

Carmarthenshire & Ceredigion Public Service Board

Assessment of Local Well-being Involvement and Consultation report

Draft



Bwrdd Gwasanaethau Cyhoeddus Sir Gâr a Cheredigion
Carmarthenshire and Ceredigion Public Services Board



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Cover photo: Cenarth Bridge and riverside on the Carmarthenshire / Ceredigion border

Section 1 - Introduction

1.1 Context and Purpose

The Well-being Assessment Survey was undertaken to gather the views, experiences and priorities of residents, communities and stakeholders across Carmarthenshire and Ceredigion. It forms a key part of the evidence for the Assessment of Local Well-being, ensuring that the voices of local people are considered alongside statistical data, research and partner insight. The assessment is undertaken as part of the requirements of the Well-being of Future Generations (Wales) Act 2015 and supports the work of the Public Services Board in identifying the issues that matter most to local communities.

The survey provided an opportunity for residents to share what they believe contributes to their well-being, the challenges they face, and the areas where they feel action is needed to improve outcomes. The findings help to identify local strengths, priorities, and emerging issues, ensuring that future planning and decision-making are informed by lived experience as well as quantitative evidence. This will support the development of a shared Well-being Plan that reflects local needs, promotes collaboration between partner organisations and helps improve well-being for current and future generations.

A total of 531 individuals responded to the survey across Carmarthenshire and Ceredigion. With 383 responses from Carmarthenshire and 148 responses from Ceredigion.

This report provides a summary of the main findings deduced from this year's survey.

1.2 Methodology

Engagement and Consultation is a critical source of information for the Assessment of Local Well-being. It provides qualitative data (about attitudes, feelings, etc) which complements quantitative information (about numbers), often from official sources.

Carmarthenshire and Ceredigion Public Services Board's agreed a Regional Framework to establish engagement and consultation arrangements for the Assessment of Local Well-being across Ceredigion, Carmarthenshire and Pembrokeshire. Members nominated colleagues within their organisation to form part of a Task and Finish group to focus on the work and lead on preparation / communication. The framework was developed to ensure compliance with the Well-being of Future Generations (Wales) Act 2015 and to support Public Services Boards in gathering robust evidence on the economic, social, environmental and cultural well-being of local communities.

The framework aimed to strengthen the evidence base by combining quantitative data with qualitative insight gathered directly from residents and stakeholders. Key objectives included broadening engagement with a diverse range of groups, improving

communication and awareness of consultation opportunities, ensuring alignment with statutory requirements, and adopting a mixed regional and local approach to engagement delivery.

A comprehensive programme of engagement was undertaken between June and August 2026, supported by a regional survey, stakeholder engagement sessions and county-based events. The framework identified a wide range of stakeholders to be involved, including town and community councils, businesses, trade unions, citizens' panels, carers' groups, disability and access groups, schools, youth councils, Welsh language organisations, ageing well networks and service user groups.

The engagement programme sought to ensure that a broad cross-section of communities and communities of interest were represented, including groups protected under the Equality Act and individuals who may be vulnerable or disadvantaged. Opportunities were also identified to align engagement activity with the Regional Population Needs Assessment and wider work on the Social Model for Health and Well-being, helping to maximise participation and reduce consultation fatigue.

The framework established common tools, methods and reporting arrangements across the region to support consistency in data collection and analysis. This included the development of a bilingual regional survey, Polish, Romanian and Arabic versions, a young people's survey, engagement toolkits, and standardised reporting processes for capturing feedback from stakeholder sessions and events. Unfortunately, only one response was received in Polish, with no responses in Romanian or Arabic and engagement with young people was predominantly through events and specific youth council activity.

1.3 Respondent Demographic Profile

It is important to note that the population questions are not compulsory for respondents to complete. Therefore, the percentages noted represent the percentage of those that chose to answer that question.

A total of 531 responses were received between both counties. With Carmarthenshire receiving 383 and Ceredigion receiving 148.

Across both Carmarthenshire and Ceredigion, the highest response rate was from women. In Carmarthenshire, women made up 66.9% of the response rate, and in Ceredigion women made up 60.9%. In both counties men made up less than 35% of the response profile.

Furthermore, both counties received the most responses from the 55-64 age group (26.2% Carmarthenshire, 26.8% Ceredigion). With both counties receiving no responses from the “16 and under” age group.

Carmarthen Town West was the ward that received the most responses for Carmarthenshire, with 27 responses. While Garnant, Llanddarog, and Llwynhendy were the wards that received the lowest responses with only 1 response in each respective ward.

In Ceredigion, Aberystwyth Morfa a Glais received the highest responses with 13 responses. While the wards Llandyfriog and Llanfarian received 0 responses.

Of those that chose to answer the questions related to long term health conditions, 41.4% said they had a long-term health condition in Carmarthenshire. With 38.3% of those saying they were impacted by this a lot. Similarly, in Ceredigion 42.5% of respondents said they suffered with a long-term health condition and 28.6% said they were impacted a lot.

Respondents were also asked if they had a low net household income. Meaning they are entitled to benefits, free school meals etc. Of those that chose to answer this question 54 respondents in Carmarthenshire, and 19 in Ceredigion said yes.

Across both counties, English was noted as the main language of respondents (287 Carmarthenshire, 112 Ceredigion). With only 37 Carmarthenshire respondents and 17 Ceredigion respondents noting Welsh as their main language. In Carmarthenshire, 162 respondents said they had no skills in Welsh. With only 121 noting being able to understand Welsh. Furthermore, in Ceredigion 47 respondents said they had no skills in Welsh, while 67 said they could understand spoken Welsh.

More detailed demographic information can be found below and at [Appendix 1](#).

1.4 Carmarthenshire

Carmarthenshire had a total of 383 responses to the Well-being Assessment consultation.

Responding as:

A resident	350 (92.1%)
A County/Town/Community Councillor	9 (2.4%)
A representative of a local community group or charity	13 (3.4%)
On behalf of an educational establishment, such as school or college	0
On behalf of a business	12 (3.2%)
A representative of a local community and Town Council	3 (0.8%)
Other	10 (2.6%)

Those that selected “Other” specified the following:

- Ceredigion CC Employee
- Chalet owner
- Probation Service
- NHS (x2)
- Staff Member of Hywel Dda Health Board
- Bwyd Sir Gâr Food – Local Food Partnership

Carmarthenshire Wards

Abergwili	8 (2.1%)	Llandovery	7 (1.9%)
Ammanford	17 (4.5%)	Llandybie	8 (2.1%)
Betws	3 (0.8%)	Llanegwad	6 (1.6%)
Bigyn	10 (2.6%)	Llanfihangel Aberbythych	4 (1.1%)
Burry Port	21 (5.6%)	Llanfihangel-ar-Arth	3 (0.8%)
Bynea	7 (1.9%)	Llangadog	6 (1.6%)
Carmarthen Town North and South	17 (4.5%)	Llangennech	2 (0.5%)
Carmarthen Town West	27 (7.1%)	Llangunnor	5 (1.3%)

Cenarth and Llangeler	15 (4.0%)	Llangyndeyrn	10 (2.6%)
Cilycwm	5 (1.3%)	Llannon	7 (1.9%)
Cwarter Bach	2 (0.5%)	Llanybydder	11 (2.9%)
Cynwyl Elfed	8 (2.1%)	Lliedi	5 (1.3%)
Dafen and Felinfoel	4 (1.1%)	Llwynhendy	1 (0.3%)
Elli	5 (1.3%)	Manordeilo and Salem	3 (0.8%)
Garnant	1 (0.3%)	Pembrey	5 (1.3%)
Glanaman	2 (0.5%)	Penygroes	4 (1.1%)
Glanymor	5 (1.3%)	Pontyberem	12 (3.2%)
Glyn	4 (1.1%)	Saron	6 (1.6%)
Gorlas	8 (2.1%)	St Clears and Llansteffan	12 (3.2%)
Hendy	3 (0.8%)	Swiss Valley	5 (1.3%)
Hengoed	11 (2.9%)	Trelech	10 (2.6%)
Kidwelly and St Ishmael	18 (4.8%)	Trimsaran	12 (3.2%)
Laugharne Township	5 (1.3%)	Tycroes	2 (0.5%)
Llanboidy	3 (0.8%)	Tyisha	6 (1.6%)
Llanddarog	1 (0.3%)	Whitland	9 (2.4%)
Llandeilo	7 (1.9%)		

Age Groups

16 and under	16-24	25-34	35-44	45-54	55-64	65-74	75-84	85+	Prefer not to say
0	2 (0.6%)	17 (4.9%)	52 (15.1%)	54 (15.7%)	90 (26.2%)	77 (22.4%)	39 (11.3%)	3 (0.9%)	10 (2.9%)

Gender Identity

Female	Male	Non-binary	Prefer another term	Prefer not to say
230 (66.9%)	93 (27.0%)	1 (0.3%)	2 (0.6%)	18 (5.2%)

Gender Reassignment

Respondents were asked if their present gender the same as the one assigned to them at birth.

