

Case study which demonstrate how the WBFGA has been used to deliver long term positive health and social care impacts and outcomes

What is the case study about?

“Blaenau Gwent on the Move” is a project funded by Natural Resources Wales which runs until December 2019. The Public Services Board project forms part of Blaenau Gwent’s Well-being Plan Delivery Programme (Year 1). Through the development of an ‘Ebbw Fawr Trail’ from Sirhowy Woodlands to Cwm Colliery the project aims to help people to live healthier and more fulfilled lives by improving access to the natural environment and the outdoors, through increased use of our natural assets via walking and cycling.

How has applying the principles of the WBFGA been helpful?

Applying the principles of the WBFGA has been central to the project (from inception to implementation). Although the project is relatively small in monetary value, key to its success to date has been focusing on the ‘five ways of working’ (involvement, prevention, collaboration, integration, long-term), with a particular focus on involvement and collaboration between partners.

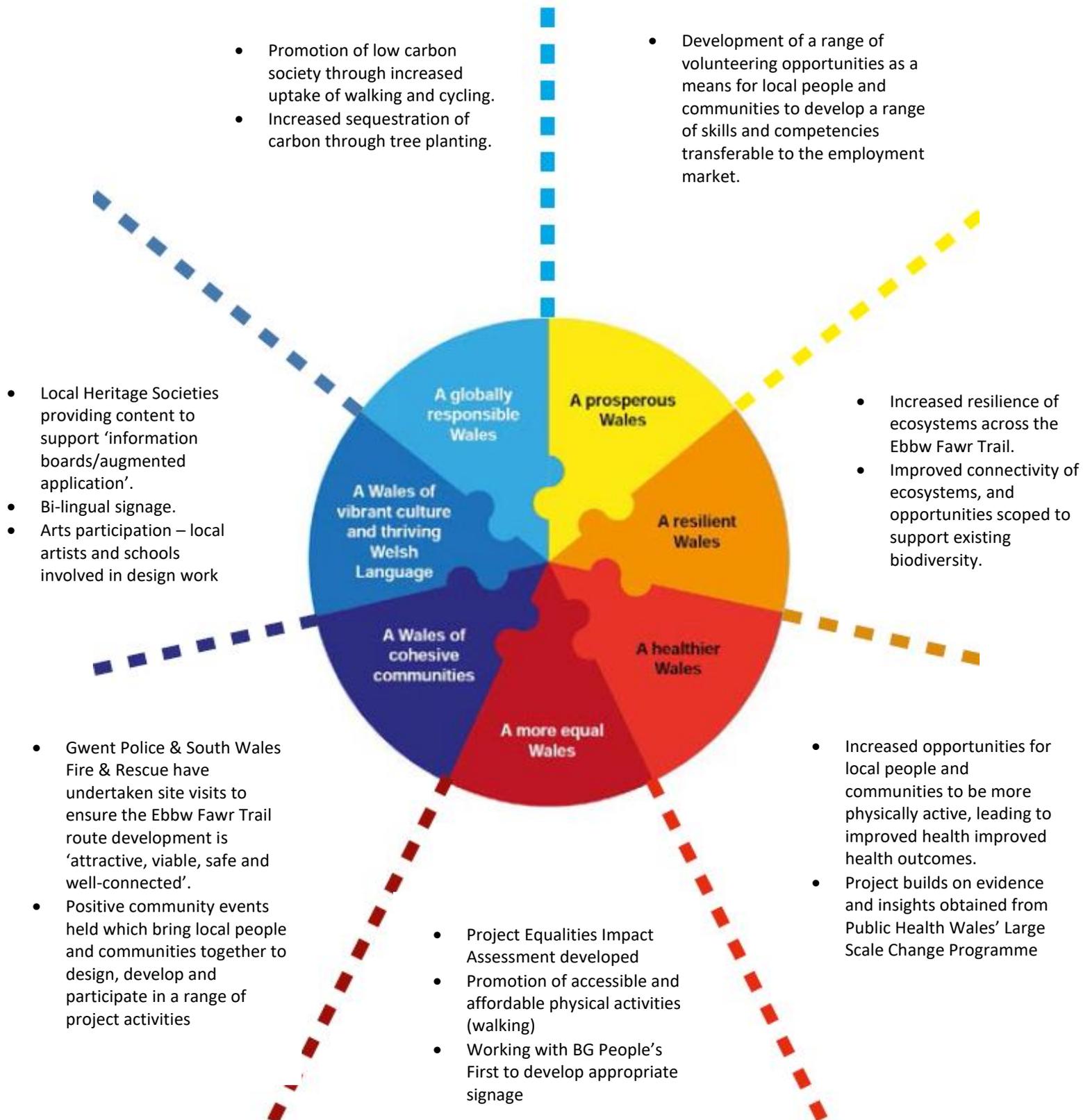
What have you found to be most challenging?

