

Statement of Wellbeing 2023-2028



Version 3: 2025/2026

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Foreword from the Council Leader and Chief Executive



Councillor Brent Carter
Council Leader



Ellis Cooper
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A vital part of the County Borough Council's five-year Corporate Wellbeing Plan is our 'Statement of Wellbeing', in which we explain how we will strive for improvements in the economic, social, cultural and environmental wellbeing of our residents.

We've seen several challenges over the last 5 years, e.g. global pandemic, extreme weather and financial. These have led us to focus on aiming to provide services more effectively and economically using information from a range of partners and our community.

The wellbeing objectives have been developed over a year of careful consideration of both local and Welsh issues, with feedback from Cwm Taf Morgannwg [Regional Partnership Board's Population Needs Assessment](#) and [Cwm Taf Morgannwg Public Services Board's Assessment of Well-being](#).

We also made sure to gain local people's views through a consultation on the proposed objectives, and so devised them collaboratively with residents, elected members, Council staff and representatives of our Trades Unions.

All Councils in Wales must comply with many laws that guide us, including Welsh Government's Wellbeing of Future Generations (Wales) Act 2015, which requires local authorities to set wellbeing objectives. This Statement of Wellbeing lays out the Council's objectives for the five-year cycle (2023 - 2028):

- An Aspirational Merthyr Tydfil focused on learning
- A Healthier Merthyr Tydfil
- A Safe and Prosperous Merthyr Tydfil
- A Clean and Green Merthyr Tydfil

The County Borough Council will continue to support people when they need it most, helping them to gain the skills and knowledge essential to lead fulfilled lives. Over the lifetime of the Corporate Wellbeing Plan, we'll review our progress to ensure we continue to meet identified community needs – and also make sure we keep you informed as we do.

Our Shared Vision

“Acting today for a Better Tomorrow”

The Wales we
Want



**A Prosperous
Wales**



A Resilient Wales



A Healthier Wales



**A More Equal
Wales**



**A Wales of
Cohesive
Communities**



**A Wales of Thriving
Culture & Welsh
Language**



**A Globally
Responsible Wales**

**To strengthen Merthyr Tydfil’s position as the regional centre for the Heads of the Valleys; and
be a place to be proud of where:**

The Shared Vision for Merthyr Tydfil:

People learn and develop skills to fulfil their ambition;
People live, work, and have healthy and fulfilled lives; and
People visit, enjoy and return

How we will work together to deliver change and achieve our goals:

| Merthyr Tydfil CBC wellbeing objectives | Cwm Taf Morgannwg PSB wellbeing objectives |
|---|--|
| An Aspirational Merthyr Tydfil focused on learning We will strengthen how we enable people to grow and reach their potential. | Healthy Local Communities A Cwm Taf Morgannwg where our communities are inclusive and feel cohesive and people feel safe, supported and valued. |
| A Healthier Merthyr Tydfil We will empower people to live independent and dignified lives. | |
| A Safe & Prosperous Merthyr Tydfil We will support how our economy recovers and grows. | |
| A Clean & Green Merthyr Tydfil We will support the creation of a clean and green environment now and in the future. | |
| | Sustainable and Resilient Local Neighbourhoods A Cwm Taf Morgannwg where we understand and respond to the risk of climate change to our communities. To do this we must value, manage and enjoy our green and blue spaces responsibly. |

Wellbeing of Future Generations (Wales) Act 2015



The Wellbeing of Future Generations (Wales) Act 2015 focuses improving the economic, social, cultural and environmental wellbeing of Wales.

Wales was the first country to place the need to consider wellbeing into law. The Act puts in place **7 national wellbeing goals** to ensure **all public bodies** are working towards achieving a shared vision for Wales. Each of the goals has a descriptor to build a common understanding – click [here](#) to read an overview of these goals.

The Act places a legal duty on public bodies to adopt the **sustainable development principle** when setting wellbeing objectives and in taking steps to meet those objectives. The sustainable development principle is commonly known as the 5 ways of working; and you can find out more about this by clicking [here](#).

