

DRAFT - Carmarthenshire Well-being Plan: The Carmarthenshire We Want - 2018-2023





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1. Foreword

It gives me great pleasure to present the first draft of the Carmarthenshire Well-being Plan on behalf of Carmarthenshire Public Services Board (PSB). The PSB brings together a number of different organisations providing services to the public of Carmarthenshire and our aim is to improve the economic, social, environmental and cultural well-being of our residents by working collectively to add value to each other's services but also to develop new and innovative approaches to address the needs of our people and communities. This Plan, as required through the Well-being of Future Generations (Wales) Act, is the first step for the PSB and has been developed following significant engagement with front line staff, residents of all ages, county and community councillors and other stakeholders. This engagement has identified four key well-being objectives that the PSB will focus its attention on delivering through collective action over the next few years:



Healthy Habits

People have a good quality of life, and make healthy choices about their lives and environment



Early Intervention

To make sure that people have the right help at the right time; as and when they need it



Strong Connections

Strongly connected people, places and organisations that are able to adapt to change



Prosperous People and Places

To maximise opportunities for people and places in both urban and rural parts of our county

This first draft for consultation provides an opportunity for you to let us know if you think the objectives and actions we are proposing for the PSB will make a difference to the well-being of the people of Carmarthenshire. The consultation on this draft will conclude on 3 January 2018 and the feedback received will be used to further develop the plan and to prepare a detailed delivery plan outlining how we intend to make progress against our actions, fully taking into account the five ways of working of the Well-being of Future Generations (Wales) Act and identifying indicators that we can measure our progress against.

It is very important for me that we as public service providers work together to make Carmarthenshire the best place it can be for you our residents and I can assure you that with the support and collaboration of the PSB members and other stakeholders we'll do all that we can to deliver this ambitious plan.

I look forward to receiving your feedback.



Barry Liles,
Chairman of Carmarthenshire
Public Services Board

2. Well-being of Future Generations (Wales) Act 2015 the requirements

The Act gives a legally-binding common purpose of seven Well-being Goals and five Ways of Working, based on the sustainable development principle, designed to support and deliver a public service that meets the needs of the present without compromising the ability of future generations to meet their own needs. The objectives and actions outlined in this well-being plan have all been formulated with a view to making a wider contribution to achieving the national well-being goals.

With the Well-being Goals and five Ways of Working as a framework the Act sets an expectation on Public Services Boards to set a shared vision on how it will improve the economic, social, environmental and cultural well-being of its area and this is what we've outlined in this first Carmarthenshire Well-being Plan: The Carmarthenshire We Want.

National Well-being Goals

Goal	Description of the goal
A more prosperous Wales	An innovative, productive and low carbon society which recognises the limits of the global environment and therefore uses resources efficiently and proportionately (including acting on climate change); and which develops a skilled and well-educated population in an economy which generates wealth and provides employment opportunities, allowing people to take advantage of the wealth generated through securing decent work.
A resilient Wales	A nation which maintains and enhances a biodiverse natural environment with healthy functioning ecosystems that support social, economic and ecological resilience and the capacity to adapt to change (for example climate change).
A healthier Wales	A society in which people's physical and mental well-being is maximised and in which choices and behaviours that benefit future health are understood.
A more equal Wales	A society that enables people to fulfil their potential no matter what their background or circumstances (including their socio-economic background and circumstances).
A Wales of cohesive communities	Attractive, viable, safe and well- connected communities.
A Wales of vibrant culture and thriving Welsh language	A society that promotes and protects culture, heritage, and the Welsh language, and which encourages people to participate in the arts, and sports and recreation.
A globally responsible Wales	A nation which, when doing anything to improve the economic, social, environmental and cultural well-being of Wales, takes account of whether doing such a thing may make a positive contribution to global well-being.

Five Ways of Working

As a PSB we must ensure that everything we do has taken the five ways of working into consideration.

Long term



The importance of balancing short-term needs with the need to safeguard the ability to also meet long-term needs.

Prevention



How acting to prevent problems occurring or getting worse may help public bodies meet their objectives.

Integration



Considering how the public body's well-being objectives may impact upon each of the well-being goals, on their objectives, or on the objectives of other public bodies.

Collaboration



Acting in collaboration with any other person (or different parts of the body itself) that could help the body to meet its well-being objectives.

Involvement



The importance of involving people with an interest in achieving the well-being goals, an ensuring that those people reflect the diversity of the area which the body serves.

