

Monday 20th March 2017

Dear Bridgend Public Services Board members and support team,

Thank you for giving me the opportunity to provide feedback on your draft Assessment of Local Well-being sent to the office in February 2017.

The first thing I want to do is to make it clear that I fully appreciate the challenges that you have faced in the development of the assessment this time around, and I congratulate your team on their hard work and efforts.

My primary focus in providing this feedback is to help you consider how well your work so far will help you to set your collective objectives and undertake well-being planning. For me Public Services Boards are one of the biggest opportunities for the public sector in Wales to change the way we do things in Wales and to collaboratively make decisions and deliver services that will benefit future generations.

Your assessment is a key part of this, and whilst I appreciate that it may not be a full picture by the time you publish it, it is important that it sets out a clear and informed picture of the well-being of Bridgend and your communities, that is relevant now and into the future. **Your assessment should enable you to clearly identify key challenges for your area and communities, and to develop collective objectives that address these challenges.**

I attach a document that gives you detailed feedback on your draft assessment, and what you should think about building on both in the short term as you move towards well-being planning and in terms of assessing well-being in the future.

During 2017-18 one of your key tasks will be to develop your collective well-being objectives as part of your Well-being Plan. The legislation requires you to seek my advice on how to take steps to meet your objectives in accordance with the sustainable development principle (five ways of working).

Below I set out some of the things I will be looking for as my office continues to work with you. In my view those PSBs who have showed they are already taking account of the five ways of working will be well placed to develop objectives and Well-being Plans, which will have benefits for all organisations involved in terms of maximising their collective contribution to the goals and addressing inter-generational challenges.

It is clear that you have made a real effort to **involve people and communities** in the development of your assessment, through your engagement work. However, it is also clear that despite your best efforts community engagement has been extremely limited. This is something I would hope to see improve greatly as the well-being planning process continues in Bridgend as one of the key intentions of the legislation, and one of my aims, is that there are more meaningful connections between the services we provide and what people need. We will only understand this through making an effort to reach and listen to people, and understanding their lived experiences of services. I would encourage you to build on your work to date to make sure that you provide opportunities for a broad range of stakeholders and citizens to get involved in influencing the development of your objectives, and be able to demonstrate that their input has an effect on what you do.

The sections in your assessment on future trends under each of your four themes provide some basis for considering the **long term** well-being of your area. In my view there is potential for you to have a greater focus on the long term in your work going forward, and to explore which of your communities are particularly vulnerable to the long term trends you identify.

As you begin well-being planning it will be important for you to take the opportunity of exploring further the **integration** between policy and challenges under your four themes (economic, social, environmental and cultural well-being), and making greater links with the seven well-being goals. This will be particularly important in thinking about the relative roles of your different organisations as you apply the five ways of working to **maximising your contribution** to the goals.

A key element of the legislation is the focus on **preventing problems** from occurring rather than just responding to them and I see this as a key priority for your well-being planning. This is an area where I would encourage you to give more detailed consideration to what the data and evidence is telling you, in order to make sense of key challenges you have identified.

And **collaboration** is key to all of this – it is positive that you have collaborated regionally on engagement and you now have the opportunity to take your partnership working to a new level, collaborating with resources and finding new ways to deal with old problems. Your assessment should be helping you to identify the most fruitful opportunities to do this.

Your support team have worked hard to develop this assessment and the people who support your well-being planning will need your full buy-in and support. Key features of this are likely to be the leadership

you show and your willingness to give people space and permission to explore new ways of addressing old problems. This cultural change is what the Well-being of Future Generations Act is all about.

In anticipation of the requirement for you to use this assessment process for your well-being planning I believe that you should give further consideration to the broader range of data and evidence that could be used to better inform your analysis. As you are aware I have a role in providing advice on how you should take steps to meet your collective objectives and I would like to see further detail of how you will improve and use your assessment as you move towards well-being planning. As part of this I would appreciate you letting my office know how you have responded to our feedback. It will also be important for you to provide my feedback to the scrutiny committee that has the lead for scrutinising the work of the PSB. The need for a more constructive approach to scrutiny has been identified as an important part of maximising collective action at the local level.

