

Monday 20th March 2017

Dear Pembrokeshire 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 Pembrokeshire 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.

The structure of the 'life cycle stages' is an interesting and compelling approach which I commend. By telling the story of the determinants of individuals' well-being and how they need public services at different points you bring the assessment to life and make it more accessible to a wider audience. It is clear that you have also made efforts to think about different life stages in different ways, for example through your focus on engagement with young people, and through the way you frame the potential of older people to be 'assets' for your communities.

You've clearly given considerable thought to **involving your people and communities**, and it was good to see that some of your questions focus on what people want for the future. I would encourage you to build on this to make sure that you continue to 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.

Planning for the **long term** is a key part of what the legislation aims to achieve and this is something you would benefit from giving greater consideration to as you move towards well-being planning. As I have said to Ceredigion and Carmarthenshire PSBs, I think you have a particular opportunity to build this into your 'life stages' frame, by considering the well-being of a citizen (or community) in 2040, through scenario planning.

I would like to see you explore further the **integration** between policy issues and challenges across the life stages. For the PSB to understand how you can **maximise your contribution** to the well-being goals, the relationship between the frame of the life stages and the seven national goals will need to be understood and clearly communicated. It is also important that there is a clear link between the data you've gathered, its interpretation and our understanding of how the findings of the assessment impact on national as well as local well-being goals.

A key element of the legislation is the focus on **preventing problems** from occurring rather than just responding to them, and you refer to this well in your consideration of some of the earlier life stages. This is an area where I would encourage you to give 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 – I note that you have worked in collaboration with Ceredigion and Carmarthenshire PSBs on your engagement work and this is very encouraging. You now have the opportunity to take your partnership working in Pembrokeshire 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 me to provide advice on how you should take steps to meet your collective objectives I would like to see further detail of how you will use your assessment as you move towards well-being planning. I would appreciate you letting my office know how you have responded to our feedback. With this in mind 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

PEMBROKESHIRE Public Services Board Draft Local Assessment of Well-being

1. Introduction

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

- Pembrokeshire Public Services Board - Well-being Assessment for Pembrokeshire - Consultation Version February 2017
- a phone 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 Pembrokeshire's case, the five life stages: *New beginnings; Childhood; Youth; Adulthood and Older People* and an overview of well-being across Pembrokeshire focusing on population; rurality and access; place and community; health, environment and economy.

It is clear from the phone conversation that a great deal of consideration has been given to using this frame. It would be useful for the assessment to explain why this approach has been taken - and why the key issues under each are of particular relevance to well-being above others?

While the seven national goals are referred to in the introduction as an 'overarching framework', there is no reference to them under each of the life stages or within the evidence or analysis for Pembrokeshire as a whole. For the PSB to understand how it can maximise its contribution to the well-being goals, the relationship between this 'frame' in the assessment and the national goals will need to be understood and clearly communicated.

We recognise later in this report that the focus on life stages is helpful in many respects. However it is also important that there is a clear link between the data, its interpretation and our understanding of how the findings of the assessment impact on national as well as local well-being goals. The document as a whole would benefit from a greater degree of interpretation of the data to understanding its significance, particularly to well-being in Pembrokeshire— this is a theme that we return to throughout this feedback.

It is good to hear from the PSB team in the phone conversation that work planned with partners in coming months will focus more strongly on the well-being goals, as suggested in the '*Further development and gaps*,' section and we will look forward to seeing evidence of this throughout the well-being planning process in Pembrokeshire.

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.

It is clear from the assessment that a wide range of national regional and some local data has been utilised to inform the assessment. This has been used to provide a broad Pembrokeshire wide commentary on well-being and determinants of well-being for individuals. In many places this focuses on access to services, rurality and reduced localised facilities. It would be helpful if consideration could be given to understanding the spatial differences in how these well-being determinants impact on urban versus rural areas, or coastal areas versus inland.

