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To: Members of the Conwy and
Denbighshire Public Services Board
Joint Overview and Scrutiny
Committee

Date: 3 February, 2022

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Dear Councillor

You are invited to attend a meeting of the **CONWY AND DENBIGHSHIRE PUBLIC SERVICES BOARD JOINT OVERVIEW AND SCRUTINY COMMITTEE** to be held at **11.00 am** on **FRIDAY, 11 FEBRUARY 2022 VIA VIDEO CONFERENCE**.

Yours sincerely

G. Williams
Head of Legal, HR and Democratic Services

AGENDA

1 APOLOGIES

2 DECLARATION OF INTERESTS (Pages 5 - 6)

Members to declare any personal or prejudicial interests in any business identified to be considered at this meeting.

3 URGENT MATTERS

Notice of items which, in the opinion of the Chair, should be considered at the meeting as a matter of urgency pursuant to Section 100B(4) of the Local Government Act 1972.

4 MINUTES (Pages 7 - 14)

To receive the minutes of the Conwy and Denbighshire Public Services Board Joint Overview and Scrutiny Committee meeting held on 11 June 2021 (copy enclosed).

5 CONWY AND DENBIGHSHIRE WELL-BEING ASSESSMENT 2022 - ENGAGEMENT OVERVIEW (Pages 15 - 24)

To consider a report by the Public Services Board Support Officer (copy enclosed) which describes the engagement approach undertaken to inform the Well-being Assessment.

6 CONWY AND DENBIGHSHIRE WELL-BEING ASSESSMENT 2022 (Pages 25 - 82)

To consider a report by the Public Services Board's Support Officer (copy enclosed) which presents the Joint Public Services Board's Draft Well-being Assessment 2022 to the Committee for review as part of the consultation process and to seek the Committee to subsequently make recommendations in relation to its contents and findings.

7 FEEDBACK FROM WORKSHOP

To receive a verbal report on the conclusions reached at the Joint Overview and Scrutiny Committee workshop held prior to the meeting.

8 FORWARD WORK PROGRAMME (Pages 83 - 84)

To receive and consider the Joint Committee's proposed forward work programme (copy enclosed).

MEMBERSHIP

Councillors

Jeanette Chamberlain-Jones
Geoffrey David Corry
Meirick Lloyd-Davies
Rachel Flynn
Chris Hughes
Hugh Irving
Ifor Lloyd
Melvyn Mile
Donald Milne
Elizabeth Roberts
Arwel Roberts
Harry Saville
Nigel Smith (Vice-Chair)
Graham Timms (Chair)
Joan Vaughan
David Williams

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Town and Community Councils

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DEDDF LLYWODRAETH LEOL 2000

Cod Ymddygiad Aelodau

DATGELU A CHOFRESTRU BUDDIANNAU

Rwyf i,
(enw)

*Aelod /Aelod cyfetholedig o
(*dileuer un)

**Cyd-Bwyllgor Trosolwg a Chraffu ar gyfer y
Bwrdd Gwasanaethau Cyhoeddus Siroedd
Conwy a Dinbych**

YN CADARNHAU fy mod wedi datgan buddiant ***personol / personol a sy'n rhagfarnu** nas datgelwyd eisoes yn ôl darpariaeth Rhan III cod ymddygiad y Cyngor Sir i Aelodau am y canlynol:-
(*dileuer un)

Dyddiad Datgelu:

Pwyllgor (nodwch):

Agenda eitem

Pwnc:

Natur y Buddiant:

(*Gweler y nodyn isod*)*

Llofnod

Dyddiad

Noder: Rhowch ddigon o fanylion os gwelwch yn dda, e.e. 'Fi yw perchennog y tir sy'n gyfagos i'r cais ar gyfer caniatâd cynllunio a wnaed gan Mr Jones', neu 'Mae fy ngŵr / ngwraig yn un o weithwyr y cwmni sydd wedi gwneud cais am gymorth ariannol'.

LOCAL GOVERNMENT ACT 2000

Code of Conduct for Members

DISCLOSURE AND REGISTRATION OF INTERESTS

I, *(name)*

a *member/co-opted member of
*(*please delete as appropriate)*

**Joint Overview & Scrutiny Committee for
the Conwy & Denbighshire Public
Services Board**

CONFIRM that I have declared a ***personal / personal and prejudicial** interest not previously declared in accordance with the provisions of Part III of the Council's Code of Conduct for Members, in respect of the following:-

*(*please delete as appropriate)*

Date of Disclosure:

Committee *(please specify)*:

Agenda Item No.

Subject Matter:

Nature of Interest:

*(See the note below)**

Signed

Date

*Note: Please provide sufficient detail e.g. 'I am the owner of land adjacent to the application for planning permission made by Mr Jones', or 'My husband / wife is an employee of the company which has made an application for financial assistance'.

CONWY AND DENBIGHSHIRE PUBLIC SERVICES BOARD JOINT OVERVIEW AND SCRUTINY COMMITTEE

Minutes of a meeting of the Conwy and Denbighshire Public Services Board Joint Overview and Scrutiny Committee held in via Video Conference on Friday, 11 June 2021 at 10.00 am.

PRESENT

Councillor Jeanette Chamberlain-Jones, Denbighshire County Council (DCC)
Councillor Meirick Lloyd-Davies, Denbighshire County Council
Councillor Rachel Flynn, Denbighshire County Council
Councillor Chris Hughes, Conwy County Borough Council (CCBC)
Councillor Hugh Irving, Denbighshire County Council
Councillor Ifor Lloyd, Conwy County Borough Council
Councillor Melvyn Mile, Denbighshire County Council
Councillor Don Milne, Conwy county Borough Council
Councillor Arwel Roberts, Denbighshire County Council
Councillor Liz Roberts, Conwy County Borough Council
Councillor Nigel Smith (Vice-Chair), Conwy County Borough Council
Councillor Graham Timms (Chair), Denbighshire County Council

ALSO PRESENT

Hannah Edwards Public Services Board Development Officer (CCBC)
Rhian Evans Scrutiny Coordinator (DCC)
Karen Evans Democratic Services Officer (DCC)
Dawn Hughes Scrutiny and Committee Services Officer (CCBC)
Fran Lewis Corporate Performance and Improvement Manager (CCBC)
Nicola Kneale Strategic Planning Manager (DCC)

1 APPOINTMENT OF CHAIR

Given that the meeting was the first of Conwy and Denbighshire Public Services Board Joint Overview Scrutiny Committee following the Authorities' AGMs, the Scrutiny Coordinator (Rhian Evans) sought nominations for a Chair of the Joint Committee for the term 2021/2023. The Committee were advised that in accordance with the Terms of Reference of the Committee it was Denbighshire County Council's turn to Chair the Committee.

Councillor Brian Cossey was thanked for his hard work in establishing and guiding the Committee during his tenure and Councillor Don Milne welcomed as his replacement for Conwy County Borough Council. Councillor Meirick Lloyd-Davies was welcomed to the committee replacing Councillor Peter Scott for Denbighshire County Council.

Councillor Graham Timms was nominated and seconded. No other nominations were received. Therefore it was:

RESOLVED that Councillor Graham Timms be elected Chair of the Conwy and Denbighshire Public Services Board Joint Overview and Scrutiny Committee for the 2021/22 and 2022/23 municipal years.

2 APPOINTMENT OF VICE CHAIR

Nominations were sought for appointment to serve as Vice-Chair of the JOSc. Members were advised that in accordance with the Committee's terms of reference the Vice-Chair should be appointed from amongst committee members representing the local authority who did not hold the Chair of the Committee. Councillor Nigel Smith was nominated and seconded. No other nominations were received and it was:

RESOLVED: that Councillor Nigel Smith be elected as Vice-Chair of the Conwy and Denbighshire Public Services Board Joint Overview and Scrutiny Committee for the 2021/22 and 2022/23 municipal years.