I hope that our feedback is clear and useful at this stage. However, I must reiterate that I don't see the development of your assessment as a one-off event. Going forward I will be providing opportunities for PSBs to share learning and best practice which I hope you will be involved in, in order to provide the best platform for you to fulfil your ongoing obligations under the Act.

Kind regards,



Sophie Howe,
Future Generations Commissioner for Wales

Feedback from the Office of the Future Generations Commissioner on BRIDGEND Public Services Board Draft Assessment of Local Well-being

1. Introduction

The following report provides feedback to Bridgend Public Services Board from the Office of the Future Generations Commissioner on the draft of the *Local Assessment of Well-being. Consultation Draft* published in February 2017. This feedback is based on our project team¹ reviewing the following key documents and discussions:

- Bridgend Public Services Board Local Assessment of Well-being. Consultation Draft. January 2017
- a discussion between the project team and members of the PSB team on 8th March

It is intended that his feedback should be used to inform both the publication of the assessment in spring 2017 where possible and recognising the timescales that exist, but it is more important that it informs ongoing processes of developing your assessment and well-being planning.

The assessment has been reviewed by the project team using a set of criteria, developed specifically to focus on aspects of assessment production, methodology and analysis and the requirements of the Well-being of Future Generations Act. These criteria enable us to review the wide range of approaches to local assessment of well-being that have been used across Wales. This has also enabled us to provide bespoke feedback to PSBs, highlighting strengths and potential areas for improvement. This consistent approach will also enable the office to identify key issues and highlight opportunities for shared learning, at a Wales-wide level, for the wide range of public sector and other bodies involved in well-being planning.

While we understand that the Well-being Assessment is an ongoing process, and that further work will be undertaken in coming months, it is important that the following comments are noted and acted upon as the well-being assessment is developed, adapted and built upon to inform well-being planning across the PSB.

¹ Dr. Alan Netherwood, Netherwood Sustainable Futures, Dr. Andrew Flynn, Cardiff University and Dr. Mark Lang, Mark Lang Consulting

2. National well-being goals

One of the issues we have considered is how effectively the seven national well-being goals have been reflected in the assessment as the WFG Act requires PSBs to demonstrate how they plan to *maximise* their contribution to the goals.

We understand that PSBs will develop different ways of reflecting well-being; in Bridgend's case focusing on four themes economic, social, economic and cultural well-being, with a wide range of national and local measures and data sources under each theme and across three community areas. It is important that there is a clear link between the data, its interpretation and our understanding of all aspects of well-being in our communities.

While we recognise from the phone conversation the rationale and method for undertaking the assessment in this particular way, this needs further explanation in the main document. The assessment could be improved with a clearer explanation about how and why the myriad of different measures and 'issues' were chosen. Why are these measures particularly important to Bridgend and other potential measures of the well-being not used? The data is often left to stand on its own with little context.

Importantly, throughout the assessment there is very limited explanation of *what* the measure or fact tells us about well-being in Bridgend. Limited *interpretation* of data is something that needs to be addressed throughout the assessment and is highlighted throughout this feedback. Without this interpretation it is very difficult to understand how these issues contribute to the seven national well-being goals.

It is positive to see in Chapter 3 a section which seeks to set out progress against the seven national well-being goals. This lists relevant facts, interventions and observations on the Bridgend context against the national goals. It would be helpful to understand what this chapter seeks to achieve? What does it show? Is this being used as a tool to interpret the data in the assessment?

While the seven national goals are referred to in the introduction, it would be helpful for there to be reference to them under the themes or within the evidence or analysis within each section. For the PSB to understand how it can maximise its contribution to the seven national well-being goals, we think that the relationship between the different sections and the national goals will need to be understood and clearly communicated.

It is good to hear that the prioritisation work planned with partners in coming months will focus more strongly on this issue and we will look forward to seeing evidence of this relationship throughout the well-being planning process in Bridgend.

3. Data content – area and place

The WFG Act requires well-being assessments to focus on the area and ‘place’ and reflect the variety of communities across your area. We have considered the extent to which the data content of your assessment does this. The phone conversation with the PSB team was useful in understanding your difficulties of gathering data at a very local level. This gap is acknowledged in the document but with no indication of how this will be addressed.