3. Carmarthenshire's Public Services Board

The Well-being of Future Generations Act puts a well-being duty on specified public bodies across Carmarthenshire to act jointly and establish a statutory Public Services Board (PSB). The Carmarthenshire PSB was established in May 2016 and is tasked with improving the economic, social, environmental and cultural well-being of Carmarthenshire. It must do so by undertaking an assessment of well-being in the County and then preparing a county Well-being Plan to outline its local objectives, the steps it proposes to take to meet them and how they contribute to the achievement of the well-being goals.

Members of the Carmarthenshire PSB are senior representatives from the following organisations:



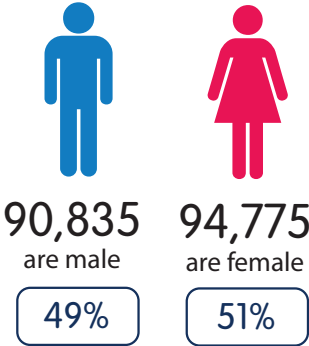
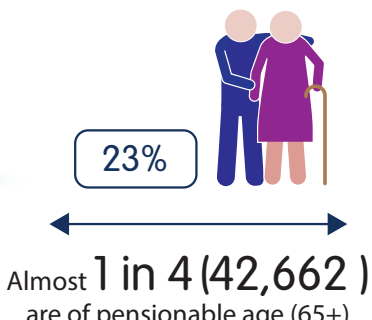
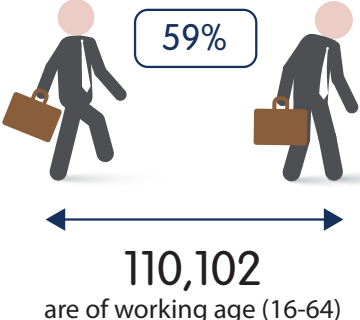
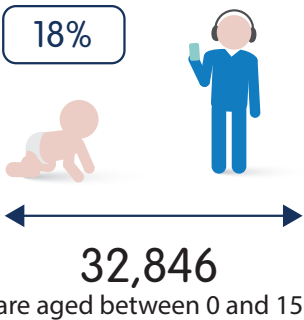
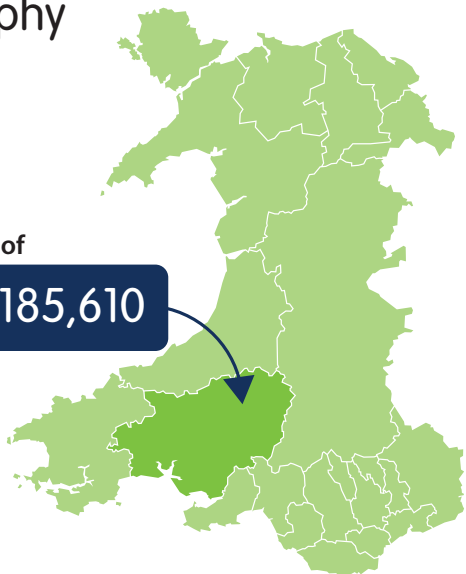
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4. Carmarthenshire at a Glance

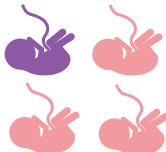
Demography

Carmarthenshire has a population of

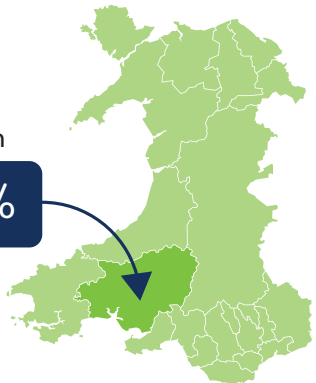
185,610



3 out of 4
of Carmarthenshire's population
were born in Wales

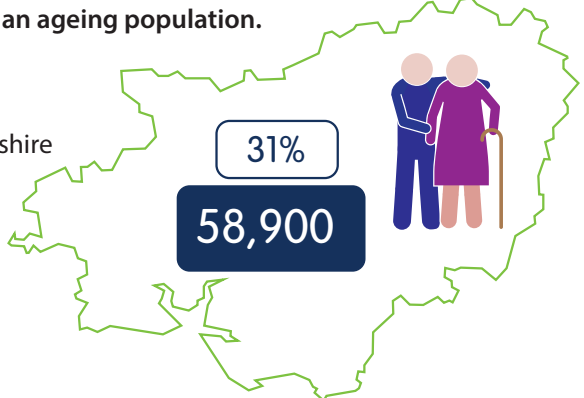


76%



Carmarthenshire has an ageing population.

By 2039, around
1 in 3 Carmarthenshire
residents will be aged
65 and over.