3 APOLOGIES FOR ABSENCE

Apologies were received from Councillors Geoff Corry, Harry Saville and David Gwyn Williams.

4 DECLARATIONS OF INTEREST

None

5 URGENT MATTERS

None.

6 MINUTES OF THE PREVIOUS MEETING

The minutes of the Conwy and Denbighshire Public Services Board Joint Overview and Scrutiny Committee held on 8 January 2021 were submitted for approval.

Councillor Rachel Flynn apologised for her absence due to a bereavement.

RESOLVED that the minutes of the Conwy and Denbighshire Public Services Board Joint Overview and Scrutiny Committee held on 8 January 2021 be approved as a correct record.

7 WELL-BEING ASSESSMENT AND COMMUNITY ENGAGEMENT UPDATE

The Strategic Planning Team Manager (Nicola Kneale) presented the report (previously circulated) providing an update on progress to develop the Conwy and Denbighshire Well-being Assessment (WBA). An update was also provided on the North Wales Public Service Board (PSB) support grant.

The Committee were reminded of the statutory nature of the WBA, acknowledging that it was a situational analysis that would underpin the future service planning for the PSB and public bodies that covered the two county areas.

The WBA needed to be produced by May 2022 in order that the PSB could produce its Well-being Plan by May 2023. It was anticipated that the first draft would be available for resident consultation by October 2021.

Two key work-streams were involved in the production of the WBA, data research based situational analysis and engagement work – incorporating the general public, councillors and employees. Conwy and Denbighshire undertook their own engagement processes.

The need to engage with people with protected characteristics was highlighted. The Welsh Government PSB support grant for 2021/22 was £87,000 for the North Wales region. It would be utilised addressing gaps in research. Working in conjunction with organisations who work with people with protected characteristics, to ascertain their aspirations in the community in future, the challenges they face and the corrective actions that could be undertaken. It was hoped that research would conclude in September 2021.

Responding to members' questions the Strategic Planning Team Manager advised:

- They were not anticipating major changes to the previous WBA, however the Covid-19 pandemic and Brexit would have an impact on some areas e.g. young people, work and economy goals.
- Glyndŵr University was a key partner who was constantly reviewing and advising on the impact of the pandemic on communities.
- City, Town and Community Councils engagement was beginning with Clerks being alerted to the 'County Conversation' and asking them to encourage residents to participate.
- Housing services were being consulted to contact people who were at a social economic disadvantage for feedback.
- It was unlikely that the Census data for 2021 would be released in time to be incorporated in the first draft of the WBA.
- Research around Welsh language and culture were predominantly undertaken at national level, but the PSB would also source local data if available.
- The purpose of the research was to identify pressures and it was in all the public bodies' interest to be transparent; and
- The data being collected was being interpreted by professionals within the different organisations that were represented on the PSB.

The Chair thanked the Strategic Planning Team Manager for the comprehensive report and acknowledged the importance of the wellbeing assessment which would underpin public bodies' strategic planning for the next few years.

RESOLVED that the Well-being Assessment and Community Engagement Update be noted and agreed that the draft Well-being Assessment be

presented to the Joint-Committee for consultation at its November 2021 meeting.

8 CONWY AND DENBIGHSHIRE PUBLIC SERVICES BOARD ANNUAL REPORT 2020/2021

The Corporate Performance and Improvement Officer (Fran Lewis) gave a brief overview of the report (previously circulated).

The year had been dominated by the Covid-19 pandemic resulting in meetings being held virtually and re-opened to the public as soon as the translation facility became available.

The Committee were reassured that whilst some PSB meetings had been cancelled it had still been a collaborative year, responding to the pandemic through the remit of the North Wales Local Resilience Forum in accordance with the Civil Contingencies Act 2004. Collaborative actions undertaken were listed on page 36 of the report.

Once the PSB resumed, priorities were reviewed to ensure they were still relevant.

1. People – Supporting Good Mental Well-being.

Work had been partially paused owing to pressures of the pandemic on the lead body – Public Health Wales. Reassurance was given that work was ongoing in rural areas within the farming community.

A sub-group had been set up to restart the mental health theme and would resume as soon as information on the lead officer had been received from Public Health Wales.

2. Communities – Supporting Community Empowerment

Denbighshire Voluntary Service Council had made good progress in relation to Dementia Aware programme. Network meetings had gone from strength to strength online.

Digital connectivity was being assessed regionally via the North Wales Economic Ambition Board. The increase in homeworking and schooling had highlighted its importance.

3. Place – Supporting Environment Resilience.

- The Community Green Pledge programme was launched in January 2020 with an initial submission of 4 community pledges. Paused throughout lockdown the programme had resumed and received its 5th green pledge.
- Developing common goals for PSB organisations to address carbon reduction.
- Build upon the reconnection that communities made on green and blue spaces during lockdown.

- Promotion of two well-being projects – sustainable travel and community access to green spaces – funded by a Natural Resource Wales' Public Service Board grant.

Other area of work included:

- Reviewing key risks.
- Ensuring the Conwy and Denbighshire PSB website was now accessible to people with sensory loss.
- Addressing recommendations from Audit Wales in terms of reviewing PSBs and
- Contributed to the Welsh Parliament Public Accounts Committee review into the Well-being of Future Generations (Wales) Act 2015.

Looking forward the PSB will continue to work collaboratively across North Wales and especially with Glyndŵr University and Co-production Network for Wales to maximise partnership, reduce duplication, and engage communities and implement the responsibilities of the WBA.

Members encouraged PSB officers to make contact with community and voluntary organisations with a view to increasing the number of 'Green Pledges' across the PSB's area.

RESOLVED that the Conwy and Denbighshire Public Services Board Annual Report 2020/2021 be noted.

a PUBLIC ACCOUNTS COMMITTEE - DELIVERING FOR FUTURE GENERATIONS: THE STORY SO FAR

Nicola Kneale introduced the report (previously circulated) advising that many of the recommendations therein related to the support that the Welsh Government and the Future Generations Commissioner's Office could give to aid the implementation and effectiveness of the Well-being of Future Generations (Wales) Act 2015.

The report had been produced in March 2021 – prior to the Welsh Government elections. They therefore committed to review the recommendations in the report within 6 months of the new administration.

Members of the Committee commented:

- It was disappointed by the lack of responses received from educational establishments who had been consulted and the low number of students

within those establishments who were aware of the Act's existence and its purpose.

- That the younger generation were more inclined to use Apps on their IT devices, which might be the way forward for surveys in future.
- People, particularly in areas of deprivation, become accepting of non-standard parameters of life believing it to be the 'norm'.

RESOLVED that the Public Accounts Committee - Delivering For Future Generations: The Story So Far report be received.

b DISCUSSION PAPER: SIX THEMES TO HELP MAKE SCRUTINY 'FIT FOR THE FUTURE'

Fran Lewis reminded the Committee that a draft action plan responding to the Welsh Audit Office's (now Audit Wales) review of Public Services Boards had previously been presented to the Committee. The action plan made 2 recommendations specifically for the Joint Scrutiny Committee to undertake:

1. To review the six themes that make scrutiny fit for the future in relation to the JOSC (page 177 listed potential actions) and
2. Consider co-option of non-elected members to the JOSC.

The Committee requested that an informal workshop be held to discuss the actions and the item be brought back to the next PSB JOSC on 12th November 2021.

RESOLVED that:

- I. the Discussion Paper: six Themes to Help Make Scrutiny 'Fit For The Future' be noted*
- II. An informal workshop to discuss the actions be held prior to the next PSB JOSC meeting and*
- III. The item be tabled on the Public Services Board Joint Overview Scrutiny Committee on 12th November 2021*

10 FORWARD WORK PROGRAMME

The Chair introduced the Committee's draft forward work programme for the 2021/22 (previously circulated). They agreed that the following items be included on the Committee's forward work programme for the forthcoming year.

