Local Well-being Plan 2023-2028 Consultation
Feedback Report

41
Responses received
(including 7 written responses)

(13 Primary schools, 3 Secondary Schools and the Youth Council also took part in engagement sessions)

88%
Agree that the 5 well-being objectives are the right priorities

(12% disagree)

85%
Agree with the plans to tackle the effects of poverty

(15% disagree)

91%
Agree with the plans to help build a sustainable economy

(6% disagree, 3% did not answer)

85%
Agree with the plans to help reduce the inequalities surrounding physical and mental health

(15% disagree)

91%
Agree with the plans to help reduce Ceredigion's carbon footprint

(9% disagree)

91%
Agree with the plans to help you feel safe and connected to culture

(9% disagree)

"We will work together to achieve a sustainable economy that benefits local people and builds on the strengths of Ceredigion."

was identified as the most important well-being objective to respondents

Consultation undertaken between 25th October 2022 and 31st January 2023
The survey was available online via the Public Services Board's website and advertised by members of the Board
A total of 34 responses were received to the consultation survey
The full results and the equalities monitoring information are contained on the following pages

Background

Between 25th October 2022 and 31st January 2023, the Ceredigion Public Services Board undertook public consultation on its draft Local Well-being Plan 2023-28. The Local Well-being Plan is a statutory requirement of all Public Services Boards and sets out the objectives the Board will take to improve the economic, social, cultural and environmental well-being for the area.

The aim of the consultation was to record residents' and stakeholders' views on the Public Services Board's suggestions of how it can work to make the biggest difference to the well-being of individuals, communities and Ceredigion as a whole. These views will help the Board to better understand how to enhance the economic, social, environmental and cultural well-being of the area: from growing new businesses to protecting the environment, and from tackling poverty and loneliness to building a sense of community and pride across the county. It will set the foundations for how we can work together in the future, collectively overcoming the challenges and taking the opportunities, which matter most to each of us.

The role of the Public Services Board was formed (alongside other Public Services Boards across Wales) through the Well-being of Future Generations (Wales) Act 2015, which also sets out the '7 wellbeing goals' which are our collective Wales-wide vision. To make a positive difference to well-being for all, Well-being Plans are produced every 5 years, informed by a Well-being Assessment.

The survey was made available online via the Public Services Board's website, through the Ceredigion Have Your Say Forum and was advertised by all members of the Board. Paper copies were available at all Ceredigion libraries and leisure centres. Easy Read and Young Person versions of the draft Plan were also available at libraries and on Ceredigion County Council's Consultations webpage.

Response Rate

There were a total of 34 responses to the consultation survey including 242 written comments. Respondents took on average 37 minutes to complete the survey. There were also 5 separate written responses from key partners, 15 responses posted to the ideas wall and specific sessions with primary and secondary school pupils along with the Youth Council to ensure the voices of younger people were heard. The pages that follow provide a summary of the findings.

Main Findings

Q1: Were you aware of the PSB and its role in Ceredigion before this consultation?

In response to the opening question, only 41.2% or 14 respondents were aware of the Ceredigion Public Services Board before this consultation, despite it being in existence since 2016. Public Services Boards came into existence following the passing of the Well-being of Future Generations (Wales) Act 2015.

Exactly half (50% or 17) of respondents said that they were not aware of the Board, which suggests that further work is needed in the promotion of the Board, the Local Well-being Plan and its activities in delivering the plan.

There were a further two responses who stated that they were only partially aware of the PSB and its role prior to the consultation.

Q2: Please provide us with the first four letters of your post code to help us target our work

Of the 34 responses received, the largest proportion (44.1%) stated they were from the SY23 broad postcode district in the north and mid part of the County, which includes Aberystwyth. There were a further 20.6% of respondents from the SA43 postcode in the very south of the County, and 8.8% in the SY25 to the east straddling the border with Powys. The full distribution of responses by postcode district can be seen in Figure 1. (No responses were received from six postcode districts, these were SY24, SA47, SA46, SA44, SA39 and SA38).

Figure 1: Distribution of responses across Ceredigion
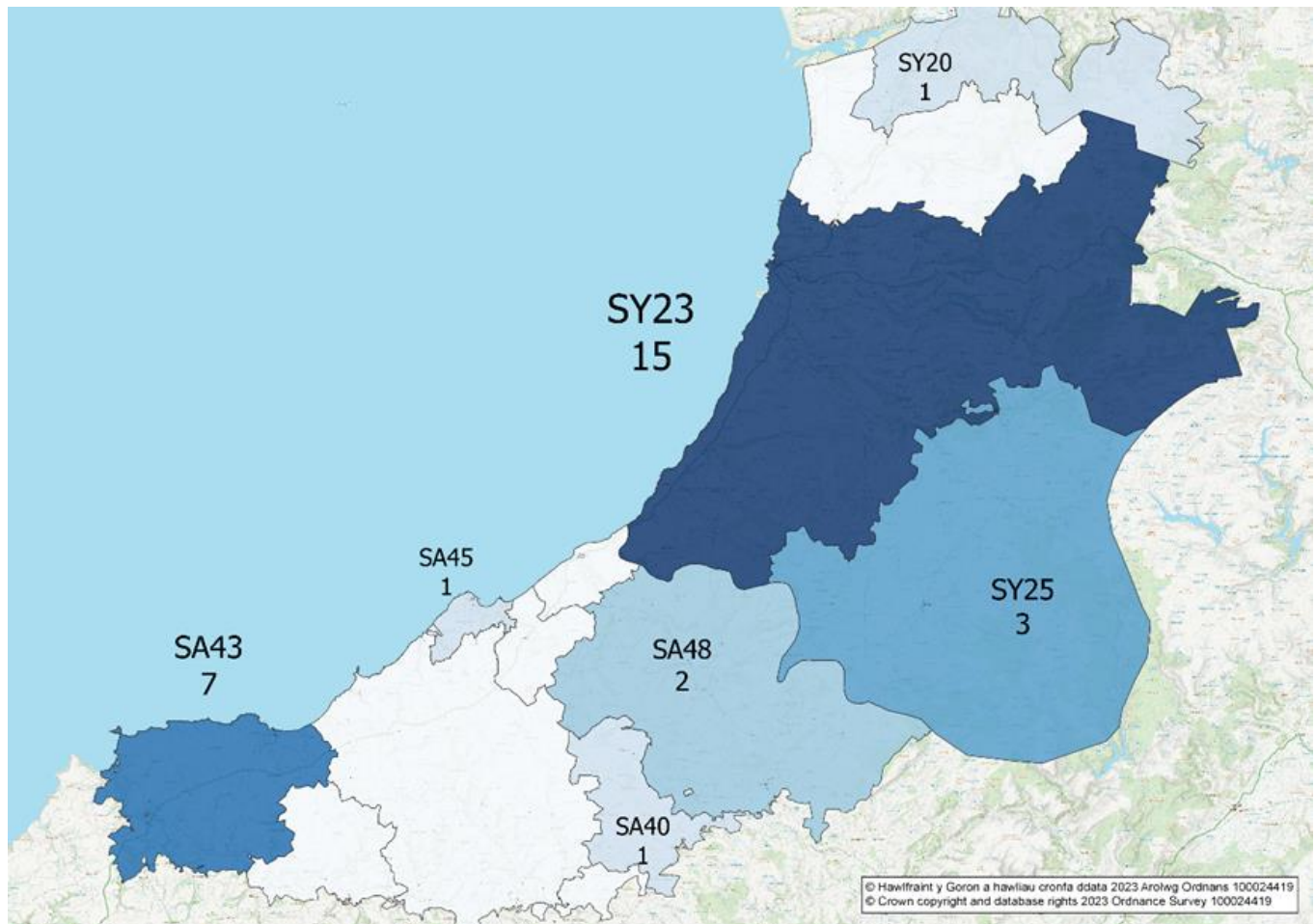
Q3: Do you agree that the 5 well-being objectives are the right priorities to focus on to improve well-being in your local area?

Question 3 sought to ascertain the overall levels of support for the 5 proposed well-being objectives in the draft Local Well-being Plan. The overwhelming majority (88%) stated "yes", that they agreed that the 5 objectives are the right priorities to focus on to improve well-being. The remaining 12% disagreed and did not think they were the right objectives.

Q3. Do you agree that the 5 well-being objectives are the right priorities to focus on to improve well-being in your local area?

▼ Percentage
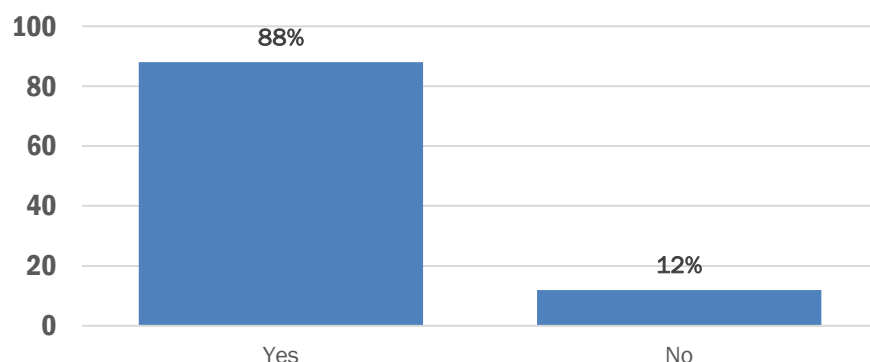
Q4. Any comments

Although the written responses were varied, comments relating to the environment and environmental issues were most common. Two of these written responses mentioned that Objective 3: Work together to deliver decarbonisation initiatives within Ceredigion to protect and enhance our natural resource, does not mention the biodiversity crisis. One respondent noted that this objective needs to look at "the wider picture of biodiversity loss" and the second respondent commented that this objective "should also reference the biodiversity crisis."

The remainder of the written comments for this question were fairly mixed. One comment stated that Local Authorities need to "get the basics right" before "expanding on their offer". Another written comment noted how important access to nature and better connecting people to the food system is, they also noted that making local food more accessible and cheaper is just as important. Similarly, one respondent suggested that although they agree with the objectives, they "don't go far enough" and there needs to be a total overhaul to agricultural practices because food security depends on this. There is an emphasis that it "needs to be local and sustainable".

A further response emphasised on opportunities for people with disabilities, including exercise classes, a swimming pool and better access to leisure centres by public transport and / or disabled parking spaces. Another comment suggests that the objectives should have some focus on how the increasing ageing population would be managed. A summary of these comments can be viewed in the table below.