While we recognise the value of the life stages frame, the assessment could also be improved by a far greater focus on difference within and between the three community areas. Welsh language is picked up as an issue with spatial differences – however inequalities in access to services, housing, connectivity and transport are critical to understand the life stage issues in different parts of Pembrokeshire. We believe that a well-being assessment should provide a more localised (and less homogenous) understanding of well-being, and will be seeking evidence of this as well-being planning progresses.

The phone conversation with the PSB team was useful in understanding the difficulty of gathering data at a very local level. Again, it is positive to hear that more will be done to address this in ongoing work with partners.

The assessment could be further improved by including data on critical energy, water, transport and coastal protection infrastructure. This means not just description that an issue is important (e.g. flood risk), but an interpretation of key challenges and trade-offs particularly for Pembrokeshire, rather than narrative on why issues matter. This type of information is of key relevance to the PSB, service delivery and future community well-being.

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. It is positive to see a strong link between the Population Needs Assessment and the Well-being Assessment in the life stages sections of the document and further commitment to integrate the work on the Social Services and Well-being Act as part of well-being planning.

Utilising the frame of life stages in the consultation has provided the PSB with a detailed understanding of well-being for individuals and their needs. The consultation activity also provides a rich source of information about what people believe is important for them, which links to public service delivery.

However generally there needs to be more interpretation of the significance of the data for public services in Pembrokeshire and this is an area where we would expect the assessment to develop. While we have a general understanding of this through the 'overview' and the life stages of the nature of public services – 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. For example, what pressures does the current situation place on social services? Which services are particularly vulnerable due to the rurality of the area?

In places the assessment could be more *explicit* about what the implications of the challenges are for public services given the current situation. Is current provision enough? Are there gaps? Where is more emphasis needed? This type of assessment would enable the PSB to understand what needs to change to address these issues. Are these issues currently managed adequately and in what areas might they need more collective action?

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?

It is clear that a broad range of quantitative and qualitative data has been used to inform the commentary in the well-being assessment. Of particular note is the diverse range of data used to inform the *Youth* life stage – clearly reflecting the wide range of engagement with young people across the area. The assessment would benefit from a reference section at the end of the document (or footnotes) – as this assessment is utilised and updated, it will be important to keep track of data sources.

The 'context' and life stages' sections have utilised the consultation data well. Most sections explain what the issue is – and why it matters, however as noted previously this needs more interpretation for Pembrokeshire, and localities and particular communities. Pembrokeshire clearly has diverse

communities and challenges. How might well-being in life stages differ between Milford Haven and Neyland?

The following paragraphs provide more specific feedback on each theme addressed in the *Pembrokeshire in context* section. This is followed by further feedback on the life stages sections of the document:

Population: there are lists of statistics under this theme with little interpretation – what are the particular issues for public services and well-being across Pembrokeshire because of this population make up? Do the location, size and activities of its towns present particular well-being issues between the three USOA areas? What are the implications of an ageing population to well-being across the area?

Rurality and access – again many issues are raised here, but we get little idea of the particular situation in Pembrokeshire. How does rural poverty manifest itself? Are roads resilient and fundable? How fit for purpose is IT provision given current upgrade plans? What are the limitations on public transport provision?

Place and community – this section has an eclectic group of issues that within themselves are very important religion, crime, volunteering, historic monuments – but this does not build a sense of what place or community mean in Pembrokeshire. This section suggests that the narrative is led by available data. You could develop this by focusing on social capital, cultural factors (see later comments) the role of the Pembrokeshire Coast National Park and include community views on: what 'place' or community' mean to them, what they value about their community, or how they would like their community to be in the future.

Health - much of the information is well written but provides a generic description about why a small number of health issues matter – followed by data on Pembrokeshire where this is available. However, for an overview and the context – this provides us with little understanding of how wider health issues impact on the life stages described later in the document. A clearer context could be developed on this including information on the following questions: What are the current health trends in Pembrokeshire given the nature of its population? Are health services coping or not? How sustainable are health services over the medium term? What are the pressures and trade-offs for health provision in such a rural area? What does spatial distribution of health services mean for well-being in particular communities? How does the link between income and health manifest itself in Pembrokeshire?