We understand that in many cases the availability of data has been used as the frame for the assessment rather than the communities and places within Bridgend itself. This has resulted in a wide-ranging set of data without local context or interpretation. We believe that a well-being assessment should provide a more localised, less ‘data led’ (and less homogenous) understanding of well-being, and will be seeking evidence of this as well-being planning progresses.

The assessment would really benefit from providing a greater focus on individual communities across the area. The current approach provides limited understanding of well-being in different areas and places, differences within areas or between areas, inequalities or particularly acute local issues. Clearly there will be differences in well-being assets and challenges in the Llynfi, Garw and Ogmore valleys and in Bridgend, Maesteg and Porthcawl. The Assessment sets out the three Areas – West, East and North Bridgend. However there is no reference to these areas throughout the document – what is their relevance to the assessment? How are they to be used to improve our understanding of spatial differences in well-being?

The assessment could be further improved by including data on critical energy, water, transport and coastal protection infrastructure. This means not just a description, but an interpretation of key challenges and trade-offs (see later comments in point 6 below). This type of information is of key relevance to the PSB, service delivery and future community well-being.

This is an aspect of the assessment which we would expect to see improve. The final assessment document should provide some clarity of how particular communities across the area will be reflected in the well-being planning process in the short and medium term.

4. Data content – public service needs

We think it is important that you have a clear picture of the different needs of people and communities now and in the future, and that the implications of these needs are understood. We have considered

the extent to which the data content of the assessment focuses on public service needs, within communities and for particular groups of individuals.

A priority for my office is encouraging public bodies and PSBs to make sure that they are firstly involving people and communities in ways that give them greater insights into people's lived experiences of public bodies, and secondly acting upon these insights when they make decisions and deliver services. We recognise from the phone conversation the broad approach of undertaking this assessment alongside the Population Needs Assessment, and that engagement across the nine target groups has informed the final document.

Generally there needs to be more interpretation of the significance of the data for public services in Bridgend and this is an area where we would expect the assessment to improve. We have an unclear picture of whether current public services are sufficient, where gaps exist and their implications on well-being both now and in the future. What pressures does the current situation place on social services? Which services are particularly vulnerable due to the geography of the area?

An example is the clear emphasis on the role of the natural environment on well-being in Bridgend. Is this being managed adequately? Is collective action necessary? How can this asset be utilised by the public sector to achieve well-being outcomes across the four themes? Another is the use of recycling rates – what does this tell us about waste production in Bridgend – is waste management across Bridgend a problem or is it under pressure in the short and medium term? Concessionary fares and bus passes are provided to older citizens, but is this addressing isolation and access to services?

If the PSB is to understand gaps and where collective action is required it will need a broader understanding of whether public services need to be adapted, enhanced, reframed to address well-being across Bridgend and within its communities.

While projects and 'interventions' are listed throughout the assessment - it could be clearer about what additional specific service needs are required, at what scale and how this differs across communities. While we understand this will be picked up in the response analysis and plan development, the narrative of the main document requires more strategic context and far greater interpretation of the challenges to communities and public services.

5. Quantitative and Qualitative Analysis

We recognise the challenge of balancing data, insights and evidence to produce a rounded understanding of well-being of communities and individuals of the short, medium and long term. One of our main considerations has been the extent to which both quantitative and qualitative analysis and

methods in assessments provide a broad picture of environmental, economic, cultural and social well-being, together with initial commentary on the implications of this 'picture' for communities. i.e. what really matters?

As discussed in previous points, in general there is a wide range of quantitative data is listed under the different themes, with a lack of strategic context or interpretation to enable us to understand the significance of the data. Often comparisons are made with no understanding of why this matters. Qualitative data from the survey helps to illustrate what matters to people and is well presented in word maps. Despite the limited response (see later points) this survey data is used well. Reference to this should be made earlier in the document to orientate the reader that a survey has occurred – before data from it appears in the text. It is positive to see that the Environment theme provides a stronger and more nuanced analysis of the current situation in Bridgend, with data supporting the narrative and illustrating points made in the commentary. All sections should aspire to this balance of qualitative interpretation and use of data to support analysis.

The following paragraphs provide more specific feedback on the assessment under each theme.