1. Well-being Assessment and Community Engagement update.
2. BCUHB - Contribution to the work of the PSB and the benefits of the PSB to it as a partner.
3. Six Themes to Help Make Scrutiny 'Fit for the Future'.

RESOLVED that subject to the above inclusions to approve the Committee forward work programme for 2021/22

11 CONFIRMATION OF MEETING SCHEDULE

12th November 2021
11th March 2022
21st October 2022

The Chair requested that all the dates for the PSB Committee be circulated to members of the Joint Overview and Scrutiny Committee.

The meeting concluded at 12:00pm

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Report to	Conwy and Denbighshire Public Services Boards Joint Scrutiny and Overview Committee
Date of meeting	Friday 11th February, 2022
Lead Member / Officer	Fran Lewis, Conwy County Borough Council, (Head of Corporate Improvement & HR)
Report author	Hannah Edwards, Conwy County Borough Council (PSB Support Officer)
Title	Conwy and Denbighshire Well-being Assessment 2022 – engagement overview

1. What is the report about?

- 1.1 The report describes the engagement approach undertaken to inform the [Well-being Assessment](#), including an overview of the methods used and responses received (included a demographic breakdown).

2. What is the reason for making this report?

- 2.1 To provide the Joint PSB Scrutiny and Overview Committee with an overview of the engagement approach undertaken to inform the Well-being Assessment.

3. What are the Recommendations?

- 3.1 To receive, provide observations and support the report.

4 Report details

- 4.1 The [Well-being of Future Generations Act 2015](#) sets out a statutory requirement for each PSB to produce an Assessment of Local Well-being that “considers the state of economic, social, environmental and cultural well-being in its area.” It captures the strengths and assets of the people and their communities, outlining what is important

to people and communities in Conwy and Denbighshire in terms of well-being, now and in the future.

- 4.2 As per our last assessment, our aim this time was to also ensure our assessment was engagement led. Members of the public, community groups, young people, local businesses and staff working across our public sector partner organisations, have all contributed their experiences of visiting, living or working in Conwy and Denbighshire.
- 4.3 Our approach to engagement, data and future trends analysis was intended to be highly interlinked. We explored what people were telling us and corroborated this in our research, trends and data. The approach is sound but has proved challenging while engaging in the midst of the Covid-19 pandemic. Most obvious was how to engage in a context of widespread homeworking, limited opportunities for public meetings and potential 'zoom fatigue.'
- 4.4 Unfortunately this has contributed to a small response rate which has been a common picture across Wales (please see Appendix A for further information on the number of responses received and the demographic breakdown of our engagement).
- 4.5 Therefore although this has meant our engagement is not demographically or geographically representative as we intended, we have given equal weight to what people have told us, and have chosen to highlight this information throughout the assessment. However this is only the beginning of the conversation and we will continue to engage with people as we finalise the assessment and develop our well-being objectives and plan going forward.
- 4.6 As part of our engagement approach, we initially reviewed as much information as we already had available from recent engagements and consultations. This was to help mitigate the low response rate and to also avoid asking the same questions and repeat what may have already been asked of people. We looked internally across all services, spoke with our partners locally and considered recent regional and national surveys.
- 4.7 We also ran the County Conversation campaign across Conwy and Denbighshire, through virtual workshops and questionnaires (find further information in 4.7.1 and

4.7.2 below). Although slightly different engagement approaches were taken in both counties our questions were similar in order to share our engagement feedback. We followed the same structure by asking open questions with long-term thinking to allow for responses to offer a deeper insight and collect qualitative data.

4.7.1 **Virtual workshops –**

- Due to the Covid-19 pandemic all of the County Conversation focus groups were held virtually (in line with the Welsh Government restrictions that were in place at the time of the engagement).
- In Denbighshire a number of public focus groups were held, with an independent facilitator, for different areas within the counties. For example, Denbighshire focused on their Member Area Groups (MAG) which are Rhyl, Prestatyn, Elwy, Denbigh, Ruthin and Dee Valley.
- In Conwy the workshops were facilitated by Conwy staff and were open to both the public and staff members. These were held by theme and focused on Conwy's well-being objectives (including educated and skilled, feeling safe, housing, healthy and active, economy, environment, culture and voice). Each workshop had a listening panel of senior officers and Elected Members. The focus here was on asking people about their experiences and listening to what they had to say. This was very much about a conversation – not a consultation at this stage.
- Although the attendance at the virtual workshops was low in both counties, the sessions provided constructive and in depth quality feedback to our questions.

4.7.2 **Questionnaires –**

- this was the most popular form of engagement and in the main the responses received were well considered and provided good quality, constructive feedback. We received over 200 online survey responses.
- To ensure the survey was accessible to all members of the community, hard copies were available at all libraries across both counties. They were also available in One Stop Shops in Denbighshire.
- The virtual workshops and questionnaires were promoted through press releases, targeted emails to our stakeholder distribution list, boosted posts on social media, and through Town and Community Councils.

- 4.8 Further virtual focus groups were held with the Youth Council and various secondary schools in Denbighshire to ensure young people's voices were heard. In Conwy as the Youth Council is in a period of review officers attended youth groups.
- 4.9 We held a regional interactive Community Voices forum where over 40 organisations attended. This workshop was commissioned via the North Wales PSBs and led by North West & North East Wales Regional Cohesion teams and Co-Production Network Wales. The purpose of the workshop was to engage with people where language, culture, social or physical differences may create barriers to being effectively heard. Additional workshops were offered to Deaf and Visually impaired forums.
- 4.10 Via PSB communication officer leads, staff were encouraged to complete the online survey as well as attend the virtual workshops. It was encouraging to see attendance from staff from various services within the councils which allowed for interesting discussions from varying perspectives. However unfortunately staff from other PSB organisations did not attend the workshops.

5 What consultations have been carried out with Scrutiny and others?

- 5.1 Elected member engagement has taken place through various focus groups / virtual workshops as part of the County Conversation. We will continue as we present the findings from the Well-being Assessment which will be a key resources in developing the well-being objectives and plan.

6 What risks are there and is there anything we can do to reduce them?

- 6.1 The risk that the Assessment is too influenced by the national agenda and does not reflect the priorities for our local community – in response we prioritised the outputs of local engagement work over any national agenda.

7 Power to make the decision

7.1 Well-being of Future Generations (Wales) Act 2015

7.2 Section 21 of the Local Government Act 2000 and Sections 3.3 and 3.4 of the Joint Overview and Scrutiny Committee's Terms of Reference.

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Appendix A – Responses and Demographic breakdown

Conwy

Number of responses received to the,

Survey -

- The online survey received 62 responses of which 1 was completed in Welsh (no paper responses received).
- Of the total respondents, 39 people (63%) decided to tell us a bit more about themselves by answering some monitoring questions.

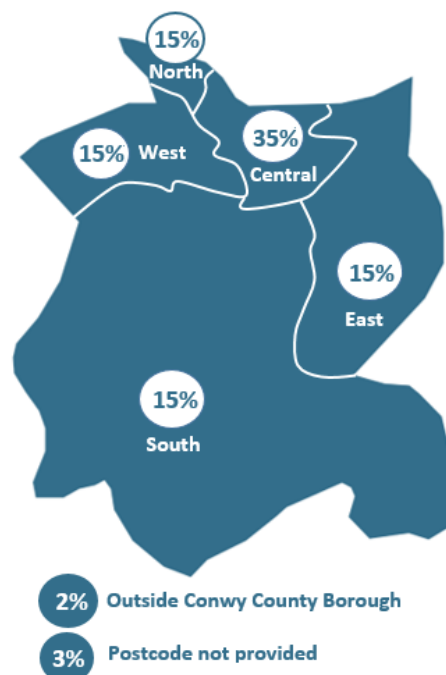
Virtual Workshops -

- Overall 38 people attended our County Conversation virtual workshops (25 of these people attended multiple workshops). As well as the public, these sessions were also open to staff and elected members.
- 7 people attended our youth workshop.