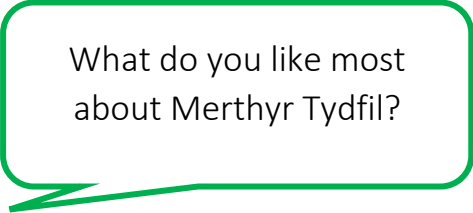
What is the Statement of Wellbeing?

The Statement of Wellbeing sets out the scope of each wellbeing objective. In this document we outline why, having identified and considered local needs, we have chosen these wellbeing objectives. It also clearly communicates the connections between each of these, re-enforcing the Council's commitment to work in an integrated way to maximise its contributions towards achieving these.

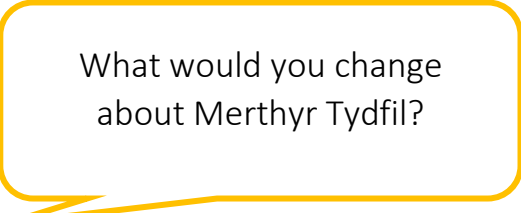
In the longer term, our wellbeing objectives seek to ensure we work to make improvements across all four pillars of wellbeing (social; cultural; environmental and economic) for the people who live and work in Merthyr Tydfil now and in the future.

Involving Local People in the Development Process

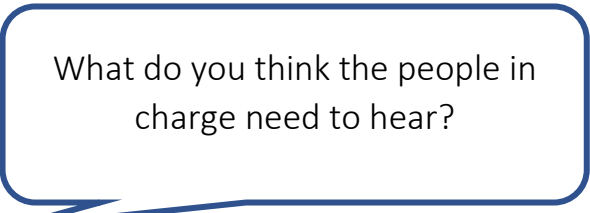
When setting out the wellbeing objectives we engaged with local people key partners and other stakeholders on a regional level and secured feedback on the different levels of needs across the County Borough and wider Cwm Taf Morgannwg region. To ensure the voice of local people was captured to help us target need specifically raised by those who live, work or regularly visit Merthyr Tydfil. Merthyr Tydfil CBC rolled out a survey asking three key questions:



What do you like most about Merthyr Tydfil?



What would you change about Merthyr Tydfil?



What do you think the people in charge need to hear?

The survey was widely circulated using the Council website, our social media sites and through targeted events involving other agencies, organisations, along with sports and community groups.

Over **1,000 survey responses** were received. We were able to analyse this data to look at the intelligence from different perspectives: by ward; by theme; by age group etc. This enabled Elected Members and Officers to better understand the issues/opportunities identified by local people and ensure that these were considered when developing the wellbeing objectives. You can access the findings of the engagement exercise [here](#).

We have continued to engage and consult with our key stakeholders and used feedback we have received to 'sense-check' whether we are still focusing on improvement areas which local people believe are important to them. One example is the engagement we carried out regarding our budget setting.

Consultation on proposed Draft Wellbeing Objectives

Having used the feedback received through the engagement survey to help us to develop draft wellbeing objectives, the Council ran a 12-week consultation exercise to seek people's views on whether the objectives we developed were the right ones. This consultation closed in February 2023 and the results

show us that **93.15%** of all responses received agreed that the Council's proposed wellbeing objectives focused on the right things and were comfortable with the Council actioning these. This feedback led to adjustments being made to the wellbeing objectives and these can be seen in this document and the Council's draft Wellbeing Plan. **The updated wellbeing objectives were presented to Council on 19th April 2023 as part of the Corporate Wellbeing Plan, these were approved at that date, with activities to work towards the wellbeing objectives starting directly after this.**

Our Wellbeing Objectives

As part of our wellbeing duty under the Wellbeing of Future Generations (Wales) Act 2015, the Council is required to publish its wellbeing objectives. The Council has a duty to ensure its wellbeing objectives are designed to maximise its contribution to achieving each of the 7 national wellbeing goals. In doing so, the Council must take all reasonable steps in exercising its functions to meet those objectives. Following the review, and after considering all the data and evidence collected, the Council's corporate Wellbeing Objectives have been updated.

