

**Cydweithio,
integreiddio diddordebau
a gweithredu polisi ar draws sectorau**

**Collaboration,
integration of interests
and cross-sector delivery of policy**

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Deddfwriaeth, polisi, cymhlethdod

Legislation, policy, complexity

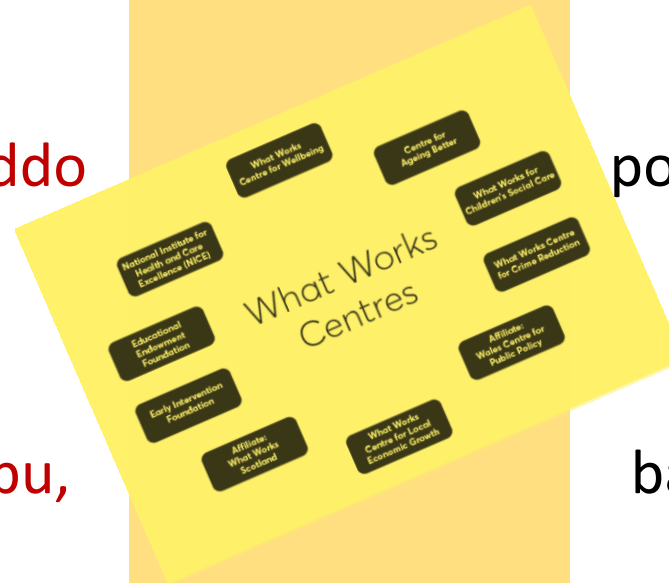
Polisi ar gyfer adegau digynsail

Policy for unprecedented times

Er mwyn gweithredu ddeddfau ar draws cymdeithas

mae angen polisi sydd yn hyrwyddo cydweithio i ddatblygu strategaethau,

yn seiliedig ar ddulliau cyfathrebu, integreiddio diddordebau a buddion naill i'r llall



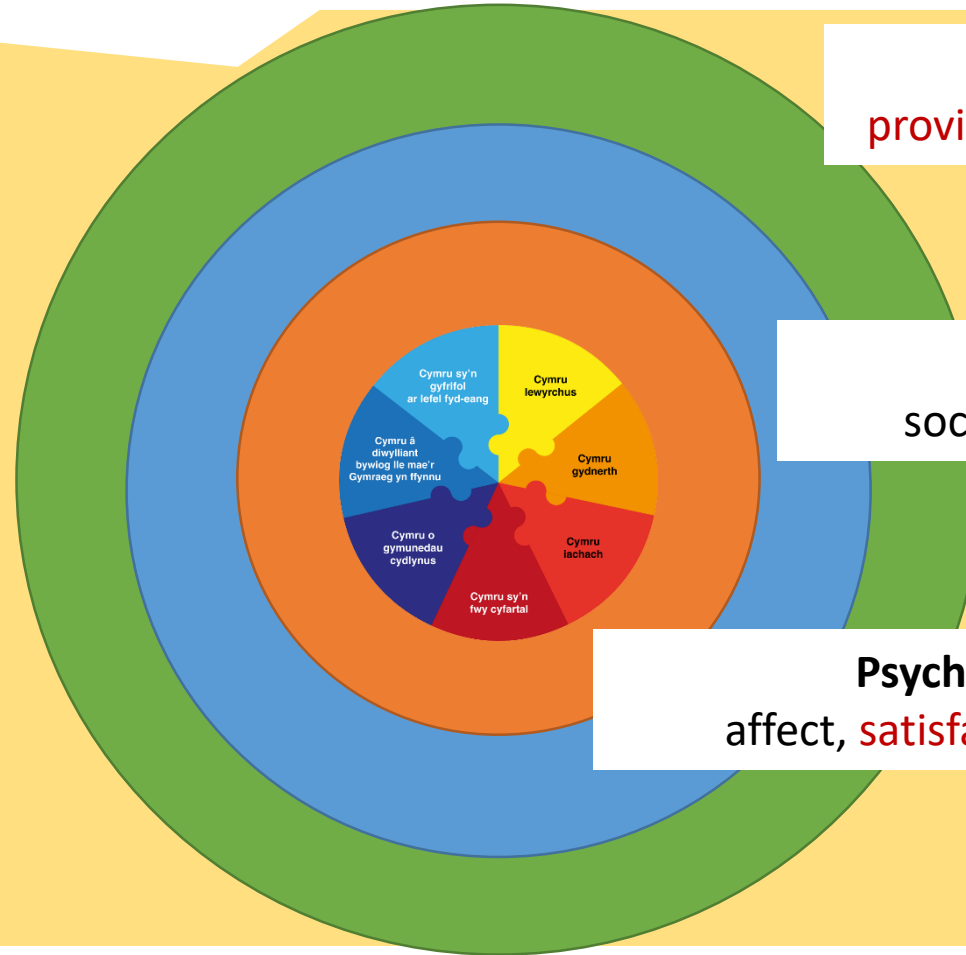
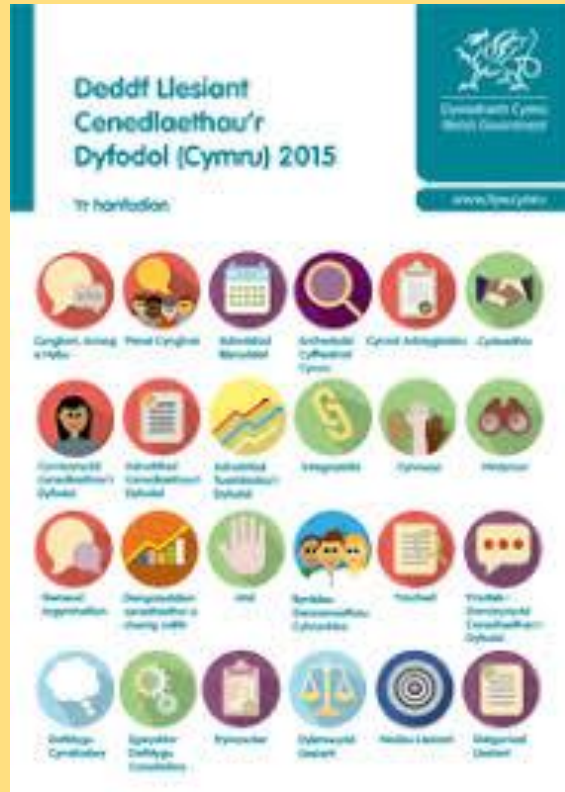
To implement legislation across society