1 in 4

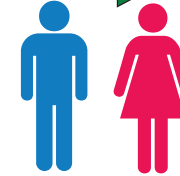
have a limiting long-term illness



1 in 25

Carmarthenshire is predominantly white, with 4% of the population having a non-white ethnicity,

Carmarthenshire has the highest number of Welsh speakers in Wales at

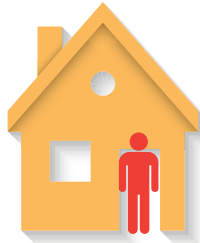


78,048

There are over 78,800 households in Carmarthenshire.

30%

are occupied by just one person.



60% of the population live in rural areas, which form 53% of the County



6 in 10

There are **three major towns** of **Llanelli**, **Carmarthen** and **Ammanford** which are

home to 25% of the population.



25%



7 out 10

households are owned (outright or with a mortgage)



14%

are socially renting



10%

private rented



44 crimes per 1000 population



8166

recorded crimes during 2015/16



79%

feel safe in their area

Economy



Nearly 8 in 10 of Carmarthenshire's working age population (16-64) are economically active. (62% as employees; 12% self-employed)

8 in 10

79%, 89,600



63,000

Employee jobs in Carmarthenshire



1 in 5

work in wholesale and retail



1 in 5

work in health and social care fields



13%

in manufacturing



10%

in education



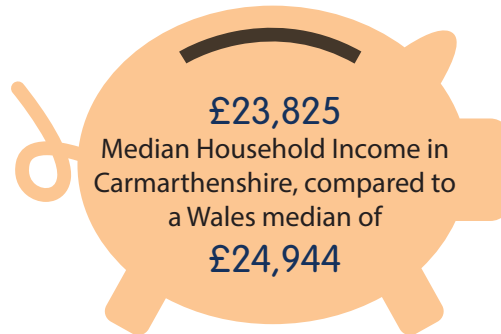
7%

in public administration



92%

of businesses are micro enterprises (employ less than 10 people)



£23,825

Median Household Income in Carmarthenshire, compared to a Wales median of £24,944

Over 1 in 3 of households are living in poverty, according to the Welsh Government definition – households with less than 60% of GB median income



(36%)



Croeso / Welcome

£370 million

value / contribution of tourism to Carmarthenshire's economy



24,000

people in Carmarthenshire provide unpaid care, that's 13% the population.

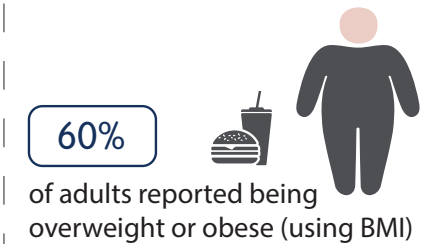
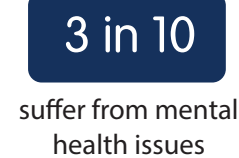
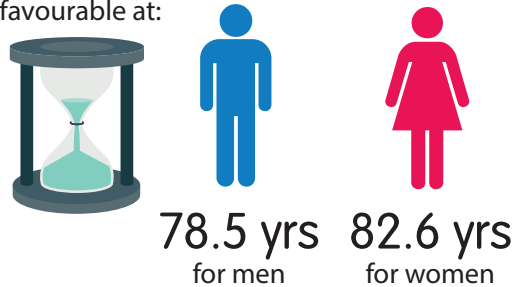


+50 Hours

Over 7000 provide more than 50 hours of unpaid care a week.

Health and Well-being

Life Expectancy is favourable at:



Environment



Culture



5. Carmarthenshire's Well-being Assessment

Following a period of engagement and consultation, the Carmarthenshire Well-being Assessment was published in March 2017. The assessment looks at the state of economic, social, environmental and cultural well-being in Carmarthenshire through different life stages and provides a summary of the key findings. The findings of this assessment form the basis of the objectives and actions identified in this county Well-being Plan. A copy of the Carmarthenshire Well-being Assessment (2017) can be found on www.thecarmarthenshirewewant.wales



6. Carmarthenshire's Well-being Plan

The PSB must publish a Well-being plan which sets out its local objectives to improving the economic, social, environmental and cultural well-being of the County and the steps it proposes to take to meet them. Although this first plan has been developed for the period 2018-2023, the objectives and actions identified will look at delivery on a longer term basis of up to 20-years.

Based on the findings of the Carmarthenshire well-being assessment and further engagement with stakeholders, Carmarthenshire's Well-being Plan will focus on the delivery of four objectives:



Healthy Habits

People have a good quality of life, and make healthy choices about their lives and environment



Early Intervention

To make sure that people have the right help at the right time; as and when they need it



Strong Connections

Strongly connected people, places and organisations that are able to adapt to change



Prosperous People and Places

To maximise opportunities for people and places in both urban and rural parts of our county

7. Other key considerations

In addition to these objectives the Carmarthenshire Well-being Plan will fully support, and where possible add value, to the delivery of the proposals and projects being developed through other mechanisms.