We aim to ensure a greater focus on delivery, performance and improving accountability. Organised by wellbeing theme, each wellbeing objective has clear outcomes that will help us to respond to local community needs as well as to contribute to the 7 national wellbeing goals.

We have **four** wellbeing objectives, each of which has a priority outcome that will provide further focus to allow us to have the greatest impact on outcomes for our residents. These objectives are:

| | An Aspirational Merthyr Tydfil, focused on learning | A Healthier Merthyr Tydfil | A Safe & Prosperous Merthyr Tydfil | A Clean and Green Merthyr Tydfil |
|---------------------|---|--|--|--|
| Wellbeing Objective | We will strengthen how we enable people to grow and reach their potential. | We will empower people to live independent and dignified lives. | We will support how our economy recovers and grows. | We will support the creation of a clean and green environment now and in the future. |
| Priority Outcome | To provide a range of opportunities for all residents across Merthyr Tydfil to gain the knowledge and skills to achieve their life goals. | To support the emotional and physical health and wellbeing of children and adults. | To diversify our local economy and increase resilience to future challenges by helping the creation of the right type of businesses, supported by the right type of business infrastructure. | Working with communities to maintain and enhance the environment. |

Let's look at each of these wellbeing objectives in a bit more detail.

An Aspirational Merthyr Tydfil, focused on Learning

| | |
|-------------------|---|
| Objective | |
| Primary Outcome | |
| Lead Officer | Director of Education |
| Improvement Focus | To raise the aspirations of all people and their expectations of what they can achieve irrespective of their background |

Why is aspiration important? What part does learning play in supporting us to achieve our aspirations?

Aspirations are dreams, hopes, or ambitions to achieve a life goal. They can be thought of as overarching life goals that can help provide a sense of purpose and direction. While the term is often used synonymously with goals, there are some important differences. Goals tend to be backed by actions and are often centred on the short-term or near future. Aspirations tend to be much more future-focused and are often more general.



Learning can take place at any stage of life, and throughout our lifetime, we collect and share all the skills and knowledge we learn. Learning also helps people understand and develop their values, attitudes, and behaviours etc.

Education is one of the clearest predictors of life outcomes e.g. employment, income and social status, as well as attitudes and wellbeing. This objective integrates the complete educational journey, from the early years through to compulsory years, and post-16. Although people can learn by themselves, it's generally easier to learn with support as this often means learning can happen more efficiently.

The risk of poorer outcomes for children and families strongly align to underlying factors, including poverty, deprivation and low qualification levels of parents. Wider stresses such as debt, substance misuse, poor housing and lack of employment also impact on the development of children and young people.

What our data tells us:

When thinking about learning, we considered a cross section of data not only focusing on the outcome attained following the learning in schools; but also, more broadly by looking at adult qualification levels, employment rates etc. Data shows that in all areas of the Cwm Taf Morgannwg footprint, **attainment levels are lower than the Wales average** (as well as being lower than the Central South Wales region). The same is true for neighbouring authorities (Caerphilly, Blaenau Gwent and Torfaen). Between January and December, data shows **21.3%** of people in Merthyr Tydfil have **no qualifications**; that is almost 3 times higher than the Welsh average (8.3%). Having no qualifications can significantly impact your choice of job; and this often means people will earn less as a result; affecting their financial resilience and putting them at risk of falling into poverty.

What our communities told us about aspiration and learning:



“The world is changing at such a fast pace but smaller towns like Merthyr, people may think they're being left behind - I wouldn't want any young people to feel as though they miss out on opportunities because of where they live so promoting all the opportunities in one place where they could have access to it might be a good thing to do. I know there's the Youth Forum but that's only a small number of young people accessing that - the info should be available to all”.



“I think we need to make sure young people have access to jobs, but I'm 55 and when I lost my job there wasn't much help to get another one - I think this is an area that you can look to change (I've got a job now though).”



“Making public transport more affordable would create more opportunities for young people - training, social, sport etc.”

“We need to improve educational attainment amongst current workforce as well as children and young people”.



“Instead of generating only on economic growth; we need to look at taking a path that leads to more inclusive growth. Getting our education system right and letting children and young people raise their targets and ambitions is a big part of that.”



