



Cyngor Bwrdeistref Sirol
MERTHYR TUDFUL
MERTHYR TYDFIL
County Borough Council



Version 2

STATEMENT OF WELLBEING

1. Foreword

- 1.1. On behalf of Merthyr Tydfil County Borough Council I am pleased to present this Statement of Wellbeing which sets out our local wellbeing objectives for the community over the next five years. The objectives are the result of more than a year's work, including extensive consultation and engagement with communities and stakeholders, and I am confident that our wellbeing objectives lay the foundation for an effective Council Plan.
- 1.2. Our wellbeing objectives seek to secure sustained improvements in the economic, social, cultural and environmental wellbeing of the people who live and work in Merthyr Tydfil, now and in the future. The focus is on supporting people when they need it most and equipping them with the skills they need to lead fulfilled lives.
- 1.3. Our wellbeing objectives have been prepared during a time of change and great uncertainty following the UK's decision to leave Europe. Doing different things, working smarter, making better use of our assets has never been so important. The Local Authority intends to make effective use of the Wellbeing of Future Generations Act to safeguard the wellbeing of Merthyr Tydfil now and over the long term.
- 1.4. The Act presents us with an opportunity to work differently when delivering our Council Plan. We will do this by utilising the 5 ways of working and ensuring the 7 wellbeing goals are always at the heart of what we do.

Gareth Chapman
Chief Executive



2. Introduction

Wellbeing of Future Generations (Wales) Act 2015

- 2.1. The Act is about improving the economic, social, cultural and environmental wellbeing of Wales. For the first time in law public bodies have a common purpose and a shared vision.
- 2.2. The Act puts in place seven wellbeing goals to ensure we are all working towards achieving the shared vision. Each of the goals has a descriptor to build a common understanding ([Appendix I](#)).
- 2.3. 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. In the Act, the sustainable development principle¹ is exemplified by the five ways of working ([Appendix II](#)).

Wellbeing Statement

- 2.4. In our wellbeing statement we set out the scope of each wellbeing objective and outline why we consider that meeting the objective will maximise our contribution to the achievement of the seven wellbeing goals.
- 2.5. The wellbeing statement clearly communicates the connections between each of our wellbeing objectives which will help secure an integrated and collaborative approach to achieving all seven wellbeing goals.
- 2.6. In the long term our wellbeing objectives seek to ensure we secure improvements across all four pillars of wellbeing (economic, social, cultural and environmental) for the people who live and work in Merthyr Tydfil now and in the future.

¹ The sustainable development principle sets out five ways of working to help us work together better, avoid repeating past mistakes and tackle some of the long-term challenges we face.

The Sustainable Development Principle

- 2.7. As a public body, we need to make sure that the way we work aligns to the sustainable development principle. How we have applied the sustainable development principle when setting our objectives has included:



Involvement

The involvement of people who visit, live and work in Merthyr Tydfil as we carried out our wellbeing assessment. Local involvement was focused on understanding personal wellbeing and generating strength based intelligence by asking questions such as "What is good in your communities?" and "What would make your communities better?"



Collaboration

We collaborated with senior officers across the Authority when analysing the assessment information and developing the wellbeing objectives. This is helping us to grow awareness and practical experience of the 5 ways of working across services.



Integration

Integration of resources within the Authority to maximise the collective skills, knowledge and understanding to help build wellbeing objectives that are commonly understood.



Prevention

Reducing the possibility of silo working by involving all services that can contribute to the achievement of a wellbeing objective has helped us work better together, ensured a focus on prevention, and decision making that is more integrated and collaborative.



Long Term

Using the population projections for the county borough has helped ensure a focus on the necessary conditions required in the long term to grow and retain the working age population.

3. Wellbeing Objectives

Wellbeing in Merthyr Tydfil

- 3.1. In order to set our wellbeing objectives we carried out a wellbeing assessment across Cwm Taf². 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 objectives 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

² You can read the wellbeing assessment documents on the [Cwm Taf Hub](#).

