



Cyngor Bwrdeistref Sirol
MERTHYR TUDFUL
MERTHYR TYDFIL
County Borough Council

FOCUS ON THE FUTURE

Wellbeing in our Community

2017 - 2022



Cysylltu
Connect



Bod yn fywiog
Be active



Bod yn sylwgar
Take notice



Dal ati i ddysgu
Keep learning



Rhoi
Give

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1. Doing Different Things

- 1.1. Welcome to our first wellbeing plan "Focus on the Future: Wellbeing in our Community". In our plan, we set out what we expect from our Councillors and what we expect from the Council to achieve our Wellbeing Objectives.
- 1.2. As a Council, we are committed to working closer with our communities to build resilience across the County Borough and bring people together. As Leader, I want to use my role to build connections between people and empower community action as a way to improve wellbeing.
- 1.3. Like all public bodies, the Council is facing increasing pressures coupled with severe and disproportionate cuts in government funding. How we respond to these challenges can be an opportunity to do different things. Mobilising our assets within individuals and communities, to focus on what people value most, will be crucial in identifying opportunities to do different things.
- 1.4. As Councillors, we can lead community development by bringing people and communities together. We can use our own knowledge, skills and experiences to promote opportunities for community involvement to achieve positive and long lasting changes.



Councillor Kevin O'Neill

Leader of the Council

"I want our Councillors to be out there in our communities, working alongside our community members to make Merthyr Tydfil better."

2. Investing in People's Wellbeing

- 2.1. Earlier this year I presented the Statement of Wellbeing, which set out our wellbeing objectives for the community over the next five years.
- 2.2. Now, on behalf of Merthyr Tydfil County Borough Council, I am pleased to present our plan "Focus on the Future: Wellbeing in our Community". This plan sets out what we will do in our communities to deliver our Wellbeing Objectives.
- 2.3. The Wellbeing of Future Generations (Wales) Act 2015 requires public bodies to work better with one another and with communities to take a more joined-up approach. This is particularly important as we continue to experience austerity, and uncertainty following the UK's decision to leave the European Union.
- 2.4. We must ensure the decisions we take secure sustained improvements in the cultural, economic, environmental and social wellbeing of the people who live and work in the County Borough today and in the future. In order to achieve this, I will be working to ensure the local authority works differently by following the five ways of working set out in the Act.
- 2.5. The Leader of the Council has outlined the role local Councillors play as community ambassadors. They will help empower local people to transform their community and address the issues they face through community actions.
- 2.6. Council officers have also been working together with residents to help develop a baseline understanding of wellbeing in the County Borough. This has helped shape the Wellbeing Objectives in our plan. It has enabled us to better understand how to improve wellbeing in our communities.



Gareth Chapman

Chief Executive

"Help me to help you, in ensuring the Council and its team of professional and motivated staff work with you, the communities of the County Borough, to deliver the Wellbeing Objectives set out in this plan."

3. Glossary

5 ways of working

There are five things that public bodies need to think about to show that they can work together better, avoid repeating past mistakes and tackle some of the long-term challenges we are facing. The five things are:

1- Long-term

The importance of balancing short-term need or demand whilst safeguarding the ability to meet long-term needs.

2 - Prevention

Preventing problems occurring or getting worse may help public bodies free up resources and meet their Wellbeing Objectives.

3 - Integration

Considering how a public body's Wellbeing Objectives may impact on each of the Wellbeing Goals, on their Wellbeing Objectives, or on the Wellbeing Objectives of other public bodies.

4 - Collaboration

Acting in collaboration with any other person or different organisations that could help the public body to meet its Wellbeing Objectives.

5 - Involvement

The importance of involving people with an interest in achieving the Wellbeing Goals, and ensuring that those people reflect the diversity of the area which the public body serves.

Wellbeing Objective

The Wellbeing Objectives set out what we feel needs to happen locally to help improve wellbeing for the people of Merthyr Tydfil and achieve the national Wellbeing Goals.

Wellbeing Goal

The seven Wellbeing Goals show the kind of Wales we want to see. Together they provide a shared vision for the public bodies in Wales to work towards.

Medium Term Financial Plan

A plan to balance the financial implications of objectives and policies against constraints in resources, which provides a financial basis for decision making, to ensure financial sustainability over the medium term (5 years).

Pilot Project

A pilot project is a small scale preliminary project, conducted in order to prove the viability of a project idea.

4. Introduction

- 4.1. For the first time, public bodies in Wales must work in a sustainable way to achieve the common vision to improve the economic, social, cultural and environmental wellbeing of Wales. Therefore, we need to make sure that when we make decisions, we take into account the impact they could have on the people living their lives in Merthyr Tydfil now and in the future.
- 4.2. The Act establishes the Future Generations Commissioner for Wales, whose role is to act as a guardian for the interests of future generations in Wales, and to support the public bodies listed in the Act to work towards achieving the Wellbeing Goals.