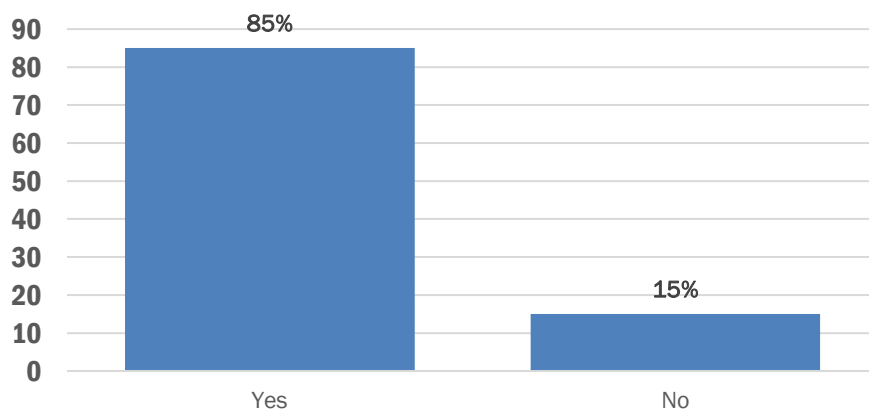| Sample Comments	
"Access to nature is hugely important as is better connecting people to the food system and making local food much more accessible and crucially cheaper."	"Think there is too much focus on cultural development and not enough on infrastructure."
"With and increasing aging population I would expect to see some focus on how this would be managed."	"Objective 4 is particularly poor, focusing on vague "initiatives" to reduce carbon, rather than considering the wider picture of biodiversity loss."

"All well and good having these objectives but they need to be delivered otherwise this is just a lot of hot air in particular pollution with poppit and Aberystwyth both coming out top of the sewerage outflows in Wales that is really disgraceful especially with our population of dolphins and porpoises that attract tourism to the area."	"The objective around decarbonisation should also reference the biodiversity crisis".
"Yes but they don't go far enough. Improving health needs a total overhaul of our agricultural practices, food security depends upon this too. It needs to be local and sustainable."	"More inclusive exercise classes for people with disabilities, access to the local pool for disabled people, busses that will stop at the leisure centre, parking spaces for disabled people at Teifi leisure centre."

Q5: Do you agree with the plans to tackle the effects of poverty in your local area?

The majority of respondents, 85% or 29 responses, agreed with the plans to tackle the effects of poverty in their local area. The remaining 15% or 5 respondents said they did not agree with the plans. The rationale behind these answers is summarised in the following question.

Q5. Do you agree with the plans to tackle the effects of poverty in your local area?

▼ Percentage

Q6: Any comments?

Four of the five respondents who did not agree with the plans to tackle poverty in their local area took the opportunity to explain their reasoning in question 6, although there was no comment theme. For example, one comment noted focused on the local economy stating that the County needs "better paid jobs", while another was critical due to high rental prices in the County, stating that they were "abhorrent". Another respondent stated that it was not clear what the Public Services Board will actually do in relation to this objective and this should be made clearer.

There was also one detailed response, providing suggestions of targets which should be measured and assessed under this objective. These suggestions included providing more flexible employment,

improving and investing in digital infrastructure, concentrating on keeping libraries and public services open so people can learn, and commit to offering digital skills training to the elderly. A summary of these responses is shown in the table below.

Sample Comments	
"This is a sticking plaster. The County needs better paid jobs for the in-work poor, not sub-groups and consultations."	"To call these "plans" is not really accurate. There are no concrete objectives or targets within this document beyond partnering with groups. Also, the question above does not relate to exact wording of the objective in the document, so I will assume that you are referring to objective 1. Here are my suggestions of some targets which can be measured and assessed:
"Roads lead to development which reduces poverty. Rent prices are abhorrent in this county."	a) Provide more flexible employment inside the council to act as a leading employer in flexible working. b) Improve and invest in digital infrastructure to enhance the ability of people to work flexibly within Ceredigion. This will reduce isolation in communities and may improve opportunities, particularly for younger people in the county.
"It's not clear what the PSB will actually do, unless this is covered by the sustainable economy objective."	c) Instead of "identifying skills gaps" concentrate on keeping our libraries and public services open so that non-identified individuals can access learning, not just the people you "identify". d) Commit to offer digital skills training for the elderly people who are remaining in the county, so that they are not isolated from the rest of society as they age."

Amongst the respondents who agreed with the plans to tackle poverty, there were no recurring themes amongst their written answers, instead a variety of different suggestions were put forward. One respondent focused on the environment and the impact that greener travel would have. They highlighted that by adapting to a greener lifestyle with less cars and the costs that come with them, along with improving public transport and encouraging car sharing would "significantly impact poverty".

Other suggestions included the provision of additional childcare for people who would like to return to work, promoting warm spaces due to the cost of living crisis, and more could be done to promote libraries which offer Wi-Fi, study areas and warm spaces. Some specific concerns were raised as well, such as families who live outside of the Flying Start catchment areas being unable to access Flying Start services and are likely to experience increased poverty as the cost of living continues to increase. There were also general comments made that more needs to be said about older people in the community and how poverty affects them. A sample of these comments are contained in the following table.

Sample Comments	
"In my experience, an initiative to get people out of their cars and adapt to a greener lifestyle would significantly impact poverty. I know of many people who work full time (or more!) and are still in poverty because the cost of running a car is so high (along with the cost-of-living crisis). We need to adapt our lifestyle now for the future and financial incentives or other forms of help (childcare, working tax credits etc) to encourage people to get rid of their cars would immediately give people a lot more disposable income to send back into our local economy. Better public transport would be a key factor in how feasible this is.	"Invest in more free childcare for people who would like to return to work but find that the cost of childcare makes working actually lose them money."
	"I have seen a lot of promotion of warm spaces in the council which is pleasing especially with the cost of living rising. Perhaps more could also be done to promote the county's libraries which offer not only a warm space, free wifi, study spaces etc but also a wealth of other free resources."
	"Poverty also affect the elderly not much being said about them, heating costs especially."
"Aberporth is a recognised area of deprivation; some families would benefit from being able to access Flying Start services but are not included in the catchment area With cost of living increases and less disposable money; The high levels of in work poverty will increase; it is important that they have access to registered childcare in order they can benefit from childcare assistance schemes. Aberporth community council is going to consider ways to support families to access after school activities by supporting local community groups to deliver services. Aberporth community council will continue to support Aberporth Village Hall management to deliver community projects to benefit residents."	"But they don't go far enough, supporting local businesses to fulfil local needs, especially in agriculture would create a more circular economy. Where there is no money it is very difficult to achieve things. Banks no longer lend where there is need; The government could lend similar to student loans to improve the circulation of money in the circular economy. so that needs can be met."

Q7: Do you agree with the plans to help build a sustainable economy for the benefit of people who live and work in Ceredigion?

A large majority of survey respondents (91% / 34 respondents) agreed with plans to help build a sustainable economy for the benefit of the people who live and work in Ceredigion (Well-being Objective 1). A small proportion of respondents did not agree (6%/ 2 respondents), whilst 3% left the question unanswered.

Q7. Do you agree with the plans to help build a sustainable economy for the benefit of people who live and work in Ceredigion?

▼ Percentage
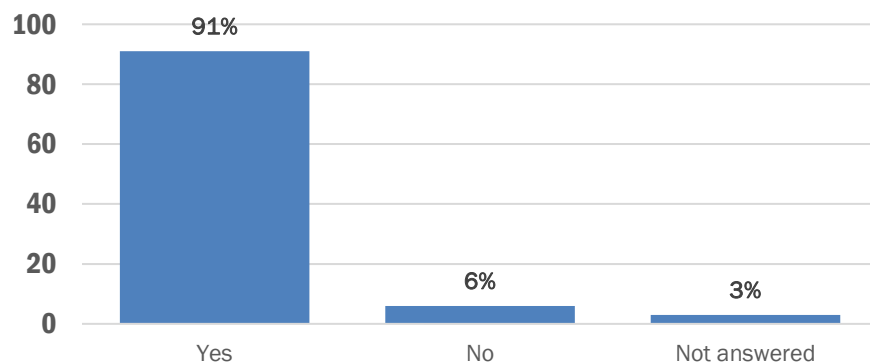
Q8: Any comments?

Just under half (41%) of the respondents provided further comments to question 7, which asked if they agreed with the plans to help build a sustainable economy for the benefit of people who live and work in Ceredigion. Although the written responses varied, comments could be grouped under three themes, which included:

- Suggestions to change/diversify the focus of the ambitions under Well-being Objective 1 (*e.g., to move away from placing attention on skills and education to focusing on better pay*).
- Suggestions on how to contribute to a sustainable economy (*such as, providing better support for business start-ups, supporting independent stores, procuring locally, building short supply chains, and creating incentives for young people to stay within the area*).
- Concerns regarding the economic issues within the County (*e.g., rurality, access to services, lack of affordable housing and low incomes*).

A sample of the comments are provided in the table below:

Sample Comments	
"Skill and education levels are already high; it is about the right type of skills and better pay."	"A sustainable community needs to be able to retain its young people and a lack of affordable housing has a negative impact…"
"There is a huge opportunity here for re-training people for a green economy."	"Need more emphasis on building SHORT supply chains and on using local resources to meet local needs, thereby adding value."
"Provide more support for those starting off in business, more generous loans, lower business rates and help with shop rental. Do not allow more chain stores to base themselves in Ceredigion, instead support independent shops that keep money circulating locally."	"There is a perception that living in Ceredigion / the countryside is cheaper than living in a city. But, from experience, this is not true. This can be seen and felt with public transport and accessibility in particular - you have to travel by car everywhere as there are no regular buses…"

Furthermore, written feedback relating to question seven (on Well-being Objective 1) from PSB partners (statutory members and invited participant organisations) and from stakeholder engagement workshops (such as, engagement with Ceredigion primary and secondary schools), was sought. Feedback has been grouped under three key themes, which include:

- Further considerations to current ambitions
- Further detail on how the ambitions will be measured/benchmarked
- Further detail/suggestions on how the ambitions will be delivered

Key themes	Summary of comments
Further consideration to current ambitions	• Need to ensure that the principles of the Well-being of Future Generations Act (Wales) 2015 is applied as the PSB delivers the UK Shared Prosperity Fund ambitions. • Suggestion to make clearer connection between Mid Wales Growth Deal and regional economic framework across energy, economy, and skills. • Suggestion to include steps which address the potential implications of Brexit on sustainable farming. • Suggestion to include socially and environmentally responsible public procurement to benefit the local supply chain. • Secondary school children want greater opportunities to learn practical skills, more opportunities for work-experience and sustainable transport. • Primary school children wanted to see good jobs in the area that will help them stay in Ceredigion, with no gender pay gap and with better pay in the farming and education sectors.
Further detail on how the ambitions will be measured/benchmarked	• Information on how the greater efficiency of supply chains will be measured. • Concerns raised with the lack of measures to benchmark progress on ambition and action to drive more inclusive participation in fair, sustainable work.
Further detail/suggestions on how ambitions will be delivered	• Further detail which sets out how the ambition of fair work will be achieved. • Further information on how the PSB will deliver the CLES recommendations and if they align to a Foundational Economy priority and support local businesses.