Swansea Bay City Deal

The Swansea Bay City Deal is a transformational approach to delivering the scale and nature of investment needed to support the region's plans for growth, with a total investment of £1.3 billion from both the public and private sectors over a period of 15 years.



The Deal provides a once in a generation opportunity to consolidate the region's role in technological innovation and to become a lead innovator in developing and commercialising solutions to some of the most pressing challenges in the fields of life science and well-being, digital innovation, energy and smart manufacturing.

Delivered through eleven projects the City Deal will demonstrate the economic, social, environmental and cultural opportunities of using next generation digital innovations and technology to accelerate the regional economy and attract international investor interest, whilst remaining citizen-focused and grounded in the geography and assets of the Swansea Bay City Region.

West Wales Care Partnership

The West Wales Care Partnership (WWCP) has been established to oversee the continued transformation and integration of health, social care and wellbeing services in the West Wales area.

The Partnership brings together the three local authorities in West Wales (Carmarthenshire County Council, Ceredigion Council and Pembrokeshire

County Council), Hywel Dda University Health Board and representatives of the third and independent sector as well as service user/carer representation.

The Partnership has published its first Population Assessment for the region (which is available through www.wwcp.org.uk) and is currently in the process of developing its Area Plan to address the issues highlighted in the assessment. We will ensure that the work of the Area Plan and Well-being Plan complement each other wherever possible.

Environmental Balance

When considering the well-being needs of Carmarthenshire's population, it is imperative that we find environmental balance. Our environment is fundamental for Carmarthenshire's food security, water supply, air quality, building materials, economy and many other needs we take for granted. Ecosystem resilience is the ability of our natural environment to cope with these pressures along with other disturbances and change.

Achieving ecosystem resilience is about creating and enhancing strong connections between natural places and ensuring they are in good condition. We must ensure that all our actions are carefully managed to promote ecosystem resilience and work towards a circular model of economy that endorses recycling, reusing and repairing, rather than discarding and destroying.

Welsh Language & Culture

This plan supports the maintenance and development of cohesive bilingual communities. With nearly half of the population of Carmarthenshire speaking Welsh (this is the largest number of Welsh speakers in Wales) we must ensure that the design and delivery of the numerous activities and actions in this plan embrace Welsh language and culture, and the vision for one million Welsh speakers by 2050.

Public Body Well-being Objectives

The Well-being Objectives of the Carmarthenshire PSB are not intended to address the core services and provision of the individual partners, rather they are to enhance and add value. As public bodies subject to the Well-being of Future Generations (Wales) Act in their own right Carmarthenshire County Council, Hywel Dda University Health Board, Mid & West Wales Fire & Rescue Service and Natural Resources Wales must publish their own well-being objectives.

These organisations are also statutory members of the PSB and the well-being plan will also take account of how, where appropriate, it can work collectively to support the delivery of those organisational well-being objectives. Appendix 1 outlines the organisational well-being objectives.

8. How the actions to deliver the objectives were developed

In order to develop the actions within this plan a multi-layered engagement phase was undertaken. A full engagement report on the findings of this engagement phase is available on www.thecarmarthenshirewewant.wales

Workshops were held with thematic group officers, followed by a series of large-scale workshop events with frontline staff, stakeholders, county councillors and members of the public at three locations across Carmarthenshire. In addition, shorter workshops were held with other key groups specifically with children and young people and the Town and Community Councils who are themselves subject to the Well-being of Future Generations Act. An online survey was also available for any respondents who were unable to contribute through the workshops.

All the feedback was then considered by a PSB officer group and the actions were identified.

9. Setting out the Plan

The actions identified in the Plan to make progress against the local well-being objectives have been organised in three different delivery periods:

- Short Term (1-3 years);
- Medium Term (3-7 years); and
- Long Term (7-20 years).

The expectation is that the PSB will concentrate its collective efforts on a few specific priorities in the first instance in order to add value to the services already being delivered.

For each of the four objectives we have set out the justification for the objective based on the five Ways of Working. Then we have set out the short and medium actions identified through the engagement and planning phase that the PSB can take collectively and by working with other stakeholders. The Long Term actions for each objective will be informed by the responses received during the 12 week consultation, and through the detailed delivery planning workshops to be undertaken during the period October 2017-January 2018, these will include performance indicators for the short, medium and long-term actions.