Our Plan, Focus on the Future: Wellbeing in our Community

- 4.3. In our Statement of Wellbeing, we set out the scope of each Wellbeing Objective and outline why we consider that meeting the Wellbeing Objective will maximise our contribution to the achievement of the seven Wellbeing Goals.
- 4.4. In our plan [**Focus on the Future: Wellbeing in our Community**], we set out how we intend to achieve the Wellbeing Objectives. In addition to the everyday work carried out by the Council, we have also identified the key projects that we hope will have a positive impact on the wellbeing of our communities.
- 4.5. We will review our plan annually, to make certain that the key projects remain relevant and clearly aligned to our wellbeing objectives. In addition, we will also publish an annual report, which will evaluate the progress we have made.
- 4.6. Below is a simple diagram to visualise where our plan [**Focus on the Future: Wellbeing in our Community**] sits in relation to the regional work across Cwm Taf and within local authority.



5. Financing the Plan

- 5.1. The local authority's Medium Term Financial Plan outlines the budget allocation for the current year and projects future budget requirements. Our future Medium Term Financial Plan will need to align to our new Wellbeing Objectives.
- 5.2. In order to align local authority financial management to the Wellbeing Objectives, we will need to redefine the detail within our financial reporting structure. This will add additional information that will help determine financial allocations, through service functions, to our Wellbeing Objectives.
- 5.3. This work to redefine the detail within our financial reporting structure will take place during 2017 and will be completed in time for the announcement of the provisional Local Government Revenue and Capital Settlement for 2018/19.
- 5.4. This will enable the local authority to align future Revenue and Capital Settlements to our wellbeing objectives in the next publication of our Medium Term Financial Plan, which will be available in March 2018.

6. Involving Our Communities

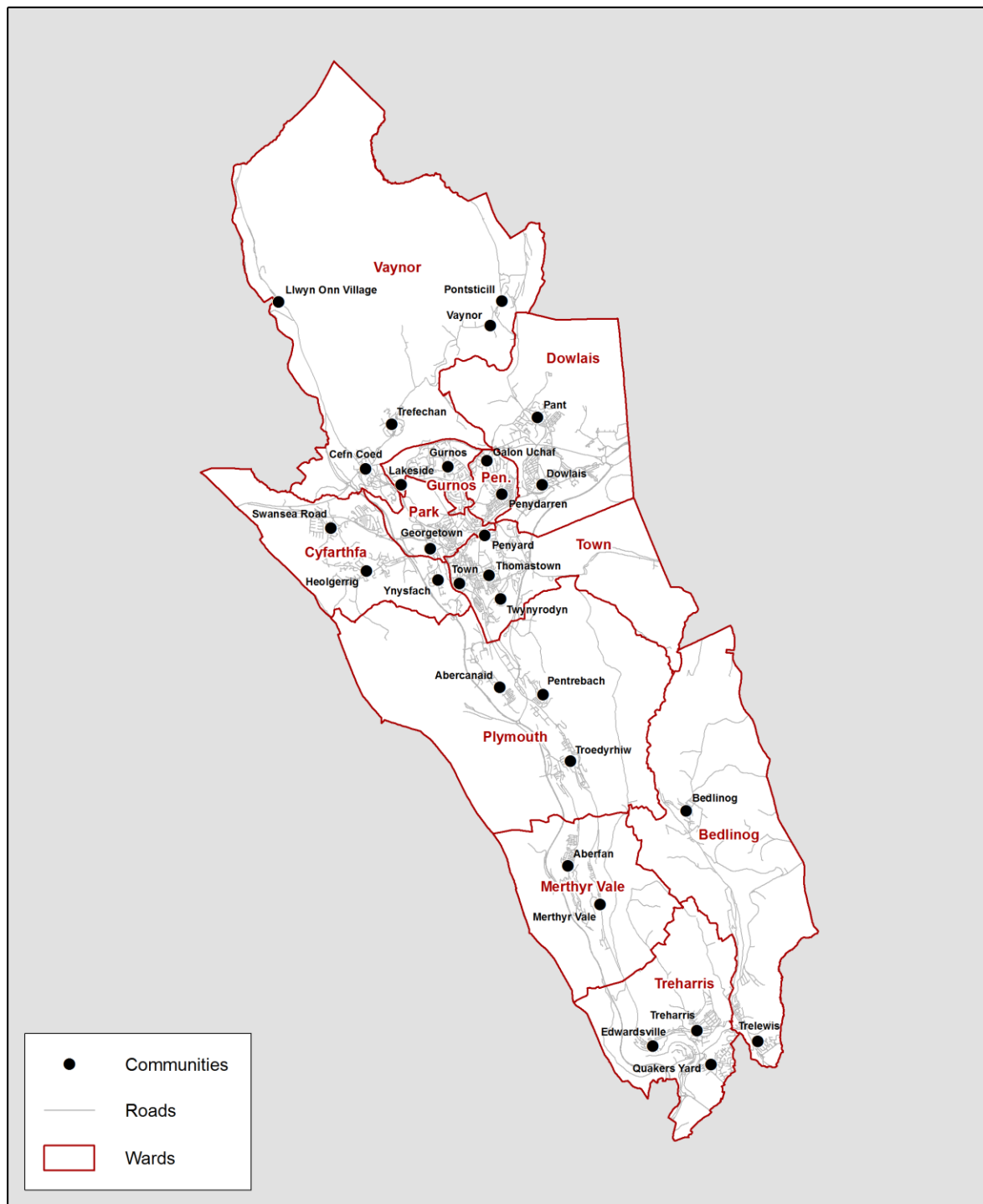
- 6.1. There are eleven Electoral Divisions in Merthyr Tydfil, represented by 33 Councillors. Our Councillors play a significant leadership role as community ambassadors, helping provide community intelligence and helping empower local people to transform their community and address the issues they face.