Yes	No	Prefer not to say
302 (90.4%)	8 (2.7%)	23 (8.9%)

Marriage and Civil Partnership

Single	Married	In a Civil Partnership	Divorced/Separated	Widowed	Prefer not to Say
54 (15.8%)	179 (52.3%)	10 (2.9%)	29 (8.5%)	27 (7.9%)	43 (12.6%)

Sexual Orientation

LGB	Straight	Other	Prefer not to say
12 (3.5%)	284 (83.8%)	1 (0.3%)	42 (12.4%)

Ethnicity

White	BME	Other	Prefer not to say
302 (88.6%)	8 (2.3%)	3 (0.9%)	28 (8.2%)

Religion

Respondents were asked if they had a religion.

Yes	No	Prefer not to say
156 (45.5%)	154 (44.9%)	33 (9.6%)

Pregnancy and Maternity/Paternity

Pregnant or had a baby in the last 6 months	On Maternity/Paternity leave	Prefer not to say
1 (3.6%)	1 (3.6%)	26 (92.9%)

Physical or Mental Health

Respondents were asked if they had a physical or mental health conditions or illnesses lasting or expected to last 12 months or more.

Yes	No	Prefer not to say
142 (41.4%)	162 (47.2%)	40 (11.7%)

Respondents were then asked if any of their conditions or illnesses reduced their ability to carry out day-to-day activities.

Yes, a lot	Yes, a little	Not at all	Prefer not to say
54 (38.3%)	68 (48.2%)	14 (9.9%)	5 (3.5%)

Respondents were also asked if they look after or give any help/support to anyone due to a long-term physical or mental health condition or illness, or problems related to ageing.

Yes	No	Prefer not to say
46 (28.8%)	109 (68.1%)	5 (3.1%)

Low net household income

Whether respondents are entitled to benefits, free school meals etc

Yes	No	Prefer not to say
54 (15.9%)	233 (68.7%)	52 (15.3%)

Member of the Armed Forces Community

Yes	No	Prefer not to say
22 (6.5%)	300 (88.0%)	19 (5.6%)

Welsh Language Skills

Understand Spoken Welsh	Speak Welsh	Read Welsh	Write Welsh	None of the Above	Prefer not to say
121 (39.4%)	86 (28.0%)	83 (27.0%)	67 (21.8%)	162 (52.8%)	2 (0.7%)

Main Language

Welsh	English	Prefer not to say	Other
37 (10.9%)	287 (84.4%)	11 (3.2%)	5 (1.5%)

Other languages specified were:

- Indian
- Farsi
- Arabic

1.5 Ceredigion

Ceredigion had a total of 148 responses to the Well-being Assessment consultation.

Responding as:

A resident	140 (95.2%)
A County/Town/Community Councillor	6 (4.1%)
A representative of a local community group or charity	9 (6.1%)
On behalf of an educational establishment, such as school or college	0
On behalf of a business	1 (0.7%)
A representative of a local community and Town Council	1 (0.7%)
Other	2 (1.4%)

Those that selected “Other” specified the following:

- Health Board Employee
- Well-being of Future Generations Act

Ceredigion Wards

Aberaeron and Aberarth	5 (3.5%)	Llanfihangel Ystrad	1 (0.7%)
Aberporth and Y Ferwig	5 (3.5%)	Llangeitho	1 (0.7%)
Aberystwyth Morfa a Glais	13 (9.2%)	Llangybi	4 (2.8%)
Aberystwyth Penparcau	12 (8.5%)	Llanarth	2 (1.4%)
Aberystwyth Rheidol	11 (7.7%)	Llanrhystyd	5 (3.5%)
Beulah and Llangoedmor	7 (4.9%)	Llansanffraid	3 (2.1%)

Borth	3 (2.1%)		Llanwenog	1 (0.7%)
Ceulan and Maesmawr	4 (2.8%)		Lledrod	3 (2.1%)
Ciliau Aeron	3 (2.1%)		Melindwr	7 (4.9%)
Faenor	3 (2.1%)		Mwldan	3 (2.1%)
Lampeter	3 (2.1%)		New Quay and Llanllwchaearn	2 (1.4%)
Llanbadarn Fawr	5 (3.5%)		Penbryn	1 (0.7%)
Llandyfriog	0		Teifi	5 (3.5%)
Llandysilio and Llangrannog	3 (2.1%)		Tirymynach	4 (2.8%)
Llandysul North and Troedysaur	1 (0.7%)		Tredeurig	12 (8.5%)
Llandysul South	5 (3.5%)		Tregaron and Ystrad Fflur	1 (0.7%)
Llanfarian	0		Ystwyth	4 (2.8%)

Age Groups

16 and under	16-24	25-34	35-44	45-54	55-64	65-74	75-84	85+	Prefer not to say
0	7 (5.1%)	9 (6.5%)	21 (15.2%)	25 (18.1%)	37 (26.8%)	28 (20.3%)	8 (5.8%)	1 (0.7%)	2 (1.4%)

Gender Identity

Female	Male	Non-binary	Prefer another term	Prefer not to say
84 (60.9%)	48 (34.8%)	1 (0.7%)	0	5 (3.6%)

Gender Reassignment

Respondents were asked if their present gender the same as the one assigned to them at birth.

Yes	No	Prefer not to say
115 (87.1%)	8 (6.1%)	9 (6.8%)

Marriage and Civil Partnership

Single	Married	In a Civil Partnership	Divorced/Separated	Widowed	Prefer not to Say
30 (22.2%)	73 (54.1%)	7 (5.2%)	11 (8.1%)	2 (1.5%)	12 (8.9%)

Sexual Orientation

LGBTQ+	Straight	Other	Prefer not to say
12 (9.0%)	103 (76.9%)	1 (0.7%)	18 (13.4%)

Ethnicity

White	BME	Other	Prefer not to say
114 (85.7%)	5 (3.8%)	1 (0.8%)	13 (9.8%)

Religion

Respondents were asked if they had a religion.

Yes	No	Prefer not to say
42 (31.8%)	78 (59.1%)	12 (9.1%)

Pregnancy and Maternity/Paternity

Pregnant or had a baby in the last 6 months	On Maternity/Paternity leave	Prefer not to say
2 (14.3%)	1 (7.1%)	12 (85.7%)

Physical or Mental Health

Respondents were asked if they had a physical or mental health conditions or illnesses lasting or expected to last 12 months or more.

Yes	No	Prefer not to say
57 (42.5%)	70 (52.2%)	7 (5.2%)

Respondents were then asked if any of their conditions or illnesses reduced their ability to carry out day-to-day activities.

Yes, a lot	Yes, a little	Not at all	Prefer not to say
16 (28.6%)	25 (44.6%)	12 (21.4%)	3 (5.4%)

Respondents were also asked if they look after or give any help/support to anyone due to a long-term physical or mental health condition or illness, or problems related to ageing.

Yes	No	Prefer not to say
17 (26.6%)	46 (71.9%)	1 (1.6%)

Low net household income

Whether respondents are entitled to benefits, free school meals etc

Yes	No	Prefer not to say
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19 (14.3%)	98 (73.7%)	16 (12.0%)
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Member of the Armed Forces Community

Yes	No	Prefer not to say
6 (4.5%)	119 (89.5%)	8 (6.0%)

Welsh Language Skills

Understand Spoken Welsh	Speak Welsh	Read Welsh	Write Welsh	None of the Above	Prefer not to say
67 (53.6%)	51 (40.8%)	55 (44.0%)	44 (35.2%)	47 (37.6%)	0

Main Language

Welsh	English	Prefer not to say	Other
17 (12.2%)	112 (80.6%)	6 (4.3%)	4 (2.9%)

Other languages specified were:

- Sinhalese
- Polski
- Welsh and English, depends on who I'm with
- English and Welsh equally

Section 2 - Main Findings

Respondents to the Well-being objective survey were asked to rank topics relating to four areas of well-being from most to least important. The four areas of well-being are:

- Economic Well-being
- Social Well-being
- Environmental Well-being
- Cultural Well-being

Below are the main findings from the responses within these four areas. Looking at the overall ranking results for both Carmarthenshire and Ceredigion, with further analysis on similarities and differences of ranking between the two counties. Also looking at how various demographics ranked the topics. These demographic groups include:

- Age groups
- Gender
- Pregnant or on Maternity/Paternity leave
- LGB
- Black, Asian and Minority Ethnic communities
- Have a religion
- Welsh Language Skills
- Have a disability
- Carers
- Armed Forces community

This allows us to understand what is important to people within the two counties. The demographic data will be looked at as one whole set, meaning Carmarthenshire and Ceredigion combined. However, the data for the individual counties is available. To understand and best analyse the demographic data, Average Index Scores will be used.