The Well-being Plan for Carmarthenshire is fully integrated. There are clear links between objectives and actions, some of these have been identified overtly but we expect there to be synergies and opportunities for integration throughout and these will become more evident as the detailed delivery plans are defined.

10. Carmarthenshire's Well-being Objectives

In considering how we deliver each of the four well-being objectives we will ensure that the five ways of working provide a lens through which action can be taken. We have also identified which national well-being goals each objective action makes a contribution towards.





People have a good quality of life, and make healthy choices about their lives and environment.

Healthy Lives:

Childhood obesity is a global issue, but our Assessment of Local Well-being identified that Carmarthenshire's children are on average, heavier than elsewhere in Wales.

We are yet to see how significant this is over time but currently 30% of 4-5 year olds and 60% of adults are overweight and obese which can lead to longer term physical and chronic health conditions.

We also have a significant gap in life-expectancy between the most and least deprived communities (18.5 years).

In the long term, the impacts of the chronic diseases associated with poor health will be increasingly severe for individuals, and for the services that support them.

To prevent the worsening of this situation, the PSB needs to support a change in people's attitudes

and behaviours to personal health in order for everyone to have a better quality of life.

Collectively, the PSB has considerable capacity and reach as between us our organisations employ a large percentage of our population, so the PSB is well placed to coordinate action and encourage the involvement of people themselves to promote behaviour change.

SHORT TERM:

Coordinated Campaigns

Develop a mechanism to enable targeted information campaigns, to be consistently and rigorously disseminated across the county by all PSB partners and organisations. We will develop innovative ways to better engage with everyone, whoever you are and wherever you are from.

MEDIUM TERM:

Social & Green Solutions for Health

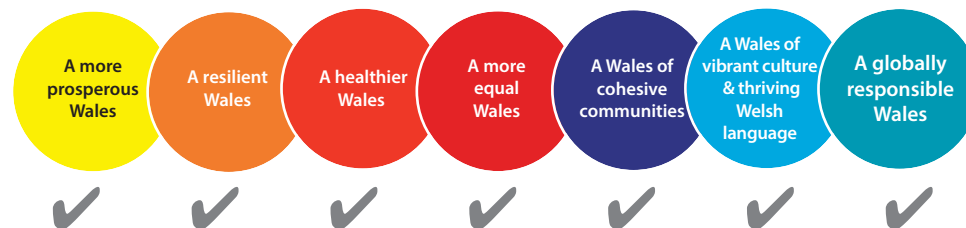
Social prescribing is recognised as a means for professionals to signpost people to local, non-clinical community support services rather than prescribe medication or a service intervention. We will build on the findings of a pilot project in Llanelli, as well as practice and evidence from elsewhere, to establish access to these opportunities across the county.

LONG TERM:

What Long Term will Look Like

Carmarthenshire's citizens are actively engaged in their own health and, with higher nature connectedness, have increased well-being, lower stress levels and have more environmentally sustainable attitudes and behaviours.

What do you think the long term actions will need to be to meet this objective (7-20 years)?





People have a good quality of life, and make healthy choices about their lives and environment

Healthy Environment:

Like the rest of the world, Carmarthenshire is under threat from the impacts of climate change. Our environment is also affected by historic and modern ways of living and our Assessment of Local Well-being identified that we have some of the worst transport CO2 emissions in Wales.

We are yet to understand the specific impact of these aspects on our environment in the long term but we know we will be affected by rising sea levels, flooding, the increase of extreme

weather events and the loss of habitats and ecosystems. Carmarthenshire PSB cannot prevent climate change but it can collaborate at a strategic level to adopt changes in order to soften the impact on our county.

In addition, it is recognised that nature has a positive effect on well-being and 40% of the population are within a stroll of green space. However, our nature connectedness is not as high as it could be.

It is crucial that individuals and communities are engaged and involved in the cultural shift that comes from increasing people's connection with nature.

SHORT TERM: Risk Assessment

Undertake a Climate Change and Environmental Risk Assessment for Carmarthenshire in order to develop clear and defined actions that can be taken by individuals, communities and organisations.

