

Merthyr Tydfil County Borough Council

Acting Today for a Better Tomorrow

Corporate Wellbeing Plan

2023-2028



Version 3: April 2025



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Foreword

The Corporate Wellbeing Plan (CWP) is the overarching document that we produce setting out our wellbeing objectives and priorities for Merthyr Tydfil County Borough Council. As we have said in previous years, we have faced several challenges over the last few years, and we have had to adapt to meet these and ensure we provide positive responses. We have learned from these experiences and used them to inform this CWP. We have used feedback from our communities, including local residents, businesses, partners, staff, scrutiny (including youth voice) and trades unions. We'd like to thank you all for your views and comments, which we value highly.

From this we developed our wellbeing objectives:

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

Our four corporate wellbeing objectives directly address the identified needs of our communities and contribute to the seven national goals set out in Welsh Government's Wellbeing of Future Generations (Wales) Act 2015.

It has been well publicised that Councils have needed to find considerable savings, we are no different. We have reflected our position in this plan and are comfortable that our objectives still meet the needs of our residents. The CWP continues to help us prioritise services and allocate resources effectively and efficiently over the coming years.

We have reviewed our CWP over the first two years of implementation to test if we are delivering what is needed to meet our wellbeing objectives. To help us do this going forward, we are introducing an annual delivery plan. This will help us become more focused on our delivery and be able to allocate our limited resources more effectively and efficiently. In doing this we look back at what we've achieved to date, what lessons we've learned and how we can make the most of opportunities that come our way.

We value collaboration and our partnerships and will continue to work together to act today for a better tomorrow.



Councillor Brent Carter
Council Leader



Ellis Cooper
Chief Executive Officer

Introduction

This plan sets out our vision, values and priorities for 2023-2028. Developing this Plan has been a collaborative effort, involving Elected Members, Officers, and Partners together with feedback from public consultation. It is a testament to how we can work together to overcome challenges and deliver real outcomes for the residents of Merthyr Tydfil, along with those who work in and visit our town.

We value the impact of our regional working across the Cwm Taf Morgannwg area and aim to work better with a broad range of people and communities, offering opportunities for local people to become more involved.

Our Plan sets out ambitious goals that require us to work with communities and key partner organisations to do things differently. Through our programme of transformation, change, and innovation, we aim to secure the changes we need to positively impact the lives and wellbeing of both current and future generations. We recognise the significant financial pressures faced by Councils across Wales. This doesn't change our objectives, but we are unlikely to deliver everything at the same time, so we will need to prioritise.

In delivering our objectives we will remain focused on efficiency, effectiveness and delivering in an economically sound way. We will also continue to apply the sustainability principle and five ways of working: Long-term; Collaboration; Integration; Involvement; Prevention.

We are excited about the opportunities this plan presents and are committed to working closely with our communities to achieve our goals.

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.

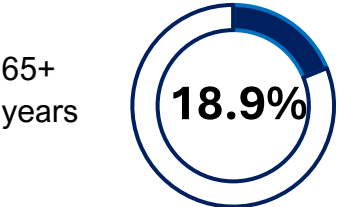
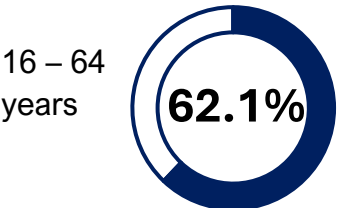
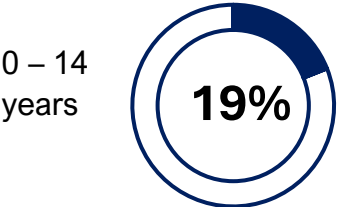
About Merthyr Tydfil

Located in the Heads of the Valleys area approximately 20 miles from the Welsh capital, Merthyr Tydfil County Borough is the smallest Welsh Council and sits within the Cardiff Capital Region. The UK Census 2021 shows us the following facts and figures about Merthyr Tydfil:

Total Population

58,839

Population by Age Group:



Source: [Census 2021](#)

Health:



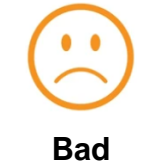
45.4%
26,718 people



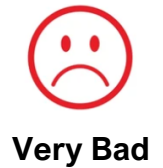
30.2%
17,786 people



15%
8,837 people



7%
4,112 people



2.4%
1,386 people

Source: [Census 2021](#)

Ethnicity:

Source: [Census 2021](#)

91.7% 57,140 people	Identify as White
0.9% 510 people	Identify as mixed / multiple ethnic group
1.5% 871 people	Identify as Asian / Asian British
0.2% 91 people	Identify as Black African / Caribbean / British
0.4% 227 people	Identify as other ethnic groups

Merthyr Tydfil CBC’s [Local Development Plan](#) (LDP) shows us that the main town of Merthyr Tydfil has a highest concentration of population (approximately 43,000). It is the main retail and service centre in the Heads of the Valleys; fulfilling a key strategic role in the region. Merthyr Tydfil has some of the most deprived areas in Wales.

The Welsh Index of Multiple Deprivation identified Merthyr Tydfil as having high levels of deprivation; with 28 of its 36 Lower Super Output Areas recorded as being in the top 50% most deprived areas in Wales. To address this, the Council has and ambition to tackling poverty.

Our Council

Number of Council staff:	2,922
Number of electoral wards	11
Number of local Councillors	30
Number of Households	25,800
Number of Primary Schools	19
Number of Secondary Schools	3
Number of 3-16 Schools	1
Number of Special Schools	1
Number of Pupil Referral Units	1

Core Values

The Council has **seven core values**. These were developed with our staff as part of a programme of staff involvement and engagement regarding how we want to work. These values are a link from personal objectives of staff members; to team/ service goals; to our wellbeing objectives and vision.

Core Values	Honesty and Openness
	Trust and Respect
	Accountability
	Learning
	Aspiration
	Team Working
	Communication

Operating Model

Our Operating Model Our Council approved operating model has been designed to set out how we will deliver our services. It supports us in transforming and improving how we work. Our operating model (built on the 5 ways of working) includes how we should work **economically, efficiently** and **effectively**.

We have set out the **8 operating principles** and expectations.

Listening and engaging with our stakeholders	Clear communication	Embracing digital technology
Focusing on key priorities and outcomes	Consistently and timely implementation of strategy	Aligning the budget to key priorities
Everyone is accountable	Promoting independence	

Updating the Plan

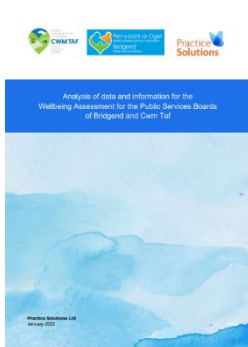


The Well-being of Future Generations (Wales) Act 2015 requires all public bodies to work in partnership to improve wellbeing in their local communities.

Producing an Assessment of Well-being is a requirement of the Wellbeing of Future Generations (Wales) Act 2015 (WFG Act); and this assessment is to be undertaken every 5 years.

The first Wellbeing Assessment was undertaken in 2017. Since this period, there have been a number of key changes which have affected both the Council and the communities it supports. It is important that we take time to look back at what has been achieved and renew our understanding of community needs to ensure the support services we offer remain targeted.

Some large-scale issues have arisen since the initial assessment of well-being was completed (e.g. the emergence of the Covid-19 pandemic and subsequent impacts and the UK Government completing Brexit leading to the UK leaving the European Union).

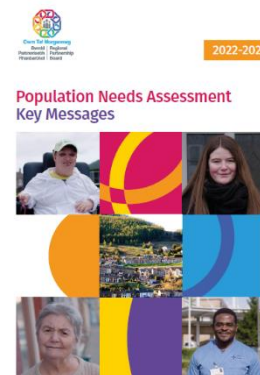


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Cwm Taf Morgannwg Public Services Board (PSB) is also subject to the Act (having been created in direct response to this legislation) and has led on the development of the Cwm Taf Morgannwg Needs Assessment; with officers and Elected Member representatives from Merthyr Tydfil CBC support the development through the provision of data and information; and playing a part in the community engagement element of development to ensure citizens were involved and had opportunity to support the development of the Plan by sharing their views.