BS Best Start to Life

4. BS 1: Children get the best start to life³

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

- 4.1. 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.
- 4.2. Improving early years support is also crucial in tackling the root causes of adverse childhood experiences, which we know have a detrimental impact on future health and wellbeing. We define early years as pre-birth to 7 years old. This broad definition of early years recognises the importance of pregnancy in influencing outcomes and that the transition into primary school is a critical period in children's lives.
- 4.3. Parents and carers have a crucial role in creating a home environment that nurtures early development and addresses barriers to learning that particularly affect less advantaged children and young people. Parents in Merthyr Tydfil recognise they have a shared responsibility with schools to help their children develop skills, but a lack of confidence in their abilities can prevent some from doing so.
- 4.4. This wellbeing objective offers a holistic and sustainable approach to meeting the wellbeing needs of young children. Such needs should be interpreted broadly and encompass play, learning, social relationships and emotional, physical and mental wellbeing. While this approach is important for all children, it will particularly benefit children who face disadvantage or have a high risk of poor outcomes later in life. 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
- 4.5. The risks of poorer outcomes for children and families are strongly correlated to underlying factors, mainly poverty and lack of parental skills and knowledge as well as education. Wider stresses on parents and families such as substance misuse, debt, poor housing and lack of employment can also affect the quality of early years' experience and therefore impact on development.

³ This wellbeing objective recognises the right of all young children to high quality relationships, environments and services and will contribute strongly to promoting and upholding children's rights as defined by the UN Convention on the Rights of the Child (UNCRC).

BS Best Start to Life

4.6. The best start to life has to work alongside our other wellbeing objectives which address these underlying factors, particularly:

- Children and young people are equipped with the skills they need be successful learners and confident individuals
- Making skills work for Merthyr Tydfil: Developing the workforce of the future
- People have good physical and mental health

BS Best Start to Life

5. 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.

- 5.1. 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.
- 5.2. A young person's education, from the early years through their compulsory education, lays the foundations of skills for life and work. What they learn and the skills they acquire will help them improve their own lives. Education has become one of the clearest indicators of life outcomes, such as employment, income and social status, and is a predictor of attitudes and wellbeing.
- 5.3. Wellbeing is strongly linked to attainment. Research evidence shows that there is value for schools to promote health and wellbeing among pupils. This can range from effective social and emotional competencies, the culture ethos and environment of a school and opportunities for pupils to be physically active. Pupils with better health and wellbeing are more likely to be ready to learn and achieve better academically.
- 5.4. This wellbeing objective has at its core the promotion of equality of opportunity. Equipping children and young people with the skills they need includes the following key components:
 - 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
- 5.5. This objective has to work alongside our other wellbeing objectives which address the wider factors that influence family life:
 - Children get the best start to life
 - Making skills work for Merthyr Tydfil: Developing the workforce of the future
 - People have good physical and mental health

WL Working Life

6. 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.

- 6.1. "Too often, people's experiences of trying to get out of poverty tell a story of barriers and traps, rather than routes out"⁴. 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.
- 6.2. 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 their skill level of the workforce.
- 6.3. Research shows that people who report no educational qualifications are more likely to be in relatively low income and people who are not in employment with no qualification are more likely to be economically inactive. This is important because a comparatively high proportion of people in Merthyr Tydfil do not have any qualifications; we need to improve employability skills for those without jobs. 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
- 6.4. The risk of poorer outcomes for people with low or no skills are strongly linked with the likelihood they are in lower paid work; experiencing in-work poverty and having lower resilience when dealing with issues or problems. Evidence also shows poorer mental and physical health outcomes are often experienced by those with low or no skills.
- 6.5. Making skills work for Merthyr Tydfil has to work alongside our other wellbeing objectives which address these underlying factors, particularly:
 - Children get the best start to life

⁴ JRF (2016) *Monitoring Poverty and Social Exclusion 2016*, Joseph Rowntree Foundation

WL Working Life

7. 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.