Environment – this provides a sound description of why issues matter, with a much more ‘Pembrokeshire’ focused narrative – with a clear explanation in most parts on the challenges for the area and also the environmental assets of Pembrokeshire. However in many cases interpretation of the data could be developed to provide a greater understanding of the significance of the risks which need to be managed to provide well-being. e.g. Given the wealth of its assets to agriculture and tourism – which aspects are at most risk and need more management? Can soil quality continue to support agriculture? What are the implications of the 39 water bodies failing standards? Which critical infrastructure is at risk from flooding?

Economy – This provides a good overview of the impacts of welfare reform and economic restructuring in Pembrokeshire. It utilises quantitative data well. Like previous sections further commentary – particularly linking in some of the future trends data from Section 8 - might help to broaden the context. Is the Pembrokeshire economy robust or fragile to future trends described in later section? What are the risks and specific opportunities for economic well-being in Pembrokeshire? What is the future outlook for tourism given current trends?

Future development of the assessment should take greater account of the social and cultural capital of Pembrokeshire. Where this exists it would be benefit from being more *descriptive* of the vibrancy of Pembrokeshire’s culture around the arts, language, social networks, cultural activities, local food and drink, agricultural shows, information networks and the nature of its volunteering.

We also believe that there could be a stronger focus on *social assets* in Pembrokeshire, and that qualitative evidence could be gathered as part of the well-being process as it progresses. Key issues which this asset focus could consider are: the strength of the community sector in supporting social well-being, the nature of social networks, the social fabric of towns and towns and villages, and the role of the non-monetary economy in social well-being, physical assets, food banks, community asset transfer etc.) and levels (and strength) of unpaid care. What is good about living in Pembrokeshire needs to come through more strongly in this section.

In addition to these comments, there are also some particular issues to consider on the life stages sections of the Assessment:

New beginnings - this section is particularly good at describing the importance of prevention and the importance of family networks. Lack of interpretation of significance of measures and facts - is the situation OK? Which issues are of particular concern?

Childhood – this section is clear about current interventions on the different aspects of childhood well-being. But is the present activity enough? What issues are particularly acute or critical?

There could be greater sense of the relative importance of these issues. The *Summary* begins to interpret the material to help us to understand the 'situation' - this should be built on (see further comments on this below)

Youth – it is positive to see the variety of survey data and levels of engagement across Pembrokeshire. This section lists a wealth of relevant information with limited analysis. What is the situation? What are the critical issues? For all life stages the authors should be more authoritative about what the data is telling them to give an understanding of the situation.

Adulthood - this section provides a far clearer narrative of the significance of particular well-being issues by providing the context of economic conditions, and the impact on the individuals' opportunities 'to make ends meet'. This is written more authoritatively and this is reflected in the summary which is very clear about significance of particular issues. All sections should be developed to take this approach.

Older People – it is very positive to see older people's contribution to well-being framed as an asset through their engagement in voluntary and local interest groups as well as their economic value to the area. This is well balanced alongside the challenges of housing, social care and rural isolation. The summary could be developed: given demographic trends – what is the outlook for social care given current models of provision? What is the nature of the challenge to the public and third sectors in Pembrokeshire from an ageing population and which particular communities are likely to be most affected?

Overall the assessment would benefit from more *strategic context* – a broader description of well-being challenges for Pembrokeshire to provide the context for the life stages and the Summary issues included at the end of the document.

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 Pembrokeshire.

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 the

area. We need, across all themes, a clearer understanding of the *significance* of these issues to well-being.

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 Pembrokeshire. 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.

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 under each life stage (as suggested in point 5 above). These challenges are common to all areas within Wales: inequalities in health and standard of living, infrastructural resilience, accommodating population change; air pollution and flood risk; limited resources for social care; under-provision of housing; people living in poverty; welfare reform; climate impacts; austerity; natural resource depletion. While these are picked up occasionally within the narrative, we need a broader and integrated understanding of how they influence well-being and may impact on the area in the future.