Demographic breakdown (for both the survey and virtual workshops) -

The **area** breakdown of respondents -

Area	Number	Percentage
Conwy West	14	15%
Conwy North	33	35%
Conwy Central	14	15%
Conwy East	14	15%
Conwy South	14	15%
Outside Conwy County Borough	2	2%
Postcode not provided	3	3%



The **gender** breakdown of respondents

Gender	Number	Percentage
Male	46	65%
Female	23	33%
Prefer not to say	1	1%
No response	1	1%

The breakdown in **age** of respondents

Age Range	Number	Percentage
0-15	6	8%
16-24	1	1%
25-34	2	3%
35-44	7	10%
45-54	14	20%
55-64	29	41%
65-74	9	13%
75 and over	2	3%
Prefer not to say	0	0%
No response	1	1%

Denbighshire

Number of responses received to the,

Survey –

- The online survey received 146 responses of which 4 were completed in Welsh.
- Of the total respondents, 89 people (68.46%) decided to tell us a bit more about themselves by answering some monitoring questions. However, it is noted that a small proportion of those people did not answer all the monitoring questions.

Virtual Workshops –

- 11 people attended the County Conversation focus groups
- Over 60 young people engaged through schools
- 8 people attended staff session
- 22 elected members engaged in focus groups

Demographic breakdown (for the survey) -

The **area** breakdown of respondents:

Response	Number of respondents	Percentage of respondents
Rhyl	9	18.37%
Prestatyn	5	10.20%
St Asaph	3	6.12%
Denbigh	9	18.37%
Ruthin	14	28.57%
Llangollen / Corwen	9	18.37%

The **gender** breakdown of respondents:

Gender	Number	Percentage
Male	34	40%
Female	50	58.82%
Prefer not to say	1	1.18%

The breakdown in **age** of respondents:

Age	Number	Percentage
0-15 years	6	6.98%
16-24 years	1	1.16%
25-34 years	9	10.47%
35-44 years	22	25.58%
45-54 years	20	23.26%
55-64 years	18	20.93%
65-74 years	10	11.63%
75 years or above	0	0

Report to	Conwy and Denbighshire Public Services Boards Joint Scrutiny and Overview Committee
Date of meeting	11th February, 2022
Lead Member / Officer	Nicola Kneale, Denbighshire County Council (Strategic Planning Manager)
Report author	Hannah Edwards, Conwy County Borough Council (PSB Support Officer)
Title	Conwy and Denbighshire Well-being Assessment 2022

1. What is the report about?

- 1.1 The report describes the process that's been undertaken to refresh the Well-being Assessment since its first launch in 2017. Please see Appendix A for an Executive Summary of the Well-being Assessment. The full draft Well-being Assessment can be found on the Conwy and Denbighshire Public Services Board (PSB) website - [Well-being Assessment \(conwyanddenbighshirepsb.org.uk\)](http://conwyanddenbighshirepsb.org.uk).
- 1.2 This report provides the opportunity to review the key findings from the Assessment of Local Well-being and make recommendations as part of the consultation process.
- 1.3 The Assessment will be used to inform a number of long term strategic plans, including the next Conwy & Denbighshire Public Services Board (PSB) Well-being Plan 2023-28.

2. What is the reason for making this report?

- 2.1 To present the draft well-being assessment to the Joint PSB Scrutiny and Overview Committee as part of the consultation process.

3. What are the Recommendations?

- 3.1 To receive and support the report.

3.2 To respond to the consultation questions listed below –

- i. Do you agree with the findings in the Well-being Assessment?
- ii. Is there anything we need to change?
- iii. Is there anything we've missed?
- iv. Are you likely to make use of the Well-being Assessment and its contents?
- v. Any other comments or ideas on the Well-being Assessment?

4. Report details

- 4.1. The [Well-being of Future Generations Act 2015](#) sets out a statutory requirement for each PSB to produce an Assessment of Local Well-being that “considers the state of economic, social, environmental and cultural well-being in its area.” This assessment is different from traditional needs assessments in that it should also look to identify key assets in an area as well as areas of need and gaps in service provision. It should look to identify opportunities as well as the threats, both now and in the future.
- 4.2. Work has been on-going with PSB partners across Conwy and Denbighshire since January 2021 to review the existing Conwy & Denbighshire PSB Well-being Assessment. The journey has not started with pre-conceived ideas or abstract data analysis, but with extensive engagement both with local communities and the staff who work in the different public sector organisations.
- 4.3. To describe all aspects of well-being would be an enormous task, so the Well-being Assessment aims to provide only an outline of the more strategic issues affecting the counties of Conwy and Denbighshire. We have grouped what people were saying into around 60 strategic topics and looked into the data and available supporting research papers to see where there is sound evidence to support the perceptions and feelings. Each topic provides analysis about: the situation now; how the current situation compares with the past; what the future looks like; what people have said about the topic, and key questions and areas needing further research.
- 4.4. In particular we have tried to consider the implications of each topic on the well-being of the individual and how it contributes to the 7 well-being goals set out in the Act. By undertaking research across a number of topics aligned to the seven national well-

being goals, we have identified a series of cross-cutting topics of prominence across the counties of Conwy and Denbighshire. These are listed in Appendix A, the Executive Summary.

- 4.5. The whole Well-being Assessment is a strong, broad body of research that illustrates a current and anticipated future picture of Conwy and Denbighshire with reference to anticipated opportunities and challenges.
- 4.6. The information contained in the assessment will be housed on the Conwy & Denbighshire PSB's website in a Wikipedia-style format, as per its previous iteration. This format has previously been praised for its accessibility, ability to be refreshed, and therefore its overall capacity to be a valuable, practical planning asset for public, private and third/grassroots sectors in the county, therefore the format is retained.
- 4.8. Based on consultation feedback we will make amendments and publish a final version in April 2022. Once the Well-being Assessment has been approved by the PSB, the Board will work on developing a new Well-being Plan. We will run a consultation on the Well-being Plan before it is published in 2023.

5. What consultations have been carried out with Scrutiny and others?

- 5.1 Various community engagement events have been held across Conwy and Denbighshire to hear community views and inform the assessment. In addition online surveys were promoted and all public organisations were asked to submit anonymised engagement feedback undertaken in the last 2 years in order that we could learn from community comments and themes. Further information on the engagement process will be discussed in the next item.

6. What risks are there and is there anything we can do to reduce them?

- 6.1. There is a risk that this valuable resource isn't used to its full potential by partners. In addition to consultation, we will therefore devise a programme of publicity to ensure

colleagues from all sectors are aware of the Assessment and where to find it, and how it can aid informed decision-making.

- 6.2. There is a risk that this is not kept up-to-date by partners, thus undermining the assessment's usefulness, and also meaning that a large scale review will be required in the future. Regular communication between PSB support officers, supported with clear direction from the PSB should mitigate against this risk.
- 6.3. Since the production of the first Well-being Assessment in 2017 research capacity within teams in both Conwy and Denbighshire has significantly reduced. Despite this the teams have produced a high quality strategic document on the current position of both counties. If there were more research and engagement capacity in the public sector, there would be the potential to further strengthen the Assessment by looking into weaker areas and any gaps in knowledge, and better understanding the determinants of inequality in terms of well-being.

7. Power to make the decision

- 7.1. Well-being of Future Generations (Wales) Act 2015
- 7.2. Section 21 of the Local Government Act 2000 and Section 3.3 of the Joint Overview and Scrutiny Committee's Terms of Reference.