- 7.1. 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.
- 7.2. There is evidence to suggest that a well-managed urban environment and high quality local services are important to create conditions that are attractive to business investors, visitors and local residents alike. Development that is sustainable can help build resilience and capacity in adapting to climate change, ensuring town centres and communities are attractive, viable and better protected.
- 7.3. This wellbeing objective offers a holistic and sustainable approach to environmental and infrastructure development needs in Merthyr Tydfil. Such needs should be interpreted broadly to include renewable and low carbon energy, sustainable transport, diverse housing, education, retail, green infrastructure including biodiverse open spaces. Access to high quality local services, amenities and safer communities can attract inward investment, increase visitor spend and help grow the local economy. The key components to support the development of the environment and infrastructure include:
 - People having access to flexible, integrated and sustainable transport options
 - Parents and carers having flexible childcare options
 - Suitable previously developed land that delivers a diverse supply of housing
 - Strengthening and diversifying the town and rural economies
- 7.4. Flooding and extreme weather events which damage assets and disrupt business operations pose the greatest risk to Welsh businesses now and in the future. Evidence shows that high quality, sustainable and inclusive design can mitigate the predicted effects of climate change.
- 7.5. Developing the environment and infrastructure for businesses to flourish has to work alongside our other wellbeing objectives, particularly:
 - Communities protect, enhance and promote our natural environment and countryside
 - Communities protect, develop and promote our heritage and cultural assets

EW Environmental Wellbeing

8. EW 1: Communities protect, enhance and promote our natural environment and countryside⁵

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.

- 8.1. 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.
- 8.2. How we act toward the natural environment and countryside will be a critical factor of a sustainable future in Merthyr Tydfil because the benefits of improving our natural environment will be felt across all of our wellbeing objectives. We define the natural environment and countryside as all greenspace within the local authority boundary. This broad definition of the natural environment and countryside recognises its importance of nature in both rural and urban environments.
- 8.3. This wellbeing objective offers a holistic and sustainable approach to meeting the environmental wellbeing needs in Merthyr Tydfil. Those needs should be interpreted broadly to include quality greenspace and connectivity, habitat protection and biodiversity, resilient ecosystems, landscape character and pollution prevention. While this approach is important for the environment as a whole, it will particularly benefit areas where there are key environmental issues or risks. 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
- 8.4. A degraded environment means our residents, communities and businesses will have a lower resilience to environmental risks. As the environment is an underlying factor and influencer to many other wellbeing objectives, the risks presented by degraded environment also include a range of economic, social, health, community safety and cultural perspectives.

⁵ The Environment (Wales) Act 2016 requires the Council to seek to maintain and enhance biodiversity and promote the resilience of ecosystems taking into account diversity between and within ecosystems; the connections between and within ecosystems; the scale of ecosystems; the condition of ecosystems (including their structure and functioning) and the adaptability of ecosystems.

EW Environmental Wellbeing

8.5. Communities protect, enhance and promote the natural environment and countryside has to work alongside our other wellbeing objectives to address these underlying factors, particularly:

- Developing the environment and infrastructure for businesses to flourish
- Communities protect, develop and promote our heritage and cultural assets
- People have good physical and mental health

EW Environmental Wellbeing

9. 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.