policy guidance needs to encourage collaborative development of strategies,

based on communicative practice, integration of interests and reciprocal benefits

Llesiant: cymhleth a digynsail

Well-being: complex and unprecedented



Ecological drivers:
provisioning, regulating, cultural, supporting

Utilitarian drivers:
social, economic, health, citizenship

Psychological drivers:
affect, satisfaction, meaningfulness



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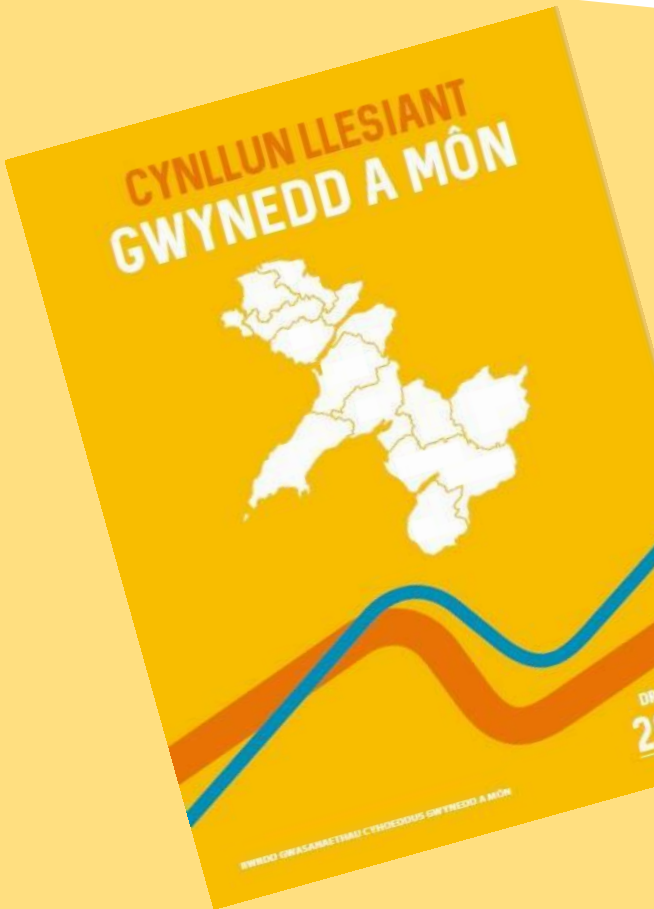


Dulliau ymchwil

Research methods

Gweithredu'r ddeddf

Implementing the Act



1. Project Overview

Project Name and Description

Project Name: Llywbrau Gwyllt / Wild Pathways

Project Description

Please ensure this clearly identifies what the project is about, what activities are proposed and very briefly why these are needed.