2.1 Understanding the Average Index Score

The Average Index Score (AIS) is a weighted measure used to summarise ranking responses into a single score. For ranking questions, respondents are asked to place statements in order of importance. Higher rankings are assigned more points than lower rankings, and these points are used to calculate an average score for each statement.

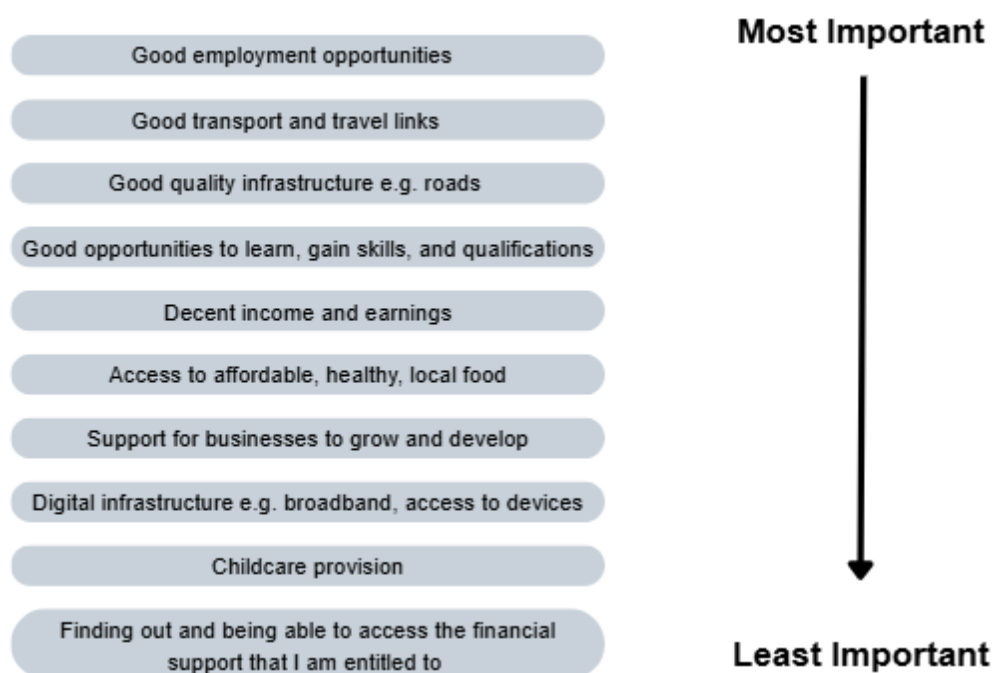
The higher the AIS, the more important the statement was considered overall by respondents. Conversely, a lower AIS indicates that a statement was generally ranked as less important.

AIS allows results from ranking questions to be presented in a simple and comparable way. Rather than showing the full distribution of rankings for every statement, it provides a single figure that reflects the collective priorities of respondents.

How to read the results: Statements with the highest Average Index Scores were ranked as the most important by respondents overall, while those with lower scores were generally considered less important. The difference between scores can also indicate the degree of reference between statements, with larger differences suggesting stronger distinctions in priority.

2.2 Economic Well-being

This question asked respondents to rank topic areas relating to economic well-being in order of importance to them. They were then asked to share other topics for economic well-being, and to share why the most important topic matters to them. Below are the results for both Carmarthenshire and Ceredigion.



Ranking

Both Carmarthenshire and Ceredigion identified "Good employment opportunities" as the most important aspect of economic well-being, with one respondent noting that *"good employment opportunities are paramount to a healthy economy"*. While at the other end of the rankings, respondents in both counties identified "Finding out and being able to access the financial support that I am entitled to" as the least important theme. There was also strong agreement in the lower rankings, with both counties

placing "Digital infrastructure, including broadband and access to devices" eighth and "Childcare provision" ninth. These findings suggest a high level of consistency between the two counties regarding the factors considered most and least important to economic well-being, providing a strong foundation for collaborative approaches to improving well-being across the region.

While the overall ranking patterns were broadly similar, some notable differences emerged in the themes respondents considered most important after employment opportunities. Carmarthenshire respondents ranked "Good transport and travel links" as the second most important aspect of economic well-being, whereas respondents in Ceredigion placed this theme sixth. A Carmarthenshire respondent commented:

"Transport links is a major stumbling block to attract any serious business to Burry Port.... Due to Coleg Sir Gar and Strade school situated on the only road between Burry Port and Llanelli, the 3-mile journey can and often does take over half an hour."

In contrast, "Good opportunities to learn, gain skills and qualifications" was ranked as the second most important theme in Ceredigion but sixth in Carmarthenshire. A Ceredigion resident noted as part of their response:

"Ceredigion need more training and learning opportunities for young people to learn manual trades...."

These differences may reflect local circumstances and priorities within each county. Although there is clear agreement regarding the most and least important themes overall, variations in the relative importance of transport and skills suggest that different approaches may be needed to address economic well-being challenges at a local level.

When examining the findings by demographic group, there was a high level of consistency. Almost all groups identified "Good employment opportunities" as the most important economic well-being theme, often with a clear gap between this and the next highest-ranked theme. The main exceptions were respondents aged under 16-24, those who were pregnant or had a baby within the previous six months, and respondents on maternity or paternity leave.

Respondents aged under 16-24 identified "Decent income and earnings" as their most important economic well-being theme, with an Average Index Score (AIS) of 5.63. However, "Good employment opportunities" followed closely behind with an AIS of 5.22, suggesting that both financial security and employment prospects are viewed as highly important by younger people. This may reflect the particular challenges faced by younger adults as they enter education, training and employment.

A different pattern emerged amongst respondents on maternity or paternity leave. This group awarded "Childcare provision" an AIS of 7.00, making it their highest-ranked theme, compared with an AIS of 4.00 for "Good employment opportunities". Given the

circumstances of this group, the importance placed on childcare provision is unsurprising and highlights the significant role that accessible childcare can play in supporting economic well-being for parents.

Views on the least important economic well-being theme were more varied across demographic groups. Many groups identified either "Childcare provision" or "Finding out and being able to access the financial support that I am entitled to" as the least important theme. However, the Average Index Scores indicate a relatively strong level of agreement within most groups, with the lowest-ranked themes generally receiving substantially lower scores than all other economic well-being themes.