- 9.1. 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.
- 9.2. The distinctiveness of Merthyr Tydfil has been shaped by our industrial past and the different communities who make Merthyr Tydfil their home. How we work with these communities will be a critical factor in delivering on the vast potential that Merthyr Tydfil's heritage and cultural assets offer us.
- 9.3. When local people talk about culture, it is often described as an opportunity for celebration. Where this culture is celebrated varies from historic buildings brought back into use such as the Redhouse, Soar and Dowlais Engine House to modern venues such as the many rugby clubs, community centres and the refurbished Merthyr Tydfil football club. The regeneration of the town centre has provided an additional asset for hosting cultural activities that brings people together including Merthyr Rising, Merthyr by the sea, Awesome Chilli Festival.
- 9.4. Cyfarthfa Park was regularly referred to as something good in the community during our engagement activities. How people use the park varies from walking, foraging, fishing and landscape painting to attending events such as open air theatre, concerts and firework displays. Whatever the use, the impact on people's sense of wellbeing was commonly endorsed.
- 9.5. Community groups that bring people together were also acknowledged as something good by those taking part in our engagement activities. There was a sense that the tradition of community groups was enjoying resurgence as the focus on wellbeing develops. Making social connections with other people is directly correlated with improvements in physical and mental wellbeing and can help combat the growth in social isolation and loneliness experienced by many different people living in the community.
- 9.6. Using our landscape and history to encourage people to be more physically active is a great way to improve wellbeing. Cyfarthfa provides the backdrop for the annual Wales Valleys Walking Festival, which showcases Merthyr Tydfil's history and natural beauty combined with walking.
- 9.7. In addition to health and wellbeing benefits our heritage and culture can help bolster the prosperity of the county borough by attracting visitors and tourists which supports inward investment, provides employment and offers opportunities to develop new skills. In

EW Environmental Wellbeing

addition research shows that being able to speak, read and write Welsh can be an advantage for people seeking a job in Wales.

- 9.8. This wellbeing objective offers a holistic and sustainable approach to meeting the cultural wellbeing needs in Merthyr Tydfil. Those needs should be interpreted broadly and encompass tourism, destination management, conservation and preservation of assets and language, local events and community participation. 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
- 9.9. Communities protect, develop and promote our heritage and cultural assets has to work alongside our other wellbeing objectives, particularly:
- Children get the best start to life
 - Developing the environment and infrastructure for businesses to flourish
 - Developing safer communities

LW Living Well

10. LW 1: Developing safer communities

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

- 10.1. 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.
- 10.2. Community safety covers many aspects of life; however, there is no commonly agreed definition of community safety or clarity on the range of services and activities that contribute to its delivery. We define safer communities from a social perspective as communities that are free from crime, victims of crime or those living in fear of crime. This definition allows us to focus on the social aspects of safety that adversely affect the quality of life and wellbeing of people.
- 10.3. The focus of this wellbeing objective is the work we do to develop safer communities, including keeping our children and adults safe and free from harm, creating a place where people value their neighbours and community. 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
- 10.4. Developing safer communities will need to work alongside our other wellbeing objectives, particularly:
 - Children get the best start to life
 - Communities protect, develop and promote our heritage and cultural assets
 - People have good physical and mental wellbeing
 - People live independently
- 10.5. In the wider environmental context of safe communities, our wellbeing objectives provide a focus on the elements needed for people and communities to develop and maintain a clean and biodiverse environment, well lit, free from graffiti, litter and fly-tipping:
 - Developing the environment and infrastructure for business to flourish
 - Communities protect, enhance and promote our natural environment and countryside

LW Living Well

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

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

- 11.1. 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.
- 11.2. Research shows that levels of subjective wellbeing vary across the life course, dipping in the mid teenage years, at midlife, and again among the oldest of the old. The perception of general health remains one of the strongest predictors of subjective wellbeing in adults and people who are physically active are more likely to have improved general and mental health.
- 11.3. There is a growing body of evidence that indicates nature provides added value to the known benefits of physical activity. Locally people have told us they have a strong association between the outdoors and wellbeing. However, people also shared their concerns on the quality, accessibility and awareness of greenspace, in both urban areas and the wider countryside.
- 11.4. The focus of this wellbeing objective is to motivate and support people and communities to develop positive physical and mental health behaviours. Adopting these behaviours early in life will help us to ensure long term and sustainable benefits for the physical and mental wellbeing needs of the people in Merthyr Tydfil.
- 11.5. To ensure a holistic approach to meeting this objective, physical and mental health needs should be interpreted broadly and encompass the family and neighbourhood, school and teenage years, having a good job, home and positive social relationships. 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
- 11.6. People have good physical and mental health has to work alongside all other wellbeing objectives.