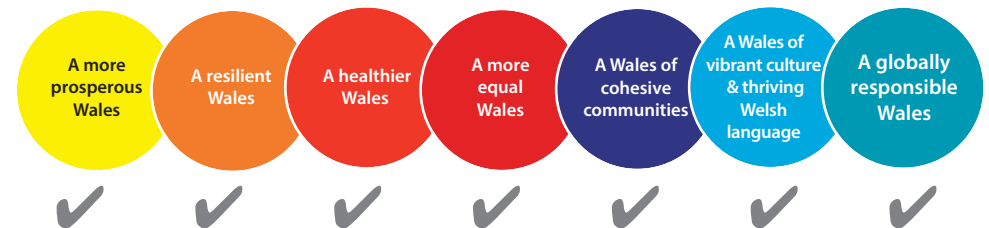
MEDIUM TERM: Nature Connectedness

With strong links to the action around Social and Green Solutions for Health, the PSB will identify new and existing natural spaces that can be used to enhance nature connectedness. The PSB will promote these spaces and educate an understanding of the importance of and a love for nature.

LONG TERM: What progress will Look Like

Carmarthenshire's citizens are actively engaged in their own health and, with higher nature connectedness, have increased well-being, lower stress levels and have more environmentally sustainable attitudes and behaviours.

What do you think the long term actions will need to be to meet this objective (7-20 years)?





Early Intervention

To make sure that people have the right help at the right time; as and when they need it

The Assessment of Local Well-being identified a number of challenges that individuals face throughout their lives, including deteriorating physical and mental health, the breakdown of social networks and relationships, changing economic circumstances and becoming trapped in a cycle of poverty.

The longer term implications for the well-being of individuals, their families and their communities, can be immense when they don't get help or

support at the right time, particularly in the early years of life. Understanding trigger points or transitions is very important; recognising the point at which support should be made, in what way and by whom.

Rarely can circumstances be entirely prevented, but steps can be taken to react swiftly and appropriately to prevent it worsening, or to soften the impact. The PSB recognises that prevention is everybody's responsibility and the PSB is ideally

placed to have a collaborative response to this preventative agenda.

It is crucial however, that people themselves are involved and engaged in what happens to them in their lives.

SHORT TERM: Raising Awareness

The PSB will raise awareness of support services that are available to enable individuals, families and communities to take early preventative measures for the benefit of their own well-being. This will include establishing a single point of contact to access information, as well as the development of a common training programme for staff working in PSB organisations based on the Make Every Contact Count (MECC) approach.

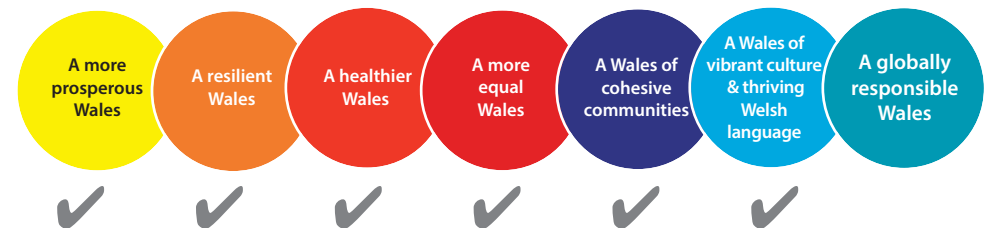
MEDIUM TERM: Information Sharing

Building on the MECC approach, establish a mechanism for PSB organisations to coordinate and share key information to enhance the capacity and capability of public service partners to support individuals to take early preventative action.

LONG TERM: What progress will Look Like

Enhanced collaboration of services will ensure that people have the right help at the right time, as and when they need it. This may see innovative county-wide and local responses such as mobile or co-location of services.

What do you think the long term actions will need to be to meet this objective (7-20 years)?





Strong Connections

Strongly connected people, places and organisations that are able to adapt to change

It is accepted that our social networks and communities are crucial for well-being throughout our lives, and this was very clear in our Assessment of Local Well-being and from feedback we received at our engagement events.

Many people are very much involved and engaged in their communities but we can do better. Communities are dynamic, they change in their makeup and in response to pressures, and opportunities. Public and private sector services

are also constantly changing, putting additional pressure on the county.

We need to support our communities to become resilient and more resourceful in the long term, this will prevent change being a negative influence on well-being. The PSB partner organisations touch every community in the county in some way.

Through collaboration with voluntary groups,

town and community councils, the private sector and many others, our communities can be thriving cohesive, bilingual and happy places to live.

Our communities represent everyone, so everyone needs to be involved in this process for individual and collective well-being.

SHORT TERM: Innovative Community Assets

The PSB will work closely with communities and individuals to support them to develop skills and enable community action. This will see the establishment of a resource to offer knowledge, advice and guidance in developing community based projects; developing opportunities for volunteering; and better use being made of community, and public sector assets (physical and social networks) for the benefit of communities and to increase community resilience to climate change.