Merthyr Tydfil Electoral Divisions (Wards)

- Bedlinog
 - Cyfarthfa
 - Dowlais
 - Gurnos
 - Merthyr Vale
 - Park
 - Penydarren
 - Plymouth
 - Town
 - Treharris
 - Vaynor
- 6.2. The Wellbeing of Future Generations (Wales) Act 2015 requires a more 'active' level of community involvement in order to achieve outcomes. This means that we need to involve our communities in the planning and designing of services, and involve communities in the decisions that affect them.
- 6.3. In order to achieve a more 'active' level of community involvement, we will pilot a Councillor led project to engage with a local community and identify what is important to them within their area.
- 6.4. Once identified, whether it is to tackle a community issue or strengthen something good within a community, the next steps will be to support the development of a community based response.

Developing Community Action

- 6.5. We will provide support to our Councillors so they can carry out action workshops in our local communities. The aim will be to make certain communities investigate and plan potential responses to local issues they face, and to seek appropriate support when required. Our Councillors will come together with the community to pilot a project, initially in one ward, to learn about what approaches work to get people involved to improve their community.



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TEITL / TITLE: Merthyr Tydfil Wards and Communities			

7. Wellbeing Objectives

- 7.1. In order to set our Wellbeing Objectives we carried out a wellbeing assessment across Cwm Taf¹. In addition, we have been working together with residents to establish a baseline understanding of wellbeing in Merthyr Tydfil. This knowledge has helped shape the Wellbeing Objectives, understand potential responses to improve wellbeing and set a wellbeing score for the population. In brief, our Wellbeing Objectives² cover four main groups:

BS Best Start to Life

- BS 1 Children get the best start to life
- BS 2 Children and young people are equipped with the skills they need to be successful learners and confident individuals

WL Working Life

- WL 1 Making skills work for Merthyr Tydfil: Developing the workforce of the future
- WL 2 Developing the environment and infrastructure for business to flourish

EW Environmental Wellbeing

- EW 1 Communities protect, enhance and promote our natural environment and countryside
- EW 2 Communities protect, develop and promote our heritage and cultural assets

LW Living Well

- LW 1 Developing safer communities
- LW 2 People have good physical and mental health
- LW 3 People live independently

- 7.2. In our Statement of Wellbeing we set out the scope of each Wellbeing Objective, which provides the strategic perspective to view the services that we provide and the work we do.
- 7.3. In this plan, we set out the steps that we will take to ensure that we maximise our contribution to the Wellbeing Objectives. This plan will focus on the projects and activities that we undertake where there is a clear and direct relationship to achieving the Wellbeing Objectives.

¹ You can read the wellbeing assessment documents on the [Cwm Taf Hub](#).

² You can read our Statement of Wellbeing on the Council [website](#).

8. Contribution of our Wellbeing Objectives to the Wellbeing Goals

- 8.1. The seven Wellbeing Goals³ show the kind of Wales we want to see. Together they provide a shared vision for the public bodies of Wales to work towards. The chart below provides a brief summary of where our Wellbeing Objectives primarily align to the Wellbeing Goals.

Wellbeing Goal
A prosperous Wales
A resilient Wales
A healthier Wales
A more equal Wales
A Wales of cohesive communities
A Wales of vibrant culture and thriving Welsh language
A globally responsible Wales

Wellbeing Objective	Wellbeing Goals						
Best Start to Life 1							
Best Start to Life 2							
Working Life 1							
Working Life 2							
Environmental Wellbeing 1							
Environmental Wellbeing 2							
Living Well 1							
Living Well 2							
Living Well 3							

³ You can find out more information on the Act and Wellbeing Goals in this [Guide](#).

9. BS 1: Children get the best start to life

Children, have a positive early experience to ensure they are ready to learn, ready for school and have good life chances.

- 9.1. What happens to children in their earliest years is key to outcomes in adult life. This is now supported by a wide range of research evidence from education, health, justice and economic experts. This wellbeing objective is about giving our children the best start in life, to set them off on a path that leads to positive outcomes later in life.
- 9.2. From a Merthyr Tydfil perspective, the key components to support positive development in the early years include:
- Children having a nurturing and stimulating home environment
 - Children having access to high quality pre-school and school education
 - Helping mothers to have good maternal health
 - Helping parents and carers enhance their ability to support their children's learning

So, how will we give children the best start in life?

- 9.3. In order to ensure children have a nurturing and stimulating home environment across Merthyr Tydfil:
- We will support the development of children to improve their early language skills to make certain they achieve the expected level on entry into school. This will involve supporting families with low resilience to help them cope when things do not go as planned.
 - A child's healthy growth and development are dependent upon many factors, including the immediate environment in which they live. Homeless children are particularly disadvantaged by the disruption to their schooling caused by homelessness. Over the next 6 months we will develop a project plan to reshape service provision to focus on preventing families with children from becoming homeless.
- 9.4. In order to ensure children have access to high quality pre-school and school education across Merthyr Tydfil:
- We will, as part of the 21st century schools project, build a new primary school to replace the current Ysgol Y Graig Primary School and the former Trefechan Nursery School.