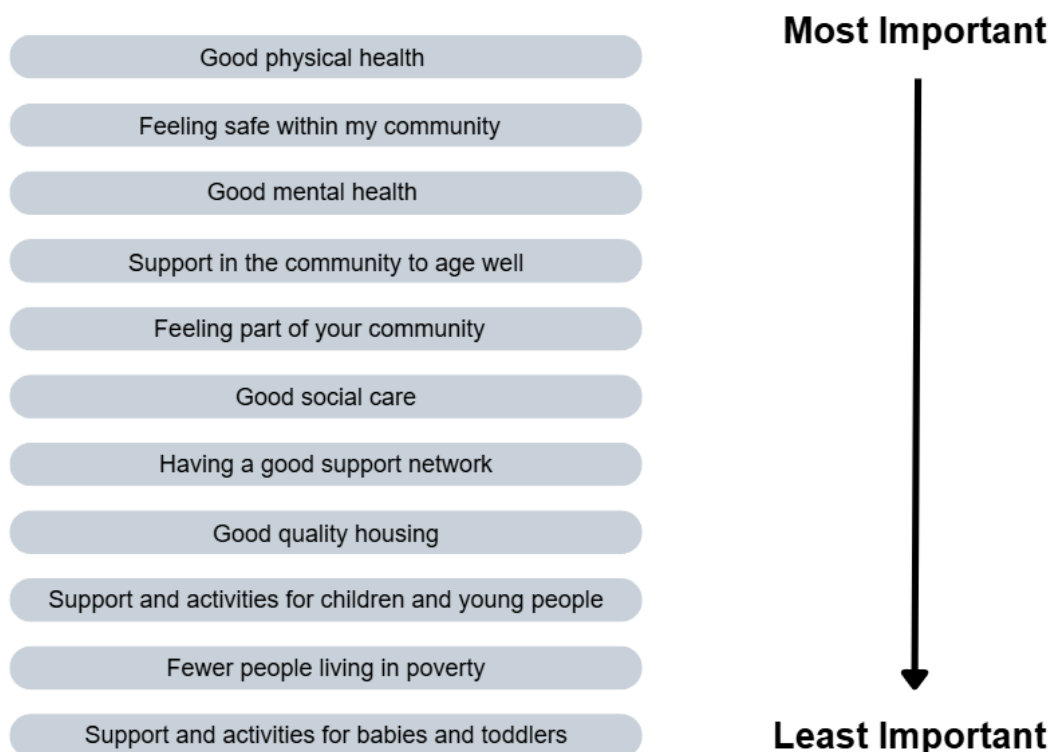
The main exceptions were respondents who were pregnant or had a baby within the last six months and those on maternity or paternity leave. These groups identified transport links and digital infrastructure as their least important priorities. However, the AIS associated with these themes was not substantially lower than the scores assigned to other themes, suggesting less consensus within these groups regarding what was least important. This may indicate that economic well-being priorities are more varied amongst those who are currently experiencing significant life changes associated with parenthood.

Overall, the findings demonstrate a strong level of agreement between Carmarthenshire and Ceredigion regarding the factors that contribute most to economic well-being. While employment opportunities emerged as the clear priority for most respondents, differences relating to transport, skills development and childcare highlight the importance of considering the needs of specific communities and demographic groups when developing initiatives to improve economic well-being.

2.3 Social Well-being

This question asked respondents to rank topic areas relating to social well-being in order of importance to them. They were then asked to share other topics for social well-being, and to share why the most important topic matters to them. Below are the results for both Carmarthenshire and Ceredigion.

Ranking



Both Carmarthenshire and Ceredigion were asked to rank eleven themes relating to social well-being. Respondents in both counties identified "Good physical health" as the most important aspect of social well-being, demonstrating a strong shared view that physical health remains a fundamental component of overall well-being. With one respondent noting *"It all starts with physical health, if you lose that, all sorts of other problems arise"*.

Similarly, both counties ranked "Support and activities for babies and toddlers" as the least important theme. While this does not suggest that support for young children is unimportant, it indicates that respondents generally viewed other aspects of social well-being as having a greater impact on their daily lives.

The rankings across the two counties were broadly similar, particularly for the highest and lowest priorities. However, some differences emerged in the themes respondents

considered most important after physical health. In Carmarthenshire, "Feeling safe within my community" was ranked as the second most important theme, followed by "Good mental health" in third place. In Ceredigion, respondents placed "Good mental health" second, while other themes relating to housing and social care tended to rank more highly than they did in Carmarthenshire. In contrast, Carmarthenshire respondents gave greater importance to themes such as "Ageing well" and "Being part of the community". Although these differences are not substantial, they highlight variations in local priorities that should be considered when planning initiatives to improve social well-being across the region.

It is worth noting that "good mental health" ranked highly in both counties and respondents often noted mental health and physical health going hand in hand. One Ceredigion respondent noted *"I think good physical and mental health are inextricably linked..."*. While a Carmarthenshire resident commented, *"Good mental health is the foundation to everything, without this, the rest falls apart, including physical health..."*.

When examining the results by demographic group, there was a high degree of consistency. Almost all groups identified "Good physical health" as the most important social well-being theme, often with a clear gap between this and the next highest-ranked theme, indicating strong agreement. The main exception was respondents aged under 16-24, who identified "Good mental health" as their highest priority, with an Average Index Score (AIS) of 5.22, compared with 4.56 for "Good physical health". This suggests that younger people may place greater emphasis on mental well-being than older age groups. Increased awareness and understanding of mental health among younger generations may contribute to this finding.

A further variation can be seen among respondents on maternity or paternity leave. This group ranked both "Good physical health" and "Feeling safe within my community" as their joint highest priorities, with both themes receiving an AIS of 6.00. Given the circumstances of this group, it is understandable that health and personal safety would be viewed as particularly important.

The majority of demographic groups ranked "Support and activities for babies and toddlers" as the least important social well-being theme. The main exceptions were respondents who were pregnant or had a baby within the last six months, and those on maternity or paternity leave. This is unsurprising, as these groups are more likely to directly benefit from such services and support.

Respondents who were pregnant or had a baby within the last six months identified "Support in the community to age well" as the least important theme, with an AIS of -3.00. The next lowest-ranked theme received an AIS of -2.00, indicating a relatively strong consensus within this group that ageing well was of lower personal relevance compared with other social well-being themes.

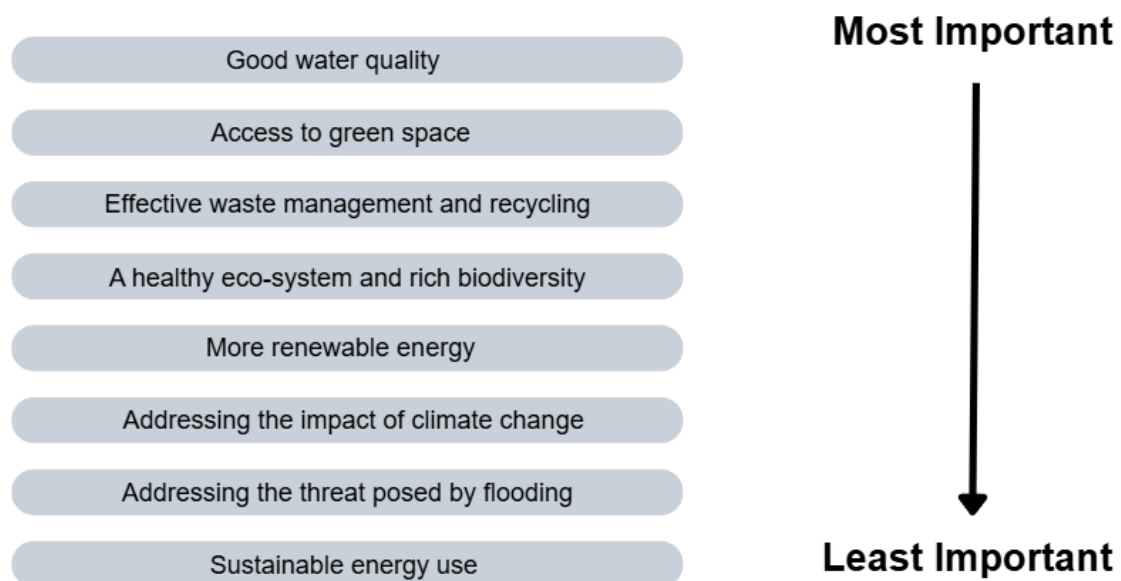
One particularly noteworthy finding relates to respondents on maternity or paternity leave, who ranked "Having a good support network" as their least important theme, with an AIS of -3.00. This may appear surprising, given that new parents often report the importance of support from family, friends and their wider community. However, only two respondents identified themselves as being on maternity or paternity leave, meaning these results are likely to reflect individual circumstances and should therefore be interpreted with caution.

The only other demographic group to identify a different lowest-ranked theme were respondents from Black, Asian and Minority Ethnic (BAME) backgrounds. This group identified "Support in the community to age well" as their least important priority, with an AIS of -0.71. The next lowest-ranked theme received an AIS of 0.33, suggesting a relatively clear distinction between this theme and the others. While the reason for this finding cannot be determined from the survey alone, it highlights a slightly different pattern of priorities within this demographic group compared with the wider population.

2.4 Environmental Well-being

This question asked respondents to rank topic areas relating to environmental well-being in order of importance to them. They were then asked to share other topics for environmental well-being, and to share why the most important topic matters to them. Below are the results for both Carmarthenshire and Ceredigion.

Ranking



Respondents ranked nine themes related to Environmental Well-being. Results in both counties identified "Good water quality" as the most important aspect of environmental well-being, with one respondent commenting that *"Water is fundamental to life. Everyone needs access to good quality water to live"*. Highlighting the value placed on the quality of local natural resources and the environment.

