

SUBJECT: Monmouthshire Well-being Plan

MEETING: North Monmouthshire Area Committee

DATE: 25th September 2019

DIVISIONS/WARDS AFFECTED: North Monmouthshire

1. PURPOSE

- 1.1 To provide the committee with a progress report with the activity outlined in the Well-being Plan approved by Monmouthshire Public Service Board.

2. BACKGROUND

- 2.1 The Well-being of Future Generations (Wales) Act is about the process of improving the economic, social, environmental and cultural well-being of Wales, by taking action in accordance with the sustainable development principle aimed at achieving seven national well-being goals.
- 2.2 One of the responsibilities the Act places on the Public Service Board (PSB) is to prepare and publish a Well-being Plan and well-being objectives for the county. Monmouthshire's Well-being Plan was approved by the PSB in April and published at the beginning of May 2018.

3. RECOMMENDATIONS

- 3.1 Members of the committee are invited to explore issues of particular relevance to the area and consider how local involvement could enhance the delivery of actions.

4. KEY ISSUES

- 4.1 The Well-being of Future Generations Act aims to ensure that public bodies think more about the long term, work better with people and communities and each other, look to prevent problems and take a more joined-up approach. Each Public Service Board must prepare and publish a local well-being plan setting out its local objectives and the steps it proposes to take to meet them.
- 4.2 Monmouthshire PSB has approved four well-being objectives that underpin our clear purpose of building sustainable and resilient communities and is now developing the activity that will contribute to the delivery of these. Lead organisations have been assigned for each step and tasked and tasked with developing a vision and actions for each one.
- 4.3 Under these objectives is a series of steps that will be taken. Each of these is effectively an area of work that will contribute to the overall objective. Each is led by a partner from the PSB who will assume responsibility for scoping the programme of work. The issues within the Well-being Plan are extremely complex, and in many cases, further work and detailed analysis will be needed before a decision on the precise nature of the action required can be developed. Many of the suggested steps are challenging and require fundamental changes to the way public services work together.
- 4.4 The work on the steps is at different stages of evolution. Six of these, prioritised by the PSB, have been scrutinised by the PSB Select Committee and the annual progress report has been approved and published. A summary of activity to date is contained in the appendix. A copy of

the full annual report that this has been extracted from can be found at www.monmouthshire.gov.uk/our-monmouthshire

- 4.6 The opportunity for the area committee is to ensure that local communities are involved and that where there are local dimensions to projects, that these are fed into the relevant lead agency to inform the development of the activity. Later in September the PSB will agree which of the steps it will prioritise for the next six months.

5. REASONS:

- 5.1 To ensure that communities in north Monmouthshire have an opportunity to be involved in shaping projects focused on the well-being of communities.

6. RESOURCE IMPLICATIONS

- 6.1 There are no resource implications attached to this report

7. EQUALITY, SUSTAINABLE DEVELOPMENT AND CORPORATE PARENTING IMPLICATIONS

- 7.1 There are no specific implications identified as a result of this report

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The PSB Well-being objectives and steps are set out in the tables below. The prioritised steps for 2018-19 are highlighted in bold and detail on progress made with each of these steps is provided.

The Well-being plan sets out in detail the evidence that was used to “discover” the evidence for each objective and “define” the response.













Well-being Objective 1 - Provide children and young people with the best possible start in life

Well-being goals contributed to						
Prosperous Wales (1)	Resilient Wales (2)	Healthier Wales (3)	More equal Wales (4)	Wales of cohesive communities (5)	Vibrant culture & thriving Welsh language (6)	Globally responsible Wales (7)

In order to secure employment and contribute to a Prosperous Wales, it is crucial that young people are able to develop the skills they need for the future. Their physical and mental health are key to them developing their potential and becoming healthy adults as part of a Healthier Wales, whilst increasing participation in sport contributes to a Vibrant Culture. It is essential all children and young people have equal access to education, opportunities and the best possible start in life. This will help young people to contribute to their community in a positive way as they become adults, helping to develop Cohesive Communities.