Q9: Do you agree with the plans to help reduce the inequalities surrounding physical and mental health in your community?

Most respondents (85%/ 29 respondents) agreed with the plans to help reduce the inequalities surrounding physical and mental health in their community (which relates to Well-being Objective 2 in the Well-being Plan). The remaining 15% of respondents (5 respondents) disagreed with the plans to help reduce inequalities. Although, a high proportion of respondents agreed with the plans, it was one of the areas where respondents' opinions were slightly more divided. This result was similar to the overall response to question four, relating to the plans to tackle poverty in the area.

Q9. Do you agree with the plans to help reduce the inequalities surrounding physical and mental health in your community?

▼ Percentage
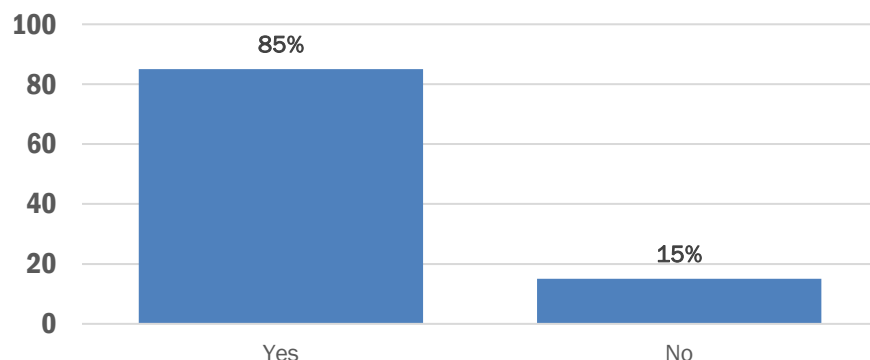
Q10: Any comments?

Approximately two fifths of respondents (38%/ 13 respondents) provided comments to question 9, which asked if they agreed with the plans to help reduce the inequalities surrounding physical and mental health in their community. Furthermore, written feedback relating to question nine (on Well-being Objective 2) from PSB partners (statutory members and invited participant organisations) and from stakeholder engagement workshops (such as, engagement with Ceredigion primary and secondary schools), was sought.

Feedback varied; however, the general consensus welcomed the focus on promoting social, green and blue prescribing within the draft Plan, which was descried as a "real forward-thinking ambition".

Suggestions on further additions to Well-being Objective 2 were put forward. The most prevalent suggestion (in both the survey feedback and written feedback from partners and stakeholders) related to the need to include sustainable transport and active travel within the plan, due to the social, environmental and health benefits associated with it. Specific reference was made to improving and maintaining Ceredigion's footpaths and pavements, Wales Coastal Path, access to services and the need for better and more accessible public and sustainable transport.

In addition, recommendations on areas for further development under Well-being Objective 2 were made. It was generally felt that the issue of adequate and affordable housing needed to be given greater prominence within the draft Plan. In addition, the importance of ensuring that houses are connected to services and sustainable transport is taken into consideration was noted. School children also highlighted the importance of affordable homes and the provision of sheltered housing for the homeless.

Furthermore, survey respondents highlighted the importance of nutrient rich and sustainable, locally sourced food. Specific references were made about factors to reduce food inequalities, such as resilience and reducing our dependency on the global food market.

Less prevalent comments, however, equally as important included:

- Suggestion to increase PSB engagement with communities from the outset to support their own understanding of, and potential contribution to, building resilience.
- Suggestion to include specific actions to address the social prescribing ambition
- Suggestion to refine ambition 2.3 (which relates to food), to ensure that the activities being sought are clear and achievable.
- Suggestion to review consideration given to adding reference to sport and leisure, including outdoor and indoor facilities.

Amongst school children, the most important issues and areas for consideration relating to Well-being Objective 2 included:
- Better protection of the natural environment (includes more environmentally practices and initiatives e.g., tree planting, more green working opportunities, gardening etc.).
- A reduction in littering (suggestion included - litter fines, further education on damages of littering, better provision of bins etc.)
- Better support for people on low incomes/ experiencing hardship (e.g., more affordable fresh food, more food banks)
- More support to understand finances and budgets (e.g., education on managing budgets, mortgages, debt etc.).

A sample of the comments from the Survey and written feedback from stakeholders and partners are provided in the table below.

Sample Comments	
"Instead of "prescribing" green spaces, why not stop the continuous erosion of quality of our green spaces? For example, public footpaths are a key part of our green space infrastructure and is chronically neglected with huge under investment…"	"To a degree - though it should be about helping people to help themselves."
"Agreed, but we need a lot more footpaths, which are accessible. You have to travel half an hour for a route that doesn't go through a field or near a busy road.	"Start more food growing projects in Ceredigion, working with farmers to produce staples like oats which were historically grown here, reduce people's dependence on food flown in and cut carbon in the food chain. This must be backed up by local organizations commissioning food from local growers…"
"We have to first acknowledge the impact that food/nutrition has on physical and mental health - fossil fuel intensive artificial fertilizers blight the health of plants and those that eat them which attracts the use of biocides in farming and pharmaceuticals in public health which impacts the wider environment…"	"Pleased to see Sustainable Food Partnership but green and social prescribing need actions as well as ambitions. e.g., work with and build on the Dyfi Biosphere's Trywydd Iach / Outdoor Health project."

> "The Ceredigion Public Service Board Well-Being Plan (2023-28) makes little mention of sustainable transport, which has a significant impact on rural communities from a wellbeing and decarbonisation perspective, and the role of the PSB to safeguard and enhance rural services for the benefit of its residents."

> "The issue of inadequate housing stock in Ceredigion is highlighted on page 13 of the draft Plan. It is well-known that not only is inadequate housing a factor in higher energy costs, but it is also linked very closely with health inequalities and poorer health outcomes...consider if housing as an issue could be given greater prominence."

Q11. Do you agree with the plans to help reduce Ceredigion's carbon footprint?

There was also a strong level of support of for reducing Ceredigion's carbon footprint with 91% of responding stating that they agreed with this priority. The responses to question 15 where respondents were asked to identify which of the objectives were most important, suggests that this priority is considered one of the biggest challenges to tackle as we move forward. There were two respondents or 9% who did not agree with this objective, and their reasons are discussed in Q12 below.

Q11. Do you agree with the plans to help reduce Ceredigion's carbon footprint?

▼ Percentage
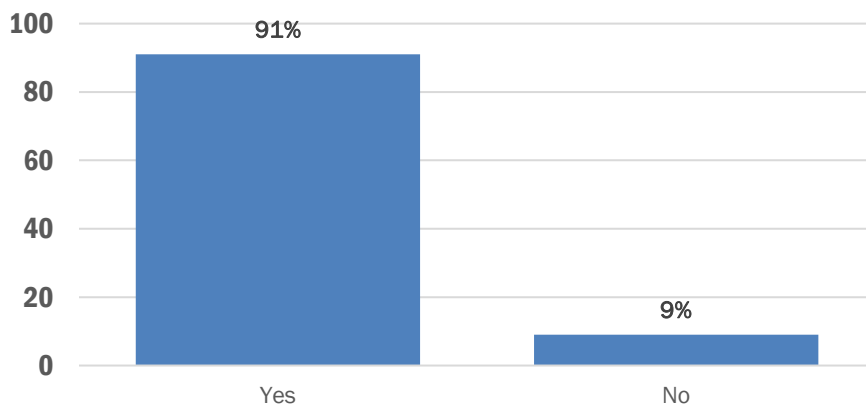
Q12: Any comments?

The majority of the respondents took the opportunity to emphasize the importance of this objective and offer suggestions as to how this can be achieved. There were for example, further calls for more and better public transport, particularly rural bus services and efforts to reduce fares or provide free subsidised services. There were also calls for a greater push towards green energy schemes and the use of renewable energy as one way of helping to deliver this objective. One respondent suggested that this should be backed up with funding available to all residents. There were two respondents who supported the proposed objective to reduce the County's carbon footprint, but did not feel that there was enough clarity on how this would be achieved and that the plans did not go far enough to reduce carbon emissions. They suggested that further education was required to ensure residents understand their carbon footprint.

However, two respondents did not agree with this objective. Their objections were twofold – firstly that it

was not clear how this would be achieved without causing a resulting impact on some of the other objectives. Secondly, that the commitment to decarbonisation is not a plan in its own right and that the PSB should be committing to actual steps or actions to decarbonise and improve biodiversity in the County. They provided a series of possible actions that could be considered to achieve this. The table below provides a sample of the comments received.

Sample Comments	
"It is very important to think long term on this issue and this can involve controversial decisions."	"Creating more locally owned green energy schemes that can subsidise electricity costs for our residents will enormously help our economy. We are currently being penalised for living "far from grid" when we net export electricity from Ceredigion."
"I believe this will be challenging given limited public transport services. A push on renewable energy would be welcome with funding for all - not just those claiming benefits."	"Town and Community Councils have a responsibility under the Environment Wales Act to support biodiversity in their communities. Improved partnership working to develop projects to protect and enhance our communities would be beneficial. Better engagement with schools and community on recycling; energy efficiency, biodiversity. Pollution of the River Teifi is a concern. The consideration of phosphates and the impact on planning applications is an issue that needs to be resolved."
"There isn't enough detail here - where and how will you deliver decarbonisation and net zero by 2030 do this?"	"Plans do not go far enough, we should be educating people on reducing their carbon footprint and provide public transport."

Q13. Do you agree with the plans to help you feel safe and connected to culture in your local area?

There was a similarly high level of support for the final proposed objective around feeling safe and connected to culture. Overall, the majority of respondents agreed with the objective with two respondents or 9% disagreeing.

Q13. Do you agree with the plans to help you feel safe and connected to culture in your local area?

▼ Percentage
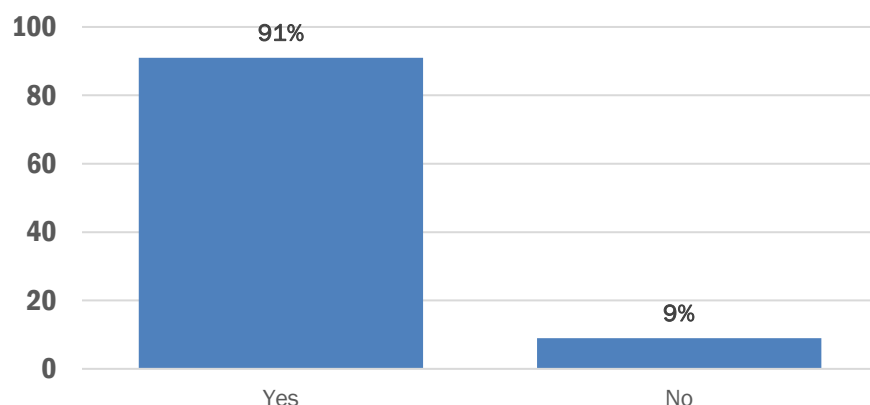
Q14: Any comments?