At the other end of the scale, both counties ranked "Sustainable energy use" as the least important theme, suggesting that respondents generally considered other environmental issues to have a greater impact on their well-being.

Overall, the rankings were broadly similar across both counties, indicating a shared understanding of environmental priorities. However, there were some notable differences in the ranking of themes immediately below the highest priority. In Carmarthenshire, "Access to green space" was ranked as the second most important aspect of environmental well-being, whereas respondents in Ceredigion ranked this theme fifth. A comment from a Carmarthenshire respondent read,

"Green spaces for recreation of all ages and walks of life are so important..."

By contrast, Ceredigion respondents identified "Effective waste management and recycling" as their second-highest priority, while Carmarthenshire ranked this theme fourth. A Ceredigion respondent said,

"Effective waste management. I think more should be recycled to benefit the planet..."

Other differences can also be seen in the lower-ranked themes. Carmarthenshire respondents ranked "Addressing the impact of climate change" as the eighth most important theme, compared with sixth in Ceredigion. Conversely, "Addressing the threat posed by flooding" was ranked eighth in Ceredigion and sixth in Carmarthenshire. While these differences are relatively small, they may reflect local variations in environmental concerns and experiences. Despite these differences, the overall pattern of rankings suggests considerable agreement between the two counties regarding the most and least important aspects of environmental well-being.

Notably, themes relating to climate change, renewable energy and sustainability tended to appear towards the lower end of the rankings in both counties. While respondents clearly recognise the importance of environmental well-being overall, the findings suggest that issues with a direct and visible impact on everyday life, such as water quality, green spaces and waste management, are currently viewed as a greater priority than themes relating to climate change mitigation and long-term environmental sustainability. This pattern was evident across both counties, despite some variation in the ranking of individual themes.

When examining the results by demographic group, a high degree of consistency was evident. The majority of demographic groups identified "Good water quality" as the most important environmental well-being theme, reinforcing its importance across the wider population. However, several groups identified "Access to green space" as their highest priority. In particular, respondents with a disability ranked this theme as the most important, with an Average Index Score (AIS) of 4.71. "Good water quality" followed closely behind with an AIS of 4.60, suggesting that both themes are of considerable importance to this group. The prominence of access to green space may reflect the benefits such environments can have for physical health, mental well-being and opportunities for recreation and social connection.

Views on the least important environmental well-being theme were more varied across demographic groups. Many groups identified either "Sustainable energy use" or "More renewable energy" as their lowest-ranked priorities. This aligns with the overall findings, where "Sustainable energy use" was ranked lowest across all respondents. Taken together, these results may indicate that respondents place a greater emphasis on environmental issues that have an immediate and tangible impact on their daily lives than on themes associated with the transition to Net Zero. While climate change and sustainability remain important policy priorities, the survey suggests that residents are

currently more concerned with local environmental factors that they experience directly. However, further research would be required to fully understand the reasons behind these perceptions.

The main exceptions to this pattern were respondents with health conditions, disabled people, carers and members of the Armed Forces community. These groups identified "Addressing the threat posed by flooding" as the least important environmental well-being theme, with Average Index Scores ranging from 1.36 to 1.75. Although flooding can have significant impacts on communities, these findings suggest that respondents within these groups considered other environmental issues to be of greater personal importance. As with all survey findings, these results should be interpreted within the context of individual experiences and priorities.

2.5 Cultural Well-being

This question asked respondents to rank topic areas relating to cultural well-being in order of importance to them. They were then asked to share other topics for cultural well-being, and to share why the most important topic matters to them. Below are the results for both Carmarthenshire and Ceredigion.

Ranking



Both Carmarthenshire and Ceredigion were asked to rank seven themes relating to cultural well-being. Respondents in both counties identified "Celebrating our historical buildings, monuments and landmarks" as the most important aspect of cultural well-being. Respondents to the consultation commented,

"I care about preserving landmarks and the language, I love the national library for this reason."

And

"Celebrating out historical buildings and landmarks enforces our feeling of community and attachment to it."

At the other end of the rankings, both counties identified "Religion" as the least important theme. These findings are consistent with the overall results across both counties, indicating a shared understanding of the aspects of culture that are considered most and least important to well-being.

While there was agreement on the highest and lowest ranked themes, some differences emerged within the middle rankings. Carmarthenshire respondents identified "Supporting our museums" as the second most important theme, whereas Ceredigion respondents ranked this theme fifth. In contrast, respondents in Ceredigion identified "Sport, including access to sport and physical activities" as the second most important aspect of cultural well-being, while Carmarthenshire ranked this theme third. Despite these differences, the rankings suggest that respondents in both counties place considerable importance on maintaining opportunities to engage with local culture, heritage and recreational activities.

There was also broad agreement in the lower-ranked themes. "Supporting the arts" was ranked sixth in both counties. Similarly, "Welsh language, including the promotion and protection of the language and opportunities to learn and use it" appeared towards the lower end of the rankings, being ranked fifth in Carmarthenshire and sixth in Ceredigion. This finding is somewhat surprising given that both counties have some of the highest proportions of Welsh speakers in Wales. However, these results do not necessarily suggest that respondents view the Welsh language as unimportant. Instead, when asked to prioritise cultural well-being themes, respondents appear to have placed greater emphasis on themes relating to heritage, local landmarks, museums and opportunities for physical activity.

Despite the lower ranking for "Welsh language, including the promotion and protection of the language and opportunities to learn and use it" many respondents commented positively about the promotion and protection of the language. One respondent in Ceredigion commented,

"Make Welsh cool again! Get people speaking it every day, challenge the fear of learning a new language. Make it fun"

While another in Carmarthenshire said,

"The Welsh language forms a central part of our identity. As an adult learner who is now fluent, I can vouch for the tremendously positive effect it has had on my life in terms of cultural experience and an enhanced connection to my land/people/history..."

When examining the results by demographic group, "Celebrating our historical buildings, monuments and landmarks" remained the highest-ranked cultural well-being theme for many groups. However, compared with other well-being themes, there was greater variation in what different demographic groups identified as most important. This suggests that cultural well-being is experienced and valued differently across the population. Despite these differences, Average Index Scores (AIS) across many themes were often relatively close together, indicating that respondents viewed several aspects of cultural well-being as similarly important. As a result, small differences in ranking may reflect the absence of a clear consensus rather than strongly opposing views.

Notably, respondents who indicated that they could speak, read and write Welsh identified the Welsh language theme as the most important aspect of cultural well-being, awarding it an AIS of 5.33. Similarly, respondents who reported that they could understand Welsh ranked this theme highest, with an AIS of 4.98. These findings are unsurprising, as individuals with a personal connection to the language are likely to place greater importance on its protection, promotion and continued use within their communities.

Another noteworthy finding relates to younger respondents aged under 16-24, who identified "Supporting the arts" as the most important cultural well-being theme, with an AIS of 5.13. This contrasts with the overall findings, where supporting the arts was ranked second from bottom. The result suggests that opportunities to engage with creative activities and cultural expression may hold particular significance for younger people compared with the wider population.

Perhaps the most consistent finding across all demographic groups relates to "Religion". Every demographic group identified religion as the least important cultural well-being theme, including respondents who identified themselves as religious. Amongst those respondents, religion received an AIS of 2.70, while the next lowest-ranked theme received a score of 3.60, indicating a relatively clear distinction between religion and the other cultural well-being themes. This suggests a broad level of agreement across the population regarding the comparatively lower importance of religion to cultural well-being when compared with other cultural factors.

Overall, the cultural well-being results demonstrate a greater diversity of views than was observed within the economic, social or environmental well-being themes. While there was clear agreement on the importance of historical buildings, monuments and landmarks, respondents were less likely to agree on the relative importance of the remaining themes. The relatively close AIS values across many themes suggest that cultural well-being is highly personal, with different aspects resonating more strongly with different groups depending on their experiences, interests, identities and connections to their communities.

Section 3 - Engagement events

During the consultation period, there was an opportunity to promote the Assessment of Local Well-being at various events across Carmarthenshire and Ceredigion.