“I'm a local employer and often I have difficulty recruiting for good quality vacancies due to people not having the right skills set – I know the Council offers skills and training programmes and I thinking working with local employers to find out what vacancies they have in the pipeline would help both parties.”



“A few of the people in my year in school wanted to do jobs in science and technology fields but we're not sure where to start or what jobs would be in Merthyr if we got qualifications in this.”



“(Merthyr should) aim high. Look at somewhere like Hay, all independent shops. Clean and full of character. Improve the indoor market. It's freezing shopping in winter and too hot in summer. This should be the heart of the town. Easy links between the Retail Park and town and Cyfarthfa Park for visitors who don't drive.”



“Getting people into work - a greater variety of jobs would help get people into work at all levels and people working in Merthyr are more likely to spend money in Merthyr.”

A Healthier Merthyr Tydfil

| | |
|-------------------|---|
| Objective | |
| Primary Outcome | |
| Lead Officer | Director of Social Services |
| Improvement Focus | Empowering people to live dignified and independent lives |

Why is focusing on making Merthyr a healthier place important?

Good health is central to human happiness and wellbeing. An individual's health is a key aspect of their wellbeing and impacts on their overall level of life satisfaction, impacting on every area of their lives. Rather than being something people just get at the doctor's or at hospital, health is something that starts in families, schools, communities and workplaces. People who are more socially connected to their family friends and community. The impact of the global pandemic has affected people's health and wellbeing; and the impact of this is still being experienced today.

Many factors can impact on people's ability to live healthier lives e.g. the environment we live in; having enough money to buy healthy food; pay our bills etc. The impact of good health can improve people's life chances:

Healthier children have better educational outcomes. High quality education opportunities for all children and young people, where learning is valued and supports young people to make aspirational decisions for their future career choices.



A healthy working-age population can lead to economic prosperity by being more engaged and productive.



Healthy people are enabled to continue to work as they get older, whereas poor health can lead to forced early retirement; and in some cases; a loss of opportunities to be socially engaged.



What our data tells us:

When considering the topic of health; a cross section of data was reviewed that looked at physical and mental health and well-being. Data shows that Merthyr Tydfil has an ageing population; with projections showing that the trend of an ageing population will continue over coming years. The average life expectancy of people in the Cwm Taf Morgannwg region is **lower than the Welsh average**; with Merthyr Tydfil (and Cwm Taf more widely) having the **highest rates of mental illness and poor wellbeing in Wales**.

Public Health Wales describes **poor air quality as an urgent health crisis**, second only to smoking. **Road traffic emissions account for two thirds of air pollution**; producing both particulate matter and NO₂. Local data shows there are high levels of smoking and alcohol misuse recorded for the County Borough; and this can be linked to issues around anti-social behaviour etc. **Violence against the person** is the highest recorded crime across the Cwm Taf Community Safety Partnership footprint.

What our communities told us about health and wellbeing:



"I think an area of particular concern is the mental health of young people – years ago, there was never anything like school counselling because the kids had problems – we just got on with it. With all the pressures on young people nowadays they really need this, but I know that there's a hell of a wait to get this – all the time they are waiting, their condition is getting worse, so this definitely needs to be looked at as a priority."



"Make it easier to get GP appointments - you can't get to see a doctor anymore. Make access to mental health services better and easier to access."



"Pressure being placed on our healthcare systems is considerable and both health and social care systems are paying the price. Supporting these services is critical as almost everyone will need this at one point or another."

"I feel there needs to be more support for those people who fall between the gaps in relation to mental health, substance/alcohol misuse, ALN/disabilities and homelessness."



"I think the freezing of pitch fees was great for smaller sports groups, but I think sports could be publicised more. It obviously helps keep people fit but also helps with mental health and gives people an opportunity to be social."



"I'd definitely do something about the leisure services – I know that times are tough and that the government's money is stretched thin, but that makes it more important for the Council and its partners to make sure affordable leisure services are available to communities – not everyone can afford to join a gym; and with no pool for such a long time; it's no wonder loads of people in the town are overweight or struggling with their health."