The Cwm Taf Morgannwg Regional Partnership Board (RPB) are also required to assess needs and undertake a regional Population Needs Assessment, which guides what services are needed, and the range and level of services required to meet that need. RPB partners work together to look at how services and support can be accelerated and improved for these groups, so they have better wellbeing and health outcomes.

To ensure this work genuinely captures local people's voices, the assessment is developed in partnership with community groups, organisations and residents across Bridgend, Merthyr Tydfil and Rhondda Cynon Taf.












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The Development Process

Our duty is to ensure that we continue to deliver services to the most vulnerable members of our community. How we work, what is expected of us and the how we use our resource to achieve this is planned. However, it will likely be subject to many changes over the lifetime of this plan.

The objectives and actions detailed in this document provide the framework for our activities over the lifetime of the plan. To deliver this, we aim to continue to work with (and for) our local communities in order to work together towards achieving the objectives we have shaped using the feedback they have given us.

When developing the plan, we followed the 10 Steps outlined by the Future Generations Commissioner when developing our Wellbeing objectives. These are:

	5								
STEP 1: Before you begin, take a step back	STEP 2: Apply the 5 ways of working	STEP 3: Bring people together	STEP 4: Join the dots	STEP 5: Be brave and be challenging	STEP 6: Test and share as you go along	STEP 7: Use your resources	STEP 8: Use language and layout that's easy to understand	STEP 9: Set clear objectives and steps	STEP 10: Making a difference

Involving People and Capturing Views

Data and information captured in developing this plan reflected the broader picture across the Cwm Taf Morgannwg region. To supplement this and ensure we captured the voice of people in Merthyr Tydfil, the Council decided to undertake some additional stakeholder engagement.

To do this, officers in the Council developed an engagement survey which posed 3 key questions.

- What do you like best about Merthyr Tydfil?
- What would you change about Merthyr Tydfil?
- What do you think our Leaders need to hear?



The survey was delivered in a number of different ways e.g. through face-to-face sessions across the County Borough; using our stakeholder networks; and ensuring the survey questions were available in both paper-based and digital form.

At the end of the survey, the Council had received **over 1,000 responses**. Analysing the feedback received helped the Council to identify community priorities. Understanding community priorities helped inform the development of well-being themes and objectives.

As key connectors, Councillors worked with residents to identify key issues and help to plan ways to address these together with providing advice, guidance and/or support as appropriate.

Councillors offer a route for residents to make contact the Council and can make a huge difference to residents' quality of life. At Merthyr Tydfil CBC, officers will continue to provide support to our Councillors so they can carry out their role within communities across the County Borough.

The Council has continued to engage with a cross-section of people throughout the development process to identify issues and areas for improvement, to 'test' options identified and seek positive challenge around whether we were focusing on the right priorities and testing our well-being objectives.



Our Wellbeing Objectives

As a Council, we continue to make progress in transforming how we work to ensure we are as efficient, effective and economical as possible with a view to maintaining a high standard of service delivery. Merthyr Tydfil CBC has seen significant changes in how it works; positively responding to legislative changes (such as the Wellbeing of Future Generations (Wales) Act; and the Local Government and Elections (Wales) Act). We also need to respond to things which are outside of the Council's direct control e.g. responding to extreme weather and the ongoing cost-of-living crisis. We have also listened to our community feedback, our customers and partners and have been grateful for the guidance, advice and toolkits offered by our regulatory bodies. Following this process we have confirmed our four wellbeing objectives remain valid and continue to align with the facts and evidence that our data and information and feedback have provided.

The Council's four wellbeing objectives will remain:

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

Our priority outcomes are:

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.
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These four wellbeing objectives will together form a cohesive basis for activity to deliver not only our local wellbeing outcomes but also to maximise our contribution to delivering the seven national wellbeing goals in an increasingly integrated way.

Each wellbeing objective helps the Council to contribute to multiple goals. Let's look at each of these wellbeing objectives in more detail.

Objective 1 – An Aspirational Merthyr Tydfil, focused on learning

For the two years of this Plan, we identified five key actions which we would focus on to help us make positive progress against this well-being objective.