Please see below a list of the events attended:

- Aberystwyth Show (13 June 2026)
- Llanelli More in Common Partnership (19 June 2026)
- Regional Healthy Ageing Workshop (23 June 2026)
- Wales National Armed Forces Day (7 June 2026)
- Ceredigion Nature Festival (11 July 2026)
- Carmarthenshire Community & Town Council Liaison Forum (2 July 2026)
- Regional Dementia Conference (6 July 2026)
- Health at the Hub, Penparcau (22 July 2026)
- Porth Cynnar Summer Road Show - Aberystwyth (24 June 2026)
- Porth Cynnar Summer Road Show – Cardigan (28 June 2026)
- Cardigan Show (1 August 2026)
- Ceredigion Children & Young People Festival (5 August 2026)
- Eisteddfod y Garreg Las (7 August 2026)

Comments were also received from the:

- Ceredigion People's Panel
- Carmarthenshire Local Nature Partnership
- Carmarthenshire Food Partnership
- Carmarthenshire Youth Council



3.1 Main themes

Below is a summary of the main themes collated through the Well-being leaves and local conversations:

Main Themes – Health and Well-being		
Access to Healthcare	Healthy Ageing and Independence	Physical Activity
GP appointments and access to a regular doctor.	Remaining independent in older age.	Local swimming pools, particularly Cardigan pool.
NHS dentistry access.	Staying at home rather than moving into care.	Leisure centre facilities and gym access.
Reduction in NHS waiting times.	Easy access to home-care support.	Safe spaces to exercise.
Improved ambulance response times.	More outreach support for older people.	Walking and cycling routes.
Retaining local hospital services including Bronglais stroke services.	Sheltered housing provision.	Sports facilities and clubs.
Keeping local hospitals accessible.	Access to future care when living alone.	Exercise opportunities for future generations.
Better access to mental health support.	Support for ageing well.	
More accurate information about specialist appointments.		
Better healthcare for rural communities.		
Family-friendly health services.		

Main Themes – Communities		
Community Belonging	Tackling Loneliness and Isolation	Community Facilities
Strong community spirit	Social opportunities for older people.	Community hubs and centres.
Friendly neighbours	Clubs for the over-60s.	Community gardens.
Feeling safe in local communities	Community support groups.	Allotments.
Knowing neighbours and looking out for each other	Local well-being arts and crafts sessions.	Public playgrounds.
Respectful and considerate communities	Safe places for disabled people and autistic people to connect.	Safe community spaces for young people and older people.
Feeling included and represented	Having someone to talk to.	
Opportunities to contribute as an older person		

Main Themes – Homes, Transport and Access to public services		
Housing	Transport	Access to Public Services
More affordable housing.	Better rural bus services.	Public toilets remaining open.
Increased social housing provision.	Reliable public transport.	Longer opening hours for public toilets.
Secure housing.	Transport to hospitals.	Access to services through the Welsh language.
Housing stability.	Community transport options.	Better signposting of available support services.
Housing suitable for older people.	Stronger transport links between communities.	More accessible support services beyond telephone-only systems.
Ability to stay within local communities.	More cycle routes and active travel infrastructure.	Improved council responsiveness and transparency.
Concerns about second homes affecting local communities.	Safe routes for cycling to schools and shops.	

Main Themes – Children and Families		
Children and Families	Additional Learning Needs and Disability	Opportunities for Young People
Holiday activities for children.	Additional Learning Needs (ALN) provision.	Local jobs for young people.
More activities for children in Aberystwyth.	Disability access.	Good employment opportunities.
Outdoor and nature education.	Support for visually impaired young people.	Green jobs.
Public playgrounds and free family activities.	Activities for disabled children and young adults.	Skills development and education opportunities.
Safe places for young people.	Quiet spaces for autistic residents.	Young people being able to stay and thrive locally.
Strong local schools and play spaces.		
Support for physical and mental health in children.		

Main Themes – Environment		
Natural Environment	Climate Resilience	Cleaner and Safer Places
Cleaner rivers.	Preparing for extreme weather.	Litter-free streets.
Cleaner seas.	Climate resilient communities.	Improved waste management.
Cleaner beaches.	Better adaptation to heatwaves.	Cleaner public spaces.
Improved water quality.	Home insulation improvements.	Reducing anti-social behaviour.
Clean air.	Protection of natural resources for future generations.	Better road maintenance.
Wildlife protection.		Safe neighbourhoods.
Protection of green spaces.		
Access to countryside and nature.		



3.2 Ceredigion People's Panel

20 responses were received from members of the Ceredigion People's Panel. Overall, feedback highlighted that people's well-being is strongly influenced by a combination of good health, financial security, strong social connections, safe communities, and access to local services. Respondents frequently emphasised the importance of family, friends, supportive communities, and opportunities to remain active and connected.

Key themes affecting current well-being

Health and access to healthcare Health was one of the most frequently mentioned factors influencing current and future well-being. Respondents highlighted concerns about NHS waiting times, access to healthcare services, the future of rural health provision, and the importance of maintaining independence as they age. Several participants identified good physical health as the single greatest factor that would improve their future well-being.

Financial security and cost of living Many respondents described financial security as fundamental to feeling safe, happy and well. Concerns included rising household costs, council tax increases, fuel and water charges, affordability of daily living, and worries about pension security. Some older residents reported feeling financially vulnerable despite having worked throughout their lives.

Community connections and social support A strong sense of community emerged as a significant contributor to well-being. Respondents valued supportive neighbours, friendships, family relationships, local voluntary activity, and opportunities to meet others through leisure, arts, sports and community activities. Several highlighted the importance of maintaining community spirit, mutual respect and social connections in the future.

Safe, clean and welcoming environments Participants frequently referred to the importance of living in clean, attractive and safe neighbourhoods. Issues raised included litter, anti-social behaviour, road safety concerns, noise nuisance, policing, and maintaining pride in local communities and public spaces. Access to nature, beaches and the countryside was also seen as important for well-being.

Looking ahead: what people need for future well-being

When considering the next 10-20 years, respondents consistently highlighted the need for:

- Continued access to quality health and social care services.
- Financial stability and affordable living costs.
- Safe and supportive communities.
- Stable housing and secure living arrangements.

- Opportunities to remain independent in later life.
- Good public transport and access to local services.
- A clean environment and protection of natural spaces.
- Community facilities that support physical activity and social interaction.

Priorities for improving future well-being

When asked what one change would most improve their future well-being, several common priorities emerged:

- Improved healthcare services and reduced waiting times.
- Better physical health and support to remain active.
- Greater financial security and lower living costs.
- Affordable and suitable housing.
- Access to care and support in older age.
- Improved local facilities, including swimming provision in Cardigan.
- Cleaner and safer communities.
- More responsive local public services and consideration of rural needs.

Emerging issues

Although mentioned by smaller numbers of respondents, several wider issues were also raised:

- The impact of climate change and extreme weather, particularly on older residents.
- Concerns about the affordability of cooling and heating homes.
- The importance of Welsh language and cultural opportunities.
- The need for better public transport and community spaces.
- Concerns about late-night noise, licensing and anti-social behaviour.
- Desire for stronger engagement and visibility from public services.

“A strong, stable community where people continue to treat each other with respect and look out for those around them. Feeling safe in my home, remaining connected to my local community and knowing support whether from neighbours, friends, family or the council or local charities is available when needed would all contribute to my well-being in the future”.

3.3 Local Nature Partnership Engagement

Feedback gathered through the Local Nature Partnership demonstrates a strong connection between nature, well-being and community life. Respondents consistently described nature using words such as "peaceful", "beautiful", "wildlife", "green", "calming", "life", and "freedom", highlighting the important role that natural environments play in supporting both physical and mental well-being. Many participants reported regularly spending time in parks, greenspaces, woodlands, rivers, beaches and other natural environments for leisure, relaxation, exercise, dog walking, nature observation and social activities.

Access to nature was viewed as highly important for well-being, with respondents emphasising the value of parks, greenspaces and wildlife-rich environments within their communities. Nature and wildlife were repeatedly identified as among the most important features of local communities, alongside relationships with neighbours and friends. Respondents also expressed strong support for increasing opportunities to experience nature locally and showed considerable interest in learning or sharing green skills, particularly tree planting, gardening, conservation activities and nature identification.

Several barriers to accessing greenspaces were identified, including mobility challenges, limited accessibility for wheelchair and mobility scooter users, lack of safe walking routes, insufficient nearby greenspaces, time constraints, litter, anti-social behaviour and concerns about the condition of local environments. Participants highlighted the importance of maintaining accessible paths, improving inclusivity, protecting wildlife habitats and ensuring that everyone can benefit from local natural assets.

A recurring theme was the close relationship between nature and community well-being. Respondents valued parks, community groups, community centres and opportunities to meet others in outdoor settings. Many saw nature as contributing not only to environmental quality but also to social connections, community pride, health and resilience. The findings suggest that protecting and enhancing natural environments, improving access to greenspaces and supporting community participation in nature-based activities are important contributors to local well-being.