Delivering the Solution

The PSB will focus on:	Objective links	Goals	Impact
Tackling the causes of ACEs and the perpetuation of generational problems in families.	 	1, 3, 4, 5	Long Term
Working to tackle physical inactivity and obesity in order to increase the health and well-being of future generations	  	3, 5, 6	Long Term
Working to ensure that schools and services for children focus on well-being and a more rounded approach than purely academic results.	 	1, 3, 4	Med Term
Supporting the resilience of children and young people in relation to their mental health and emotional well-being.	  	3, 4	Short Term

Prioritised step – Tackling the causes of ACEs and the perpetuation of generational problems in families.

Why we are doing this

The Well-being Assessment identified that children who experience stressful and poor quality childhoods are more likely to adopt health-harming behaviours during adolescence which can themselves lead to illnesses and diseases later in life. This can be perpetuated through the generations. Preventing these experiences or reducing their impacts can benefit future as well as current generations.

Understanding the Problem

Exposure to Adverse Childhood Experiences (ACEs), such as experiencing domestic violence or substance or alcohol misuse, can alter how children's brains develop and they are more likely to adopt health-harming behaviours.

What we're doing

The response to this in Monmouthshire involves an understanding of the impact of ACE's within our communities and coordination with a range of partners, to develop a **long-term** approach to **prevention** taking account of the complexity of issues involved.

A key action has been to develop an 'ACE aware' understanding in all PSB partners and other organisations. To make this happen we held a 'systems thinking' workshop, in collaboration with Cymru Well Wales, ACE's Hwb, and with all PSB partners in October 2018. This **collaborative** workshop has underpinned an action plan which will ensure PSB and partner agencies have a joined up, **integrated** response and resources to focus on proactive preventative and mitigating interventions that enable children and families to access fully integrated support across agencies/departments and benefit from seamless information sharing.

ACE awareness training has been delivered by the ACE Hwb and the Early Action Team, to targeted areas across Monmouthshire.

The second action has been to review the policies of all PSB partners that have implications for ACEs. Each PSB organisation has been asked to review their policies to identify which will require an ACE's assessment and ensure that the appropriate criteria are contained within that assessment to consider and reflect children's rights.

Thirdly, there is a mapping and scoping exercise across Monmouthshire to identify the extent of youth services and provision available to young people. This is complemented by a similar exercise across all schools within Monmouthshire to identify what systems and processes are in place to identify and respond to concerns about ACE's. It is anticipated that these actions will facilitate every child having access to a trusted adult.

The cross-cutting nature of this step creates a natural link with the Children and Young Peoples Strategic Partnership. Here we are looking at representation within the Early Help Panel to ensure this is appropriate to the referrals received and the intervention options available to families and children

What we will do next

We will continue to identify appropriate interventions and system changes to reduce and mitigate the impact of Adverse Childhood Experiences on individuals, families and communities, and put resources in place across all partners to deliver the intervention programme whilst at the same time working to reduce future demand.

Prioritised step – Supporting the resilience of children and young people in relation to their mental health and emotional well-being.

Why we are doing this?

The health and well-being of children and young people is an essential component now and in the future to support the delivery of the Public Service Board's clear purpose to build sustainable and resilient communities in Monmouthshire.

Giving children and young people the best possible start in life is a priority. Good mental health allows children and young people to develop the skills to cope with adversities in their lives, and to grow into well rounded, healthy adults who are able and willing to contribute to society as well as bring up their own families to become the same.

At a national level, mental health problems affect about 1 in 10 children and young people, and by the age of 14 half of all mental health problems will have begun. They include depression, anxiety and conduct disorders, and are often a direct response to what is happening in their lives. The Well-being Assessment, consultation with children and young people, and other local evidence demonstrate that children and young people living in Monmouthshire experience the same difficulties as elsewhere, and this step was chosen as a key priority because of the multi-agency prioritisation and joint action required to begin to make an impact. This step links very closely with the ACEs step for that reason.