Key Action
Developing ambitious pathways which will support the development of high levels of literacy, numeracy and digital skills from early years through to post-16
Continuing to explore and expand our 'Pathways to Employment' scheme to provide specific training and employment support to children looked after and other vulnerable learners
Connecting with education providers and businesses to better align courses / modules with high level vocational experience and learning
Developing a system where communities and schools work together to provide exciting opportunities and innovative experiences for all learners
Working with all stakeholders, we will develop aspirational pathways for learning for all

What we focused on in 2024/2025

- Continuing to improve the attendance in all schools
- Develop a mechanism for sharing good practice across all schools
- Further develop the partnership work for those learners in need of an alternative curriculum
- Develop opportunities for learners more able and talented (academically and otherwise)
- Continue to development of the Literacy Strategy and Digital Strategy Groups but ensure a focus on numeracy skills through partnerships

How can residents help us:

- Encourage your child to attend school regularly.
- Support your child to get the best out of their education.
- Take part in local events in schools, community centres and hubs.
- Take part in lifelong learning courses and events and tell your friends and family about them.
- Let us know what adult learning courses you are interested in and take part in our adult learning courses.
- Share your views on the things that matter to you by taking part in Council surveys or consultations.
- Link in with your local Councillor if you need more information on anything.

Objective 2 – A Healthier Merthyr Tydfil

For the two years of this Plan, we identified five key actions which we would focus on to help us make positive progress against this well-being objective.

Key Action
Providing support services to enable people to remain living in their own homes
Developing integrated service responses with health to achieve better well-being outcomes for children and adults
Provide additional supported accommodation to reduce homelessness and the use of temporary accommodation
Provide safeguarding advice and support to all vulnerable groups: children looked after; child protection; adults at risk (including domestic abuse) whilst ensuring cross-cutting Council multi-agency approaches to safeguarding and working with the Regional Safeguarding Board are sustained and developed

What we focused on in 2024/2025

Adults Services

Move to the implementation stage of the new regional adult community model.

Review all high-cost placements to ensure that people are receiving the care they need.

Children's Services

Finalise the Corporate Parenting Strategy and work to the corporate parenting charter.

Provide safe and stable accommodation within Merthyr Tydfil for children looked after.

Increase the support provided to Special Guardians within Merthyr Tydfil.

Safeguarding

Implement the revised arrangements for adult safeguarding.

Continue to work with partners in the Cwm Taf Morgannwg safeguarding board arena.

Review the impact of the implementation of the Right Care Right Person.

Housing and Homelessness

Continue to use grants to develop affordable housing to move people from B&Bs.

Turn our data into intelligence to better support in meeting need.

Stopping use of out of county B&Bs and purchase additional properties within the County Borough to help meet the needs of our clients.

How can residents help us:

- Consider becoming a foster parent.
- Encourage young people to take part in local events and make their views known.
- Use our parks and open, green spaces to maintain or improve your physical and mental health.
- Share your views on the things that matter to you by taking part in Council surveys or consultations.
- Link in with your local Councillor if you need more information on anything.

Objective 3 – A Safe & Prosperous Merthyr Tydfil

For the two years of this Plan, we identified five key actions which we would focus on to help us make positive progress against this well-being objective.

Key Action
Developing and rolling-out an aspirational Merthyr Tydfil Town Centre Placemaking Plan;
Increasing economic activity rates through partnership activities; leading to lower levels of worklessness across the County Borough
Tackling anti-social behaviour in conjunction with relevant partners, using effective enforcement techniques
Improving business support opportunities throughout Merthyr Tydfil County Borough; promoting business ownership and preparing an engagement/pathway programme to access start-up opportunities;
Continue to develop an aspirational Merthyr Tydfil to attract investment

What we focused on in 2024/2025

- Work with the new Town Centre Board to support actions arising from the UK Government Long Term Plan for Towns programme.
- Implement and continuously review the Merthyr Tydfil Town Centre Placemaking Plan by Summer 2024.
- Develop a pathway for College Merthyr Tydfil Students to progress to Enterprise Opportunities within the County Borough.
- Support businesses to effectively engage with Decarbonisation initiatives.
- Initiate new programmes for those individuals classed as “Under-employed”.