This broader context would enable the PSB to focus on what the scale, nature and response might need to be to address these issues and explore their interconnections. Where and how can they develop collective action to address these issues?

As well as the challenges, the assessment could provide more emphasis on Pembrokeshire's social and cultural assets as stated in point 5 (above). One key issue related to this is the need for a greater recognition of the role of Pembrokeshire Coast National Park in the areas' social, economic, and cultural well-being. This is a major and unique asset which could be better reflected across the assessment (rather than just in the environment section). Clearly National Parks have a major influence on the well-being not just of residents, but also of the nation, and have a direct influence on numbers of visitors to the area and the resilience of local economies. The value and role of the National Park should be considered as you move towards well-being planning.

The assessment would also benefit from some context for the 22 Summary issues included in the section at the end of the document. At present, these provide a variety of issues, challenges, and observations. Are these priorities? Are these the issues which are going to be further explored as part of the well-being planning process? It would be useful to understand the rationale for their selection above other issues included in the assessment.

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.

It is understood from the phone conversation that a great deal of effort has been expended to inform the assessment through consultation, and we look forward to understanding more about this process when you publish your *Consultation and Engagement Report*. It is clear that the survey has involved citizens, and stakeholders to gather both quantitative and qualitative data to inform the assessment.

From the evidence in the Assessment and the conversation, it is clear that multiple events facilitated by different partners have enabled you to develop an emerging picture of what matters to people in the area. The consultation numbers are impressive and the 'word map' in the first section provides an indication of the breadth of what well-being means to people. This data would benefit from better interpretation; clearly there are more than three issues flagged up in this consultation, and the assessment would be strengthened by a more nuanced analysis of this rich data source.

At present it is not clear which organisations have contributed what to the assessment, who has been involved and who has written it. This information should be included in the opening section to highlight partner's roles. It is good to hear how much this assessment has acted as a catalyst to develop collaborative working across the PSB, and that work is to be continued to explore the data sets with partners. This activity and any key findings from the sessions should be highlighted in the assessment if this is feasible before the final version.

The combined approach to the survey with neighbouring authorities has clearly provided benefits in efficiency, and should be commended. It will also be interesting to see how further collaboration can interpret the data to inform cross-boundary issues (see point 10.)

It would also be useful for the assessment to highlight the level of engagement with the private sector in the process. The assessment as a whole would benefit from an understanding of how both the third and private sectors contribute to communities across Pembrokeshire from the role of retailers in town centres, agricultural businesses, to third sector support for young and elderly people. This information would provide a clearer understanding of well-being in the community and in turn, the individual, community or household. What are Pembrokeshire's third and private sector assets?

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.

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 consideration of data from each section (and within each section) alongside that of the others, and consideration of the inter-relationships between data.

There is scope for greater integration and more exploration of the relationship of policy/challenges between each theme – for example poverty and health, infrastructural resilience and climate change, biodiversity and agriculture, rural businesses and connectivity.

Integration across well-being themes should be an important issue for the PSB to consider as it develops its Well-being Plan, not least to understand how the 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 planning 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. At present, the assessment provides limited interpretation of the impact and significance of population trends, climate change, economic trends, habitats and ecosystem services and health trends.

A dedicated section on Future Trends in Section 8 provides an overview of a range of trends: Population; Economy; Climate Change and Public Services. There may be benefits in including this material in a wider contextual strategic commentary at the beginning of the document and consider future trends throughout the life stages. Specific comments include:

Population change: what are the potential implications on well-being and services from these changes particularly for Pembrokeshire communities?

Climate change - this section should not just list the *types* of impact – but interpret these for Pembrokeshire – are current approaches adequate to cope?

Economy - what are the implications to agriculture from Brexit? What subsidies and grants are critical to the local agricultural economy and infrastructure? In what way will the city deal benefit the area?

Public services – this section would benefit from referring back to the wealth of evidence in the assessment. Given the current situation and through life stages - what are the significant issues to consider for public services in Pembrokeshire itself (see comments in point 4 above.)