Understanding the Problem/Opportunity

There is a recognition that improving the mental health and well-being of children and young people requires **involvement** and commitment to make change by all those whose functions include services for children and young people. These include education, mental and physical health services, housing, local authority functions including leisure and social services, the third sector, the criminal justice system, as well as families and carers. A joined-up, **integrated** approach is the only way we can deliver a child-centred support system.

Emotional well-being, resilience and early intervention are cited by professionals working in the field of child and adolescent mental health as a very under-developed area, and thus a major development requirement for public and voluntary bodies to work together, supported by specialist child and adolescent mental health services, who deal with the most complex children and young people. It is in this area where the PSB partners can work most effectively together.

What we're doing

A multi-agency Early Intervention Panel has been established, which is picking up referrals for children and young people who need help and support, and acting on them quickly on an individual basis. It will be embedded into custom and practice, appropriately resourced and optimised to meet the varied demands for early intervention, with consistent involvement from relevant organisations.

The PSB are supporting the development and implementation of the pan-Gwent integrated system of emotional and mental well-being for children and young people, utilising the Gwent-wide model developed and funded through the Welsh Government Transformation Fund process, based on a place-based approach to developing integrated localities.

A pilot **integrated** team is being developed as a working model for South Monmouthshire, based at Caldicot Health Centre.

The Children and Young People’s Strategic Partnership is being developed to bring key partners together to lead on the delivery plan to meet the priorities, which include children and young people’s mental health and well-being.

The PSB is working to improve access to community support, training and activities to enable children and young people across Monmouthshire to take full advantage of all activities that support them and is **involving** children and young people on a regular basis to understand and make improvements based on their experiences.

What we will do next

The action plan has recognized the complexity of interconnecting factors that impact on effective delivery of this step and defined the elements of work required, and progress will now be made as follows:

- Embed the Early Intervention Panel into custom and practice
- Proactively implement the pan-Gwent integrated system of emotional and mental well-being for children and young people, ensuring it is embedded into the development of a place-based approach to developing ‘integrated localities’
- Support and contribute to the development of the pilot integrated team approach ‘place-based’ model for the Caldicot area
- Use the Children & Young People’s Strategic Partnership **collaboration** to identify, plan and deliver on specific actions which will contribute to this step
- Work closely between partners to ensure accessible and affordable transport is available to enable children and young people to take advantage of all the opportunities available to them
- Continue to engage with children and young people and use their views and experiences to shape services
- Develop an appropriate training plan for all partners
- Ensure and maintain robust links and where possible joint actions with the ACEs step
- Maximise links and synergies with the other steps in the Monmouthshire Well-being Plan.



Well-being Objective 2 - Respond to the challenges associated with demographic change













Well-being goals contributed to

Prosperous Wales (1)	Resilient Wales (2)	Healthier Wales (3)	More equal Wales (4)	Wales of cohesive communities (5)	Vibrant culture & thriving Welsh language (6)	Globally responsible Wales (7)
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In order to have Cohesive Communities with equal opportunities for people of all ages to be able to live and work in Monmouthshire, it is crucial that there is suitable and affordable housing for all. A Cohesive Community will have facilities in place to look after all ages. Although paid

employment is key for a Prosperous Wales, volunteering and active citizenship also have a key role to play and contribute to building communities and improving health.

Delivering the Solution

The PSB will focus on:	Objective links	Goals	Impact
Readdressing the supply and mix of housing stock to ensure suitable and affordable housing is available to all demographic groups	  	1, 3, 4, 5	Long Term
Learning from good practice elsewhere to explore the potential for intergenerational living, now and for the future		4, 5	Med Term
Promoting active citizenship through volunteering, time-banking, person to person skill swap and corporate social responsibility	  	1, 3, 5	Short Term
Developing a model of care built on well-being and looking after each other rather than through formal care provision	 	3, 4, 5	Med Term
Developing networks for all ages that support people's well-being in their local communities, including social prescribing (see above for explanation).	  	1, 3, 4, 5	Short Term

Prioritised Step – Promoting active citizenship through volunteering, time banking, person to person skill swap and corporate social responsibility

Why we are doing this?