Would you like to know more?

Visit the Council's website to learn more about:

[Schools and Learning](#)

[Family Information](#)

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- We will focus on developing schools to drive improvement by supporting school leaders and governors to work together to create the best quality learning environment for all pupils, and to develop their skills so they can make the best decisions in the interest of the pupils.

9.5. In order to help mothers to have good maternal health across Merthyr Tydfil:

- We will work with health professionals to encourage mums-to-be and new mums to take part in physical activity.
- We will support good maternal health by offering eligible mothers in flying start areas enhanced maternal health support to tackle smoking during pregnancy.

9.6. In order to help parents and carers enhance their ability to support their children's learning across Merthyr Tydfil:

- We will work with parents, carers and schools to provide opportunities for parents and carers to improve their basic skills and encourage greater parental involvement in their child's learning.

And, how will we know if things are getting better?

9.7. By monitoring key performance indicators, we will know things are better when:

- Outcomes and educational standards for learners and groups of learners improve
- Early language development of children improves
- The health and wellbeing of children and young people improves
- The resilience among families in receipt of support improves
- The maternal health of mothers in receipt of support improves

Where to look for future opportunities?

9.8. We will need to look at what future opportunities there are to do different things, which should focus on:

- What more we can do to help prevent and relieve homelessness, particularly where the homelessness involves families with children, so we can ensure they have a stable home environment.

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10. BS 2: Children and young people are equipped with the skills they need to be successful learners and confident individuals

Children and young people, develop the knowledge, skills and attributes they will need to flourish in life, learning and work.

- 10.1. This objective is the next step on from the early years and continues the principle of valuing the wider benefits that learning can bring to the individual, to society and communities and to the economy. It is part of a framework to show how all the constituent parts of our education and learning systems can contribute to giving Merthyr Tydfil a skills base that will improve economic, cultural, social and environmental wellbeing.
- 10.2. From a Merthyr Tydfil perspective, the key components to support positive development in a young person's education include:
- Schools equipping pupils with high levels of literacy, numeracy and ICT skills
 - Schools equipping pupils with social and emotional skills
 - Schools supporting physical activity of pupils
 - Youth services involving young people and enhancing their knowledge and skills

So, how will we help our children and young people are equipped with the skills they need to be successful learners and confident individuals?

- 10.3. In order to ensure schools in Merthyr Tydfil equip pupils with high levels of literacy, numeracy and ICT skills:
- We will focus on developing schools to drive improvement by supporting school leaders and governors to work together to create the best quality learning environment for all pupils, and to develop their skills so they can make the best decisions in the interest of the pupils.
 - We will make certain the local authority and our schools are prepared for the new Additional Learning Needs Bill.
 - We will support Learning Resources Bases, EOTAS⁴ and Greenfield Special School to develop and implement a pupil centred planning approach to improve outcomes for pupils with additional learning needs.
 - We will develop our pupil information system to track the educational progress of children who are looked after, so we can provide them with appropriate support to

⁴ Pupils who are not educated at school

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Visit the Council's website to learn more about:

[Schools and Learning](#)

improve their learning and wellbeing. In addition, we will set up a Pathway to Work for young people who are looked after or care leavers.

10.4. In order to ensure schools in Merthyr Tydfil equip pupils with social and emotional skills:

- We will build capacity in schools to help them meet the needs of pupils with emotional, social and behavioural needs, improve pupil attendance and with help to involve parents in their child's learning.

10.5. In order to ensure schools in Merthyr Tydfil support the physical activity of pupils:

- We will work with local partners and schools to provide a pathway for girls to take part in physical activity in primary schools (MGirls Primary) and secondary schools (MGirls Secondary).

10.6. In order to ensure youth services involve young people and enhance their knowledge and skills:

- In partnership with Careers Wales, we will work with young people who are experiencing significant barriers entering into education, employment or training after school. We will do this by identifying young people at greatest risk and providing them with support, learning opportunities and a transition plan.

And, how will we know if things are getting better?

10.7. By monitoring key performance indicators, we will know things are better when:

- Outcomes and educational standards for learners and groups of learners improve
- Outcomes and educational standards for children looked after improve
- Outcomes for pupils with additional learning needs improve
- Pupil attendance in school improves
- Confidence in trying new sport and physical activities improves
- Young people make a successful transition into education, employment or training

Would you like to know more?

Visit the Council's website to learn more about:

[Schools and Learning](#)

11. WL 1: Making skills work for Merthyr Tydfil: Developing the workforce of the future

Highly skilled and qualified people are supported by a local economy that makes full and productive use of these skills; where our employers, demand, value and make best use of their workforce's skills.

- 11.1. "Too often, people's experiences of trying to get out of poverty tell a story of barriers and traps, rather than routes out"⁵. This echoes the challenges experienced by unemployed people in Cwm Taf, who spoke of insufficient employment opportunities and numerous barriers to employment, particularly the lack of useful support or guidance.
- 11.2. A key challenge in Merthyr Tydfil is to help people develop their resources (skills, knowledge etc.) and tackle the barriers they experience so they can become the workforce of the future. The focus of this wellbeing objective will be on the work we do within our communities to improve the skill level of the workforce.
- 11.3. From a Merthyr Tydfil perspective, the key components to support the development of the future workforce include:
- People having employment opportunities
 - People having the basic skills to access learning and training programmes
 - People having the skills and qualifications that are suitable for employers' changing needs

So, how will we develop the workforce of the future?