"For an area of great deprivation and most people struggling with mental health issue and substance misuse. There is very little support for them. Also, the current mental health referral process is not effective. Expecting someone to refer themselves to through GP at their lowest point is not efficient."



"Cost of living for older people needs priority with fuel and cooked food; and young people need extra support as mental health issues are already increasing especially for boys ages between 17- 27. More events maybe an event budget planned with community centres and charity's instead of booze fests that isolate loads of people from these events".



"We have the most beautiful countryside surrounding us which we take for granted."

A Safe & Prosperous Merthyr Tydfil

| | |
|-------------------|--|
| Objective | |
| Primary Outcome | |
| Lead Officer | Deputy Chief Executive |
| Improvement Focus | Developing the environment and infrastructure for business to flourish |

Why is economic prosperity important?

Prosperity does not just mean having lots of money; a cross section of areas are needed to support people e.g. good education; access to health services; feeling safe and secure in your local area; to have a degree of personal freedom to go after their goals and aspirations; and to have a voice in any changes that affect them. Evidence shows that when an economy is under pressure as a result of rising inflation; reduced availability of financial products and lower levels of employment as a result of businesses having to manage higher overheads. People have less disposable income and this leads to additional pressure on public services.

The COVID-19 pandemic placed pressures on the local economy in Merthyr Tydfil where challenges already existed. Covid-19 continues to pose not only human health risks; it's also placed significant pressure on the delivery of public services; and prevented businesses from operating and residents from working. Though work has begun to support recovery from the impact of Covid; more recently the cost-of-living crisis has made life more difficult for almost everyone; high costs for utilities; food; and fuel have made life more difficult to residents and businesses alike.

Why should we focus on keeping people safe?

Safety is a basic human need and focusing on this helps communities to be and feel safe. It is important to people to feel safe where they live, work or spend their leisure time. Not only is it about reducing and preventing injury and crime, but it's also about building strong, cohesive and vibrant communities. There is a clear risk that the most disadvantaged within our society will be the most vulnerable to the impacts of this e.g. falling victim to doorstep crime or scammers.

There are many ways to help people feel and be safe; and the targeted support services provided by Merthyr Tydfil CBC can help people stay informed about risks; and prevent issues from occurring or getting worse.



What our data tells us:

When considering the objective; we looked at a broad range of data which enabled us to assess the issues which would need to be addressed to support the local economy. We have highlighted how Covid-19 placed pressures on the local economy in Merthyr Tydfil. In October 2022, inflation hit a 40-year high reaching 11.1% and this led to increases in fuel prices that led to over 40% of businesses listing fuel costs as an area of pressure, whether for fuel reliant industries such as logistics and transport or for employees who travelled any distance to get to work.

Data shows us that the number of people employed has decreased in Merthyr Tydfil over the last 3 years; the number of self-employed people rose during the same period. StatsWales data shows us **the number of active enterprises per 10,000 population remained relatively static** between 2019-2021; but showed a small rise in 2021-2022 (402). **Business births data showed a ‘see-saw’ effect** rising in 2019/2020, dropping in 2020/2021; and rising again in 2021/2022; with **business deaths showing a similar pattern** (175; 150 and 185 over the period 2019/2020 to 2021/2022).

Overall crime per month recorded by South Wales Police shows that there was a ‘spike’ in reported crime in October 2021. The two areas where the highest instances of crime has been recorded were Shoplifting and Violent Crime and Sexual Offences. **A particular issue highlighted by South Wales Police data was around anti-social behaviour (ASB)**; with the number of instances increasing year on year from 370 instances in 2018/2019; to 567 in 2019/2020; and peaking at 795 instances in 2020/2021. This was re-enforced following the engagement activity with communities; where the issue of ASB was regularly raised as a concern.

What our communities told us about a safe and prosperous Merthyr Tydfil:



“We need a forward-thinking long-term action plan to improve educational attainment amongst current workforce as well as children and young people; and help local manufacturing and science businesses grow to provide more well-paid jobs”.