LW Living Well

12. LW 3: People live independently⁶

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.

- 12.1. 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.
- 12.2. For disabled people (of all ages) this objective is about removing the barriers that prevent the full participation in all aspects of society and promoting the rights and full inclusion of disabled people. Research evidence from the Office of Disability Issues suggests that independent living provides significantly more benefits at an individual level than conventional forms of service provision. At service delivery level, benefits include the reduced costs in the delivery of independent support mechanisms.
- 12.3. For older people this objective is about addressing the care and support needs required to remain in their own homes, and developing local capacity within communities so people can connect with others and become more involved in community and public life. There is evidence that older people living locally wish to remain living in their homes as long as possible. Alongside tangible benefits in promoting wellbeing linked to choice and control and other aspects of maximising independent living for older people, there is also a lessening reliance on institutional forms of service provision leading to reduced costs.
- 12.4. Our engagement with people locally which has identified key factors 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
- 12.5. Ensuring that people can live independent lives for longer requires wider societal changes to create the necessary conditions to ensure the success of this objective. To create these changes, people to live independently has to work alongside our other wellbeing objectives, particularly:
 - Children get the best start to life
 - Developing the environment and infrastructure for business to flourish
 - Communities protect, develop and promote our heritage and cultural assets

⁶ This wellbeing objective contributes to the UN Convention on the Rights of Persons with Disabilities (UNCRPD), which includes Article 19: the right to independent living.

LW Living Well

- Developing safer communities

12.6. In the wider context of people living independent lives our other wellbeing objectives focus on the elements needed for people and communities to become more self-sufficient particularly:

- Children and young people are equipped with the skills they need to be successful learners and confident individuals
- Making skills work for Merthyr Tydfil: Developing the workforce of the future

13. Appendix I: Seven Wellbeing Goals

GOAL	Description of the goal
A prosperous Wales	An innovative, productive and low carbon society which recognises the limits of the global environment and therefore uses resources efficiently and proportionately (including acting on climate change); and which develops a skilled and well-educated population in an economy which generates wealth and provides employment opportunities, allowing people to take advantage of the wealth generated through securing decent work.
A resilient Wales	A nation which maintains and enhances a biodiverse natural environment with healthy functioning ecosystems that support social, economic and ecological resilience and the capacity to adapt to change (for example climate change).
A healthier Wales	A society in which people’s physical and mental well-being is maximised and in which choices and behaviours that benefit future health are understood.
A more equal Wales	A society that enables people to fulfil their potential no matter what their background or circumstances (including their socio economic background and circumstances).
A Wales of cohesive communities	Attractive, viable, safe and well-connected communities.
A Wales of vibrant culture and thriving Welsh language	A society that promotes and protects culture, heritage and the Welsh language, and which encourages people to participate in the arts, and sports and recreation.
A globally responsible Wales	A nation which, when doing anything to improve the economic, social, environmental and cultural well-being of Wales, takes account of whether doing such a thing may make a positive contribution to global well-being.

14. Appendix II: Sustainable Development Principle

In this Act, any reference to a public body doing something "in accordance with the sustainable development principle" means that the body must act in a manner which seeks to ensure that the needs of the present are met without compromising the ability of future generations to meet their own needs.

Public bodies need to make sure that when making their decisions they take into account the impact they could have on people living their lives in Wales in the future.

There are five things that public bodies need to think about to show that they have applied the sustainable development principle. Following these ways of working will help us work together better, avoid repeating past mistakes and tackle some of the long term challenges we are facing.



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 well-being objectives may impact upon each of the well-being 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 well-being 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.