How can residents help us:

- Buying local from local business, supporting local businesses to trade and keeping money in our local area.
- If you run a local business, think about hosting an apprentice to help build skills for the future.
- Access the Council’s free Employability projects to gain the skills and experience employers are looking for.
- Take responsibility for your local area by reporting issues to help us better understand how we can help resolve these.
- Share your views on the things that matter to you by taking part in Council surveys or consultations.
- Link in with your local Councillor if you need more information on anything.

Objective 4 – A Clean & Green Merthyr Tydfil

For the two years of this Plan, we identified five key actions which we would focus on to help us make positive progress against this well-being objective.








Key Action
Delivering the Merthyr Tydfil Nature Recovery Plan
Delivering a Council approved Net Zero Plan
Ensuring green spaces are accessible to our residents to support their health and well-being
Meet the Welsh Government waste Recovery target of 70%

What we focused on in 2024/2025

- Delivering the Merthyr Tydfil Nature Recovery Plan - Focus on communication and engagement with the public to improve understanding of our biodiversity responsibilities.
- Delivering the Councils Net Zero Plan - Develop the actions under each of the 6 themes.
- Ensuring Green spaces are accessible to our residents to support their health & wellbeing - Joint review of the Open Spaces Strategy by Planning & Countryside.
- Meet the Welsh Government waste Recovery target of 70% - Focus resources on increasing the % of households that recycle food waste.

How can residents help us:

- Make sure you reuse or recycle to reduce waste and better manage our carbon footprint.
- Use our parks and green, open spaces to help people manage their health and well-being.
- Think about how you can make your home more energy efficient, saving you money and helping our environment.
- Take pride in our town by not dropping litter, fly tipping and cleaning up after your dog.
- Share your views on the things that matter to you by taking part in Council surveys or consultations.
- Link in with your local Councillor if you need more information on anything.

	 A Prosperous Wales	 A Resilient Wales	 A Healthier Wales	 A More Equal Wales	 A Wales of Cohesive Communities	 A Wales of Vibrant Culture & Welsh Language	 A Globally Responsible Wales
An Aspirational Merthyr Tydfil focused on learning							
A Healthier Merthyr Tydfil							
A Safe & Prosperous Merthyr Tydfil							
A Clean & Green Merthyr Tydfil							

The chart above provides a brief summary of where our Well-being Objectives primarily align to the 7 national well-being goals.

To understand how this is making a difference, we will develop case studies and develop an annual corporate self-assessment report.

We have updated our service self-evaluation processes and are using them to develop service plans. This will support how we analyse success and areas for improvement. This will feed into our annual delivery plan.

We have also updated our Corporate Risk Management Policy and Strategy. This has helped us better understand risk at a corporate and service level. This too will inform how we evaluate and plan going forward.

Supporting Delivery of the Plan

In order to successfully deliver the commitments in this Corporate Wellbeing Plan, we need to continue to develop as an organisation to remain sustainable, increase our resilience and to ensure we continue to positively respond to the needs identified within our communities. In order to do this, we must look at how we use our resources effectively, efficiently and economically.

By looking at the underpinning support service areas, we will endeavour to do this in the following ways.



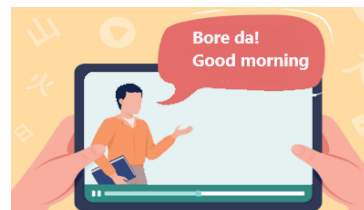
Feedback from our engagement activities showed us that residents wanted to become more involved with the Council. To help this happen **we will improve how we engage and communicate with our communities and over time we will develop greater opportunities to involve them**



When working with our residents and those who work and visit Merthyr Tydfil, **we will continue to develop a culture around good customer service** and demonstrate our corporate values in how we work others.



Ensuring our developing services and plans are reviewed and receive challenge to ensure they continue to be justified and meet identified needs; **we will continue to develop and improve our governance and scrutiny processes; supporting our Elected Members to deliver these and ensuring we offer opportunities for local people to become involved.**



We will **promote the use of the Welsh language** within our communities and contribute to the Welsh Government's targets of 1 million Welsh speakers by 2050.