Appendix A

Assessment of Local Well-being: Executive Summary (Not yet endorsed)

Conwy and Denbighshire Public Service Board 2021

Assessment of Local Well-being: Executive Summary

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Assessment of Local Well-being: Executive Summary

Introduction

We have been working with partners across Conwy, Denbighshire and regionally, since January 2021, to review our existing well-being assessment, published on the [Conwy and Denbighshire PSB website](#). This executive summary and the seven well-being goal summaries will replace the information currently online and will shortly be published for consultation.

We have around 60 detailed topics ranging from transport, obesity, key economic sectors, biodiversity, equality, Welsh language, domestic violence and so on. We also have locality profiles for each of our member area group areas. Each topic provides detailed analysis about: the situation now; how the current situation compares with the past; what the future looks like; what people have said about the topic, and key questions and areas needing further research.

We have given equal weight to what people have told us, and have chosen to highlight this information throughout the assessment.

This has been a significant piece of research. There is a huge amount of detail and so we have chosen to summarise the 60 or so topics into seven well-being goal summaries. However, we are conscious that there is a huge amount of complexity and sometimes tension between issues or across goals, and for this reason we have provided this executive summary, which identifies 14 issues/opportunities. We hope this executive summary will support you in moving from a space with a vast amount of knowledge to a place where you can see the connections, the tensions, and the opportunities.

However, at this point in time, the UK has not fully entered a Covid-19 recovery phase and the consequences of Brexit are being worked through. It is important to acknowledge that some indicators and research show disruptions, due to Covid-19 especially, which makes planning at a time of uncertainty particularly challenging. Furthermore, our previous assessment of well-being highlighted a range of qualitative and quantitative gaps at a local level, particularly gaps about people with protected characteristics. Those gaps are still present, however, this well-being assessment uses national data and research to draw together some conclusions about how inequality manifests itself in Conwy County Borough

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and Denbighshire, and specifically how inequality of well-being is likely to persist. We will review our analyses to ensure they reflect current and future trends as and when new or more reliable information becomes available.

As public organisations dealing with financial, staff capacity and environmental challenges, it is more vital than ever that we focus our attention on the most critical areas, and that the actions and decisions we make are supported by data and research analysis that evidences that the impact will be effective and improve outcomes for our communities and for future generations. The Covid-19 pandemic has highlighted the importance of data, raising its profile with public sector managers at all levels who have continuously reviewed data and adjusted plans and decisions accordingly. The regular news bulletins and statistical discussions has also raised public awareness of the importance of data.

We need objectivity and confidence in our plans, and for that, we need knowledge based on tangible, solid evidence. To harness the full potential of data and research, an organisation needs to be intelligence-led, and to this end, data and research needs to be treated as a strategic organisational asset – like people or money.

Public bodies have statutory responsibilities to produce needs assessments. There are a number of assessments in place for social care and well-being, Public Service Boards, economic, environmental and planning. The assessments vary from a county to regional footprint and may involve duplication/lack a joined up approach in terms of overall strategic analysis. The level of resource, skills and capacity to deliver the assessments varies considerably according to the subject matter and are generally non-recurring grant funded which can significantly limit the ability to attract research specialists. We still face limitations in our research and engagement capacity, at local, sub-regional and regional levels and this presents challenges across a number of areas.

List of issues / opportunities

1. [A green economy](#)
2. [Communities that are resilient in the face of climate change and other global challenges](#)
3. [Protecting biodiversity and natural resources](#)

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4. [Education, upskilling, decent work and incomes](#)
5. [Resilient economic sectors that support culture, nature and heritage](#)
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What is different?

Our previous local assessment of well-being was published in 2017. In line with the requirements of The Well-being of Future Generations (Wales) Act 2015, the assessment took a long term view at trends that would affect well-being in the future. Not surprisingly, many of those trends are still present. However, in certain cases, the experience of, and the global response to, the effects of climate change, Brexit and Covid-19, has resulted in some trends accelerating, improving or exacerbating. Furthermore, this latest iteration of our well-being assessment has provided some new evidence or analyses about certain trends and issues.

In summary:

- The effects of climate change are continuing to be felt and at a global, Wales and local authority level – our responses are unlikely to support the achievement of ambitious targets to decarbonise and support nature’s recovery.
- There are growing opportunities to boost our tourism sector, linked to our unique culture and natural landscape, as global travel reduces.
- We can see more clearly a future where people already at risk of poverty and inequality disproportionately feel the negative effects of climate change.

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- Brexit, and the extent to which our economies and sectors are able to adapt to new rules around importing and exporting, means it is difficult to confidently predict the most likely future for agriculture or food production for example. We do know that there are plentiful opportunities for sectors to adapt and flourish.
- Covid-19 has accelerated trends around more services being delivered online and more people working from home, which has reduced the need to travel (removing travel barriers for some people). We are not sure how we can balance opportunities posed by online services, which can remove travel barriers for instance and produce cost savings for services, with the challenges around the quality of the service from the user's perspective.
- Covid-19 has exacerbated existing inequalities and the long term effects are difficult to predict at present. For example, the impact of school closures and social distancing on vulnerable children and young people and mental health more generally.
- Housing is found to have a strong association with personal well-being (and the factors/drivers that can improve health and well-being, such as employment).
- Employment (specifically higher unemployment) will be a key concern for the short term at least.
- This time around, we have also provided more analyses of a 'well-being gap' between those living in the most and least deprived areas in both counties. We know that trends are not improving, despite efforts to tackle poverty and inequality. There is also a clearer picture emerging of the challenges faced by disabled people, who are more likely to be at risk of disadvantage and tend to have lower personal well-being.

A green economy

The situation now and future trend

The challenges and opportunities associated with a **low carbon economy** remain enormous and will require focussed efforts from **across industry, agriculture and the public sector**. The challenges and opportunities associated with a green economy remain enormous and will require focussed efforts from across industry, agriculture and the public

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sector. Economic growth has traditionally, and in some cases continues to be, at odds with the health of our planet and all living things.

“[A] green economy [is] one that results in improved human well-being and social equity, while significantly reducing environmental risks and ecological scarcities”¹

This describes a highly connective, and regenerative economy that achieves growth but not at the expense of the well-being of the planet or the communities it is home to. Skills, technology, energy, construction, a circular (reduce, reuse, recycle) economy, enterprise, community well-being are all critical to a green economy

We have very challenging targets for **reducing carbon emissions** and these apply to domestic, commercial and public sector bodies. Even the most ambitious national climate action plans will fall short. We need a **regenerative economy**. We should focus on the core systems that are placing the most pressure on ecosystems (based around **food, energy and transport**). **Sustainable construction techniques, designing out waste and decarbonising housing** will be critical and could create many **upskilling** opportunities.

Changes to the **agricultural and food sector** are expected. For example, sheep production is likely to become less economically viable, due to changes in market access and public funding restrictions. Some researchers argue that land currently used for sheep farming in Wales will most likely be converted into forest.² These changes will have consequences for our agriculture, our farming **community**, our environment and potentially for **cultural well-being**, as food related-“events” are increasingly connected to local food production. Opportunities associated with **low carbon farming**, agri-food and tourism, nature friendly farming and so on are extensive.³

¹ UNEP (2011), 'Towards a Green Economy: Pathways to Sustainable Development and Poverty Eradication' (advance copy available from the [UN environment programme website](#)).

² Wales Centre for Public Policy (2021). Briefing on well-being and the impact of Covid-19 and Brexit.

³ Available from the [Ambition North Wales Website](#).

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Adaptation to climate change also brings with it economic opportunities and challenges through the development of **new technology**. The development of renewable energy production and the digital revolution for example. Retaining as much benefit locally to the development and deployment of these new technologies will be key.

