Population Needs Assessment / Wellbeing Assessment Engagement

Guidelines for Sharing Insight, Data and Stories

Introduction

The CTM Public Service Board (PSB) and CTM Regional Partnership (RP) are currently preparing their statutory assessments under two separate Acts. Every five years PSBs complete well-being assessments and publish well-being plans under the Well-being of Future Generations (Wales) Act 2015, and RPBs complete Population Needs Assessments (PNAs) to inform a five-year Regional Area Plan, under the Social Services and Well-being (Wales) Act 2014.

In CTM we are working together to create a shared evidence base and to coordinate engagement activities across the region to inform the Population Needs Assessment and Wellbeing Assessment, ensuring that the voice of our communities and stakeholders are meaningfully reflected in the assessment and its priorities.

What We're Aiming to Do

We are asking partners to help us to capture existing lived experience, stories, concerns, strengths and ideas, as well as share any data, research and partner intelligence that can inform the development of the WBA and PNA. This will be analysed to identify any gaps in insight and data, and further engagement activity will be conducted to address those areas.

We are taking a life course approach to this work, aiming to understand how we can ensure people in CTM are:

- Born well
- Grow well
- Live well
- Age well
- Die well

An infographic explaining the life courses in more detail can be found in Appendix 1.

Wellbeing is about quality of life at every stage, and how that is connected to the environment, the economy, the services we need and the culture we share. But it is very different for each of us.

By bringing together data and insights from partners across the region, we can ensure that we are creating a richer understanding of population need, wellbeing, inequalities, community assets and opportunities for prevention, which will allow us to work together better and deliver better services across CTM.

By working together we also aim to reduce duplication and ensure community insight is systematically captured, analysed and used to strengthen the regional evidence base.

What We Need From You

We want to understand what life is like for people living in CTM so we can continue to work to improve their health and wellbeing. The following evidence pie provides a simple way of enabling us to understand and use different types of evidence for better decisions:



We are looking for:

- ✓ Stories of people who use services or engage with organisations
- ✓ Case studies
- ✓ Annual reports
- ✓ Project reports or summaries
- ✓ Research reports
- ✓ Data sets
- ✓ Summaries of interviews

- ✓ Other insight or intelligence

This can be related to any stage in the life course reflecting the four pillars of the Well-being of Future Generations Act: Social, Environmental, Cultural and Economic well-being and from the perspective of all the members of our diverse communities.

Your insight or data can relate to Cwm Taf Morgannwg as a whole; Bridgend, Merthyr and RCT areas; or the South East Wales region; or smaller communities within the Cwm Taf Morgannwg area..

For the Population Needs Assessment, the Regional Partnership are particularly interested in the following priority areas:

- Learning Disabilities
- Mental health and emotional wellbeing
- Children and young people (including young carers, youth in the justice system, neurodiverse young people)
- Neurodivergence
- Older people
- Dementia
- Unpaid carers
- People with complex needs including physical disabilities
- "Seldom heard" people, such as those facing structural barriers to participation, such as social or economic disadvantage, protected characteristics, higher-risk or marginalised groups, or barriers linked to geography or digital access.

For the Well-being Assessment, the Public Services Board are particularly interested in the following priority areas:

- **Demographics:** Exploring population size, age profiles, migration trends, and language distributions (providing the baseline context for all other data sets).
- **Children and Young People:** Exploring early years development, school attainment, childhood health, and youth employment or training.
- **Health and Well-being:** Exploring life expectancy, physical and mental health indicators, healthy lifestyles, and healthcare access.
- **Employment and Income:** Relating to household poverty levels, local economic activity, job quality, and economic growth.
- **Community Safety and Resilience:** Relating to crime rates, anti-social behaviour, feelings of safety, and social cohesion.

- **Housing:** Analyses housing affordability, fuel poverty, homelessness, and property standards or conditions.
- **Environment:** Focuses on air quality, access to green spaces, waste management, and climate change metrics.
- **Culture and Heritage:** Assesses participation in arts and sports, protection of heritage sites, and use of the Welsh language.

Guidelines

You do not need to create anything new for this exercise. We are asking you to share existing information that you think adds useful insight to the regional evidence base.