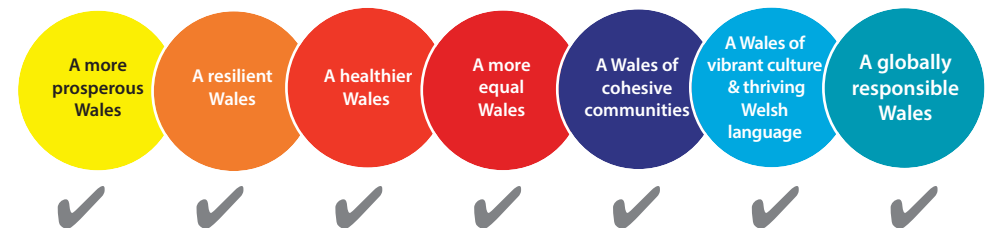
MEDIUM TERM: Innovative Service Delivery

Through understanding and a meaningful dialogue, ensure co-production and cooperation between communities, landowners and organisations to make the most of the capacity/assets, networks and the public services supporting them.

LONG TERM: What the Long Term will Look Like

We will celebrate a Carmarthenshire, with all its diversity, by promoting togetherness, cohesion and tolerance.

What do you think the long term actions will need to be to meet this objective (7-20 years)?





Prosperous People and Places

To maximise opportunities for people and places in both urban and rural parts of our county

Our Assessment of Local Well-being found that 1 in 3 households are living in poverty, and the majority of these are in rural areas.

We also have urban centres that face significant challenges, with several communities experiencing generational poverty.

Those living in (often hidden) rural poverty experience higher fuel costs and the significant additional cost and challenge that comes from

lack of access to services, transport and employment. Long term trends see fuel costs rising, and the issues of economy and accessibility both for those living in rural Carmarthenshire and for those in urban settings are becoming increasingly challenging.

To soften the impact of this, and to prevent the implications of poverty on individuals and on their communities, the PSB must enable people to grasp opportunities to have fulfilling lives, and

support infrastructural transformation. The skills and expertise across the PSB provides a perfect opportunity to redefine service delivery for Carmarthenshire in light of the most current and relevant understanding around rural well-being.

The people of our communities will need to be involved in contributing and co-designing the appropriate models for Carmarthenshire.

SHORT TERM:
Education and Employment

Understand the employment needs, expectations and trends for Carmarthenshire in order to better align the educational curriculum, other support and training to enable individuals to develop skills for life. This will include PSB partners developing opportunities for work experience, apprenticeships, fast tracked training etc.

MEDIUM TERM:
Infrastructure

The PSB will work with communities to innovate and look for new models and approaches to improve Carmarthenshire's transport and digital infrastructure i.e. Broadband and mobile phone connectivity. The PSB will seek to provide a fully integrated sustainable transport system that meets the needs of its people and communities.

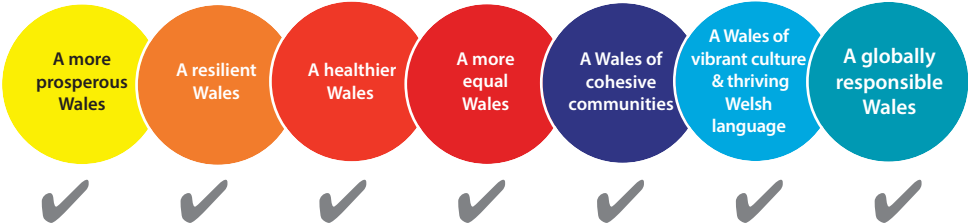
LONG TERM:
What progress will Look Like

The people of Carmarthenshire will be economically prosperous and thriving wherever they live in the county.

What do you think the long term actions will need to be to meet this objective (7-20 years)

SHORT TERM:
Procurement Procedures

The PSB will seek opportunities to restructure public sector procurement protocols and requirements to support and enhance potential local enterprise.



In order to make progress against these actions we believe that there is a need for the PSB to establish the following support arrangements/mechanisms:

- **Communication Platform**

In order to improve internal and external public sector communication, to reduce duplication of effort, and confusion for residents, a co-ordinated communication mechanism will be established to share information giving a consistent message across PSB partner networks.

- **Research & Evidence Hub**

To ensure learning and sharing of best practice, evidence and understanding at a local, national and international level, a Research & Evidence Hub will be established. This will monitor and evaluate practice relating to the actions in the plan, constantly referring to academic and practice based understanding to ensure continued best practice. Its relationship with the governance structure delivering the plan will be iterative; furthermore it will be transparent to ensure public scrutiny.

11. Delivery and Monitoring

- **Delivery Plan**

During the period September 2017-January 2018 further work will be undertaken to develop a detailed delivery plan for the actions and specifically how the action relates to the Well-being of Future Generations Act in terms of the goals it addresses, and the five ways of working. The delivery plan will be focused on collective action PSB partners need to take achieve the goals.