- 11.4. In order to support people to have employment opportunities across Merthyr Tydfil:
- We will work with employers to design bespoke pre-employment programmes that will benefit participants as they build confidence and increase motivation around learning, training and employment opportunities.
 - We will develop and agree recruitment solutions to support people into employment at Trago Mills and General Dynamics.

⁵ JRF (2016) *Monitoring Poverty and Social Exclusion 2016*, Joseph Rowntree Foundation

Would you like to know more?

Visit the Council's website to learn more about:

[Employability and Adult Learning](#)

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11.5. In order to support people to have the basic skills and access learning and training programmes across Merthyr Tydfil:

- We will deliver the Bridges into Work 2 programme, which will help people access support so they can work towards building skills and experience; moving them closer to the labour market.
- We will deliver the Communities 4 Work programme, where mentors will work with project participants to identify barriers to employment and agree an action plan that identifies routes to bring them closer to the labour market.

11.6. In order to support people to have the skills and qualifications that are suitable for employers' changing needs across Merthyr Tydfil:

- We will offer support to those in employment through the Working Skills 4 Adults programme, which will provide targeted support based on individual circumstances, helping them to develop their skills to sustain or progress in their working life.

And, how will we know if things are getting better?

11.7. By monitoring key performance indicators, we will know things are better when:

- Project participants are in employment four weeks after leaving a training programme
- Project participants gain a qualification after leaving a training programme
- Project participants report an improvement to their wellbeing

Would you like to know more?

Visit the Council's website to learn more about:

[Employability and Adult Learning](#)

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Wellbeing in our community

12. WL 2: Developing the environment and infrastructure for businesses to flourish

Development that integrates regeneration with sustainable urban design improves the built environment and strengthens the natural environment.

- 12.1. The built and natural environment can have a strong effect on people's behaviour and opportunities and a significant impact on their wellbeing, particularly by where they live and work. The focus of this wellbeing objective is the work we do in our communities to develop the environment and infrastructure that allows the growth of communities and a resilient local economy.
- 12.2. From a Merthyr Tydfil perspective, the key components to support the development of the environment and infrastructure for business to flourish include:
- People having access to flexible, integrated and sustainable transport options
 - Suitable previously developed land that delivers a diverse supply of housing
 - Strengthening and diversifying the town and rural economies
 - Parents and carers having flexible childcare options

So, how will we develop the environment and infrastructure for businesses to flourish?

- We will prepare a new Local Development Plan that will provide direction for the development and use of land until 2031.
- 12.3. In order for people having access to flexible, integrated and sustainable transport options across Merthyr Tydfil:
- We will provide a new town centre bus station to improve the facilities, accessibility and links to the rail station, and aim to reduce anti-social behaviour and crime connected to the current bus station.
 - We will develop our highways infrastructure by carrying out works to resurface our network, which includes proposals to improve footways and potholes. We will also carry out major works to safeguard the Brandy Bridge (Abercanaid), Pentwyn Deintyr Bridge, Pontsticill Bridge and correct the road slippage south of Pontygwaith.

Would you like to know more?

Visit the Council's website to learn more about:

[Parking, Roads and Travel](#)

[Planning and Building Control](#)

[Childcare](#)

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- We will work with our communities to identify new proposals for active travel routes and encourage people to use the active travel routes throughout Merthyr Tydfil by promoting opportunities for active travel.

12.4. In order for suitable previously developed land to deliver a diverse supply of housing across Merthyr Tydfil:

- We will continue our reclamation project on the former Merthyr Vale colliery site to secure the sale of land to provide housing that will include affordable housing, and two plots suitable for mixed development.

12.5. In order to strengthen and diversify the town and rural economies across Merthyr Tydfil:

- We will deliver a plan of enforcement activity to protect legitimate trade from illicit trade activities through intelligence gathering, sharing and working with partners to task targeted operational activities.
- We will coordinate the Rural Development LEADER Programme to review project proposals and allocate funding to rural projects across Cwm Taf.
- We will develop a brief to create a new Town Centre Masterplan that will incorporate a wider area inclusive of the Town Centre and the current Hoover site.

And, how will we know if things are getting better?

12.6. By monitoring key performance indicators, we will know things are better when:

- The condition of our road network improves
- There is an increasing diversity in the supply of housing

Where to look for future opportunities?

12.7. We will need to look at what future opportunities there are to do different things, which should focus on:

- What more we can do to improve the options for flexible childcare for parents and carers.

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13. EW 1: Communities protect, enhance and promote our natural environment and countryside

People, proud of the area's outstanding landscape, regularly spend time outdoors in good quality, accessible greenspace. Communities help improve their local areas, learning new skills, building strong social bonds and helping wildlife flourish.