Economy: in addition to the general comments above about interpretation and significance this section needs more strategic context. The following questions provide some indication of the type of interpretation and strategic context that is needed to inform the well-being planning process. Given national comparisons and the nature of its main employers how robust or fragile is Bridgend's local economy? It is positive that it has identified a large reliance on public administration and health but what does this mean for economic well-being and the role of the PSB? There are food banks in Bridgend – what does this tell us about economic well-being in particular parts of the area? What is the significance of the national indicators on economic well-being i.e. what do they tell us about Bridgend? This section could be improved by stating the potential benefits of both the Cardiff and Swansea City Region deals to Bridgend – what is the exact nature of the potential benefits to the local economy and service provision? Is affordable housing or educational attainment a problem in Bridgend and how does this affect the economy? Are there spatial differences in economic well-being in the three areas or the towns? While we understand that Brexit provides great uncertainty, the potential implications of Brexit, for example on rural, infrastructural and regeneration funding, is a key issue which will impact on Bridgend across well-being themes. What parts of the economy are likely to suffer if current funding commitments aren't met?

Social: this section provides a wide range of measures which need to be developed into a much broader commentary and understanding of significance of these issues for social well-being for Bridgend. Again, the following issues need to be explored to provide the context for well-being

planning. There is good data on life expectancy but what are the causes of inequalities across Bridgend between different communities? Health issues are clearly well evidenced, with a clear generic narrative on why these issues matter, but how big a problem are these unhealthy lifestyle issues for well-being in Bridgend – are current interventions sufficient or is something different required from the PSB? Are there spatial differences which are significant for public service delivery? There is good data on access to services but again, are there spatial differences which need addressing? Is Bridgend's transport infrastructure (network) resilient and fundable over the medium term and is public transport sufficient? Childhood obesity is decreasing, but is this still a problem and sufficiently addressed through public sector interventions? More emphasis should also be provided on community *and social assets* as part of a broader commentary on social well-being in the area e.g. social capital and networks; the role of the non-monetary economy in social well-being and levels of unpaid care.

Environment: as mentioned above this section provides a more balanced and accessible approach to assessing well-being than others. Local data is used well to understand Bridgend's environmental assets. However, there is an over reliance in some cases on measurable data, without explanation of whether the 'issue' is a problem, adequately managed, or how it impacts on well-being. The following examples illustrate how greater interpretation could make the well-being or management implications more explicit.

Flooding is clearly an issue right across the area – is coastal, surface water flooding management sufficiently across the area given current investment? It is good to know in later sections you have a shoreline management plan – but is this sufficient? Is it just Maesteg we should be concerned about? What is the impact of poor water quality on well-being? How significant is the impact of air quality on health? Is there potential to do more renewable energy, is energy infrastructure resilient? It is positive to see maps showing accessibility to green space, landscape diversity and positive that this section acknowledges wider issues. The information is good on designated sites, soils, agriculture and coastal issues - but what is the state of agriculture in Bridgend and its role in the local economy and community cohesion? Is contaminated land and landfill an issue? In many places there is an over emphasis on stating that an intervention is in place – and so do the statutes and directives and NRW's role mean everything is OK? Comparisons need more explanation e.g. "*the incidence of renewable energy generation is in line with the Wales average?*" and so - what does this comparison tell us?

Culture – It is positive that there is some insight into cultural well-being from the online survey, and the sections on Welsh language and culture help the reader to understand its role across the area. However, this section is data led with facts from ONS Census data and the Wales National Survey providing a varied number of facts and measures with very little interpretation about

their significance to cultural well-being. Clearly, Museum Visits and Sites of Archaeological Significance, sports facilities and having 19 community centres are of importance - but there is no coherent narrative or understanding of the areas culture in this section, or how this manifests itself in people's everyday lives. Of particular importance is that the sections on 'community' and cultural future trends in Bridgend are extremely limited in their scope, focusing on religion, welsh language and electoral turnout. There is very little in the document on the cultural *capital* of Bridgend and this something that should be addressed in future work on the assessment. This section could be more *descriptive* of the vibrancy of Bridgend's culture around the arts, language, social networks, cultural activities, local food and drink, events, information networks and the nature of its volunteering. What is the current and potential cultural impact of social media on Bridgend's communities? How do Town centres contribute to cultural well-being across the areas?