- **Governance**

We will make sure that we have the correct structures and processes in place to make our Plan a success. The Carmarthenshire PSB thematic group structure will be re-visited in order to ensure the most efficient and effective way for the PSB to make progress against its objectives. The final governance and operating model for delivering the Plan will be agreed prior to final publication of the Plan.

- **Monitoring our performance**

The delivery of this Plan will be monitored by the PSB and its supporting groups. Detailed monitoring arrangements will be agreed prior to final publication of the Plan. We will design indicators that are suitable to the Plan and relevant to our local area using as a starting point the Welsh Government's set of National Indicators. Together these will help us evaluate and refine our Plan and ways of working. As part of its on-going work the PSB will ensure that any lessons learnt from poor and good practice locally, national and internationally are considered in all that it does.

- **Communication**

As part of its commitment to openness and transparency the PSB will take every opportunity to improve internal and external public sector communication in order to reduce duplication between organisations and confusion for residents.

- **Scrutiny**

Carmarthenshire County Council's Policy and Resources Scrutiny Committee will be responsible for the formal scrutiny of the delivery of the Well-being Plan.

- **Future Generations Commissioner**

As part of the on-going development and delivery of the Well-being Plan we will continually engage with and seek feedback from the Future Generations Commissioner.

- **Annual Report**

As part of our monitoring arrangements we will produce an Annual Report detailing the actions undertaken by the PSB to deliver on each of the Well-being Objectives.

12. Further Information

This version of the Carmarthenshire Well-being Plan is a first draft for consultation and provides an opportunity for you to let us know if you think the objectives and actions we are proposing for the PSB will make a difference to the well-being of the people of Carmarthenshire.

The consultation on this draft will conclude on 3 January 2018 and the feedback received will be used to further develop the plan and to prepare a detailed delivery plan outlining how we intend to make progress against our actions, fully taking into account the five ways of working of the Well-being of Future Generations (Wales) Act and identifying indicators that we can measure our progress against.

The final Carmarthenshire Well-being Plan will be published by May 2018.

If you would like any further information please visit www.thecarmarthenshirewewant.wales website or contact the PSB Support Team on info@thecarmarthenshirewewant.wales

Appendix 1 - PSB statutory members' individual public body well-being objectives

	Mid and West Wales Fire & Rescue Services	Carmarthenshire County Council	Natural Resources Wales	Hywel Dda University Health Board
1	To deliver a holistic home safety intervention to those most at risk within the communities of mid and west Wales	Help to give every child the best start in life and improve their early life experiences	Champion the Welsh environment and the sustainable management of natural resources	Improve population health through prevention and early intervention
2	To reduce the incidence of arson across mid and west Wales.	Help children live healthy lifestyles	Ensure land and water in Wales is managed sustainably and in an integrated way	Support people to live active, happy and healthy lives
3	To deliver our part of the Welsh Government Road Safety Framework	Continue to improve learner attainment for all	Improve resilience and quality of ecosystems	Improve efficiency and quality of services through collaboration with people, communities and partners
4	The Well-being of Future Generations (Wales) Act 2015 and our role in Public Service Boards.	Reduce the number of young adults that are Not in Education, Employment or Training	Protect people and communities from environmental hazards like flooding and pollution	Ensure a sustainable, skilled and flexible workforce to meet the changing needs of the modern NHS
5	To contribute to and implement the new Emergency Services Network (ESN).	Tackle poverty by doing all we can to prevent it, helping people into work and improving the lives of those living in poverty	Help people live healthier and more fulfilled lives	
6	Further develop the findings of the Service's Risk Review and Strategic Assessment.	Creating more jobs and growth throughout the county	Promote successful and responsible business, using natural resources without damaging them	
7	Review and develop our response to flooding incidents.	Increase the availability of rented and affordable homes	Develop NRW into an excellent organisation, delivering first class customer service	
8	To support economic sustainability within our business community	Help people live healthy lives (tackling risky behaviour and obesity)		
9	To invest in our people.	Supporting good connections with friends, family and safer communities		
10	To make best use of our assets and resources.	Support the growing numbers of older people to maintain dignity and independence in their later years		
11	Digitisation - To use technology to innovate, collaborate and empower.	A Council-wide approach to supporting Ageing Well in the County		
12	To improve the way we resolve operational incidents through innovation and the use of technology.	Looking after the environment now and for the future		
13		Improving the highway and transport infrastructure and connectivity		
14		Promote Welsh Language and Culture		