“Levels of litter and antisocial behaviour. Council refuse teams and volunteers do a great job but can’t keep up. More bins, more poo bins needed. Antisocial behaviour (from all ages) - large groups gathering in our beauty spots with fires and litter left behind vandalism of things for the community”.



“Merthyr has loads of shops and places to eat and drink; but that means a lot of the jobs are lower wages (unless you work for the hospital or the council or places like that) - I'd look to see how we could attract bigger businesses to the area who pay better”.

“If you want people to come to Merthyr and spend their money you have to make it worth their while. If you want people to open businesses in Merthyr, you need to do something about the business rates.”



“If you’re looking at improvements regarding the town centre, the best people to talk to would be the business community who would give good ideas what is needed.”



“I think there are a real lack of community safety messages here, I mean general community safety rather than Covid specific and I think this is adding to the perception that the town isn’t safe - I’d start to offer regular updates to help people recognise what’s being done from a community safety perspective”.



“The cost-of-living crisis is deepening and is likely to be life changing for many – it might even be worse than Coronavirus for some. We all need to come together to provide ways to help people and at the moment; I’m not sure whether social enterprise businesses are factored in enough to how the Council operates. I’d look at whether we need to change this to be more inclusive of social enterprises when planning future support packages.”



“For me childcare can be an issue; I wanted to do a course recently but couldn’t get childcare (my mam used to look after the little one before she passed, and I can’t afford nursery fees). I do want to go back to work but see this as a big barrier to do that so if the Council could do something like that; it could make a massive difference.”

A Clean and Green Merthyr Tydfil

| | |
|-------------------|---|
| Objective | |
| Primary Outcome | |
| Lead Officer | Director of Neighbourhood Services |
| Improvement Focus | Improving how we support our residents to enable them to take responsibility within their own communities |

Why is having a clean and green environment important?



Climate is changing across the globe and with it there is a higher level of understanding of how this will affect people and places. These changes have implications for our health, businesses, infrastructure, public services, supply chains, natural environment and ecosystems. Some aspects of biodiversity are instinctively widely valued by people but the more we study biodiversity the more we see that all of it is important – even bugs and bacteria that we can't see or may not like the look of. There are lots of ways that humans depend upon biodiversity, and it is vital for us to conserve it. Pollinators such as birds, bees and other insects are estimated to be responsible for a third of the world's crop production.

Sustainable management of natural resources within Merthyr Tydfil will help to reduce the carbon footprint and ensure that actions within the County Borough don't have far reaching consequences.

We will seek to maintain and enhance the diversity of our natural environment to make it resilient and able to support the social, economic, health and wellbeing of local communities, both for enjoyment and for its own inherent value. There are many ways in which the Council can support communities to manage the impact of these changes to our environment e.g. increase the levels of recycling; work to develop better ways to re-use resources; support the development of the Active Travel network and work to protect and sustain our green spaces and biodiversity.

Additionally, having a clean and green environment provides local people with opportunities to stay healthy and fit at low/no cost. Public Health Wales evidence suggests physical activity rates are lower in the Cwm Taf region; and this can lead to an increase in demand on health and social care services.

What our data tells us:

When considering the objective; we looked at a broad range of data to enable us to assess the issues. Natural Resources Wales data shows **Merthyr Tydfil has the third largest area of accessible green space by population**. Four sites received the prestigious Green Flag Award from Keep Wales Tidy; with a further eleven Community Awards having been given to other areas in the County Borough.

Flytipping is perceived as an issue by local people in Merthyr Tydfil. This continues to be an area where we seek to improve. Data shows us **66.8% of waste is currently reused, recycled or composted** (above Welsh Government's target); with reductions in residual (black bin) waste also continuing to be achieved. Additionally, **installations of solar panels at Household Waste Recycling Centres (HWRCs) has saved more than 1100kg of carbon and over 3200kwh of energy has been generated**; helping us to address the impacts of climate change.

What did our communities tell us about clean and green spaces:



"I'm worried that we're not working hard enough to protect our natural surroundings - I'm concerned that if we don't pull together to try and reduce the carbon emissions we use, global warming will have a devastating effect - I would change how we address this."