The Well-being Assessment in Monmouthshire identified that there are high levels of social capital in the County and the opportunity exists to achieve further leverage and animation of this by increasing levels of participation in active citizenship and volunteering, for the benefit of the well-being of individuals and communities.

Understanding the Problem/Opportunity

Active Citizenship (the glue that holds society together) and **involving** volunteers plays an increasingly important role in contributing to the well-being of individuals and resilient and cohesive communities in Monmouthshire. Public Services Board (PSB) partners in Monmouthshire are currently delivering a range of volunteering interventions. Through **collaborative** approaches, there is the opportunity to realise the social capital in Monmouthshire through the integration of activity defined in a Monmouthshire PSB Volunteering Strategy.

What we're doing

Through the governance arrangements that exist in the established Joining up Volunteering in Monmouthshire (JUVM) partnership. Progress has been made in extending the representation of the Partnership to reflect and involve the PSB membership as a platform for developing the PSB Monmouthshire Volunteering Strategy.

The JUVM Partnership has agreed on a Vision for the Strategy which has been endorsed by the PSB: 'Monmouthshire is defined by a society where Active Citizenship is part of everyday life and volunteers have quality volunteering experiences that are safe, inclusive and have a positive impact on Well-being.'

The JUVM Partnership have supported and facilitated a mapping exercise to more fully understand the dimensions of existing volunteering programmes across the County. A series of active citizenship 'thank you' and awareness-raising events have taken place, and time-banking and person to person skills swap pilots have been delivered.



Community clean up at the Abergavenny skate park



Training for volunteers through the Be Community Leadership programme

An action plan has been developed which reflects the key existing and emerging workstreams that will make further progress in delivering the step.

What we will do next

The step action plan has effectively defined the elements of the PSB Monmouthshire Volunteering Strategy and progress will now be made on the aspects of the Strategy as follows:

- Drafting the Volunteering Strategy.
- Producing a Volunteering Charter, to include a set of principles and values supporting collaboration and integration between PSB Partners.
- Developing a Monmouthshire PSB Volunteering Policy.
- Developing and delivering a Training Plan for Volunteers.
- Exploring opportunities to integrate corporate volunteering systems used by PSB partners, for example, digital systems.
- **Integrated** approaches reflecting how volunteers are recognised and appreciated, for example, Volunteer Awards events and recognition certificates
- Communications plan promoting active citizenship
- Take a proactive approach to implementing corporate social responsibility methodologies.
- Learning event to progress the understanding of active citizenship and the interface with volunteering.
- To maximise **integration** and links and synergies with the other steps in the Monmouthshire Well-being Plan.

Prioritised Step - Readdressing the supply and mix of housing stock to ensure suitable and affordable housing is available to all demographic groups

This section looks at the above step together with the step on “Ensuring design and planning policy supports strong, vibrant and healthy communities that are good for people and the environment” since the two are being delivered and developed in tandem.

Why we are doing this

The Well-being Assessment identified some of the challenges and opportunities relating to Monmouthshire’s changing demographic. Future trends indicate a significant increase in the ratio of older people to younger people. The average house price £307,600 (September 2018) is above the UK average and considerably above the Wales average makes it difficult for the county to be a viable and affordable place for young people to live and work.

Poor transport provision can lead to loneliness, exacerbated by distance from family members. Factors such as a lack of affordable housing and employment opportunities increase pressure on families to disperse. The quality of the home has a substantial impact on health; a warm, dry and secure home is associated with better health, particularly for older people.

Understanding the Problem

We have an ageing population with a relative deficit of 20-40 year olds. This affects the sustainability of our communities and our economic attractiveness. The price of housing has risen to more than 9 times the average earnings for Monmouthshire residents. The removal of the Severn Bridge tolls has had a marked short term impact on house prices: the longer term impact is unknown but the expectation is that the County remains an attractive location to relocate to.

The level of growth in the current Local Development Plan was limited to 4,500 new homes over ten years (2011-2021): all of the strategic allocated sites are coming forwards, but at a slower rate than anticipated.