To respond to emerging priorities and challenges **we will use the technology available to us to transform our services, making meeting community needs more effective and supporting the Council to become more sustainable in the future.**



Support our communities and **promote equality of opportunity** working to **understand and remove the barriers people face when accessing our services** and creating an inclusive and diverse workforce, which reflects the communities in Merthyr Tydfil.

Financing the Plan

Local Government continues to face unprecedented financial challenges with inflation outstripping the levels of funding settlements provided. This has resulted in higher than anticipated borrowing costs, cost of living and pay awards. We report to Cabinet throughout the year and set a balanced budget annually based on our annual settlement from Welsh government and Council tax. This is presented by Directorate, as shown in the example table below for 2024/25.

Directorate	£m	%
Education	62.8	39.1
Social Services	48.2	30.0
Economy & Public Protection	9.6	6.0
Neighbourhood Services	12.1	7.5
Governance & Resources	8.7	5.4
Corporate Costs	19.4	12.0
Net Expenditure	160.8	100.0

Whilst service prioritisation will continue over the course of the Corporate Plan, it is evident that in order to deliver long-term financial sustainability, a transformational approach is required. Further work is being carried out to develop a longer-term approach. This longer-term, transformational approach is critical to the financial sustainability of the Council, providing assurance that the Council can respond to future challenges. The transformation plan will ensure the delivery of this corporate wellbeing plan and help us to work more effectively, efficiently and economically.

Our Golden Thread

Our **Shared Vision** sets out the vision for the Council in the regional and national context. This fits with our 7 national goals, together with how our 4 wellbeing objectives fit with our regional Public Services Board (PSB) wellbeing objectives.

Our main plan is this **Corporate Wellbeing Plan**. It sets out what we are going to do - our wellbeing objectives.

Our **Statement of Wellbeing** accompanies our Corporate Wellbeing Plan and sets out **why** we are doing what we're doing. We are not going to do this on our own, we want to involve our residents, businesses, partners, staff and trades unions.

Cabinet and Council form are the main, high-level decision-making tier of the Council.

Each year we will carry out a service level self-evaluation and set service plans. This means we can identify corporate priorities and check we are working at a service level to deliver of corporate plan and wellbeing objectives.

Workforce plans allow each section of the Council to set out how it will use its resources to achieve its service plans and in turn deliver better corporate level outcomes. These plans continue to develop following approval of our [Healthy Organisation Strategy](#); ensuring clear alignment with this Corporate Wellbeing Plan.

This means there is a '**golden thread**' through all that we do. In other words, each member of staff has objectives set out to deliver service plans, which in turn help us deliver our wellbeing objectives to contribute to our national goals.



Governance and Monitoring Our Performance

We believe efficient and effective performance management is vital to accountability and achieving better outcomes for our residents.

We are continuing to develop our performance management processes and use data to enable us to make better informed decisions about what we must do to improve.

During 2024/2025, we have further strengthened our understanding of performance and governance across the Council. We have developed our service self-evaluation and service planning. We will use this to develop our annual delivery plan that will set out what need to improve to better deliver this corporate wellbeing plan and do it in an effective, efficient and economical way. We will continue to develop the tools we use to measure and manage performance.

As part of our performance improvement work in 2024/25, we have developed a Digital Strategy (that also includes our approaches to Data).

We continue to review the delivery of this plan and how this can be best reported using our governance framework. This helps us to use our systems and processes consistently across the Council. In 2025/26 we will introduce quarterly reporting to Cabinet. This will include performance, finance and risk data and information.

We remain focused on improving outcomes for our residents and on understanding the impact our services are having as this must remain at the heart of what we, as a Council, do.



How does the Plan link to our other Key Corporate Strategies?

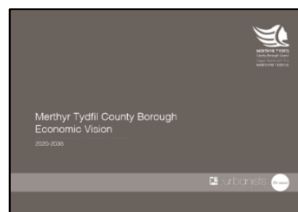
When developing the Corporate Wellbeing Plan, we ensured that the focus linked to the Council's other key strategies. You can find out more about these strategies by clicking on the images below.