Key Messages for the Assessment of Local Well-being

- Nature is strongly associated with positive mental well-being, relaxation and quality of life.
- Parks, greenspaces and wildlife are among the most valued features of local communities.
- People want greater opportunities to engage with nature and develop environmental skills.

- Accessibility, safety and environmental quality are important factors influencing participation in outdoor activities.
- Nature supports community cohesion as well as individual well-being.

3.4 Carmarthenshire Youth Council

The Carmarthenshire Youth Council held a workshop as part of their Summer Camp in August 2026.

Overall, respondents consistently prioritise safety, future opportunities, and access to support services as key determinants of well-being. Across responses, feeling safe—both in public and at home—emerges as a dominant concern, often linked to concerns about anti-social behaviour, discrimination, and broader community cohesion. Emotional well-being is also frequently highlighted, including feeling happy, calm, and supported when experiencing distress.

In terms of education, employment and the future, respondents place strong emphasis on access to good jobs, sufficient income, and opportunities to learn and develop skills. Financial security is repeatedly identified as important, with some respondents noting that money influences their ability to pursue experiences and reduce stress about the future.

Health and social relationships are consistently valued, particularly having friends, feeling physically healthy, and having access to help when needed. Several responses highlight the importance of mental health support and accessible services for those experiencing difficulties, with suggestions that education and support systems could be improved to better identify and assist those in need.

Regarding the natural environment, clean air, climate change mitigation, and access to nature are commonly prioritised. Respondents express concern about environmental degradation and emphasise the importance of sustainability, recycling, and protecting wildlife. Nature is also linked to personal well-being, with some noting its calming effect.

In the area of culture, identity and belonging, respondents frequently value feeling proud of themselves, having their opinions heard, and participating in community life. Some responses also highlight interest in Welsh language and cultural activities, alongside calls for increased clubs, activities, and youth opportunities. A recurring theme is the desire for greater inclusion, voice, and respect for individual identity.

Key concerns raised include antisocial behaviour, safety in public spaces, discrimination, limited youth activities, and lack of awareness or understanding of mental health and neurodiversity. Some responses also highlight misinformation and low engagement in civic or political life as broader societal issues.

Suggested improvements include increased education around mental health and neurodiversity, stronger support services, more youth activities and community opportunities, improved safety in neighbourhoods, and greater emphasis on inclusion and respect. There are also calls for better environmental stewardship and more opportunities for young people to express their views and be involved in decision-making.

There are some notable differences in emphasis between respondents, particularly between those prioritising economic stability and job security versus those focusing more on safety, identity, or environmental concerns. However, safety and future well-being are consistent cross-cutting themes.

As part of the workshop, young people were also invited to complete their Recipe for Well-being, an activity resource that uses the idea of “baking a cake” to help people understand and build their well-being.

Social connection and relationships

Participants consistently identified relationships as central to well-being. Comments frequently referenced spending time with friends and family, socialising with peers, and having supportive adults available. Friendship, belonging, and feeling listened to were recurring ideas, alongside valuing opportunities to meet new people and take part in group activities.

Emotional well-being and support

A strong theme related to emotional expression and mental health support. Participants highlighted the importance of talking about feelings, accessing counselling or trusted individuals, and having safe spaces to share concerns. Relaxation, feeling comforted, and managing stress were also mentioned, alongside sleep as a key factor in emotional balance.

Activities, hobbies and enjoyment

A wide range of leisure activities were identified as contributing to well-being, including listening to music, gaming, sport (particularly netball), singing, playing instruments, yoga, reading, arts and crafts, cooking and baking, and walking. Participants also referenced creative and recreational pursuits.

Physical health and daily routines

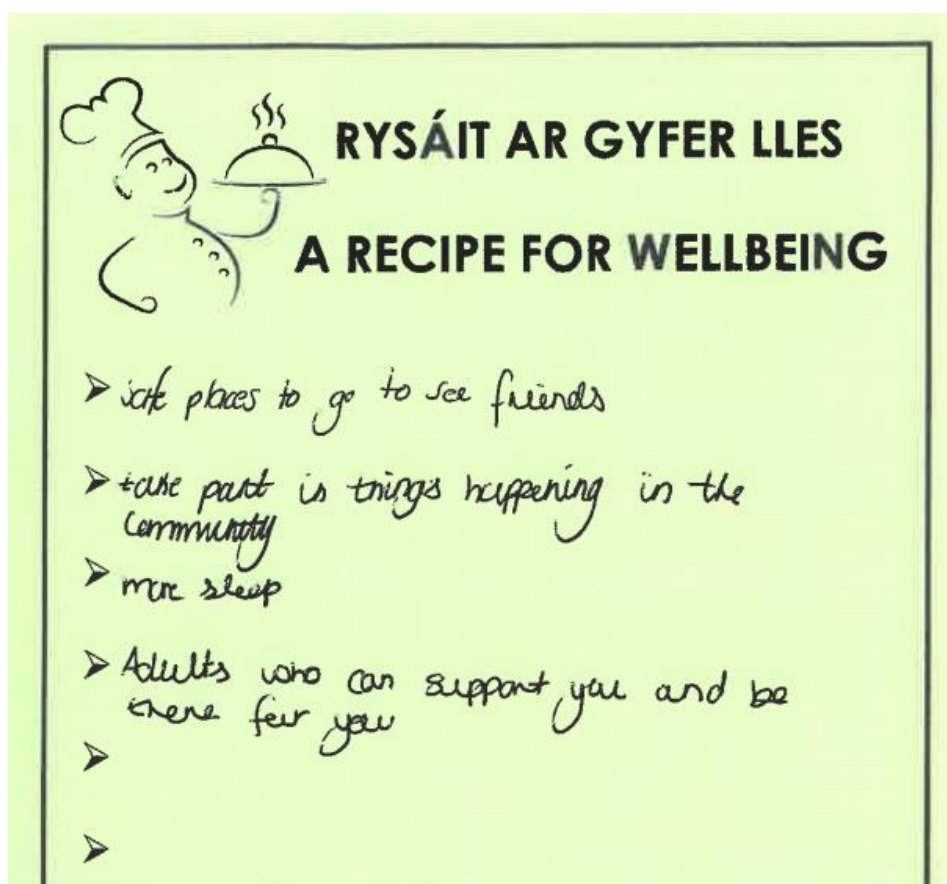
Physical well-being was reflected through references to exercise, sleep, diet, and routine. Participants noted the importance of getting enough sleep, being active (e.g. sports, skating, walking), and maintaining healthy habits. Some comments linked well-being to structured daily routines and balancing school/work responsibilities with rest and leisure time.

Environment, safety and access to places

Participants highlighted the importance of safe, welcoming, and affordable places to go, including parks, community spaces, and youth activities. Access to transport, stability at home, and the ability to safely meet friends were also noted. Outdoor spaces and time in nature were referenced as positive contributors to well-being.

Personal growth, learning and lifestyle balance

Some responses reflected broader well-being factors such as learning to talk about feelings, keeping an open mind to new experiences, financial stability, and managing responsibilities (e.g. schoolwork). Participants also referenced the importance of having enough free time and maintaining balance between obligations and leisure.



3.5 Bwyd Sir Gâr Food

Feedback was gathered from members of the Carmarthenshire Food Network and the Bwyd Sir Gâr Food Steering Group, bringing together perspectives from community organisations, food producers, growers, businesses and strategic partners. A total of 68 responses were received, highlighting the important role that food can play in improving health, well-being, community resilience, the local economy and environmental sustainability.