(Maximum half side of A4 page, Ariel Font Size 12)

Wild Pathways is a pilot project on Anglesey with both strategic and local purpose.

Strategically, it systematically links nature-based activities to Social Prescribing (SP) so that communities feel empowered to create and actively use Green Infrastructure, enhancing people's health and well-being as well as ecological resilience. This 'social-ecological' approach will take effect at three levels: locally, by systematic integration of nature-based activities in the range of social prescribing; across third and public sectors by piloting a link between NRW's Area Statements' priorities for nature and Medwyn Môn's Anglesey-wide SP scheme; and into SP schemes across North Wales through Betsi Cadwaladr University Health Board (BCUHB)'s 'Well North Wales' and 'Let's Get Moving' initiatives.

Anglesey is chosen for the pilot as having a combination of needs and assets that reflect the situation across North Wales. Not least are the continued fragmentation of internationally-designated, wildlife-rich habitats, and the highest rates of children overweight in N Wales: 32.5% of 4-5 yr olds, indicating complex social, economic and health challenges for the whole community. Increasing physical activity is a key public health strategy to address this crisis. Although exercise in nature has substantial benefits, the activities available are not coordinated, and fragmented natural habitats result in poor links to valuable greenspace; both factors restrict access to those who need them most for well-being (PSB assessment, 2017).

Locally, we will deliver this strategic learning through a practical project to develop a network of Green Infrastructure – Wild Pathways – for people and wildlife across the central belt of Anglesey, with the highest rates of obesity and the lowest access to greenspace. Project staff will work closely with SP referrers to link individuals, community and environmental groups so that together they can identify and undertake practical work on routes and wildlife hotspots that will have most benefit for people, business and wildlife. This co-production will increase wildlife resilience through connectivity, improve public health through motivating local communities' physical activity and active travel, and bring regional economic benefit by drawing people inland from the coastal path and Area of Outstanding Natural Beauty.

Project Location

Address: whole of Anglesey

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A oes cydweithio ar draws sectorau?

Is there cross-sector collaboration?



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Profiad y grwp ymchwil

The research group experience

**Aml-
ddiddordeb**
Multi-interest

Sgwrsio
Dialogue

Myfyrio
Reflection

Cynllunio
Deliberation

Strategaeth
Strategy

Co-production to increase **wildlife resilience** through connectivity, improve **public health** through motivating...physical activity ..., **economic benefit** by bringing tourists inland...

**ENRaW application
Implementation
workshop**

Profiad y BGC

The PSB's experience

Arbenigwyr
Single-interest

Cyfiawnhau
Justification

Strwythurau
Structures

Llywodraethu
Governance

**Colli
awdurdod**
Lost
legitimacy

Credaf fod
cydweithio da rhwng
partneriaid yn y
rhanbarth wedi
digwydd **er gwaethaf**
y Bwrdd, **nid**
oherwydd y Bwrdd
yn ystod y
blynyddoedd
diwethaf.

PSB member

Fframwaith damcaniaethol

Theoretical basis

Integreiddio diddordebau

Integration of interests

The state has limited capacity to control all sectors of society, being restricted by tensions between the internal unity of state institutions and their capacity to extend their interest to other sectors.

Bob Jessop, 2016

...the orientation of social action is
[either]
based on a subjective feeling of the parties...**that they belong together**
[or]
on a rationally motivated **adjustment of interests...**

Max Weber, 1968 p41

A community of interests understood as a **unifying of interests** benefiting and developing individuals, benefiting and developing society, is the true social interest

Mary Follett, 1924 p48

Cyfuno llinell orwel

Understanding [...] is always the fusion of these horizons which we imagine to exist by themselves.

Hans-Georg Gadamer, 1979 p273

Fusion of horizons

To reach an understanding with one's partner in a dialogue is not merely a matter of total self-expression and the successful assertion of one's own point of view, but a transformation into a communion, in which we do not remain what we were.

Hans-Georg Gadamer, 1979 p341

In communicative action participants are not primarily oriented to their own individual successes; they pursue their individual goals under the condition that they can **harmonize their plans of action** on the basis of common situation definitions [understanding].

Habermas, 1984 p286

Casgliad

Cyfarwyddyd polisi

- (i) Datblygu strategaethau argymelledig trwy gyfathrebu a chydweithio i integreiddio diddordebau
- (ii) Mae cyrff cyhoeddus yn gallu mabwysiadu'r dull ymchwil cydweithredol er mwyn integreiddio eu diddordebau nhw â sectorau eraill

Conclusion

Policy guidance

- (i) Recommended strategies can be developed through collaborative communication to integrate interests
- (ii) Public bodies can themselves take this collaborative research approach to integrate their own and other sectors' interests

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