While the majority of respondents supported this proposed objective, they took the opportunity in the written comments to express some specific concerns they have around safety and culture. The importance of promoting Welsh language and culture was emphasised, as was the promotion of other groups not connected to culture. A number of different specific concerns were also raised – the importance of tackling poverty and inequality was raised as being essential to feeling "safe" in Ceredigion's communities, further support for carers and their families was requested and that children's education should remain in local communities and that learning locally is vitally important. A sample of these comments are contained in the table below.

Sample Comments	
"I feel safe but there is a need to foster the Welsh culture."	"Ceredigion is a relatively safe place to live. The continued use of the Welsh Language and opportunities to promote culture in our communities is important."
"We won't feel 'safe' until everyone has enough to live on - you'd need to tackle inequality and poverty, a universal income might solve this. Opportunities to meet up end up being too expensive, no transport."	"Day Care Centres are closed, there is nothing for elderly/dementia/disabled people. There is exclusion/discrimination in help for carers not claiming because they are trying to make a living being self-employed whilst still caring for their loved ones and being at home. Relief/Cover is short, unreliable and not regular."
"All of your objectives involve partners, but do not outline specific actions or objectives with measurable results."	"There are many more cultural groups within Ceredigion that deserve support than just those connected to the Welsh language. I hope that's reflected in the action plan."

Respondents were then asked to rank, in order of importance, which was the most important to them. The objective to **deliver decarbonisation initiatives** within Ceredigion received the most highest priority votes with 8, followed by the ambitions for tackling poverty and inequalities in Ceredigion with 5, as shown in the chart below.

Q15. Which of the suggested well-being objectives are the most important to you?
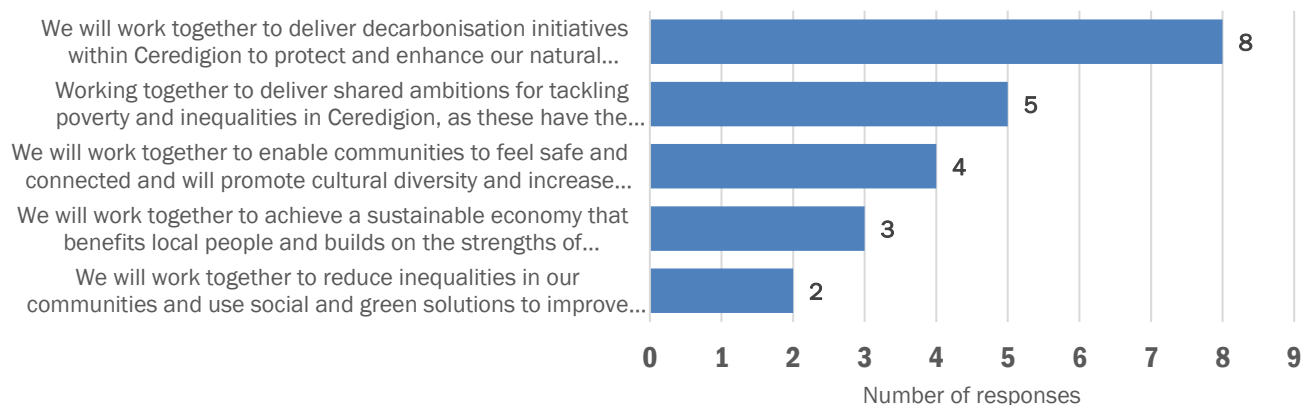
However, this does not take account of the lower rankings. A simple weighting system was therefore applied to score each of the proposed objectives by multiplying the number in each ranking by a score of 5 to 1, with 5 being the highest. The results show that overall, the **working to achieve a sustainable economy** objective was ranked as the highest priority, followed by the **tackling poverty** objective and then **reducing inequalities**. Although delivering decarbonisation initiatives received the highest number of top priority votes, its overall score was much lower as it also received a high number of 4 and 5 votes. The overall weighted scores are shown in the table below.

Weighted Responses						
▼Proposed Objective Rank ▶	1	2	3	4	5	Total score
We will work together to achieve a sustainable economy that benefits local people and builds on the strengths of Ceredigion.	4	8	3	4	3	72
Working together to deliver shared ambitions for tackling poverty and inequalities in Ceredigion, as these have the potential to impact across the four wellbeing pillars - economic, social, environmental, and cultural well-being.	5	6	5	3	0	70
We will work together to reduce inequalities in our communities and use social and green solutions to improve physical and mental health.	2	4	10	4	1	65
We will work together to deliver decarbonisation initiatives within Ceredigion to protect and enhance our natural resources.	8	0	1	6	6	61
We will work together to enable communities to feel safe and connected and will promote cultural diversity and increase opportunities to use the Welsh language.	4	2	1	3	10	47

Q16: What can we do that would enable you, or groups that you are involved with, to help improve well-being in Ceredigion?

Respondents then had the opportunity to identify additional activities and groups that might help to improve well-being in the County. Most of the respondents took this opportunity to convey a variety of different ideas and suggestions which are summarised in the table below. Three key trends emerge:

- There were growing calls for improved public transport, particularly bus services and investment in cycling.
- The importance of community groups and events in connecting people to maintain health and well-being was emphasized. Asset Based Community Development was raised as one way of building communities.
- The need to support younger people to fulfil their aspirations.

Suggestions for Improving Well-being in Ceredigion		
• Supporting young people	• Commit to Asset Based Community Development and employ community builders and participatory budgeting	• Community events. Connecting people. Connecting individuals' needs with social events to maintain healthy well-being.
• Develop community hubs	• Fund the basic services properly, such as highways and environmental	• Lack of leisure and sports facilities and the distances needed to travel due to rurality
• Improvements to disabled access	• Improvements to public transport to enable everyone to take part	• Improve public transport to aim to get significantly less cars on the road. Invest in green cargo bikes for small businesses and pedestrianise touristic towns to make them more appealing.
• Keep libraries open	• Members of staff from PSB organisations could be given time that they can use to volunteer for their community without salary sacrifice	• Keep funding work to support access to the countryside
• Walking routes to connect communities which are wheelchair or buggy accessible	• Provide an improved bus service.	• Free exercise classes in village halls.
• Alternative public transport to a bus. More effective ways of connecting the communities and towns of Ceredigion	• Provision of equal leisure facilities of countywide.	• Affordable leisure facilities
• Re-open day care centres and have more well-being groups (for example walking)	• Supported volunteering experiences	• Tackle cost of living crisis and reduce prices
• Improved communication on available well-being initiatives	• Affordable loans to invest and make communities more resilient and self-sufficient such as through renewable energy, car pools, social gatherings and assistance with applications to support projects	• Support for youth groups and minority groups such as LGBT+, disabled, ethnic minorities, that allow people to come together and talk about changes that need to be made

Q17: Are you happy with the way that we have consulted with you today?

Overall, respondents were broadly happy with the way in which the consultation had been conducted. 29% gave the highest score of 5, a further 29% scored the consultation at '4' and a further 27% scored 3. There were however, three responses that provided the lowest score of '1', representing 9%.

Q17. Are you happy with the way that we have consulted with you today?

▼ Percentage

Score	Percentage
1	9%
2	0%
3	27%
4	29%
5	29%
Not answered	6%
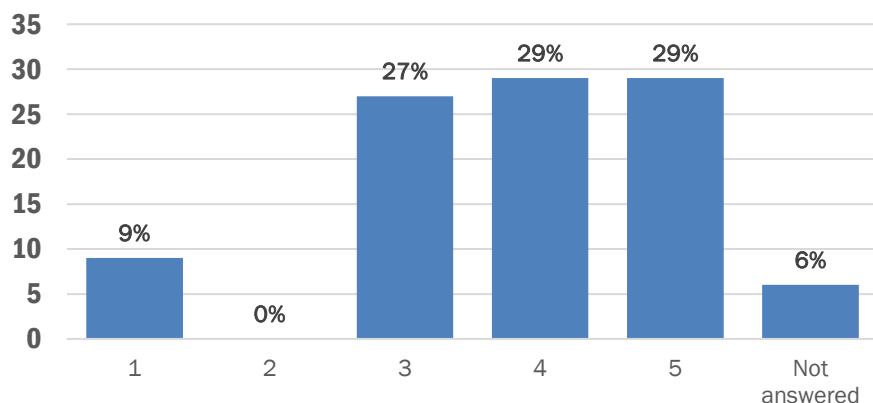
Q18: Any comments?

A small number of respondents took the opportunity to comment on the way in which the consultation had been undertaken. Some had found it easy to complete, but there were three specific concerns raised. These were:
- That the point scale 1-5 hadn't been labelled clearly
- Whether residents without internet access would have the opportunity to respond
- Better promotion was needed to ensure that all groups have the opportunity to respond, particularly younger people.

Of the three respondents who gave a score of '1', only one took the opportunity to explain their rationale. They felt that the consultation was confusing and suggested that the proposed objectives should have been numbered and that the wording of the consultation should match the consultation questions.

Q19: Is there anything else that you would like to tell us?

The final question was open-ended to allow respondents to raise any other issues for the PSB to take into consideration. Several additional suggestions were made – public transport was again raised as being essential particularly for younger people, as was support for carers to attend community groups and training. Two different suggestions were put forward – firstly that water quality in rivers and seas should be a priority due to the deterioration they have seen in recent years and which will have an effect on the income generated by those use the natural resources. Secondly, that community schools, childcare establishments and youth clubs are key to encouraging communities to work closely together.

The final comment emphasized the need to keep the momentum and enthusiasm going for delivering

the Local Well-being Plan when its approved. In particular, they highlighted the importance of keeping the public involved and communicating regularly regarding the achievements as the Plan is delivered. A sample of the comments received is shown in the table below.

Sample Comments	
"Community schools, childcare establishments and youth clubs are the key to encouraging communities to work closely together. Low wages are the single greatest factor in creating a brain drain of the young and leading to in work poverty. Sustainable futures should not be dependent on hospitality and retail sectors."	"Public transport: access to an affordable, efficient public transport service that allows young people and residents to meet with others; access services; be independent. A priority for Aberporth community is a school that is fit for purpose and a safe environment for our children to learn."
"This seems like an energetic proposal at the moment. Don't let it fizzle out; keep the public involved, keeping taking action and inform regularly of achievements."	"Water quality in rivers and seas should be a priority, standards have deteriorated considerably in recent years, and this has significant effect on the income generated by those who use the natural resource."
"Where is the cover available for carers to attend coffee mornings/afternoons or training for their own well-being? I am grateful for this questionnaire to have my say on health and social care in the real world."	