Concerted efforts are underway to **decarbonise our transport infrastructure**, but challenges remain for those without access to their own personal car, and transport challenges will persist over the long term. Sustainable development thinking here will be critical to preventing problems from occurring for future road users. The **transport** system has an impact on ecosystems and health.

What people have told us

Throughout our engagement with the public it was clear that they want to see innovative changes to decarbonise houses, transport and other infrastructures to tackle climate change. In particular, people want new planning applications for housing and schools to require renewable environmental infrastructure as mandatory, namely, heat pumps and solar panels. In order to work towards decarbonising our transport infrastructure, people have told us they want to see electric vehicle charging points and car parking spaces throughout the county to encourage people to make the switch to electric.

In addition to this, many wanted to see changes to public transport to ensure it was more environmentally friendly by having electric buses accessible to them.

People have told us they would like to see more 'green' employers attracted to communities. Green employers were identified as those that can further enhance sustainable and resilient low-carbon environmental markets and offer secure long-term job opportunities. Some examples include those that can recycle local resources, green business consultancies and research and development companies for innovative green technologies. In addition to this, people want to see a focus on upskilling and tailoring training to suit this demand.

There was also mention of the importance of having access to locally produced foods sources, specifically for rural communities. People wanted more promotion in this area to contribute to the local economy and reduce food miles from a carbon perspective.

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National priorities

[Wales' Programme for Government](#) consists of almost 100 specific areas of activity.

Among its ten well-being objectives are commitments to: “Build an economy based on the principles of fair work, sustainability and the industries and services of the future” and “Build a stronger, greener economy as we make maximum progress towards decarbonisation.”

Communities that are resilient in the face of climate change and other global challenges

The situation now and future trend

Wales needs to reduce its energy usage and the behaviour changes required to reduce as well as increasing its use of **renewable and sustainable energy sources**, reducing the current dependence on harmful fossil fuels. Resilient communities are those able to successfully **adapt to change**.

The effects of **climate and ecological change** are disproportionately affecting the world's poorest communities, and here in Conwy and Denbighshire, some of the communities most at risk are also at risk of other factors that negatively affect well-being from sea level rises.

There is still more to do to make sure that there are healthy places for people, protected from **environmental risk** across the areas⁴. Ensuring communities are resilient in the face

⁴ Public Health Wales in their recent research on Rising to the Triple Challenge of Brexit, COVID-19 and Climate Change for health, well-being and equity in Wales, found that climate change can have direct and indirect impacts on health in Wales, through impacts such as air pollution on respiratory disease and extreme heat event causing excess heat related deaths and through behaviours for example, diet, nutrition, active travel and alcohol. Also, data in assessing the climate risk resilience of our communities in both

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of extreme weather events, notably **flooding and extreme heat**, are major challenges. People living in those areas described as experiencing concentrated deprivation are also **communities at risk** of flooding, they may also be more likely to experience other challenges to their well-being over the next decade or so (food poverty, poorer health, less likely to benefit from energy improvements). In short, they will be more likely to be affected by climate change than more affluent groups and communities. These climate change associated impacts will increase the number of properties, infrastructure and key services at risk of flooding from all sources. Places not previously at risk could become vulnerable and many currently at risk could be of greater risk. The population at risk of exposure to flooding is expected to increase as a result of changes in land-use, urbanisation and development in low-lying areas.

The global food system has a significant impact on the environment. Land use is identified by the UN IPBES report (2019) as one of the big drivers of the nature emergency. Climate change is expected to have impacts on all four pillars of **food security** – food availability, access to food, food utilisation and stability of the food supply. This is likely to affect **food poverty**.

Preparing for future pandemics (and future resilience) will be a theme for cross-sector consideration. The scope and nature of future challenges is vast.

While management works are in place or planned, the risk of flooding cannot be wholly eliminated and is a particular concern for parts of the Dee river, areas of Denbigh Town and around Brookhouse Mill, flooding from the rivers Elwy, Clwyd and Clywedog rivers affecting Elwy and Ruthin, and along the coastal parts of Denbighshire.

In Conwy, almost 60% of the County population live in areas at risk from coastal flooding whilst communities in the Conwy Valley have suffered recently from the impact of Storm Ciara.

areas is not available at this time and action has been limited to date to the creation of community flood plans some of our communities at risk.

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Conwy Council are currently investing in improvements to coastal defences from Llanfairfechan to Kinmel Bay to reduce the future flood risk. Additionally, rural communities have benefitted from the completion of flood alleviation works at Llanrwst and Mochdre whilst other schemes are planned at Llansannan, Penmaenmawr, Dolwyddelan and Betws Y Coed.

What people have told us

People have told us their concerns about the implications of climate change and have expressed their desire to be more supported and empowered to tackle climate change. Communities and local businesses want to be more involved in protecting and respecting the environment.

There is appreciation for local farming and food businesses, and these are seen as essential for communities to remain resilient. There is enthusiasm to see these sectors grow and employ more people by involving communities, retaining local spend and supporting climate change by utilising local sources.

People want to see a proactive approach to planning and support to prevent localised flooding within villages and towns rather than communities having to take a reactive approach when faced with these issues. There was mention of considerations to emergency planning preparedness on where we should site hospitals, care homes, schools, industry and residential areas in light of flooding risks. They stressed the importance of ensuring we can connect to these important areas and facilities in times of flooding.

National priorities

[Wales' Programme for Government](#) includes commitments to: "Build an economy based on the principles of fair work, sustainability and the industries and services of the future"; "Build a stronger, greener economy as we make maximum progress towards decarbonisation.", and "Make our cities, towns and villages even better places in which to live and work. Embed our response to the climate and nature emergency in everything we do."

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Protecting biodiversity and natural resources

The situation now and future trend

The rise in global temperatures is impacting on the world's ecology. This is made worse by the loss of habitat quality and quantity through the use of **unsustainable land management and development** activities such as deforestation and the use of pesticides. The protection of the natural environment is also a key challenge for the **rural economy** because of the role played by farmers and other landowners in environmental management.

We need an economy that **regenerates** ecosystems and replenishes natural resources. Achieving **Sustainable Management of Natural Resources (SMNR)** means having healthy, well-functioning and resilient social, economic and eco-systems. We are not meeting SMNR in Wales, so by default we can say they have not been met in Conwy County Borough and Denbighshire.

Conwy and Denbighshire exhibit an **exceptionally rich but vulnerable variety of habitats** ranging from coastal cliffs and beaches to sheltered valleys and open moorland. The nature conservation interest of the area is considerable and contains many important features such as areas of limestone pavement, woodlands, hedgerows, meadows, and pasture, reedbed, heathland, ponds and estuarine habitats.

Nature recovery is key to rebuilding ecological resilience and sustaining the benefits that it provides us. The rebuilding needs to be done at a faster pace and larger scale if we are to reduce the potential impacts of climate and nature emergencies.

What people have told us

People have told us the importance of having access to the local green and blue spaces that are safe and clean as this is felt to be part of our areas identity. They want to see increased environmental action and welcome increased biodiversity, conservation and nature protection within local green spaces, AONBs and communities.

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People said that whilst there is great demand for housing, what some called a 'housing crisis', people want to see a cautious approach taken to building on green spaces if there are other alternatives. The motivation behind these comments comes from an environmental perspective as people appreciate the green land and biodiversity this brings.

There were concerns raised around litter problems throughout the county which makes areas look unsanitary and unsafe for communities and wildlife. As well as increasing the amount of bins, specifically those split into general and recycling waste within rural areas, people also wanted to see more education and reminders given to communities to encourage people to be responsible with their waste. People have emphasised concerns around the level of single use plastic and the desire to reduce packaging in shops. Young people within schools have repeatedly told us that they are concerned with the level of single use plastics in schools.