- 13.1. The focus of this wellbeing objective is the work we do with our communities to protect, enhance and promote the natural environment and countryside. This is because research shows that a healthy natural environment and countryside provides multiple benefits for people and wildlife from improved air, water and land quality, habitat protection and enhanced biodiversity to beneficial implications for physical and mental health.
- 13.2. From a Merthyr Tydfil perspective, the key components for communities to protect, enhance and promote our natural environment and countryside include:
- Integration of landscape protection, management and planning
 - Minimise environmental damage through prevention of pollution
 - Maximise efficient use of materials and resources by means of the waste hierarchy
 - Developing good quality, biodiverse and connected green infrastructure and open spaces
 - Promoting and supporting the use of renewable and low carbon energy

So, how will we help our communities protect, enhance and promote our natural environment and countryside?

- 13.3. In order to integrate landscape protection, management and planning across Merthyr Tydfil:
- We will identify and define areas of high landscape importance that may be unique, exceptional or distinctive for designation as Special Landscape Areas.
 - The new Biodiversity and Resilience of Ecosystems Duty⁶ means the local authority must proactively work to improve the biodiversity of Merthyr Tydfil when carrying out its functions. Over the next 6 months, we will prepare a project plan to address the changes required to our current operational procedures and practices to ensure that the needs of biodiversity are met in all our management practices.

⁶ Environment (Wales) Act 2016

Would you like to know more?

Visit the Council's website to learn more about:

[Bins and Recycling](#)

[Fly-tipping](#)

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- 13.4. In order to minimise environmental damage through prevention of pollution across Merthyr Tydfil:
- We will maintain a clean environment by evolving our approach to fly-tipping and street cleansing. Our approach will make better use of community intelligence and involve communities in our activities.
 - We will prepare an action plan to reduce nitrogen dioxide to acceptable levels within our air quality management area on Twynyrodyn Road.
- 13.5. In order to maximise efficient use of materials and resources by means of the waste hierarchy across Merthyr Tydfil:
- We will work towards reducing the waste sent to landfill and increasing recycling rates towards a 'Zero Waste Wales' as set out in our long-term waste management business plan.
- 13.6. In order to develop good quality, biodiverse and connected green infrastructure and open spaces across Merthyr Tydfil:
- We will engage with local communities to provide advice and support to enable local people to take part in activities to improve their local open spaces and help direct resources to sites for improvement.
 - We will support the conservation of biodiversity by identifying Sites of Importance for Nature Conservation and Local Nature Reserves and by delivering the actions outlined in our local biodiversity action plan, which includes awareness raising and educational activity.
- 13.7. In order to promote and support the use of renewable and low carbon energy across Merthyr Tydfil:
- We will act as a role model by setting out how we aim to reduce our carbon dioxide emissions generated from our buildings, street lighting, and fleet and business travel operations in our carbon management projects.
 - We will promote opportunities to improve housing energy efficiency to low income households in our warm homes project and manage any energy efficiency improvements undertaken to those homes.

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And, how will we know if things are getting better?

13.8. By monitoring key performance indicators, we will know if things are better when:

- The air quality on Twynyrodyn Road improves
- The local authority's CO₂ emissions reduce by 3% per annum
- Reported fly-tipping incidents are cleared within 5 days
- The cleanliness of our streets improve
- Our recycling rates improve and our we landfill less waste
- The quantity and quality of our open spaces improves

Would you like to know more?

Visit the Council's website to learn more about:

[Bins and Recycling](#)

[Fly-tipping](#)

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14. EW 2: Communities protect, develop and promote our heritage and cultural assets

Celebrating success, valuing our heritage, culture and language will strengthen our identity for future generations.

- 14.1. The focus of this wellbeing objective is to use existing community assets to deliver wealth and health benefits for the people of Merthyr Tydfil. There is a strong argument to suggest valuing our heritage, culture and language can bring improvements to the wellbeing of individuals and communities.
- 14.2. From a Merthyr Tydfil perspective, the key components for communities to protect, develop and promote our heritage and culture include:
- Supporting existing community facilities and community led developments
 - Supporting suitable tourism, leisure and recreation developments
 - Promoting cultural and social activities within our communities
 - Promoting the use of the Welsh language

So, how will we help our communities to protect, develop and promote our heritage and culture?

- 14.3. In order to support existing community facilities and community led developments across Merthyr Tydfil:
- We will protect our Cyfarthfa Heritage area by enhancing and redeveloping the Cyfarthfa Castle and Park, which will include improving and safeguarding the Cyfarthfa Furnaces.
 - We will continue the conservation and restoration of the historic built environment in the Pontmorlais Heritage Quarter, which will cover buildings, public realm, traditional construction skills training and community activities.
- 14.4. In order to support suitable tourism, leisure and recreation developments across Merthyr Tydfil:
- We will work with Rock UK on the re-development of the Summit Centre in Trelewis to create an adventure centre.

Would you like to know more?

Visit the Council's website to learn more about:

[Conservation](#)

[Tourism](#)

[Culture](#)

[Welsh Language](#)

FOCUS ON THE FUTURE

Wellbeing in our community

- 14.5. In order to promote cultural and social activities within our communities across Merthyr Tydfil:
- We will liaise with key attractions and tourism sector businesses to redevelop the Visit Merthyr website and make it compatible with mobile technology.
- 14.6. In order to promote the use of the Welsh language across Merthyr Tydfil:
- We will publish a Welsh Language Promotional Strategy in December 2017 that will set out the steps we will take to promote the use of the Welsh Language in Merthyr Tydfil.