New affordable housing is primarily delivered alongside market housing by a limited number of volume house-builders. Monmouthshire County Council's affordable housing policies seek an on-site proportion of new housing to be affordable, and our policies require that this is neutral tenure, built to Welsh Government Design Quality Requirements, and provides the mix of housing required. Three registered Social Landlords operate within the County, and all three are starting to deliver market housing at a lower profit margin than PLCs, helping to increase affordable housing supply.

What we're doing



Design of new homes as part of the Welsh Government's Innovative Housing Fund

Monmouthshire Housing Association, working in partnership with the Welsh School of Architecture and MCC, has delivered its first tranche of homes funded by the Welsh Government's Innovative Housing Fund (sites in Caldicot and Abergavenny).

MCC and Melin Homes have been working collaboratively for some time to design a scheme that has regard to its rural context, creates a sense of community and belonging and is underpinned by dementia-friendly principles. This has culminated in the planning approval for 290 homes and a care home in Portskewett. A **collaborative long term** relationship and a desire to build consensus to ensure economic growth benefits everyone has been

at the heart of this approach.

A place-making approach and award-winning Green Infrastructure supplementary planning guidance are resulting in better outcomes. This approach has been emphasised by recent national planning policy (Planning Policy Wales edition 10, December 2018).

MCC has started work on the new Local Development Plan, which will shape the development of the County to 2033. This has identified and consulted on the issues facing our communities, a **long term** vision and objectives to address those issues. Sites have been suggested by landowners/developers for inclusion in the LDP. A series of Member workshops has commenced to help inform the LDP.

MCC has agreed in principle to establish a Development Company, part of the remit of which would be to disrupt the housing market and build homes, including discounted market rent.

In relation to improving the comfort and safety of existing housing stock, Monmouthshire Housing Association has completed Welsh Housing Quality Standards across its stock. We also have an established and successful scheme for grant funding adaptations to people's homes (Disabled Facilities Grants and Safety at Home grants), enabling residents to continue to live healthy and independent lives in their homes and **prevent** accidents.



Artist's impression of new development at Crick Road, Portskewett

What we will do next

Key relevant next steps include:

- Continuing to work on the new LDP, which is scheduled to be adopted in December 2021.
- Agreeing the level of growth and its spatial distribution, allocating sites for development and drafting policies to shape future development. A Member workshop on affordable housing policies was held in May 2019. The LDP will include further evidence on infrastructure needs and development deliverability and viability. A further Member workshop will consider other policy intervention options to influence what is being built.
- A further report on the proposed Development Company will be considered by MCC in September 2019.
- Consideration will be given to other delivery options such as Community Land Trusts, as well as the role of the public sector as land-owner.
- Melin already has 834 affordable homes in Monmouthshire and is also currently on site in four places building more, with a total investment in Monmouthshire in the next 5 years of £87million; MHA has ambitions to build 100 homes in Monmouthshire by 2022 and is seeking to promote a number of sites through the LDP process including an urban extension to Abergavenny;
- Melin recently offered a pilot project in Monmouthshire giving a young family the chance to get on the property ladder through a ‘rent to own’ scheme;
- Melin has also created the chance for four young people in Monmouthshire to gain valuable experience on site through our shared apprenticeship scheme Y Prentis;
- MHA, MCC and the Welsh School of Architecture are working together on future possible IHP projects, looking at the themes of modular construction, constrained sites, low cost living costs and carbon reduction.



Well-being Objective 3 - Protect and enhance the resilience of our natural environment whilst mitigating and adapting to the impact of climate change






Well-being goals contributed to

Prosperous Wales (1)	Resilient Wales (2)	Healthier Wales (3)	More equal Wales (4)	Wales of cohesive communities (5)	Vibrant culture & thriving Welsh language (6)	Globally responsible Wales (7)
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As well as being key to environmental well-being, a Resilient Environment is essential to the local economy, to physical and mental health and building Cohesive Communities. To be Globally Responsible, we need to work together to reduce the carbon and pollution we emit by tackling sustainable transport and our energy use and generation. Key to this objective is working with children and young people to help them understand their role in looking after our environment, reducing our environmental impact and recognising the importance of “thinking globally and acting locally”.