National priorities

[Wales' Programme for Government](#) includes commitments to: "Build an economy based on the principles of fair work, sustainability and the industries and services of the future"; "Build a stronger, greener economy as we make maximum progress towards decarbonisation.", and "Make our cities, towns and villages even better places in which to live and work. Embed our response to the climate and nature emergency in everything we do."

Education, upskilling, decent work and incomes

The situation now and future trend

Skills levels of the working age population in the two counties has been steadily improving in recent years. There is a challenge to secure employment for those out of work and upskill both areas' workforces for high skilled/paid work. **Decarbonisation** will be critical and could create many upskilling opportunities (particularly in relation to construction and decarbonising housing and the energy sector).

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At a UK level, the estimated **employment rate** for people aged between 16 and 64 years has generally been increasing since early 2012, largely driven by an increase in the employment rate for women and higher State Pension age.⁵ However, it is predicted that the **unemployment rate** will remain above the levels seen in 2019 at least into 2024. More young people working in lower-paid, less secure jobs.

Given our forecast about employment, we can expect to see **higher claimant rates** for the next 5 to 10 years and **unemployment**, when combined with health problems or disability, personal well-being is likely to be negatively affected. Denbighshire has the third highest **youth unemployment** rate of all Welsh Local Authorities (10.1% as at July 2021). Conwy's rate stood at 9.1% in the same period.⁶ West Rhyl is the ward most affected and accounts for a 5th of the Denbighshire total.

Overall **household income levels** in Conwy and Denbighshire are lower than the national average and a greater proportion of households in Conwy and Denbighshire are estimated to be in **poverty**. There is evidence of higher than average **in-work poverty**. Likely to continue for next 5 to 10 years at least.

Income levels are a key factor in the **housing** market affecting housing affordability. We have recently seen weakness in the owner-occupier market and increasing reliance on private rented accommodation.

What people have told us

People have concerns for the local economy and they want to ensure there is support for small businesses and the tourism sector to ensure the local economy can thrive and be resilient. Similarly, the need for sufficient education, training and employability support for people of all economic activity levels has been evident throughout our engagement with

⁵ Government Office for Science (2021). [Trend Deck](#)

⁶ Claimant count by age - not seasonally adjusted (June 2021)- ONS Crown Copyright Reserved [from Nomis on 16 July 2021]

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the public. Although, in particular, people have told us that this kind of support for young people needs to be seen as a priority.

Similarly, the need for sufficient education, training and employability support for people of all economic activity levels has been evident throughout our engagement with the public. Although, in particular, people have told us that this kind of support for young people needs to be seen as a priority. Throughout our engagement with young people and in schools, young people told us that having available work experience opportunities was a key priority for them, and they find them difficult to find at the moment. They envision a future where there is one accessible platform where opportunities are advertised as they often don't know where to look.

Due to the seasonal nature of the labour market in some of coastal and tourist towns and villages, people have told us they are concerned about the lack of sustainable employment available to them. It is felt that there is a need to attract different types of private employers into the county to increase jobs and support the local economy. In contrast, people recognise the recruitment issues some sectors are currently facing as they have become increasingly undesirable e.g. social care and hospitality, and they wish to see more support and upskilling to address these problems.

National priorities

[Wales' Programme for Government](#) includes commitments to: "Continue our long-term programme of education reform, and ensure educational inequalities narrow and standards rise. Protect, re-build and develop our services for vulnerable people."; "Build an economy based on the principles of fair work, sustainability and the industries and services of the future"; and "Build a stronger, greener economy as we make maximum progress towards decarbonisation."

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Resilient economic sectors that support culture, nature and heritage

The situation now and future trend

Changes in the **national and international economies** have the potential to profoundly impact upon the two local authority areas and their residents. This will be explored more fully after the Welsh Governments Future Trends research becomes available.

Over the medium to long term, we are anticipating that **economic sectors** relying on importing and exporting to the EU - like the agricultural and food sectors, or manufacturing and steel for example – will be most impacted. They will need to adjust to survive. For Conwy and Denbighshire, this could mean **sheep production, tourism** and **steel** (those employed in). The impact of Brexit on the **rural economy** has the potential to be very significant.

We have a large **public sector** and the **social care and health** sectors are particularly hard pressed (and face increasing demand). **Tourism** and **Agriculture** are also strategically important sectors in both counties. Our local **economies** are often intrinsically linked to **cultural expression**, for example farming. Many sectors, across the UK, are currently experiencing recruitment challenges that are impacting upon service delivery and causing supply issues. The effects of these on medium to longer term trends is uncertain at this point in time.

While, overall, performing well, the local **tourism** industry is fragile. **Culture/nature-led regeneration** could pose some serious opportunities for communities in Conwy and Denbighshire. **Culture and creative industries** are likely to be at the heart of regeneration; developing capacity of both counties' cultural, creative, tourism and hospitality sectors. There's a role here for **digital** industries. It is important to note the potential impact of growing tourism on infrastructure, including housing.

Agriculture, tourism and hospitality are key sectors across all parts of both counties.

Indications show that in Conwy, the tourism and hospitality sectors were the hardest hit during Covid-19 and have been struggling to recruit staff since reopening. The care sector

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(in both counties) is another area which is now struggling to recruit staff and is heading towards a crisis.

What people have told us

Cultural and community events are regarded as helpful in connecting people, harnessing the growing sense of community spirit and brings towns and villages alive. People also told us the importance of utilising, protecting and promoting our cultural sites to increase tourism within the counties. Tourism is seen as a key link to support the local economy to remain resilient to challenges faced by Covid-19 and Brexit. People have emphasised the importance of the Welsh language and ensuring that Welsh lessons are on offer within schools and the communities.

There are many concerns around the local economy and people are passionate about encouraging people to shop local and again. Free parking was a popular suggestion, as well as offering affordable fresh locally grown food. People felt local high street shops and small businesses need more support to help them survive and become more attractive. There was concerns of high turnovers of high-street shops with many being left empty. They told us they wanted to see better maintenance of high-streets including good quality shops on offer.

National priorities

[Wales' Programme for Government](#) includes commitments to: "Build an economy based on the principles of fair work, sustainability and the industries and services of the future"; "Push towards a million Welsh speakers, and enable our tourism, sports and arts industries to thrive."; and "Build a stronger, greener economy as we make maximum progress towards decarbonisation."

Travel and transport that supports wider well-being

The situation now and future trend

In particular **cleaner, greener transport**. **Road capacity** will continue to be a concern. The impact of lack of **integrated public transport** provision particularly for peripheral and

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rural communities remains challenging. There are important associations with **tourism** (sustainable transport, EV charging infrastructure and active travel). Promoting **active travel** and safe school transport routes are regarded as important solutions. A higher than UK average private car ownership will remain due to the counties' geographies and integrated public transport issues. Subsequently availability of infrastructure to support the transition to ultra-low emission vehicles will be important.

Moving away from dependency on private vehicles will require a culture change or **modal shift**.

People are particularly concerned about active travel, traffic and road use around St Asaph and Llangollen.

In Conwy the sustainability of local bus routes are a worry to local residents especially in the rural areas. Since the pandemic people are more anxious at using public transport thus will have a knock on affect to seeking/holding down employment.

What people have told us

Concerns about the availability and sustainability of transport have been raised in engagement work with the public and officers within the public agencies in each county. This feedback came particularly from young people and people defining themselves as 'working class'.

Active travel has been high on the agenda for the public as they want to see increased walking paths and cycling routes to neighbouring villages and towns. As well as increased maintenance of these routes, other improvements were mentioned such as increased bike locks/storage, increased benches, water taps, toilets and better signage. Some of these improvements are thought to encourage 'reluctant walkers' and enable people to shop locally and cycle to work, in turn supporting the economy and environment.