And, how will we know if things are getting better?

- 14.7. In order to know if things are getting better we would normally refer to the outputs from community surveys or performance information; however, no survey or performance data exists to tell us if things are getting better. Therefore, we will look at case studies to evaluate the impact of the projects on the community.

Would you like to know more?

Visit the Council's website to learn more about:

[Conservation](#)

[Tourism](#)

[Culture](#)

[Welsh Language](#)

FOCUS ON THE FUTURE

Wellbeing in our community

15. LW 1: Developing safer communities

People, living in connected communities, feel safe where they live, work or spend their leisure time.

- 15.1. Feeling safe influences how people value their community, and is important to people's quality of life, often making the difference between people wanting to live and stay in their neighbourhood or not. There is evidence to suggest that building confidence and resilience in individuals and communities is an important step towards improving wellbeing. Where healthier and happier people are more likely to positively contribute to their communities and society.
- 15.2. From a Merthyr Tydfil perspective, the key components for developing safer communities include:
- Safeguarding vulnerable children and adults who are at risk of harm
 - Tackling the harm caused by the misuse of drugs and alcohol
 - Tackling violence against women and girls
 - Offender management (young people through to adults)
 - Anti-Social Behaviour
 - Community cohesion

So, how will we develop safer communities?

- 15.3. In order to safeguard vulnerable children and adults who are at risk of harm across Merthyr Tydfil:
- We will carry out investigations when rogue callers have been identified and take appropriate action, which will include the use of social media to warn residents of incidents and undertaking regular Rogue Trader patrols.
 - We will promote Merthyr Tydfil as a No Cold Caller area by working with South Wales Police and the Police & Crime Commissioner. This will involve focused work with social care partners, to develop identification and protection measures for vulnerable residents.
 - We will carry out a marketing and recruitment activity to improve the availability of local foster carers so young people have a wider placement choice and the potential to remain closer to home.

Would you like to know more?

Visit the Council's website to learn more about:

[Community Safety](#)

[Safeguarding](#)

[Crime, Safety and Emergencies](#)

FOCUS ON THE FUTURE

Wellbeing in our community

- We will review the support for young people who are subject to Special Guardianship to identify what more can be done to support stability and prevent escalation of need and risk.

15.4. In order to tackle the harm caused by the misuse of drugs and alcohol across Merthyr Tydfil:

- We will develop a drug litter reporting app by working with Flymapper™ to extend an existing function within their app that will enable the public to report instances of drug-litter using mobile technology.
- We will protect children from the supply of age-restricted products by working with partners to increase intelligence on children's access to age-restricted products such as alcohol, tobacco and gambling, which will include test purchase operations and enforcement action where appropriate.

15.5. In order to tackle violence against women and girls across Merthyr Tydfil:

- We will support families and individuals who have or are experiencing violence or domestic abuse. This will involve delivering specialist emotional and practical support to parents, children and young people in our Comets & Rockets and Crea8 programmes.

15.6. In order to support effective offender management (young people through to adults) across Merthyr Tydfil:

- We will support the DIVERT 18-25 project and work with partners to tackle anti-social behaviour. This will involve engaging with young adults to promote positive lifestyle choices and to provide education and training.

And, how will we know if things are getting better?

15.7. By monitoring key performance indicators, we will know things are better when:

- Adult protection enquiries are completed within statutory timescales
- Fewer adults at risk of abuse or neglect are reported more than once during the year
- There are fewer re-registrations of children on the child protection register
- More children are supported to remain living within their family
- More compliance monitoring checks are passed

Would you like to know more?

Visit the Council's website to learn more about:

[Community Safety](#)

[Safeguarding](#)

[Crime, Safety and Emergencies](#)

FOCUS ON THE FUTURE

Wellbeing in our community

Where to look for future opportunities?

15.8. We will need to look at what future opportunities there are to do different things, which should focus on:

- What we can do to reduce the instances of anti-social behaviour
- What we can do to support improved community cohesion

Would you like to know more?

Visit the Council's website to learn more about:

[Community Safety](#)

[Safeguarding](#)

[Crime, Safety and Emergencies](#)

FOCUS ON THE FUTURE

Wellbeing in our community

16. LW 2: People have good physical and mental health

People, adopting healthy behaviours earlier in their life, are healthier, feel good and function well.

- 16.1. There are many predictors of wellbeing and this objective focuses on two of them, physical health and mental health. The link between physical health and mental health is incontrovertible. Either one will have effects on the other. Poor physical health can lead to poor mental health and the other way round. Just as good physical health can improve our state of mind, a strong and healthy mind can greatly improve our ability to cope with physical ailments.
- 16.2. From a Merthyr Tydfil perspective, the key components for people have good physical and mental wellbeing include:
- Promoting healthy behaviours from a young age
 - Tackling adverse childhood experiences
 - Increasing levels of physical activity

So, how will we help people have good physical and mental health?

- 16.3. In order to promote healthy behaviours from a young age across Merthyr Tydfil:
- We will work with schools early year's education (aged 3-11) to increase physical literacy levels in young children and create a delivery resource for teachers within the school.
- 16.4. In order to increasing levels of physical activity across Merthyr Tydfil:
- We will work with local organisations and clubs to develop the governance, sustainability and presence of clubs in Merthyr Tydfil to ensure their long term future and maximise the opportunities for physical activity.