It was useful that you encouraged a forward focus in the consultation asking the basic question “*How would you like it [well-being] to look like in the future?*” The final assessment documents should utilise this information to inform interpretation and identify the significant issues for public service delivery. The Assessment would benefit from a broader understanding of how vulnerable/resilient the areas’ communities are to these types of trends and others. For example, are Pembrokeshire’s energy, water, transport, housing, soil quality and biodiversity resilient enough to provide the foundations for well-being across life stages? Are there significant local issues to manage over the long term? It is noted from the phone discussion with the PSB team that there is scope to develop this aspect of the assessment.

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 Pembrokeshire would be beneficial, to inform the well-being plan process. The narrative provided in the assessment currently gives limited consideration to Pembrokeshire’s place within the region. Cross boundary well-being issues such as transport, health provision, commuting, infrastructure, housing, leisure and landscape need more emphasis – as these all impact on well-being at all life stages.

It will also be important, in this respect for the PSB to consider the conclusions of neighbouring local assessments of well-being as plan production develops - this was acknowledged in the phone conversation. For example it would be helpful to be clearer about what impact the Swansea Bay City region may have on Pembrokeshire. Even if the specific impacts are uncertain at present, it will clearly have an influence on cohesion, equality, resilience and so on. What are the likely benefits for Pembrokeshire?

It is also important that different regional fora acknowledge and feeds into the assessment and the well-being plan process. It was encouraging to hear of the strong links with the Regional Partnership Board with regard to the assessment. Clearly effort will need to be made by the PSB to continue to connect regional activity to its work in Pembrokeshire.

There are established relationships between public bodies across the region that need reflecting in the well-being planning process. Key partners like the University Health Board and NRW may be able to help to provide this regional perspective. We will also be interested to see whether the collaborative work with Carmarthenshire and Ceredigion on the survey can be developed to help in this respect. These regional issues could all be included in a commentary and analysis of the wider strategic context as mentioned in previous comments.

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. Section 9 clearly acknowledges that there *are* evidence gaps, but provides little understanding or summary of what these are or how significant they are to producing the assessment or the well-being plan.

The main document needs to provide a section summarising 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 longer term data issues are. This would enable the PSB to build on existing work and plan 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.

It is encouraging that the assessment includes a section on how the PSB's approach to the assessment itself has demonstrated the sustainable development principle. It would be good to understand how the approach has changed as a result of this principle? Would the PSB have taken this approach anyway or has the principle altered the modus operandi of the PSB? What has been the added value of utilising the principle?

It is also important for the PSB to utilise this principle to influence their choice of well-being objectives in the well-being plan and to demonstrate that in choosing those objectives:

- that preventative measures have been considered
- that collaborative approaches have been explored
- that the right individuals and bodies have been involved
- that an integrated approach has been adopted
- that the long term impacts on communities have been considered

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.

It is positive to see Sections 9 and 10 on *Further Development and Evidence Gaps* and *Next Steps* which indicate some of the activity we can expect to see in the next six months. It is also positive to see and hear of the continued commitment to engaging with citizens throughout the process.

However, this could be strengthened – for example it is unclear what an *“integrated partnership approach to develop innovative and co-produced solutions”* means in practice. The document could be more explicit about: 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 22 Summary issues the beginning of this process?

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. The work provides a good basis for the PSB to begin to prioritise issues for the well-being plan and determine what further assessment is needed. However at the same time, we believe the following issues need to be tackled to improve the assessment:

strategic context – setting a broader strategic context for Pembrokeshire over the short, medium and long term to provide the ‘setting’ for the life stages and associated commentary 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 – to complement the life-stages analysis, a greater understanding of well-being within areas of Pembrokeshire, 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 Pembrokeshire

regional context – a greater understanding of Pembrokeshire's place in the region and its inter-relationships with neighbouring areas and communities, including the role of Pembrokeshire Coast National Park.

future trends – greater attention given to the potential impact of long term trends on well-being in Pembrokeshire as a whole, for particular communities and for future citizens (through the life course narrative)

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 PSBs 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 assessment and throughout the well-being planning process.