"I think there are a real lack of community safety messages here, I mean general community safety rather than Covid specific and I think this is adding to the perception that the town isn't safe - I'd start to offer regular updates to help people recognise what's being done from a community safety perspective."



"Our green spaces are gorgeous but there's a lot of dog poo and litter; if these were targeted it would be better."

"Levels of litter and antisocial behaviour. Council refuse teams and volunteers do a great job but can't keep up. More bins, more poo bins needed. Antisocial behaviour (from all ages) - large groups gathering in our beauty spots with fires and litter left behind vandalism of things for the community."



"We could care more about the riverbanks in Merthyr, it is good idea to attract families, children to do more activities by the river such as walking, jogging, I think that some paths of the trail should be restored."



"There needs to be more parks for the little ones. There needs to be something for the older children to do ranging from 11 plus not everyone wants to do sports etc. so a place for them to hang out or even a place where the kids can just express themselves in safety will be an amazing help. A place where young carers can have a break and just be a child for an hour."



"Install awesome playparks and recreation facilities: the current play parks are for 2-5yr old and outdated massively - need parks to cater for all ages and abilities."



"I think there are some big things that need to be looked at. The cleaning of drains is one - I'm sure the heavy rain we've had the last 2 years is going to continue due to global warming, so the chances of flooding are more likely, so I think people in charge need to think seriously about that to prevent proper flooding like we had a couple of years ago."



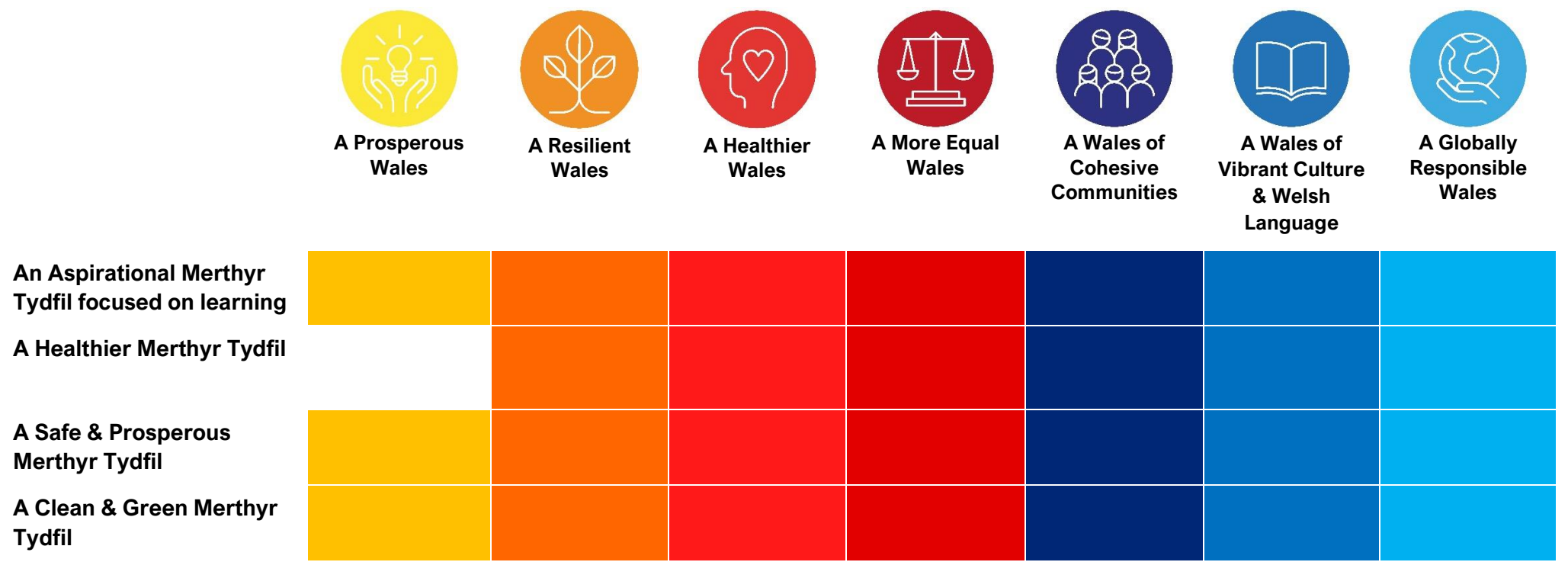
"A large children's play area for babies and toddlers in town with free parking would be amazing. All of which generates footfall. Currently my weekly, monthly needs are all met out of town (e.g.) parks, play areas, indoor soft play, gym, without mentioning shopping."