Delivering the Solution

The PSB will focus on:	Objective links	Goals	Impact
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Improving the resilience of ecosystems by working at a larger scale (landscape) to manage biodiversity and maximise benefits such as natural flood risk management		1, 2, 3	Long Term
Ensuring design and planning policy supports strong, vibrant and healthy communities that are good for people and the environment.		1, 2, 3, 5, 7	Long Term
Enabling renewable energy schemes, especially community-owned schemes, and developing new solutions including storage, smart energy, heat and local supply.		1, 5, 7	Short Term
Enabling active travel and sustainable transport to improve air quality and give other health benefits.		1, 5, 6, 7	Med Term
Working with children and young people to improve their awareness, understanding and action for sustainable development and make them responsible global citizens of the future.		1, 2, 3, 4, 5, 6, 7	Long Term

Prioritised Step - Protect and enhance the resilience of our natural environment whilst mitigating and adapting to the impact of climate change

Why we are doing this?

The Well-being Assessment identified that one of Monmouthshire's greatest assets is undoubtedly its landscape and natural environment. Natural Resources such as air, land, water, wildlife, plants and soil provide our most basic needs including food and energy. The public sector in Wales has huge potential to use its collective power to deliver the changes needed to working practices which identifies the risks, opportunities and integrated joined up ways of working necessary to protect and enhance the resilience of our natural environment not just for ourselves but for future generations.

Understanding the Problem

The challenges facing our natural environment are many – climate change, development and changing land management practices are all potential threats to our natural resources. Sustainable management of natural resources aims to tackle these problem and challenges by managing Wales' natural resources in a joined-up way that delivers real and better outcomes for the environment, people, the economy and our communities.

The Environment (Wales) Act is built on the notion that a more integrated approach is essential for long term sustainability. The Environment Act helps to plan and manage Wales' natural resources at a national and local level, through developing a State of Natural Resources Report (National) to provide a national assessment and track the progress being made towards achieving the sustainable management of natural resources. This provides evidence for the National Natural Resources Policy.

What we're doing

The Local Area Statement will be prepared and published by NRW in **collaboration** with others, to facilitate the implementation of the Natural Resources Policy. Area Statements will be an important evidence base for bodies operating within an area as they will include information on the natural resources and the priorities, risks and opportunities for sustainably manage natural resources. The Area Statement process will allow us to look at how we can **integrate** our work to build the resilience of ecosystems and enhance the well-being benefits they provide and will help all public bodies to consider best practice for the sustainable management of natural resources.

In development with internal specialists and external partners and stakeholders, the Area Statement process will identify and scope-out priorities, risks and opportunities for the sustainable management of natural resources. As part of this we are developing emerging themes which are the starting point for discussions around tackling the national priorities and challenges identified in the Natural Resources Policy:

- **Gwent Green Grid:** Identifying opportunities for improving the health and ecological connectivity of our protected areas within the wider landscape of the natural and built environments.
- **Climate Ready Gwent:** Identifying landscape scale opportunities for climate adaptation and mitigation using an ecosystems approach.
- **Healthy and Active:** Working with the primary and social care system to develop and

Changing Nature

*Very many fewer insects last summer
Insects awake from hibernation earlier in the year
Earlier blooming / flowers
Earlier blooming of flowers means vital nectar sources for insects will be affected
Predictability of swallows and swifts and bluebells [not so now]
Blossom was out in February this year!*

*Observations from participants in a Climate Ready
Monmouth workshop*

deliver services and interventions that are focussed on using the natural environment.

• **Ways of working:** Investing in and strengthening place-based connections, networks and mechanisms for the delivery of SMNR in South East Wales.

One project example is the Lower Wye Valley Natural Flood Risk Management Project. A key part of this work has been working with the Wye and Usk Foundation to carry out farm advice visits and plans. Plans will be written up and given to farmers highlighting ways of **preventing** flooding and the findings will be presented to establish practical intervention opportunities. This work has included soil structure and organic matter testing where appropriate. We have been successful with a Sustainable Development Fund application to work with an additional six farmers in the Angiddy catchment, continuing to work with WUF.