- The most challenging aspect is communicating and promoting the project effectively using the most appropriate channels and also development of a range of key communication messages to meet different community profile needs.
- The Delivery Group will be considering the development of key communication messages at the meeting in March 2019. Consideration of the best mechanisms for disseminating information effectively is also being worked through.
- We recognise social media platforms as being a key to communication, however we also have considered the learning from the Large Scale Change Programme which evidenced that communications via this method is more effective if it is ‘de-branded’ and overseen/delivered by local people and communities themselves.
- Another key challenge is that the reach of the Stakeholder and Involvement Plan is considerable compared with the capacity within the Project Delivery Group. However, collaborative support from partners has been fantastic and we continue to receive ongoing support from the Public Services Board Engagement Sub-group as and when required.

What lessons/learnings would you share?

- The project has adopted an ‘Action Learning’ approach which allows the Project Delivery Group to reflect on what is working well and also areas for improvement every month.
- In-line with the ethos of the project the meetings themselves have been ‘active’ with site-visits and walks being made a regular item on the agenda;
- Also, the project meetings have been held by partners along the Ebbw Fawr trail. This has helped support ownership of the project and also for partners to get a ‘feel’ for what the project is about and ultimately what it will mean for local people and communities using the trail.
- Another successful aspect has been inviting external experts to attend Project Delivery Meetings to share learning, insight, or provide training. For example, we visited Parc Cwm Darren and had a tour and reflection session with Caerphilly County Borough Council’s Green Infrastructure Team. Also Co-Production Network for Wales attended to provide training and ‘Introduction on Co-production’. Delivery Group members commented that this has not only been useful in supporting the project, but has been valuable to supporting their own organisational work.

How action on Blaenau Gwent on the Move will positively impact all seven Well-being Goals



How applying the Sustainability Principle and the 5 Ways of Working is helping to deliver positive impacts and outcomes in Blaenau Gwent on the Move

Way of working	What positive impacts/outcomes can be achieved by this way of working	How will we achieve these positive impacts/outcomes
Balancing short and long term - needs	<ul style="list-style-type: none"> Improved health outcomes for current and future Blaenau Gwent communities Improved biodiversity levels; 	<ul style="list-style-type: none"> Increased participation in regular walking and cycling via linkage with local walking groups; Volunteer planting of native trees and flowers to support pollinators and increased pride in looking after the area
Integration	<ul style="list-style-type: none"> Project makes the connections and joins the dots between many different social, economic, environmental and cultural aspects in order to maximise local peoples and communities well-being (e.g. health, community cohesion, learning and skills, ecology etc.) 	<ul style="list-style-type: none"> Community Event being held in Cwm, which is being led by Community Safety Team, but is being supported by Health, Play, Ecology Teams etc. Information signage is being developed to include various communications messages (e.g. health, cultural, ecology)
Prevention	<ul style="list-style-type: none"> Promote healthy lifestyle behaviours as the norm Remove barriers that prevent people from making healthier choices 	<ul style="list-style-type: none"> Delivery of Project Communications Plan and development of key messages which encourage more to be physically active; Work with local people and communities to improve signage and continuous involvement to determine what would engage different groups to use the Ebbw Fawr Trail (e.g. children would like an augmented animated trail – this has been procured and included in the project design)
Collaboration	<ul style="list-style-type: none"> Increased capacity to delivery project deliverables Increased expertise and insight to help inform project design 	<ul style="list-style-type: none"> Delivery of Stakeholder Engagement & Involvement Plan; Delivery of Project Communications Plan; Design and development of Information Boards; Co-production Training
Involvement	<ul style="list-style-type: none"> Working together with a broad range of stakeholders (organisations, community groups, business community) to design and develop an Ebbw Fawr Trail 	<ul style="list-style-type: none"> Cwm Community Event Ebbw Fawr Trail Community Group Victoria Business Park