"Stop further developments on greenspaces. A stronger ability to tackle littering."

How do Merthyr Tydfil CBC’s wellbeing objectives contribute to the national wellbeing goals?

As we have mentioned; the Wellbeing of Future Generations (Wales) Act 2015 is about improving the economic, social, cultural and environmental wellbeing of Wales. For the first time in law public bodies must work to achieve a shared vision, expressed in the Act as the 7 national wellbeing goals. Our revised wellbeing objectives contribute significantly to the achievement of these wellbeing goals.



What Are Our Delivery Principles?

In addition to the seven wellbeing goals, the Wellbeing of Future Generations (Wales) Act 2015 puts in place the sustainable development principle.

This means every public body must demonstrate how it uses the **five ways of working** to demonstrate they have applied the sustainable development principle. The 5 ways of working are:



Long-Term



Prevention



Integration



Collaboration



Involvement

As a Council we have adopted the sustainable development principle (and the five ways of working) and built these into our broader organisational principles. The Council regularly reviews how the duty to use the 5 ways of working is discharged e.g. through corporate self-assessment; by completion of the Future Generation Commissioners' 'Self Reflection Toolkit' etc.

Achieving Our Wellbeing Objectives

An objective is an actionable step that, once completed, can take you a step closer to accomplishing your goals. Our wellbeing objectives set out:

- what we are looking to achieve (the aims);
- the priority areas (to target resources); and
- the steps (commitments) we will take to achieve them.

When developing the Plan; we followed the [10 Steps](#) outlined by the Future Generations Commissioner. Using this approach enabled us to:

- Be clearer on what we needed to achieve and more clearly understand the problem we are trying to solve;
- Identify what we are doing well; what we need to improve on and to identify opportunities for collaboration make stronger links with our communities; key partners and other key stakeholders;
- Bring people together to identify issues and challenges we face, and to look at the impact of these through many different lenses; including from those whose voices are seldom heard;
- Secure more information which enabled us to make links between our proposed objectives; and to look at the wider impact the steps we were planning might have;
- Test and share our ideas at different stages ensuring we worked with people through the development process, and use stakeholder's input to shape the objectives; to identify the primary outcomes and to develop more focused areas of improvement for each one;
- Set objectives that help people be clear on what we are doing and why we are doing it; and
- Be clear on what we are doing differently to meet the identified need; and develop a clear framework of measures that enables us to measure impact.

All of these objectives are equally important, often interlinked, and not listed in any priority order. The steps we take to achieve the wellbeing objectives will look to ensure that long term, preventative, integrated, collaborative and involvement approaches are fully embraced. **It cannot include every element of our work**; however, it does aim to show the scope of our efforts; and our contribution to the 7 national wellbeing goals.

Delivery of our wellbeing objectives is supported by the Medium-Term Financial Strategy and directorate service plans.

Whilst we annually review our wellbeing objectives, aims and priority areas to see if they need to be refocused, our steps (commitments) are also assessed annually to enable us to identify positive progress made and to establish whether we need to consider new steps that need to be taken so these can be introduced.

Monitoring Performance; Reporting & Accountability

The Council takes a systematic approach to performance management. Using the 'Plan, Do, Review, Improve' cycle. Below is an example of how the cycle will be applied to ensure we undertake effective performance management.



Contact Us

Thank you for taking time to read our Statement of Wellbeing. If you would like more information; please contact us using any of the options below:

Social Media

Keep up to date with all the latest news, events and information from the Merthyr Tydfil County Borough Council.



You can 'like' Merthyr Tydfil Council' on Facebook – you can find us by searching for **MerthyrCBC**

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