And, how will we know if things are getting better?

- 16.5. By monitoring key performance indicators, we will know things are better when:
- More people visit our sport and leisure facilities and participate in physical activity
 - Pupil participation in sport and physical activity improves
 - Active Merthyr project participants report an improvement to their wellbeing

Would you like to know more?

Visit the Council's website to learn more about:

[Sport and Leisure](#)

[Mental Health](#)

Where to look for future opportunities?

16.6. We will need to look at what future opportunities there are to do different things, which should focus on:

- What we can do to tackle adverse childhood experiences
- What we can do to support people have good mental health
- What the Leisure Trust can do to promote healthy behaviours
- What the Leisure Trust can do to increase levels of physical activity

Would you like to know more?

Visit the Council's website to learn more about:

[Sport and Leisure](#)

[Mental Health](#)

FOCUS ON THE FUTURE

Wellbeing in our community

17. LW 3: People live independently

People, empowered to live independently within their communities, have the appropriate support, advice and assistance to meet their personal needs, live safely and access opportunities available to them.

- 17.1. The focus of this objective is to help people with particular support needs to live independent and well lives in their communities for longer. The type of support required to promote greater independence and wellbeing will differ for diverse groups in the community.
- 17.2. From a Merthyr Tydfil perspective, the key components to support people to live independently include:
- Clearly and accessibly communicate sources of advice, assistance and support
 - Gather the views of service users to inform planning and service delivery
 - Services that provide people with the ability to live in their own home
 - Better access to quality services and facilities to support a fairer society for people with protected characteristics

So, how will we help people live independently?

- 17.3. In order to clearly and accessibly communicate sources of advice, assistance and support across Merthyr Tydfil:
- We will work with young people to identify what we need to do differently to improve the information, advice or assistance we provide; and put in place plans to improve the information, advice or assistance to young people and their families.
- 17.4. In order to gather the views of service users to inform planning and service delivery across Merthyr Tydfil:
- We will involve current service users to gather their views on residential and nursing care as we review and revision of the current Care Home Contract and Specification to incorporate person centred planning and care delivery.
 - We will involve current service users to gather their views on adults social care services as we prepare a Market Position Statement to ensure adult social care provision in Merthyr Tydfil is appropriate to meet a person's care and support needs.

Would you like to know more?

Visit the Council's website to learn more about:

[Help to live at home](#)

[Social Care for Adults and Older People](#)

[Equalities](#)

FOCUS ON THE FUTURE

Wellbeing in our community

- We will use an evidence based assessment tool, in conjunction with the views of parents and young service users, to identify what we need to do differently to ensure children and family social service provision in Merthyr Tydfil is targeted to prevent children from becoming looked after.
- 17.5. In order to develop services that provide people with the ability to live in their own home across Merthyr Tydfil:
- We will reconfigure housing-related support to enhance the level of support offered to specific vulnerable groups to help them to live in the community and enjoy greater independence.
 - We will focus on measurement and evaluation of the Stay Well @Home service during its first year of operation as it aims to improve the transition between hospital and community based social services.
- 17.6. In order to ensure better access to quality services and facilities to support a fairer society for people with protected characteristics across Merthyr Tydfil:
- We will collaborate with Disability Sports Wales and four partner local authorities in Wales to finalise the criteria, assessment method and develop a project plan to achieve Insport Gold.
 - We will create an equality learning resource for our employees and provide them with supplementary training to help with practical equality advice and guidance. This will involve the developing and piloting an equality monitoring form to improve our understanding of our customers.
 - We will work with the land owner and our local Gypsy Traveller community to safeguard the Glynmill traveller site in Merthyr Tydfil.

And, how will we know if things are getting better?

- 17.7. By monitoring key performance indicators, we will know things are better when:
- More adult service users received the right information or advice when they needed it
 - More adult service users can live independently
 - More adult service users receive a direct payment
 - The delayed transfers of care reduce
 - The time to deliver adaptations using the disabled facilities grant process reduce
 - More adult service users complete a period of reablement with no package of care

Would you like to know more?

Visit the Council's website to learn more about:

[Help to live at home](#)

[Social Care for Adults and Older People](#)

[Equalities](#)

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Wellbeing in our community

- More adult service users complete a period of reablement with a reduced package of care

Where to look for future opportunities?

17.8. We will need to look at what future opportunities there are to do different things, which should focus on:

- What we can do to clearly and accessibly communicate sources of advice, assistance and support.

Would you like to know more?

Visit the Council's website to learn more about:

[Help to live at home](#)

[Social Care for Adults and Older People](#)

[Equalities](#)

FOCUS ON THE FUTURE

Wellbeing in our community

18. Get involved

- 18.1. There are a number of ways to get involved with the Council. One of the main ways to get involved is through your local Councillor. You can find out who your local Councillor is and how to get in touch with them by visiting the Council's [\[website\]](#).
- 18.2. We want to maintain community involvement and continue to develop our understanding of wellbeing in Merthyr Tydfil. We welcome you to share your thoughts on wellbeing or your ideas on how we can improve wellbeing in Merthyr Tydfil at wellbeing@merthyr.gov.uk.

You can also find us on:



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