Clearly there are some fundamental issues to be addressed if the assessment is to provide a nuanced and clear picture of well-being through its use of quantitative and qualitative data. Our suggestions above indicate that the assessment would benefit from more interpretative analysis, which is less data set led, and which will help you to understand the critical well-being issues for your area.

6. Key challenges

It is important that well-being assessments, in assessing the state of well-being, focus on key challenges to well-being over the short, medium and long term, as well as the positive attributes and assets in the area. This includes the trade-offs between different well-being goals, tensions, and deficits within the area.

As described earlier points in this document, the assessment provides data on a range of indicators which illustrate key aspects of well-being, but there is generally a need for more interpretation to identify the nature and the scale of the key challenges, trade-offs, tensions and how they impact on Bridgend. We need, across all themes, a clearer understanding of the *significance* of these issues to well-being and this is an area where we would expect the assessment to improve.

We understand that *strengths* and *challenges* have been listed at the end of each themed section – this is a helpful start and you could build on these with more explanation of them and what they are intended for. In some cases they seem to be unrelated to the preceding text (e.g. strength of volunteering under *Culture*). These are a mixture of challenges, observations and facts, and need a more detailed explanation of why they have been chosen and their implications for well-being and their importance to the PSB. How will they be used - how do they relate to each other?

Clearly there are a number of strategic challenges which provide a backdrop to your assessment which perhaps need to be considered within a broader commentary at the beginning of the document. These challenges are common to all areas within Wales, but have little profile in many parts of the documents: How are the following issues impacting on well-being in Bridgend? inequalities in health and standard of living, infrastructural resilience, accommodating population change; limited resources for social care; under-provision of housing; people living in poverty; welfare reform; climate impacts; austerity; natural resource depletion. Existing data and information might help to provide a broad strategic context for work on the PSB. While these challenges are picked up occasionally within the text we need a broader and integrated understanding of how they inter-relate and how they might impact on Bridgend over the medium and long term.

We understand from the phone conversation that work is already underway to begin to interpret the data that has been collected to understand the key challenges to the area. We will be keen to see how you utilise the information gathered so far to better identify the challenges, and their inter-relationships, but also to explore how you might respond to these as a PSB.

7. Engagement, involvement and collaboration

The WFG Act clearly indicates that collaboration and involvement are two of the five ways of working which PSBs need to consistently apply to their work. As a consequence, we have been particularly interested in the level and method of engagement, involvement and collaboration across the partnership in producing the assessment, including engagement with communities, public, third sector and private sector organisations.

We understand from the phone conversation and from Appendix 2, which outlines your engagement methodology, that you have clearly made an effort to engage with communities and understand their perspectives on well-being. We also understand the particular difficulties you have had on timescale, and the unique nature of your collaboration with Neath and Port Talbot PSB and Swansea PSB to align work on the Population Needs Assessment and Well-being Assessment.

It is clear that your response and the level of community engagement, despite your best efforts, has been very limited. This is something we would hope will improve greatly as the well-being planning process continues in Bridgend. It is vital that the ongoing process outlined by the legislation involves communities from across the area, and we would encourage the PSB to give serious consideration to how this can be done more effectively between now and the production of the final Plan. This is particularly important given the need to reflect individual communities from across the area (as outlined in point 3 above).

It is good to hear how much this assessment has acted as a catalyst to develop collaborative working across the PSB, and that work has continued in February to explore the data sets utilising a tool incorporating both the well-being goals and five ways of working set out in the WFG Act. This activity and any key findings from the sessions should be highlighted in the assessment if this is feasible before the final version. It would also be useful for the assessment to highlight the level of engagement with private sector in the process as it is unclear at present where their perspectives may have fed in.

8. Integration

One of the key aims of the WFG Act is to develop integration at all levels across the public sector. We believe it is important to understand the inter-relationship between environmental, social, economic and cultural well-being. As a result we have been keen to consider the level of integration between traditional policy and organisational silos in producing the assessment. It is important that the data listed in the assessment is explored across traditional policy and organisational silos, to interpret what this means for well-being in the area.

It is positive that you mention the importance of interconnections in the Foreword, but there is very limited evidence that data from each section (and within each section) has been considered alongside that of the others, or that the inter-relationships have been considered. These inter-relationships need to be explored as part of a wider effort to interpret the data gathered so far.

