furthermore, HLL noted that with regards to planting trees initiative, there will be groups in Aberystwyth that will be interested in that agenda and may be investing in planting schemes of their own. In addition, the carbon footprint and emissions of village halls and community facilities throughout Wales has been a matter of ongoing discussion, where there needs to be support as there can't be position that the cost of heating a facility will be so prohibitive that it will have an impact on the facility being open, HLL indicated that there have been national conversations taking place and that these will be forwarded onto DeD.

HLL indicated that it may be helpful to consider other organisations and community groups in these discussions, in the interests of collaboration

**Action: To consider other organisations as part of the Aberystwyth pilot**

### **Improving Community Well-being and tackling hardship in Cardigan**

HLL as chair of the place-based group reported that they have been looking at grants, funds as well as a variety of information sessions in Cardigan. They have also been looking at energy efficiency and organisations that give advice. These will be similar areas of work for other

communities in Ceredigion as such, there is useful lessons to be shared as such this information will be shared with other towns in the county.

### **Well-being in Lampeter**

NMC delivered an update on behalf of the place-based group's Chair Elen James'. In the last meeting the group discussed and proposed a food and wellbeing group in Lampeter to bring together all those growing food in Lampeter and more wider issues pertaining to food sustainability. NMC reported on behalf of Elen James that the group needs to find a focal point and common theme to catch all related activities and mental health angles as well as identify key themes and future projects for Lampeter as a town.

## **30.8 Social Model for Health and Well-being**

PK presented the Hywel Dda University Health Board Social Model for Health and Well-being.

PK noted that when the strategy was agreed for health board in 2018, it was underpinned by a move to a more social model of health and wellbeing. Investment in health is generally considered to be investment in the NHS, whereas we know that we only directly influence 20% of people's health and wellbeing as a health board. As a Health Board, we are supposed to spend an equal amount of focus on improving inequalities, reducing health inequity etc. as improving patient safety.

PK was given the responsibility for defining the social model for health and wellbeing in combination with Aberystwyth University carrying out a literature review. A gap in the literature was identified in terms of applying the model to an entire Health Board and there appears to be a lack of consistency, and low-certainty evidence. The 'Conversations with a Purpose' form part of the 'discover' phase of the work and PK referenced that robust analysis was applied by the Public Health Team, to turn the data into 5 themes which PK explained:

### Theme 1: What is working currently?

The focus was almost exclusively on the NHS and its role in providing a safety net at the point of crisis or emergency – being free at the point of access and in delivering societal benefits. Its main asset is its people/workforce. The quality of NHS care is deemed to be good, and it is generally well regarded and trusted. The provision of continuity of care through primary care is important in communities. The policy and legislative landscape are conducive to a move towards a social model of health and wellbeing.

### Theme 2: What is not working currently?

The system is deemed over-complicated, bureaucratic, slow, works in silos and lacks accountability. The structures and partnerships put in place reflect this and are bureaucratic; formal; rigid; over-complicated and lack vision and boldness. The resulting overall system is reactive; lacks integration, collaboration and engagement and there is an unwillingness to share assets including budgets fuelled by a lack of joint or overall accountability. Short-term funding and silo working perpetuate fragmented services with a reactive, remedial and short-term focus. Continuity of care has reduced, and the system fails to value people's lived experience resulting in reduced trust and poorer outcomes. Despite the conducive policy and legislative landscape in Wales the system is still failing to meet the scale of the challenge.

### Theme 3: What would a new system look like and include?

This incorporates two important sub-themes. Firstly, the idea that everyone deserves the 'same chance' - the principle of equity and also reducing inequalities. Secondly, the idea that the new system should focus on the 'whole person' and 'whole population' taking account of the wider determinants of health. This demands a 'whole-system' approach. It should set out to achieve more than 'merely the absence of ill-health' and encompass the concepts of wellness and wellbeing and take a preventative approach. It should be founded on meaningful engagement and participation and accountability to the individuals it is there to serve.

### Theme 4: What needs to happen for a shift to a new model to be achieved?

Ambition will be needed to achieve change, but the time is right to be doing this as we emerge from Covid-19 and can align with the Well-being Plans currently being developed by PSBs. The challenge to achieving change surfaces the tension between ambition and the demands placed on the system in managing the here-and-now. There is very general agreement that working together, and partnerships are the right approach but that these need to be improved and extended beyond the traditional models/organisations. The involvement of communities in co-production is key to the new model and should include a move towards a re-distribution of power and resources towards them. A change in funding to allow this shift to happen as well as making it easier to share assets and resources across the system was strongly advocated.

### Theme 5: Where would be a good place to start?

There was far less data under this theme which may indicate that whilst the component parts of a social model of health are not new to participants in these conversations, the terminology and concept as an entity in itself may be less familiar or well defined. In terms of getting started there were a range of views represented by the following comments: that we need 'quick wins', 'target low-hanging fruit' and to take 'a long-term view'. There was consistent advice to start small: it 'needs to be in bite-sized pieces'; 'keep it pretty tight in the first phase'; and to 'pick a few golden nuggets that resonate in partners' daily business'; 'the magic happens locally'. Many respondents mentioned examples of promising practice - specific organisations, projects, places and case studies that they regard as successful innovators and that may hold clues as to where to start. These have been compiled by the Engagement and Transformation Programme Office of HDUHB.

PK indicated that an objective therefore emerged:

"By December 2022 develop a proposal for place-based action in at least 1 community in each county with key local partners and support from the WCVA which includes an initial phase of development for community leaders, which includes asset mapping and identification of priority areas of activity that would have the most likely and rapid effect on health and well-being of that community and would be owned by the local community. As part of this work, identify sources of funding and a funding mechanism that facilitates community ownership and is for at least 3 years."

As a result, the aim is to define a process, co-produced with partners and stakeholders, to:

1. Identify communities for place-based action.
2. Identify invisible community leaders, including community leaders from seldom-heard groups.
3. Identify opportunities for community leader development / support.
4. Analyse and map community assets.



5. Engage with communities and leaders to identify priority areas of activity.
6. Identify sources of funding / funding mechanisms that facilitate community ownership and sustain.

BD thanked PK for his presentation.

**Action:** Partners will need to work together to address these areas of work and an important element is considering health economy and hardship.

BD indicated that maintaining these projects will also be very important once they have been put into place.

<b>30.9</b>	<b>Any other business</b>
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HLL gave tribute to Ros Jervis who passed away recently and was an inspiration to us as partners. HLL also stated that it is good to note that many of her ideas are going to be reflected in our next Local Well-being Plan

NMc noted the Minister for Finance and Local Government would like to meet all PSB chairs in Wales on 28th of September, NMc stated that no additional and supporting information has been provided as yet beyond a request for the PSB Chair to save the date.

NMc also reported that the 14-week consultation on the Well-being Objectives with the next Local Well-being Plan has commenced with the Future Generations Commissioner's Office and the initial meeting with them to discuss progress on these has been scheduled 13th July 2022.

Additionally, the Future Generations Commissioner, Sophie Howe, has selected and requested to meet with 4 PSB's in Wales to discuss a section 20 review (review of WG leadership role) under the Wellbeing of Future Generations (Wales) Act 2015. Ceredigion has been selected as one of the areas on the basis of the experience shown when completing the Assessment of local Well-being 2022.

<b>30.10</b>	<b>Date of next meetings</b>
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20th September 2022

TBC

December 2022

February/March 2023