Other work has included invasive weed mapping and control and piloting some Natural Flood Risk



Site visit to look at potential Natural Flood Management pilot

Management approaches. The project will run until December 2019. It is accepted that the short timescale means resolving major access issues or delivering large scale and wide-ranging Natural Flood Management (NFM) and Green Infrastructure (GI) work is unlikely. However, the project is an opportunity to develop thinking, ideas and solutions to known problems, and implementing pilot capital work which can be used as examples of good practice and learning for future funding rounds and **longer-term** projects.

What we will do next

- We are currently developing Area Profiles which will be a live collation of existing environmental information around the natural resources in the area and the benefits that natural resources provide. This will provide a snapshot of the best available data on our natural resources, our ecosystems and the priority networks identified for improving their resilience where available and will help us work with partners to understand: What is special and significant about each ecosystem; the resilience of that ecosystem; and how that ecosystem is currently managed.
- This information, when combined with local knowledge and data, will help us answer the next fundamental question for the Area Statement which is where do we want to build resilience and why?
- In May 2019 Monmouthshire County Council unanimously voted to declare a Climate Emergency and to develop an action plan to reduce carbon dioxide emissions to net zero by 2030. This will have a significant impact on the activity and policies of the council, but will also impact on work with PSB partners, and others as we embed decarbonisation and adaptation to climate change.















Well-being Objective 4 - Develop opportunities for communities and businesses to be part of an economically thriving and well-connected county.

Well-being goals contributed to

Prosperous Wales (1)	Resilient Wales (2)	Healthier Wales (3)	More equal Wales (4)	Wales of cohesive communities (5)	Vibrant culture & thriving Welsh language (6)	Globally responsible Wales (7)
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In order to contribute to a Prosperous Wales, links need to be made between education and business to ensure young people are equipped for the jobs of the future. City Deal will be a key contributor to a Prosperous Wales, but it will also be key to build on the strengths of our local economy, heritage and culture to maximise the contribution they bring to the economy. Sustainable transport infrastructure will be key to ensuring that everyone is able to access jobs and training, as well as reducing carbon emissions.

Delivering the Solution

The PSB will focus on:	Objective links	Goals	Impact
Maximising opportunities for Monmouthshire as part of the City Deal	  	1, 4, 5	Med Term
Better understanding the future of work and ensure training and education links with business to identify the skills needed in the Monmouthshire workforce now and in the future	 	1	Med Term
Developing new technologies for improving rural transport	  	1, 4, 5, 7	Med Term
Facilitate better business networking to share knowledge and access to technology and regional opportunities to enable businesses to grow		1	Short Term
Exploring the potential for specialist centres of excellence in Monmouthshire e.g. food/hospitality, agriculture, tourism and technology	  	1, 2, 6	Med Term

Prioritised Step – Develop technology-led solutions for improving rural transport

Why we are doing this

The Well-being Assessment identified that limited public transport, particularly in rural areas, makes it hard for people to access jobs, services and facilities. The assessment also highlighted that potential opportunities could come through the Cardiff Capital Region City Deal and advances in technology.

Understanding the Problem

Reducing budgets in public services mean there is less money available to subsidise traditional transport services. This is a major issue in Monmouthshire where journey times on public transport to some local services can exceed two hours. As a result, residents are heavily dependent on private cars which is costly, both financially and environmentally. Frailty and **long-term** conditions limit the ability of many older people to drive, while others cannot afford to own a car, resulting in increased loneliness and rising health and social care costs which could be **prevented** with better opportunities to travel and connect with others. Meanwhile, many young people can't afford to run a car limiting their employment and training opportunities.