Please ensure that anything you share with us…

- ✓ Is recent insight (5 years old or less)
- ✓ You have permission for it to be shared
- ✓ Contains no identifiable personal data (e.g., people's full names, addresses, or other sensitive or contextual information which would make the person identifiable)

To share your evidence, we will ask you to complete an online form. The form will ask you to tell us:

- Which **life course stage** your evidence applies to (see Appendix 1 for an overview)
- The **overall theme** your evidence relates to (e.g., children and young people or poverty and inequality). If it applies to more than one theme, you can either select the one that is most appropriate, or submit your evidence multiple times by completing the form again and tagging different themes.
- The **population group** it most applies to – select the most applicable group, such as veterans or unpaid carers, for example. As above, you can submit separate forms for different population groups if your evidence applies to more than one.
- Tell us the **type of evidence** you're submitting – see the evidence pie for more explanation.
- Tell us whether your evidence applies to the **PNA, WBA or both.**
- Which **geographical area** your evidence applies to.
- **Rate the quality** of your evidence – this is explained in more detail below.

Rating the quality of your evidence

When completing the form, we will ask you to give the evidence a simple quality rating. This helps us understand how much weight we should give it when

considering it alongside other information. **Different types of evidence can all be high quality** – for example, a well-conducted piece of community engagement or lived experience research may be just as valuable as a statistical dataset. The following explanation should assist you, but if you're unsure, choose the rating that feels closest; the project team will review all evidence submitted

A – High: high quality and directly relevant
Reliable, recent evidence that is directly relevant to CTM, with a clear source or method.

B – Good: good quality and relevant
Useful and relevant evidence, but with some limitations, such as a smaller sample or narrower focus.

C – Limited: limited or partially useful
Provides some useful insight but has significant limitations, gaps or only partial relevance to CTM.

D – Background: contextual or background evidence only
Provides useful wider context but does not directly tell us about current needs or experiences in CTM.

Timeline and Next Steps

We will analyse the information shared with us to create a picture of people's experiences in CTM. This will also allow us to identify where we have gaps and missing insight, so we can conduct further engagement, should we need to. We will use the Appreciative Inquiry Method to do this.

Information submitted will form part of the shared PNA/WBA evidence base. It will be reviewed and analysed alongside other evidence to identify common themes, strengths, inequalities, emerging needs and gaps in our understanding. Not every individual document or story will necessarily be referenced directly in the final assessments.

- Insight gathering exercise: August – October 2026
- Further engagement conducted: November – December 2026
- Full analysis: December – March 2027
- Draft plans developed: March – May 2027

How to Share Your Insight and Information

You will need to complete a Microsoft Form for each piece of evidence you need to submit. You can access the form **via this link.**

1. Read the **guidelines** on the first page. Click next.
2. Enter your **email address, name, and organisation**.

3. Add a **title for your piece of evidence**, e.g., 'XYZ Charity Belonging Case Study'.
4. Add the **date of the evidence**. If you're unsure, leave it blank.
5. Select the **life course stage** – see appendix 1 for more detail. If you're unsure, select 'cross-cutting' to describe something that fits with more than one life course stage.
6. Select the **theme or themes that best fit your evidence**, e.g., 'housing and homelessness', the **population group** it applies to, e.g., 'older people', and the **geography**, e.g., 'Merthyr'.
7. Choose **which type of evidence it is**, such as statistics or lived experience.
8. Tell us whether your **evidence applies to the Well-being Assessment, the Population Needs Assessment, or both**.
9. Click next.
10. You will now see an automated message with an ID number. **COPY THIS ID NUMBER.**
11. **You will then receive an email with a link to upload your document** or other evidence to a shared folder.
12. First**, save your document/evidence with the ID number in the title**, e.g.,: ID0001-XYZ Charity – Belonging Case Study'. This will enable us to know which document is associated with your form, should we need to contact you.
13. Then **upload the document** to the shared folder.

We will be in touch with you directly if we have any questions. Please note: if you have **multiple documents to upload you will need to complete a form for each document.**

You can watch a video explaining the process on the Regional Partnerships YouTube channel: https://www.youtube.com/watch?v=1-CgShvSUDs

Please upload all documents by Friday 30th October 2026.

Questions?

If you have any questions or issues with uploading your documents, please email Nikki Giant, Consultant with the CTM Regional Partnership at NikkiGiantConsultant@gmail.com

Appendix 1: The Life Course Wellbeing and Needs Framework