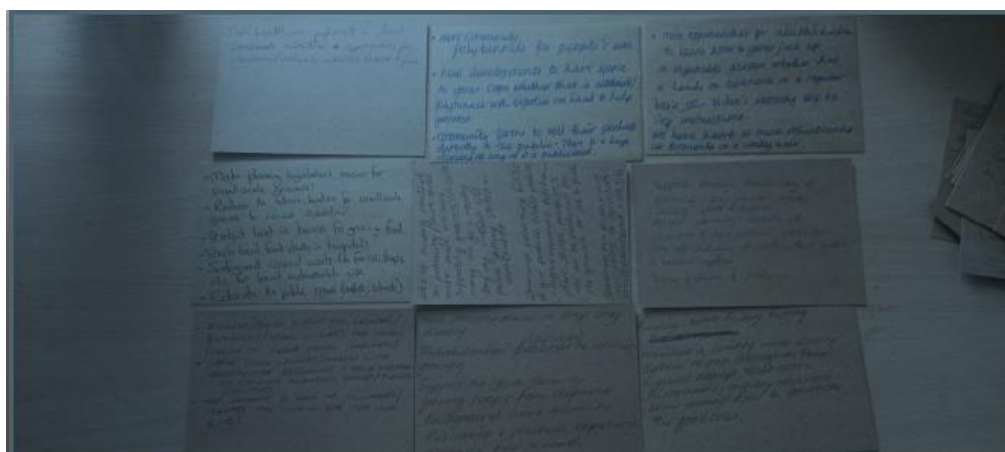
Several consistent themes emerged. Participants called for greater use of planning, procurement and public policy levers to support local, sustainable food production and shorter supply chains. There was strong support for protecting and expanding community growing spaces, allotments and food-growing opportunities within new housing developments and public land. Respondents also highlighted the need to reduce barriers for small-scale producers by streamlining planning processes and providing access to shared infrastructure, processing facilities, storage and business support.

Many contributors emphasised the importance of strengthening local food economies through public procurement, prioritising local suppliers, supporting independent businesses and creating fair opportunities for small producers to access public sector contracts. There were also calls to improve access to healthy, locally sourced food in public settings, restrict the promotion of unhealthy foods, and develop a shared public sector approach to food provision.

Health and well-being featured strongly throughout the feedback. Respondents highlighted the value of food-based approaches to improving health outcomes, including food education, healthy eating campaigns, green and social prescribing, volunteering opportunities and community food initiatives. There was a particular emphasis on tackling health inequalities, supporting early years development, embedding the social model of health, and ensuring services are co-produced with communities and targeted towards those with the greatest need.

Stakeholders also stressed the need for stronger governance, accountability and evidence-based decision-making. Recommendations included aligning the Local Well-being Plan with the emerging county Food Strategy, establishing robust monitoring and evaluation arrangements, and ensuring sustained cross-sector commitment to delivering food-related well-being outcomes.

Visual workshop responses supporting these themes were captured through stakeholder engagement activities.



Engagement participants viewed food as a cross-cutting issue that can contribute to all well-being goals through healthier communities, stronger local economies, environmental sustainability, community cohesion and support for Welsh language and culture. There was broad support for a more coordinated, place-based approach that embeds food within future well-being planning and delivery.

Key Messages for the Assessment of Local Well-being

1. Strengthen planning policies to support sustainable food systems

- Use planning powers to discourage environmentally damaging, intensive agricultural developments and support more sustainable, mixed farming approaches.
- Expand food-growing opportunities in communities, including allotments, community growing spaces and food-growing areas within new housing developments.

2. Improve support for local food producers and infrastructure

- Reduce planning and administrative barriers facing small-scale growers and food businesses.
- Invest in shared infrastructure such as storage, processing facilities, community kitchens and distribution networks to strengthen local supply chains.

3. Support thriving local food economies

- Use planning, taxation and economic development levers to help independent local food businesses succeed.
- Protect high street businesses and encourage investment in the foundational and circular economy.

4. Make public procurement a driver for local well-being

- Prioritise local, sustainable and healthy food suppliers in public sector contracts.
- Ensure public settings favour local businesses and healthier food options rather than large multinational chains.

5. Build resilient local food supply chains

- Use grants and procurement opportunities to support local producers and create shorter, more resilient supply chains.
- Develop a shared public sector policy on healthy and sustainable food provision across public services.

6. Increase food education and public awareness

- Deliver coordinated campaigns to promote the benefits of local, seasonal and sustainable food.
- Improve food education in schools and communities to support healthier lifestyles and greater understanding of local food systems.

7. Embed co-production and community involvement

- Involve communities in designing services, projects and funding decisions.
- Ensure interventions reflect local strengths, priorities and lived experience.

8. Address health inequalities through a social model of well-being

- Embed action on the wider determinants of health across well-being objectives.
- Focus support on those experiencing the greatest disadvantage, using proportionate universalism principles.

9. Maximise the well-being value of public assets

- Prioritise food growing, green spaces, community kitchens and shared dining facilities on public land and within developments.
- Increase opportunities for volunteering, social prescribing and community participation linked to food and growing activities.

10. Strengthen governance and delivery

- Align delivery of the Local Well-being Plan with the county Food Strategy.
- Establish robust governance, monitoring, evaluation and accountability arrangements to ensure actions are evidence-based and deliver measurable outcomes.

Appendix 1 – Detailed Demographic profile

Age Group	Survey Respondents (Carmarthenshire)	Carmarthenshire Census 2021	Difference	Survey Respondents (Ceredigion)	Survey Respondents (Carmarthenshire)	Difference
16-24	0.6%	9.0%	Under-represented (-8.4pp)	5.1%	15.0%	Under-represented (-9.9pp)
25-34	4.9%	11.0%	Under-represented (-6.1pp)	6.5%	10.0%	Under-represented (-3.5pp)
35-44	15.1%	11.0%	Over-represented (+4.1pp)	15.2%	9.0%	Over-represented (+6.2pp)
45-54	15.7%	13.0%	Over-represented (+2.7pp)	18.1%	12.0%	Over-represented (+6.1pp)
55-64	26.2%	15.0%	Over-represented (+11.2pp)	26.8%	15.0%	Over-represented (+11.8pp)
65-74	22.4%	13.0%	Over-represented (+9.4pp)	20.3%	14.0%	Over-represented (+6.3pp)
75-84	11.3%	8.0%	Over-represented (+3.3pp)	5.8%	9.0%	Under-represented (-3.2pp)
85+	0.9%	3.0%	Under-represented (-2.1pp)	0.7%	3.0%	Under-represented (-2.3pp)

Characteristic	Survey Respondents (Carmarthenshire)	Carmarthenshire Census 2021	Difference	Survey Respondents (Ceredigion)	Ceredigion Census 2021	Difference
Female	66.9%	51.2%	Over-represented (+15.7pp)	60.9%	51.1%	Over-represented (+9.8pp)
Male	27.0%	48.8%	Under-represented (-21.8pp)	34.8%	48.9%	Under-represented (-14.1pp)
LGB+	3.5%	2.1%	Over-represented (+1.4pp)	9.0%	4.2%	Over-represented (+4.8pp)
Gender differs from sex at birth	2.7%	0.25%	Over-represented (+2.45pp)	6.1%	0.36%	Over-represented (+5.74pp)
White ethnicity	88.6%	96.9%	Under-represented (-8.3pp)	85.7%	96.2%	Under-represented (-10.5pp)
Ethnic minority groups	3.2%	2.8%	Slightly over-represented (+0.4pp)	4.6%	3.8%	Slightly over-represented (+0.8pp)
Have a religion	45.5%	49.4%	Slightly under-represented (-3.9pp)	31.8%	49.3%	Under-represented (-17.5pp)
No religion	44.9%	44.4%	Similar	59.1%	43.0%	Over-represented (+16.1pp)
Carers	28.8%	11.4%	Over-represented (+17.4pp)	26.6%	10.5%	Over-represented (+16.1pp)

Characteristic	Survey Respondents (Carmarthenshire)	Carmarthenshire Census 2021	Difference	Survey Respondents (Ceredigion)	Ceredigion Census 2021	Difference
Activities limited a lot by disability/condition	38.3%	11.3%	Over-represented (+27.0pp)	28.6%	9.4%	Over-represented (+19.2pp)
Married	52.3%	47.1%	Over-represented (+5.2pp)	54.1%	42.8%	Over-represented (+11.3pp)
Single	15.8%	32.4%	Under-represented (-16.6pp)	22.2%	38.7%	Under-represented (-16.5pp)
Welsh speakers	28.0%	39.9%	Under-represented (-11.9pp)	40.8%	45.3%	Slightly under-represented (-4.5pp)

Overall, the strongest participation in the survey were from **older people, women, disabled people, carers, LGBT+ people and those whose gender differs from that assigned at birth**, compared with Census 2021 population profiles.

Groups that were under-represented in the survey include young people (particularly under 35s), men, single people, non-disabled people, residents without caring responsibilities and Welsh speakers (slightly). However, particular effort was made to engage with these groups at events and workshops to ensure responses reflect our local population.

Carmarthenshire and Ceredigion Public Services Board

Contact us

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A **Plain Text Version** or **Easy Read Version** of this document is available from the Carmarthenshire and Ceredigion Public Services Board