The "Ideas Wall"

The public consultation included the use of an "Ideas Wall" on the Ceredigion Have Your Say website. The Ideas Wall allowed respondents to post any additional ideas and suggestions to improve well-being. There were 15 comments posted and the main themes are summarised in the diagram below. There were no common themes emerging, but several themes raised throughout this consultation exercise were reiterated, most notably public transport and the provision of Welsh language courses for beginners.

Welsh courses for beginners	Social exercise classes for the retired	Walking groups and routes for visually impaired	Develop community energy initiatives	Community tree planting public spaces	Motorcycle tests conducted in Ceredigion
Keep libraries open	Direct bus service to and from Llandysul	Support community based domestic abuse support services	Free parking in towns	Gardening and Balsam Hacking	

Schools Engagement

Primary Schools
A session was held with school council representatives from 13 Ceredigion primary schools across the County. Pupils in attendance were in Years 3,4,5,6 with ages ranging from 7 to 11 years old. All of the

pupils agreed that the four overarching objectives of the Well-being Plan were very important issues to tackle, and all were keen to continue the relationship with the PB and be involved in future consultations. A summary of the themes raised are shown below and the number of pupils in agreement with each statement show in parentheses.

Tackling Poverty & Sustainable Economy
- Pupils wanted to see support for people who don't have enough money (x 7)
- Pupils wanted to see good jobs in the area that will help them to stay in Ceredigion, with no gender pay gap and with better pay in the farming and education sectors (x 6)
- Pupils were concerned about the cost of living and want lower bills (x 4)
- Pupils want to ensure everyone has a home (x 4)

Climate & Nature
- Greater protection of the natural environment, including tree planting programmes (x 8)
- Want to see a reduction in anti-social behaviour: litter (x 6)
- Encourage and educate on environmentally friendly practices (x 4)
- More sustainable and renewable energy production and use to help tackle the climate crisis (x 4)
- Concerned about animal welfare (x 3)
- Reducing carbon footprint by supporting the local economy (x 3)

Culture
- Pupils want to see more promotion of the Wales' heritage and language (x 4)
- Pupils want to see action to prevent racism (x 4)
- More inclusive communities (x 4)

Safe, Diverse and Cohesive Communities
- Access to affordable recreational facilities (x 13)
- Parents having the time and money to facilitate play (x 4)
- Safer communities (x 2)
- More clubs (x 2)
- Having healthy relationships with friends (x 1)

Secondary Schools
A similar facilitated session was held with three secondary schools across the County, with 29 pupils taking part whose ages ranged from 11 to 16 years old. The main themes identified are summarised below:

We will reduce pollution to improve air, water and environmental quality
- Environmentally friendly practices and initiatives, including recycling, reducing plastic use and tree planting
- Access to green spaces
- Sustainable transport
- Preventing the pollution of our waters
- Anti-social behaviour: litter
- Impacts of pollution on mental health

We will help give you the skills needed for future jobs, including green jobs, and provide more apprenticeships

- Education shouldn't just focus on the academic subjects, provide more opportunities to learn practical skills:
- Want the ability to learn about and experience different types of the jobs in different ways

We will tackle hardship and poverty in response to the cost-of-living crisis

- Support people who are experiencing hardship and ensure they can access food
- Support to understand finances and budgets

Youth Engagement

Engagement was also conducted with Ceredigion Youth Council to capture the views of younger people. Across the five themes discussed, there were a wide variety of both suggestions made and concerns raised affecting younger people's lives. Amongst the cross-cutting Tackling Poverty theme, there was no one issue that dominated the conversation, but the breadth of suggestions made demonstrate a good understanding of the challenges faced in the local economy in relation to poverty. One point that was raised and is visible throughout this engagement exercise was the call for subsidised or free bus travel for children from low income households. A summary of the points raised across each of the five themes is contained in the tables that follow.

Tackling Poverty

• Increase council housing available	• Petrol + diesel
• Lessons in school about saving money	• Schools being open for longer after hours
• Life skills that help with finance	• Somewhere to go and stay warm
• New buildings, more efficient	• Community Centres and charities
• Better insulation	• Free period products
• Environmentally friendly heat / electricity	• NHS
• Non School buses should be free for GCSE and 6th form	• Food banks and donations more accessible
• "School dinners -more available -more variety"	• Minimum wage to at least the living wage
• Free school meals	• Nationalise energy companies
• "Clwb Brecwast available in morning"	• Pay rises in general for needed jobs (30%)
• Water available during the day	• Cap on rent prices
• Heat and electric	• Student discount cards for GCSE + 6th form
• "More pay for teachers - less strikes"	• Services such as bus / school meals / gym leisure centre should be discounted or free for low-income children
• Working conditions need improving	

The most prevalent themes raised in relation to the economy focused on the support for younger people entering the workforce. Firstly, there were several responses emphasizing the need for different training, including 'life skills', management and the specific industries such as the green economy and the creative industries. Secondly, there were also calls for better support for apprenticeships, both in terms of communicating the opportunities that

exist and also the level of pay, both of which would likely attract more candidates. A variety of other issues were raised which are shown in the table below. The issues of improved transport was again raised in this theme.

Boosting the Economy, Supporting Businesses and Enabling Employment

• More jobs in tech / computer / IT sector	• Better pay for apprenticeships - attract more people to do an apprenticeship
• Make sure students are aware of apprenticeships	• More information about career paths
• Promote apprenticeships like universities are promoted	• Workshops
• How to look good in an interview	• Work experience
• "Practical work + experience - tactile learning"	• More life lessons (management)
• More educational support	• More apprenticeships in the creative industry
• Presentations for different jobs	• Learn relevant legal information
• Financial training for green jobs	• Skills and experience are provided for more creative jobs
• More training for people who come from a farming background - help keep up with the change in economic structure	• Stronger resources for people dealing with a lack of work e.g. job centres
• Specific lessons about these as a subject at school	• learning more important things in school for self-employment
• Life skills - money, savings, life, things we need to know about the future that we don't currently know	• Better transport to get to a job

In relation to local communities, there were two issues that were most prevalent in the discussion. Firstly, the issue of funding for community projects was raised in order to provide general youth support. This included the need for more accessible grants to improve the youth support provided. Secondly, cycling was raised particularly the need for improved cycle routes and for these routes to be safe. These are summarised in the table below.

Creating Caring and Healthy Communities

• More accessible grants and funding to improve youth support	• Not pay for public toilets + more toilets
• Community spaces – clubs -activities - electricity - charging spaces - cymorth - period products - food donations - Parks and fitness areas communal open spaces	• Homeless shelters
• Environments - public walks / dog walking paths, -bins - inconsistency with rubbish collecting - safer outside e.g. glass on floors"	• Bee sanctuary
• Fund raising in communities for community spaces (sports, cake sales, tug of war etc)	• 4G (astroturf) around Ceredigion
• Public water fountains to refill plastic bottles	• Youth clubs (Aberystwyth and Aberaeron)
• "Community gardens - good for mental health - any age - locally grown food - community involvement"	• More funding for public gardens in small communities
• Make people more aware	• BMX / bike tracks
• "More environmentally friendly community space -more plantation"	• Cycle paths (more and better quality)

• "Community cafes -with computer access"	• Safer Cycle paths
• Walking paths (nature trails)	

The responses showed a high level of understanding of environmental issues and a wide variety of suggestions were made. The need for more green spaces and for tree planting were highlighted as was the need to reduce traffic and pollution and maximise the use of green energy. Interestingly there were also multiple references to the provision of allotments in order for communities and individuals to grow their food. Linked to this, one respondent also highlighted that food production should be local. The breadth of the responses received is showj in the table below.

Creating Sustainable, Green and Well-Connected Communities

• Dog parks	• Save the bees (more planters in communal areas)
• "Increase pedestrianised areas - green spaces"	• Bins for period products
• Increase knowledge on the environment (eg. Why it should be respected like not standing on dunes, sand - wildlife lived)	• Limiting light pollution in order to ensure that nocturnal animals can live in peace while the quality of local people's sleep improves
• Plant more plants to promote wildlife	• Wind turbines
• Green public transport	• Public transport (buses)
• Little swampy area (good for water life etc)	• More water fountains around the place - promote reusable bottles rather than buying bottles everywhere
• Plant more trees	• Nets in seas
• Stop cutting down trees for building	• Reduce one use plastic products
• Plant more trees / plants / flowers	• Car sharing programme
• Public allotment / gardens	• More green spaces
• Community greenhouses	• Solar panels
• Public packaging (non-plastic)	• More local food production
• Meadow areas (better for biodiversity) (great for carbon)	• Walking paths / nature trails-public bikes, city bikes -more bins
• Better drainage systems	• More allotments in order to plant vegetables and local bread
• More bins around schools / parks / public areas	• Reduce air miles expanding local food production by diversifying what is grown, and the kinds of local fuel available

Culture

When considering the culture of the County, Welsh language was in a multitude of ways – some felt that more education should be provided through the medium of Welsh, some felt that more could be done to actually celebrate Welsh language and culture, and some felt that teachers and those providing training could use Welsh. The variety of these views are shown in the table below. Two other key themes emerge – firstly that there should be more Welsh events particularly music, and secondly that the County's cultural diversity should be celebrated to help create inclusive communities. In fact, "celebration" and "promotion" appeared throughout the engagement responses in relation to Welsh language and culture.

• Learning about other cultures in order to understand people who migrate from other countries and of a different race	• I think it is important to celebrate all cultures & diversity
• Learn more about communities within the Welsh language	• How do we celebrate the Welsh language?
• Lessons through the medium of Welsh	• It should not be over - prioritising Welsh - speakers or idolising Welsh - speakers with bad opinions only because they speak Welsh
• Welsh Baccalaureate, maths, science	• I think it's important to include all communities and help support diversity in Welsh speaking places, by using education to help join people together
• More Welsh sites for small children so they can grow up confidently speaking the language	• Culture week - have a week in school to learn about different cultures in the school
• Promote Welsh speaking in bilingual schools	• Celebrate people of ethnic heritage in Wales
• All teachers in Wales must be able to speak Welsh	• Celebrating cultural diversity: allowing and encouraging all identities and cultures (including Welsh) to celebrate and partake in their cultures and traditions
• Two-way respect between languages - respecting and learning other languages / cultures + vice versa	• Making sure it does not impact or get prioritised over education, mental health, environment, world issues, public transport
• Securing committees is a school puzzle	• Celebrate Welsh history, Welsh history month
• More event workers e.g. football etc using Welsh as their first language.	• We need to celebrate the Welsh language without alienating those who don't speak it. Inclusivity is key.
• More Welsh events – music -drama etc.	• The importance of the Eisteddfod
• Compulsory to learn Welsh in primary school over Wales	• More Welsh events - music
• More Welsh books in shops and schools - updating more modern books.	• Availability of Welsh classes - for older people
• Celebrate Welsh schools	

Written Responses from Partners and Stakeholders

In addition to the 34 completed survey forms, there were 7 individual written responses from key regional and national partners. These were Aberystwyth University, Natural Resources Wales, Dyfed-Powys Police, Mid and West Wales Fire and Rescue Services and The Language Society. Two of the responses were detailed feedback from Welsh Government and the Office of the Future Generations Commissioner. All seven written responses expressed their thanks for being able to take part in the consultation and comment on the draft Local Well-being Plan.