Replacement Local Development Plan



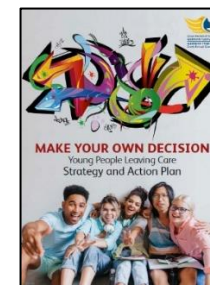
Raising Aspirations, Raising Standards



15-Year Economic Vision



Decarbonisation Plan



Young People Leaving Care Strategy



Housing Support Programme Strategy



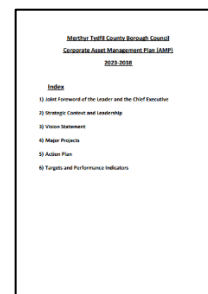
Merthyr Tydfil Nature Recovery Plan



Early Years Partnership Plan



Communication & Engagement Strategy



Corporate Asset Management Plan



Healthy Organisation Strategy



Welsh Language Strategy

Key:



An Aspirational Merthyr Tydfil



A Healthier Merthyr Tydfil



A Safe & Prosperous Merthyr Tydfil



A Clean & Green Merthyr Tydfil

Key Legislation



The Wellbeing of Future Generations (Wales) Act 2015 requires public bodies to work better with each other and communities through involvement and by taking a collaborative approach. This is increasingly important to meet the challenges we face.

The Act introduced 7 national wellbeing goals – these show the kind of Wales we want. Together the 7 national wellbeing goals provide a shared vision for the public bodies in Wales to work towards.

All public bodies must evidence how they have used sustainable development as their central organising principle. Following these ways of working offers a huge opportunity to make long-lasting, positive change to current and future generations.

To find out more, click [here](#)



Local Government Act 2000

2000 CHAPTER 22

An Act to make provision with respect to the functions and procedures of local authorities and provision with respect to local authority elections; to make provision with respect to grants and housing benefit in respect of certain welfare services; to amend section 29 of the Children Act 1989; and for connected purposes.

[28th July 2000]

The Local Government and Elections (Wales) Act 2021 ('the Act') was passed by Senedd Cymru on 18 November 2020. It received Royal Assent on 20 January 2021.

The Act seeks to reform and strengthen local government accountability, performance and transparency, and places new duties on principal councils to promote public participation in local democracy. The Welsh Government also anticipate that some of the provisions within the Act will encourage greater diversity in local government.

To find out more, click [here](#)



With effect from 31st March 2021; all public bodies are required to respond to a new Socio-Economic Duty.

This Duty requires public bodies to take every opportunity to improve outcomes for people affected by social-economic disadvantage. It is not an additional burden, it helps us to meet the obligations which we already have; and it allows public bodies taking **strategic decisions** (such as when we decide priorities, set objectives etc.) to focus on the impacts on people on low incomes i.e. anyone who is living in less favourable social and economic circumstances than others in the same society. It looks at low income; income poverty; low/no wealth, area deprivation, socio-economic background etc.

To find out more, click [here](#)

Glossary

Wellbeing objective	The Wellbeing Objectives set out what we think needs to happen locally to help improve wellbeing for the people of Merthyr Tydfil and achieve the national Wellbeing Goals. MTCBC has 4 wellbeing objectives.	Wellbeing Goal	The 7 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.
The sustainable development principle (5 ways of working)	There are 5 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. This is often referred to as the sustainable development principle.	Long Term	The importance of balancing short-term needs with the need to safeguard the ability to also meet long-term needs.
Prevention	How acting to prevent problems occurring or getting worse may help public bodies meet their objectives.	Integration	Considering how the public body's objectives may impact upon each of the wellbeing goals, on their other objectives, or on the objectives of other public bodies.
Collaboration	Acting in collaboration with any other person (or different parts of the body itself) that could help the body to meet its wellbeing objectives.	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 body serves.
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).		

Contact Us

Thank you for taking time to read our Corporate Wellbeing Plan. 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**

Telephone 01685 725000

E-Mail Policy&Improvement@merthyr.gov.uk

Ways to Get in Touch:

Via our website:	www.merthyr.gov.uk
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