This is an area for you to give further consideration as you finalise your assessment for publication, and as you move toward well-being planning. There is scope for greater integration and more exploration of the relationship of policy/challenges between each theme – for example the economy and the environmental assets of Bridgend, between health, housing and income, between, business and transportation and the potential of both City Region projects. These inter-relationships are not currently reflected in the assessment and should be drawn out as part of a more interpretative and qualitative analysis and narrative as discussed above.

We understand from the phone conversation that this has been part of your approach to further engagement on the assessment in recent months. We will be interested to see evidence of this in the final assessment documents and plan.

Integration across well-being themes should be an important issue for the PSB to consider as it moves toward well-being planning, not least to understand how resources and public sector might need to adapt to address issues which cut across traditional policy silos.

9. Foresight and future trends

One of the key challenges from the legislation is to consider the short, medium *and long term* well-being throughout the assessment and Plan process. We are interested in the level of foresight and use of future trends analysis in producing the assessment and recognition of the well-being of future generations.

It is positive to see the sections on *Future Trends* within each theme which provides us with a short description of future 'issues' which are relevant to the particular theme. However the assessment would benefit from greater analysis of how these trends might influence well-being in Bridgend. This approach should be developed for the final assessment with some qualitative, interpretative analysis to make clear to the reader what is important about these issues for Bridgend in particular.

For example, is Bridgend's energy, water, transport, housing, soil quality and biodiversity resilient enough to provide the foundations for well-being for its communities and economy? Are there significant issues to manage over the long term (e.g. road investment)? Are there local issues to be managed over the long term (coastal flooding)? What are the long term challenges for dealing with multi-generational poverty in parts of Bridgend?

We also understand from the phone conversation that there is an opportunity to develop this area of work in your continued engagement on the assessment. Again, we will be interested to see evidence of this in the final assessment documents and plan.

The Welsh Government will be producing their Future Trends Report in May 2017. The current plan is to include six key themes: Population, Economy, Natural Resources & Climate Change, Health, Land Use & Infrastructure & Societal Change. As it develops your assessment will need to take account of data included in this, but should aim to provide a clearer emphasis on long term challenges to well-being in the initial assessment published in the coming months.

10. Cross boundary issues

Integration and collaboration are central to public bodies applying the sustainable development principle to their activities. One of our aims has been to review the extent to which the assessment has considered cross boundary issues for regional and national action.

We believe that a more detailed understanding and analysis of key regional and cross border issues which affect Bridgend would be beneficial, to inform the well-being plan process. The assessment could provide a clearer explanation of the area's 'role' within the region. Does the collaboration with Neath

and Port Talbot and Swansea offer opportunities for joint work to develop your understanding of this regional context?

Although there is reference to both the Cardiff and Swansea Bay City Region projects it is unclear what the implications of these major, long term investments might be for *all* aspects of community well-being across Bridgend. Even if the specific impacts are uncertain at present, it will clearly have an influence on cohesion, access to services, transport equality, resilience and so on. This was acknowledged in the phone conversation with you.

Greater insight could also be provided on the significance of commuting patterns to well-being in Bridgend, critical issues for transport infrastructure and the nature of inter-relationships with neighbouring authorities and other regional partners. It will also be important for PSBs to consider the conclusions of neighbouring local assessments of well-being as plan production develops.

This regional focus is something we would expect to feature in future iterations of the assessment to inform well-being planning in Bridgend, perhaps forming part of the broader context for assessment as suggested in previous sections of this feedback.

11. Data quality and data gaps

The WFG Act intends that well-being planning will be a continuous process where the evidence base will be gradually improved over time, to enable public bodies and others to understand and plan for well-being in their communities. We are keen to understand the approach of PSBs to data quality and data gaps during the assessment and data issues moving forward.

This is an area where we would expect to see the assessment improve. All thematic sections would benefit from a summary of data gaps from different aspects of the work to understand what might be needed in the short term, medium and long term – i.e. what is missing that matters now to inform Plan development, what would be good to build over the medium term and what is needed longer term for improving data quality during the next year and beyond, helping PSB partners to build in data research and management into their business and corporate planning. It would also provide an indication to Welsh Government, the Office and Data Unit Wales on PSB needs.