Feedback from PSB Partners and Local Stakeholders

The four PSB partners who provide a detailed written response explicitly stated their support for the draft Local Well-being Plan, but with some adjustments and suggestions to be considered which are summarised below.

Work together to achieve a sustainable economy that benefits local people and builds on the strengths of Ceredigion
• Align with the Mid Wales Growth Deal and encourage a more environmentally focussed approach within this initiative

- Take a more inclusive and innovative approach to measuring economic benefit and success.
- Given the importance of the rural economy in Ceredigion, further enhance of the details referencing agriculture
- Clearer connections to the Mid Wales Growth Deal and regional economic framework across a range of areas such as energy, the economy and skills.
- Consider more of a focus around supporting socially and environmentally responsible public procurement, to benefit the local supply chain.
- Concerns around the over-emphasis on the tourism industry in the County and the drawbacks of less stable and reliable income. The Public Services Board's partners could contribute to creating sustainable tourism in the County through a joint strategy, and which should feature as a step in the Local Well-being Plan. (Sustainable tourism = tourism that considers its economic, social and environment in the present and the future fully, addressing the needs of visitors, the industry, the environment and communities that receive visitors).
- The Public Services Board's partners should contribute to the economy by creating a policy for buying locally where possible, in order to create a circular economy which is sustainable, and prioritise local or Welsh companies.

Work together to reduce inequalities in our communities and use social and green solutions to improve physical and mental health

- Greater mention of sustainable transport is needed, which has a significant impact on rural communities from a wellbeing and decarbonisation perspective, and the role of the PSB to safeguard and enhance rural services for the benefit of its residents.
- Active travel should be included as part of the Welsh Government's Active Travel initiative, to encourage communities to engage with sustainable travel and the social and health benefits associated with it.
- Consider the disproportionate impact on specific communities in relation to environmental risks and hazards, such as flood risk, poor air quality, noise pollution, water quality and Invasive Non-Native Species.
- Increase engagement with communities to support their own understanding of, and potential contribution to, building resilience.
- Consider training for partners in the 'Three Horizons' model to help support the incorporation of future trends into the next phase of well-being Planning.
- Greater detail should be included on the key issue of access to sport and leisure opportunities across the County.

Work together to deliver decarbonisation initiatives within Ceredigion to protect and enhance our natural resources

- Include water quality and pollution, specifically in relation to the rivers within Ceredigion.
- Include detail on the marine environment (and associated economy and recreation).
- Consider undertaking a Climate Risk and Opportunity Assessment, in accordance with the Application of the Climate Change Risk Assessment for Wales (CCRA3), to inform how to progress a targeted approach for delivery for climate adaptation within Ceredigion.
- Include the new Sustainable Farming Scheme and how it may impact rural communities and deliver the wellbeing objectives.

Work together to enable communities to feel safe and connected and will promote cultural diversity and increase opportunities to use the Welsh language

- Further reference to the role that physical spaces play in contributing to cultural wellbeing, in the context of arts, language, culture and heritage spaces that are unique to Ceredigion.
- Give due consideration to the real impacts of rural and environmental crime (such as fly tipping, off-road biking and wildfires etc) and how the PSB can tackle these issues.
- Greater detail should be included on the key issue of public and sustainable transport for the County.
- On page 19 of the plan, remove the reference to students in relation to the Ceredigion being considered as

one of the heartlands of the Welsh language. This does not present a balanced view as many students are Welsh speakers and contribute to a vibrant bilingual culture.

- As one of the strongholds of the Welsh language, the Public Services Board needs to be more ambitious with its actions in relation to promoting the Welsh language and this should go beyond merely encouraging and increasing the use of the Welsh. All PSB partners should provide training and consider apprenticeships for people work directly with the public enabling them to relate to the public confidently through Welsh.
- The right to a home locally should be included within this objective, as housing affordability is having an impact on local communities. The Public Services Board could be more proactive in identifying people's needs and local circumstances, and this find and facilitate suitable solutions such as social rented, middle market housing and local market housing. The Local Well-being Plan should be more ambitious an set target to make a real difference to the people of the County.

Working together to deliver shared ambitions for tackling poverty and inequalities in Ceredigion, as these have the potential to impact across the four wellbeing pillars - economic, social, environmental, and cultural wellbeing

- Seek every opportunity promote climate adaptation measures, such as the retrofitting of buildings to reduce carbon footprint and improve cost effectiveness, installing more sustainable drainage systems and green infrastructure, thus improving the local environment around traditional grey infrastructure.
- A climate change risk assessment is a necessary 'next step' for identifying how to apply much of the wellbeing plan into the local needs within Ceredigion, and help us prioritise issues with available resources to improve community resilience and adaptation measures for a changing climate.
- Consider if greater prominence should be given to the key issue of adequate housing and housing affordability in the County.

Feedback from Welsh Government and Office of the Future Generations Commissioner

Welsh Government and the Office of the Future Generations Commissioner provided detailed feedback on the draft Local Well-being Plan. Due to their length, their full responses are attached for reference, but a summary of their main points is displayed below.

Welsh Government
- Overall, the draft plan was well-received. It is a clearly thought-out draft plan and it is evident that a lot of work has gone into considering the key priorities emerging from the well-being assessment.
- The plan is well structured and clearly written and presented.
- The section on the well-being objectives is well set out and flows well with the three headings – 'Why this objective', 'Our ambitions', and 'What we will do'; this provides a good, clear explanation of the process.
- More demonstration of how longer-term thinking (i.e., for future generations) has been incorporated in the plan would be welcome.
- More clearly reflect the longer term thinking to identify the objectives in the plan.
- References to the other corporate strategies, plans and work programmes already in place within the county is a strength.
- The well-being assessment has been used effectively to help identify the priorities to be addressed in the plan.
- Including more consideration of the strengths and gaps of developing the plan, for example, engaging different communities and delivery partners would help to strengthen it.
- The evidence gap on protected characteristics data since Covid-19 is mentioned, but there is very little detail on this and no reference to other gaps in the evidence which may have affected the development of the plan.
- Give consideration to the 'what works' evidence base as to why certain actions have been chosen and developing a theory of change to explain how these actions are expected to lead to the stated ambitions would help to strengthen the plan.
- Demonstrating plans for evaluating the implementation of the ambitions and the impact of them would also help to strengthen the plan.

Office of the Future Generations Commissioner

The Office of the Future Generations Commissioner have been kept informed of progress in developing the draft Local Well-being Plan and the Well-being Objectives. Two sets of feedback from the Commissioner's Office were received on 22nd August 2022 and 20th September. The following provides a summary of the main feedback and the suggestions made.

Overall Feedback

- The draft plan is clear, reads well and is ambitious in its scope and the potential action it outlines.
- It's great to see the way you have framed the draft document: using the four dimensions of well-being; considering the findings of your well-being assessment; understanding what needs to be achieved (strategically) and then looking at what the PSB can do about it.
- In the supporting text, it's positive to see reference to the changing demographics, changes to working patterns and the importance of digital infrastructure/connectivity.
- Some of the steps outlined in the draft plan are broad in scope and we encourage your PSB to ensure the proposed activities are clear and achievable.
- Ensure the activity proposed in the well-being plan is specific, measurable, achievable, relevant and time-bound (SMART).
- Further consider the interconnections between the emerging priorities to help maximise your contribution to all of Wales' well-being goals.
- Building on the information contained within appendix one "How these contribute to the Seven Well-being Goals", there are opportunities for the PSB to further consider how the activity being proposed can contribute more broadly.
- Be bold in the action you plan to take for your communities over the next five years.

Cross-Cutting Objective: Working together to deliver shared ambitions for tackling poverty and inequalities in Ceredigion, as these have the potential to impact across the four wellbeing pillars - economic, social, environmental, and cultural wellbeing

- It's clear the thinking on your cross-cutting objective on tackling hardship and poverty has developed from the first draft, particularly with the inclusion of 3 steps.
- The success of this cross-cutting objective will largely depend on the quality of conversations you're having with your communities, in this case, Cardigan.

Objective 1: Work together to achieve a sustainable economy that benefits local people and builds on the strengths of Ceredigion

- Ensure you're looking longer-term at the skills and training needed to help address some of the challenges facing Ceredigion.
- Consideration should be given to what targeted and sustained action might be needed to ensure entry for those furthest from the labour market in your area, e.g. disabled people, women and Black, Asian and minority ethnic people.
- Are there any opportunities to make the links here to point 4d within NRW's supporting paper, which sets out how PSBs can help incentivise a regenerative local economy whereby the environmental impacts of production and consumption are reduced?
- Comments on specific steps:
  - o 1.1 Welcome the addition of the text that says 'including up-skilling and re-training for a green economy.' We encourage you to make clear links to the importance of collaboration and involvement in the supporting text.
  - o 1.2 As you will be aware, the criteria for applying to the UK Shared Prosperity Fund does not include or refer to the requirements of the WFG Act. Any projects that are taken forward should be in line with the progressive long term policy approach we have established in Wales through the Well-being of Future Generations (Wales) Act 2015. This means that any proposals must illustrate how the funding would

enable you to take all reasonable steps to meet your well-being objectives and comply with the sustainable development principle.

- o 1.4 We refer you to our earlier advice where we sought assurances you have considered the broader picture on the foundational economy in Wales, and shared various links. If the focus is solely on the CLES report, it would be helpful to know what recommendations, in particular, you are seeking to deliver.
- o 1.5. Welcome the addition of the PSB's commitment to fair work. Public Health Wales have resources on fair work here which you may find helpful.