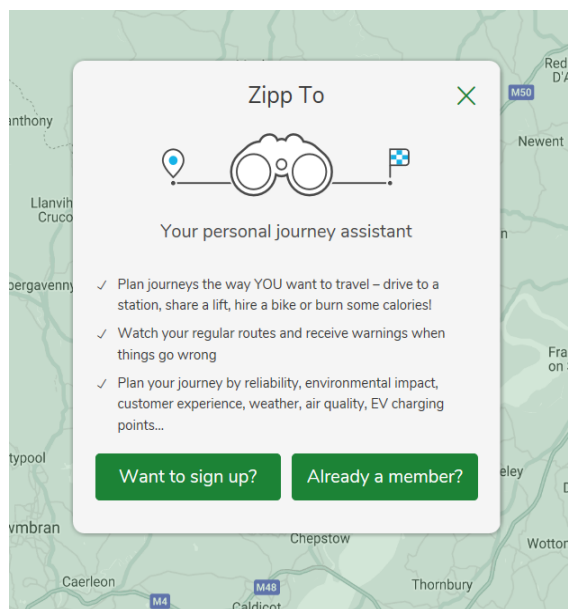
What we're doing

Without big increases in spending, there was no easy way to solve this challenge. Research has identified that vehicles with spare capacities such as community transport are already making many of the journeys residents want to make but the supply is not properly connected to demand. The PSB will explore whether technology could contribute to a solution to make better use of the resources already in the system to make it sustainable in the long term.

A bid was submitted to the Cabinet Office's GovTech Catalyst which was created to incentivise technology companies to develop innovative solutions to public sector problems. This bid was successful and resulted in support from the Government Digital Service and Innovate UK as well as funding of up to £1.25 million for firms to encourage them to **involve** communities in identifying and piloting solutions to the twin challenges of loneliness and rural transport.



Successful GovTech companies



One of the GovTech pilots

Monmouth

Monmouthshire's challenge was launched in July 2018 offering pots of £50,000 to companies to conduct R&D and involve communities in co-designing solutions. 57 firms submitted ideas and five of these were selected to undertake the first phase of research between December 2018 and March 2019. The organisations working on phase 1 include Zipabout Mobility, GPC Systems and the Behavioural Insights Team. In September 2019 Monmouthshire Council and the Cabinet office announced that two projects – the Thrive Engine from GPC and Connector from the Behavioural Insights Team

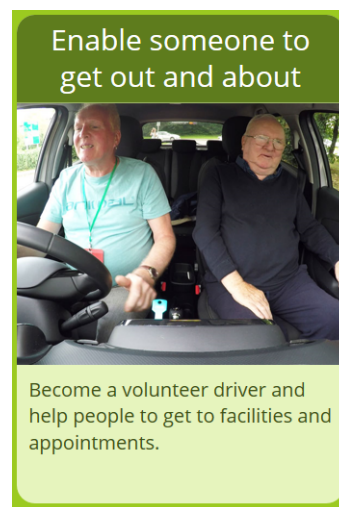
would be moving to phase two of the programme to develop their proposals for a further 12 months.

Beyond the contributions of the PSB members, we are also working to create the culture and environment that enable other private sector and community-led projects to thrive. The Magor Action Group on Rail (MAGOR) which has identified the demand for and benefits of the creation of a new station serving Magor and Undy. The group are conducting research, raising funds and developing a business case for this to form part of the South Wales Metro. Meanwhile, the Bridges Car Share Scheme which connects vehicles and volunteer drivers with people who need additional support for people who need to access shops, appointments and local services. Bridges have **collaborated** with one of the GovTech firms on a proposal and have also expanded their scheme into Abergavenny, Chepstow and Caldicot. There are also other initiatives that have the potential to contribute in the long-term to a sustainable transport eco-system including the piloting of the use of hydrogen cars in Abergavenny by Riversimple.

What we will do next

If the GovTech pilots show enough promise then two of these could be awarded up to £500,000 each from the Cabinet Office to turn the proposals into working prototypes that would be tested in Monmouthshire Communities. In 2020 the PSB would then have the opportunity to commission the roll-out of this at scale.

The potential exists for Monmouthshire be a place you can live without a car, with a fully **integrated** and greener, sustainable transport service that maximises the potential of all modes of transport delivering clear and sustainable benefits to economic, social, environmental and cultural well-being.



Bridges Centre volunteer driver