12. Use of the sustainable development principle

The statutory guidance places a responsibility on PSBs to *maximise* their contribution to the well-being goals by utilising the sustainable development principle in the way that they operate. We have been

keen to understand how the sustainable development principle and five ways of working have been utilised during well-being assessments.

Clearly there are already elements of your approach which show how the five ways of working have been considered as part of the process of assessment development:

Long term – through the Future Trends Sections;

Involvement – through the consultation work undertaken and currently underway;

Collaboration – through work with statutory partners on the assessment.

While *Prevention* is mentioned in the context of early year's intervention and environment, the assessment would benefit from a description of how the preventative agenda is critical to well-being planning and public service delivery.

Overall there is little evidence that the sustainable development principle has been applied as a *modus operandi* to this Assessment. (see comments on *Integration* in point 9). This is an area where we would expect to see evidence from PSBs of how the principle is being used to inform and improve well-being planning, including their choice of well-being objectives in the well-being plan.

13. Looking forward to plan production

A critical issue for our review of this assessment was whether the documentation was clear about how the work would be carried forward to develop local objectives and plan production.

However, this is an area you need to give some more thought to. The assessment would benefit from greater clarity on: the next steps; how individuals and organisations can remain involved; the timetable; and what the Plan is intending to do.

Importantly, this explanation needs to communicate how the material collected in the assessment is going to be used to formulate objectives for the PSB. How will the information in the assessment be used to develop priorities – are the Strengths and Challenges listed under each theme the beginning of this process?

Material from the *Introduction* on page 9 of the assessment could be used to provide the context at the beginning of the document and contain a clearer explanation of what the assessment is for and an outline of the process going forward.

14. Overview

The documentary analysis above has identified a number of areas where we believe the assessment could be strengthened, both in the short term, before its publication and over the medium term as the response analysis develops and the Plan is produced. In addition to this we organised a phone call to discuss the assessment with members of the PSB team who had been involved in the process. The aim of the phone call was to provide us with an opportunity to clarify/explore particular issues that our initial review has highlighted and to enable the PSB to flag up issues which are part of the broader context of assessment production.

A number of clear, recurring broad themes have emerged from our review and the conversation. It is clear that this has been a huge undertaking over a relatively short period of time, and that partners have put a great deal of effort into producing the draft assessment. It is clear that the assessment is very much a work in progress, but we believe this is at present too reliant on the data dictating the 'frame' for well-being and that Bridgend PSB should seriously consider adopting a broader strategic approach to the assessment with the data informing a more qualitative description of key challenges and strengths of the area. If the assessment is intended to inform strategic decision making across the partnership and enable you to understand where collective action is needed, then there is clearly more work to do to interpret data under each of these themes.

We believe the following issues need to be tackled to improve the assessment, which are applicable to Bridgend as a whole and for the individual community areas:

strategic context – setting a broader strategic context for Bridgend over the short, medium and long term to provide the 'setting' for the themes and measures

well-being goals – a clearer understanding of the relationship between the issues identified and the seven national well-being goals

area and place – a greater understanding of well-being within areas of Bridgend, its towns, rural areas, and coastal areas to better reflect the key issues for well-being in different localities

integration across themes – a greater focus on the inter-relationships between the data gathered and the implications of this for well-being

interpretation of the data and significance – more explanation of how the issues identified through the data impact on well-being of individuals and communities, and their significance across Bridgend

social and cultural assets – a broader understanding of social and cultural assets and their role in well-being across Bridgend

regional context – a greater understanding of Bridgend's place in the region and its inter-relationships with neighbouring areas and communities, including the potential influence of Swansea Bay and Cardiff City Region

future trends – greater attention given to the potential impact of long term trends on well-being in Bridgend as a whole, for particular communities and for future citizens

moving forward – provide a clearer description of how the assessment and data is intended to be used, how data gaps are to be managed and how well-being planning will progress

It is recognised that some of these may be addressed in the PSB's proposed activities between now and the final publication of the assessment.

We hope that the issues raised above will inform this collaborative work so that these elements are reflected more strongly by the PSB in the final Local Assessment of Well-being and throughout the well-being planning process.