Objective 2: Work together to reduce inequalities in our communities and use social and green solutions to improve physical and mental health

- Welcome the strong, clear focus on taking a place-based intervention in Cardigan to help reduce inequalities and share what works beyond. For clarity, it would be helpful if the supporting text for draft objective 2 could include an explanation on what 'place-based interventions' are, what they might look like for your area and how they might be different from previous approaches.
- While collaboration has come across as a strength in our discussions so far, and your well-being assessment, this way of working could be emphasised more within this objective.
- Based on the current wording of draft objective 2, further consideration could potentially be given to reflecting the existing strengths and examples in the area and how these might be a basis from which to learn and progress.
- What consideration has been given to work and activity that will have already taken place to map assets and resources in the area.
- Integrate health and wellness into your other well-being objectives.
- We encourage you to identify and set out any barriers or tensions that may exist with this objective, and any potential steps you (or others) can take to remove them.
- Comments of specific steps:
  - o Step 2.1.2. Welcome the additional reference to social, green and blue prescribing.
  - o Step 2.3 Reiterate our earlier comment that while it's very positive to see a step focussed on food, the draft step as worded (i.e. 'explore the opportunities…') is potentially a little vague and may need further consideration to ensure the activities you are seeking to achieve are clear and achievable.
  - o Step 2.4 Note that step 2.4 has been moved from well-being objective 3 (first draft) to well-being objective 2, which is a better fit and should complement the other steps set out in objective 2.

Objective 3: Work together to deliver decarbonisation initiatives within Ceredigion to protect and enhance our natural resources

- It would strengthen the draft plan if the collaboration between PSB partners and other important partners could come across more, either in the wording of the steps or supporting text.
- If you're finding it challenging to get further detail in a step, we recommend trying to make the links and connections within the supporting text.
- Comments on specific steps:
  - o Step 3.1 As worded, the step only refers to 'decarbonisation activity'. Can this go further and include some of the areas the PSB will potentially focus on? For example, fleet, buildings, procurement etc?
  - o Step 3.2 Maybe unclear to readers and members of the public exactly what 'supporting pollution prevention measures' means and there appears to be little connection between the step itself and the supporting text under objective 3.
  - o Step 3.3 Refer you to step 4b on 'Improve the health of our ecosystems' in NRW's supporting paper for further consideration of some of the areas it highlights that are relevant here, as well as consideration of consistency of language.
  - o 3.4. Strong links here to the actions highlighted by NRW in their paper, particularly 4a, 4c i and ii and 4d. As above, we appreciate flexibility will be important but recommend further consideration is given to areas 4a, 4c and 4d of NRW's paper to help provide some clarity on the specific action/s you'll be looking at.

- o It's reassuring to see the focus on addressing climate change and to see reference to your well-being assessment in showing the value local people place on their local environment and the crucial role it plays in their well-being.

Objective 4: Work together to enable communities to feel safe and connected and will promote cultural diversity and increase opportunities to use the Welsh language

- Given the scale and breadth of activities within this objective, our advice is to recommend you explore and identify opportunities to integrate some of the activity outlined within your other objectives and steps. For example:
  - o Are there potential links between supporting a cultural strategy for the area (step 4.1) and the step within objective 1 to support the foundational economy and the steps within objective 2 where you're seeking to take a place-based approach?
  - o Are there opportunities to pursue and integrate your ambitions for the Welsh language through other activities, such as your steps focused on skills, place-based interventions, the foundational economy and/or cultural strategy, thereby strengthening their impact beyond a statutory duty?
- We encourage you to consider the interconnections between your emerging priorities to help inform your decisions about the most effective steps and who will need to be involved.
- As you develop your objectives and steps, it would be helpful to understand:
  - o How this work is being shaped by key stakeholders over the summer period, and particularly their needs and challenges?
  - o How the key stakeholders affected by the objectives and steps can continue to influence the project throughout its life?
- Comments on specific steps:
  - o On step 4.2, the Welsh Language Commissioner's Office have advised that your well-being plan should align with your Welsh Language Promotion Strategy and this may be helpful for you in identifying which local partners to engage with. Attached is the Welsh Language Commissioners resources 'Considering the Welsh language in the Local Well-being Plans' which we hope you will find helpful.
  - o Building on the inclusion of step 4.6 it would be helpful if further context could be provided within the supporting text. For example, information on what partnerships the PSB is intending to form and what they intend to achieve.

Equalities Monitoring Questions

The Council's standard demographic and equalities monitoring questions were asked as part of the survey.

13. Welsh Language - We would like to know your views on the effects that this proposal would have on the Welsh
language, specifically on:
- opportunities for people to use the Welsh language
- on treating the Welsh language no less favourably than the English language

What effects do you think there would be? How could positive effects be increased, or negative effects be mitigated?

The overwhelming majority of respondents felt that the Local Well-being Plan would have a positive impact on the Welsh language. However, they highlighted several key points in order for this to be improved further:

- Communities should be encouraged to provide inclusive groups and activities.
- Increased opportunities for learning Welsh should be provided and free of charge.
- Organisations to work closely with Welsh-language organizations to promote their objectives through the medium of Welsh.
- Encouraging local businesses to ensure they have Welsh speaking staff.
- Promoting the benefits and making it the language of work and life.

A sample of the comments received are shown in the table below.

Sample Comments	
"Important that everything is guided through Welsh, and the opportunity for people to learn basic Welsh when involved in different activities. It is very important that the Welsh language is promoted and that the Welsh language is first in all aspects of our communities"	"Need more ready access to Welsh classes at all levels as most people who move into the area are keen to learn some Welsh"
"Some businesses may not have any Welsh speakers working for them, so perhaps businesses should be required to have a certain amount of Welsh speaking staff or translators. A lot of English speaking people may be interested in taking Welsh classes in their spare time and so there's an opportunity here to set up social events or groups where people can practice speaking Welsh so that they can be more inclusive in their daily lives."	"To treat the Welsh language as our right not as a secondary thought. This is pretty much being achieved by public bodies but more could be done to try and get non Welsh speakers to understand how important the history and culture of the Welsh Language is to us as a Nation."

14. Welsh Language - Please also explain how you believe this proposed proposal could be formulated so as to have:
- positive effects or increased positive effects on opportunities for people to use the Welsh
- language and not to treat Welsh language less favourably than English language
- so that there are no adverse effects on opportunities for people to use the Welsh language
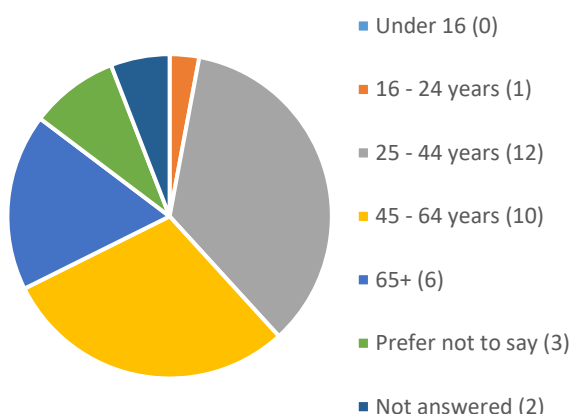- and not to treat Welsh language less favourably than English language

There were a variety of ideas of how the Local Well-being Plan could be implemented to have a positive impact on Welsh language and the opportunities for people to use Welsh. These were:

- Highlight the importance of having Welsh language skills when applying for employment.
- Supporting communities who would like to increase use of the language and the idea of Welsh citizenship.
- Public facing workers to identify that they speak Welsh.
- Official signs and documents should be bilingual.
- Request that websites or businesses in Ceredigion have their default language as Welsh instead of English, since Welsh is the official language of the country and is culturally significant.
- Also ensure that all information on signs, posters and websites is always translated into Welsh.

A sample of some of these comments are shown in the table below.

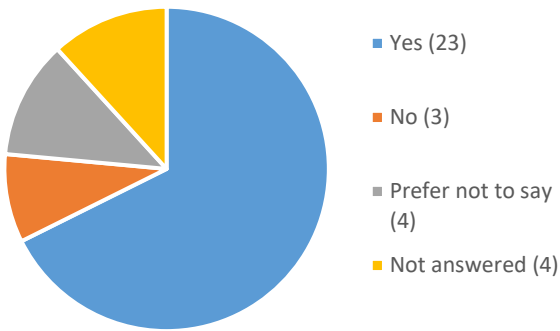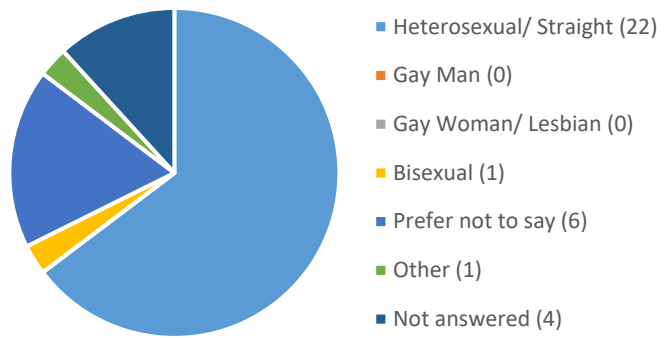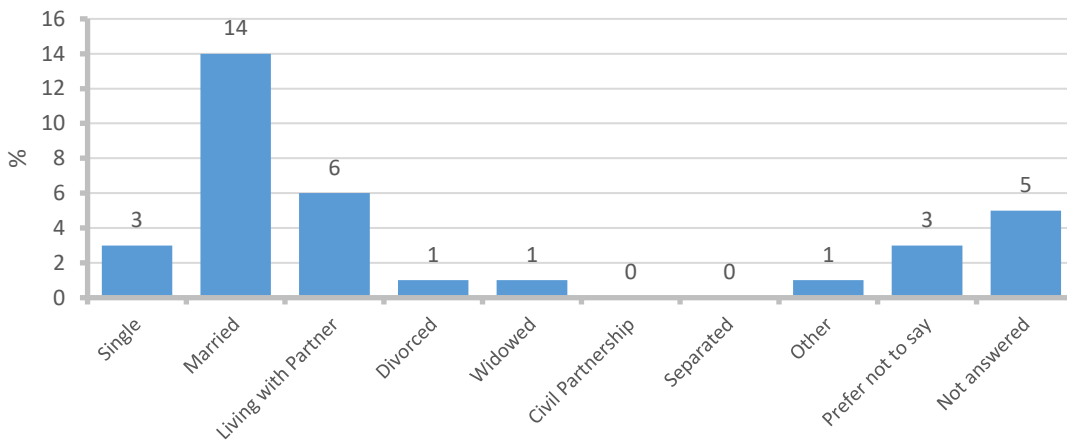| Sample Comments	
"By supporting communities who would like to increase use of the language and the idea of Welsh citizenship"	"Perhaps request that websites or businesses in Ceredigion have their default language as Welsh instead of English, since Welsh is the official language of the country and is culturally significant - also ensure that all information on signs, posters, websites etc is always translated into Welsh if it is originally written in a different language, especially English"
"By adopting methods to measure the impact of the proposed proposal occasionally and putting measures in its place if that impact does not show positive results in terms of the Welsh language"	"Public facing workers to identify that they speak Welsh - unfortunately, I often start in English to avoid embarrassing them if they don't understand Welsh. Everything should be bilingual - signs, documents etc. - and promote use of basic everyday Welsh phrases"

15. Age - What is your age group?

- Under 16 (0)
- 16 - 24 years (1)
- 25 - 44 years (12)
- 45 - 64 years (10)
- 65+ (6)
- Prefer not to say (3)
- Not answered (2)

16. Gender - What is your gender?

- Male (8)
- Female (20)
- Other (2)
- Prefer Not To Say (2)
- Not answered (2)
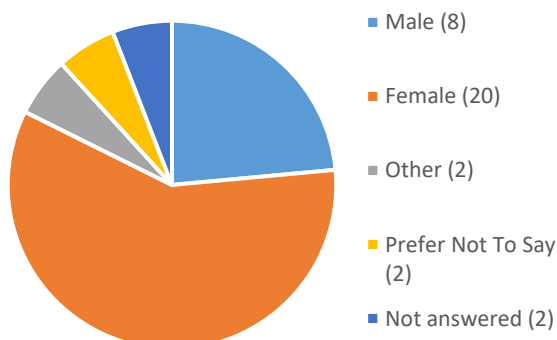
17. Transgender - is your gender the same as when it was asigned at birth?

- Yes (23)
- No (3)
- Prefer not to say (4)
- Not answered (4)

18. Sexual Orientation - Which one of the following options best describes how you think of yourself?

- Heterosexual/ Straight (22)
- Gay Man (0)
- Gay Woman/ Lesbian (0)
- Bisexual (1)
- Prefer not to say (6)
- Other (1)
- Not answered (4)

19. Partnership - Which of the following options describes your partnership status?

20. National identify - How would you describe your national identity?
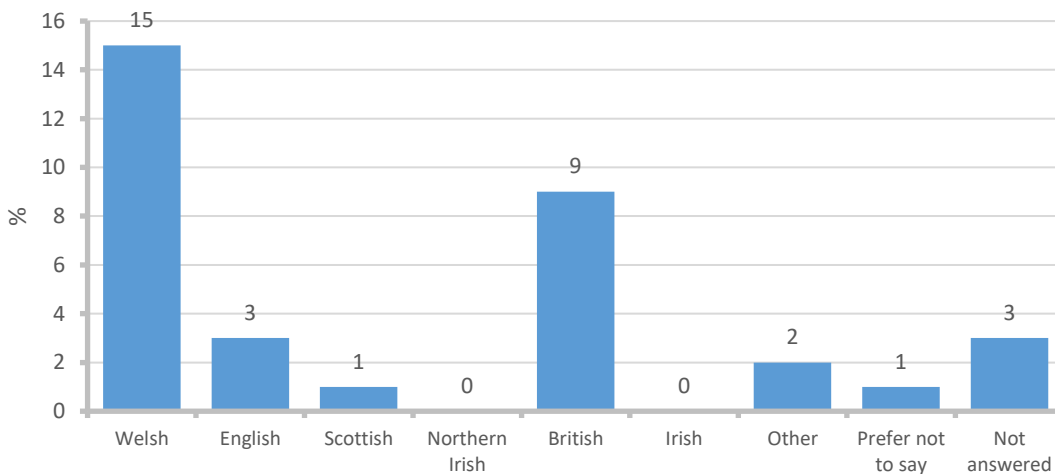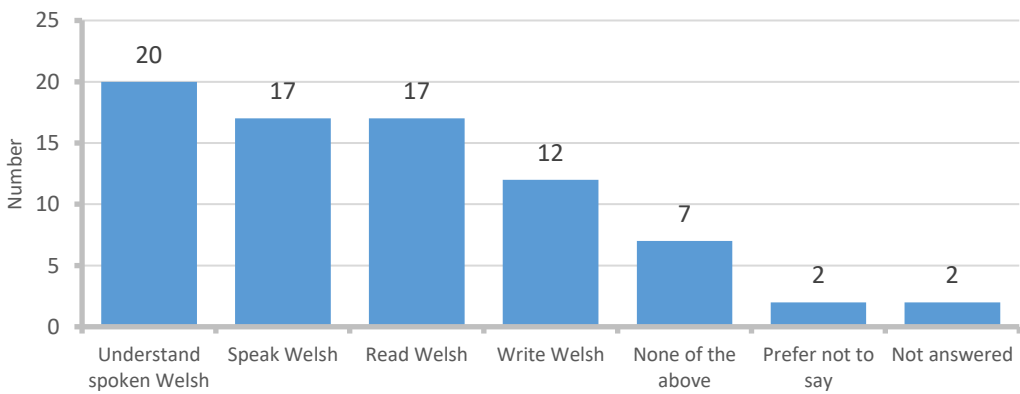
21. Race - What is your ethnic group? Choose one option that best describes your ethnic group or background.
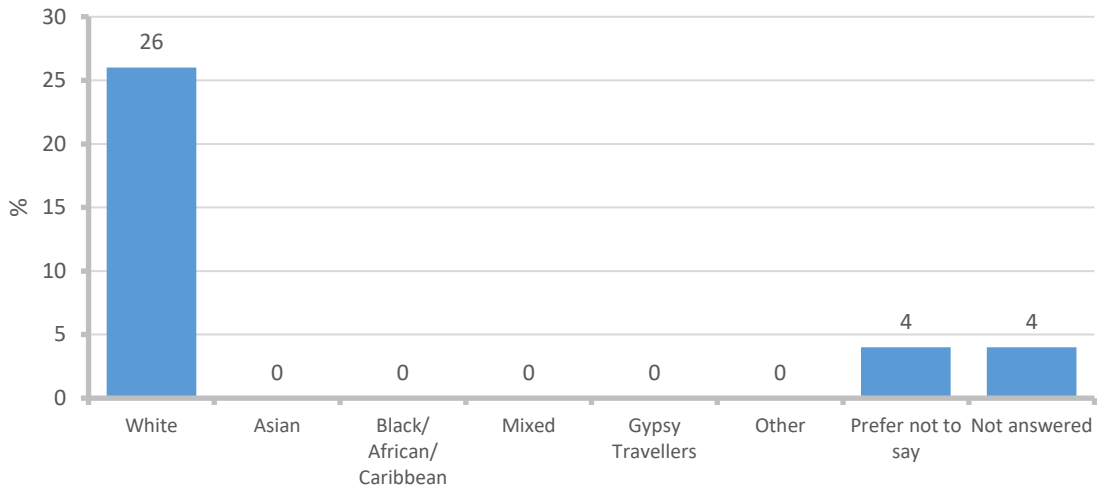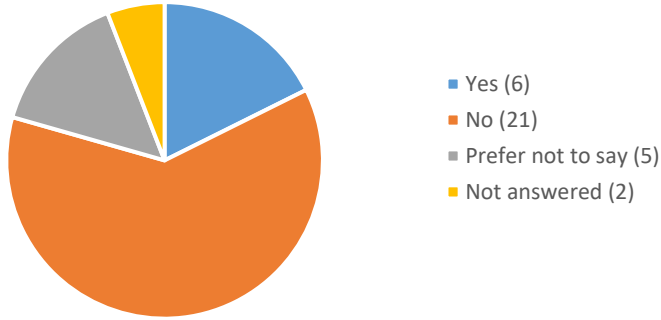

**22. Language - What is your preferred langauge?**
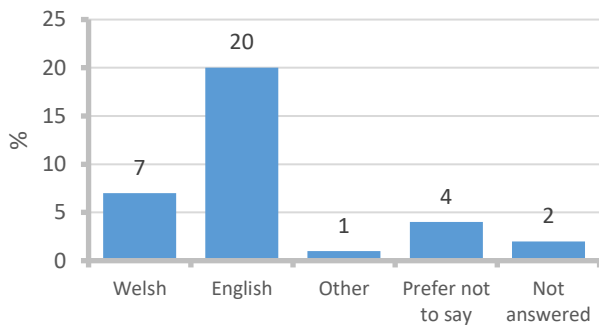
**23. Lanuage - Can you understand, speak, read or write Welsh?**

24. Disability - Do you have a long term physical or mental health condition or illness that reduces your ability to carry out day to day activities?

- Yes (6)
- No (21)
- Prefer not to say (5)
- Not answered (2)

25. Disability - If you answered 'Yes' to question 25, please indicate which applies to you?
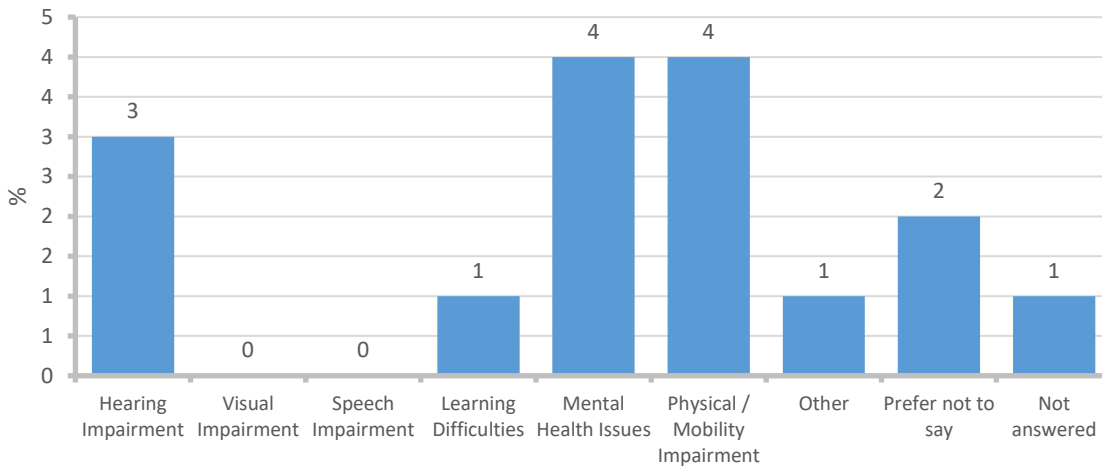
26. Caring Responsobilities - Do you look after or give help or support to family members, friends, neighbours, or others because of either: long term physical or mental ill-health / disability; or problems related to old age?

- Yes (6)
- No (21)
- Prefer not to say (5)
- Not answered (2)
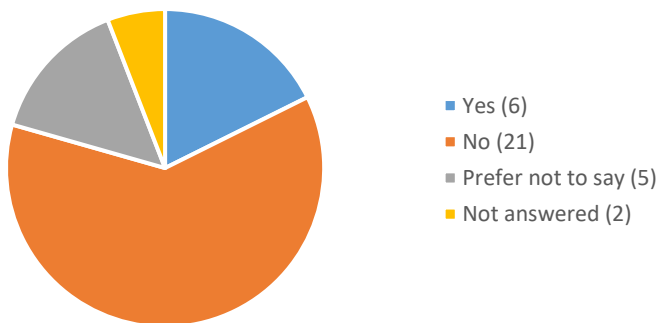
27. Religion or Belief - What is your religion?