People have told us they want to see more EV charging points and parking spaces throughout the county to encourage more people to make the change to electric vehicles. In addition to this, people felt there is a need for more environmentally friendly public transport options.

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National priorities

[Wales' Programme for Government](#) includes commitments to: “Build a stronger, greener economy as we make maximum progress towards decarbonisation.”, and “Make our cities, towns and villages even better places in which to live and work. Embed our response to the climate and nature emergency in everything we do”.

Reliable digital infrastructure, online safety and sophisticated virtual experiences

The situation now and future trend

There will likely continue to be **geographical ‘not-spots’** with improvements in these areas being slow to come to fruition. Conwy is among the top ten local authorities with the lowest coverage by all operators for 4G outdoor geographic coverage across the UK.⁷ We might see more **data poverty**. Lack of coverage undermines economic objectives and is unhelpful in relation to tourism. Over the next five to 10 years, those with fewer than 100 mbps could be considered ‘left behind’.

Over the longer term, people will look for more **sophisticated online/virtual reality experiences** from across the globe, especially as we all adapt to the consequences of climate change. Authenticity and uniqueness will be critical to making these experiences fun, fulfilling and worthwhile.

Online safety and misinformation (infodemics) will be a concern for communities and services alike.

Personal data management is likely to continue to be, more sensitive. People will seek credible, reliable and transparent information and immediacy will be highly valued. Public services will seek to find more, new and better ways to offer their services virtually.

⁷ OfCom. (2019). [Connected Nations Wales](#). Accessed 26 July 2021.

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Parts of the Dee Valley, the villages to both the west and east of Denbigh town, rural parts of Elwy are particularly at risk of isolation.

As stated Conwy, suffers with low coverage and in some of the smaller villages they have already become isolated.

What people have told us

People have told us of the importance of having access to good broadband, particularly full fibre, due to the shift in learning and working from home throughout the pandemic. Others wanted to ensure that, going forward, it is not only digital methods that are used to reach people as there is still a proportion of people who don't use certain platforms and they may miss out on information.

Parents would like support regarding online safety as children are using the internet from a younger age and a wider variety of activities.

From our engagement with seldom heard groups they told us that digital exclusion exists for communities where language, culture or social disadvantage is a common concern. There are also concerns that some may feel intimidated by attending engagement sessions online due to social or language barriers.

National priorities

[Wales' Programme for Government](#) includes many commitments but none explicitly refer to digital infrastructure, online experiences or online safety. Although there is a commitment to "Push towards a million Welsh speakers, and enable our tourism, sports and arts industries to thrive".

Aging and aging well

The situation now and future trend

Our population is still **aging**. We might see some changes as a result of Covid-19 but it's too early to say (e.g. younger people, families are attracted to the area, or decide to stay, but this could result in increasing house prices).

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An aging population is likely to lead to an increasing number of people experiencing **age-related problems**. **Improved life expectancies** also mean that people with complex needs are living longer than ever before, which is a something to celebrate as a success of improvements in health and social care. We do however, need to make sure that health and social care services are able to support this increase in demand as well as provide support for unpaid carers.

The sustainability of some services is reliant on the ongoing resilience of **unpaid carers**: if people were to need paid care instead of being supported by unpaid care, the impact would be significant for the social care and health sector.

Common across Denbighshire, the rural parts of the county and particularly Prestatyn, have relatively high rates of older people (over 65) meaning that the impact of age related illness is likely to be felt more here than in other areas.

Conwy has an older age structure than Wales and Great Britain, the North. Central and eastern areas of Conwy have a higher percentage of over 65s. The eastern area is of particular concern as a higher number of older people live in social housing and is an indicator they are not as affluent, and research shows will suffer more ill health leading to more resources required for this type of older person.

What people have told us

People have told us they want to see more support for the elderly. Specifically, they feel there should be more activities focused on reducing isolation and intergenerational activities which have been proven to have many positive effects.

People expressed their love and commitment to community groups as they connect communities and people of all ages. People want to see better support for these groups to set up and remain viable by having suitable and affordable facilities.

National priorities

[Wales' Programme for Government](#) includes commitments to: "Provide effective, high quality and sustainable healthcare"; "Continue our long-term programme of education reform, and ensure educational inequalities narrow and standards rise. Protect, re-build

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and develop our services for vulnerable people.”; and “Build an economy based on the principles of fair work, sustainability and the industries and services of the future.”

Tackling poverty and reducing inequality (the well-being gap)

The situation now and future trend

The **root cause of well-being inequality appears to be poverty**. Specifically, its associated relationship with factors such as very poor health, being disabled, workless, having no or only a basic education, being single, separated, widowed or divorced, renting or being middle aged. People living in the most deprived areas not only have a shorter lifespan, but also spend less of it in good health. Despite overall increases in life expectancy, the gap between the proportion of life expected to be spent in good health in the most and least deprived areas has shown no clear sign of reducing in the last 10 years.

We have areas with high concentrations of **multiple-deprivation** including some parts of Rhyl and Upper Denbigh within Denbighshire; and some parts of Pensarn, Colwyn Bay, Llandudno and Llysfaen within Conwy. Whilst the long term resilience of groups with poorer personal well-being and less favourable outcomes is currently unclear, without intervention, some small communities are likely to continue living with factors associated with ‘deep rooted deprivation’. Rhyl West 1, Rhyl West 2 and Rhyl South West 2 are identified by the Wales Index of Multiple Deprivation as areas of ‘deep-rooted’ deprivation.

Economic deterioration is likely to affect the most vulnerable more profoundly. We are expecting to experience **exacerbated inequalities** (a “**well-being gap**”) for the short, medium and long term. These are expected to include: disparity in education, skills and employment outcomes; an older population in poorer health and poorer health and well-being generally. Increasing or worsening well-being is more likely to affect people facing socio-economic disadvantage or for people with protected characteristics.

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The following **protected characteristics** are more likely to live in the most deprived 10% of LSOAs in Wales, and, in some cases, are also more likely to report lower levels of personal well-being⁸:

- Females
- Younger people
- Single people
- Disabled people
- LGBTQ+ people
- People with a Muslim faith

People with a Black Asian and Minority Ethnic background (and particularly people from Gypsy, Roma and Traveller communities and mixed or multiple ethnic, or Arab backgrounds).

Disabled people are more likely have poorer well-being across a number of factors (more likely to live in rented housing, to experience socio-economic disadvantage, more likely to require public services or personal care, and are more likely to have experience exacerbated isolation or loneliness). The disproportionately negative impact of Covid-19 on disabled people has led to a condemnation of the once-again-prevalent medical model of disability, rather than the relevance and more accepted social model of disability. The disability employment gap has narrowed in recent years, though analysis shows it has decreased more for women than men. There is some anecdotal evidence that home working is making work more accessible for disabled people (trans people also).

We had previously seen improvement across a range of attainment indicators with Conwy and Denbighshire reducing historic gaps in attainment, between themselves and Wales. However, the **educational attainment gap** is predicted to widen. At a macro level, those children and young people worst affected are likely to be from poorer backgrounds; are likely to be male; BAME and children with special educational needs and disabilities have

⁸ [ONS, People population and community data set](#) 2017.

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been disproportionately negatively impacted educationally, vulnerable children. This will result in long-term effects on educational progression, labour market performance and well-being.

The association between **adverse childhood experiences** and poor outcomes in adulthood is well-understood, and these outcomes (poorer mental health, lifestyle choices that affect health and well-being) can be drivers for lower than average well-being. The impact of Covid-19 on ACEs is not yet understood but is felt to be of major concern.

Upper Denbigh and Henllan have higher levels of unemployment, lower household incomes and poorer health and education outcomes. All of the wards in the Prestatyn area have larger proportions of their population who are disabled or experience a limiting long-term illness than it the case in Denbighshire, Wales or England.

All but one area of Conwy have household income levels below the national average and there is a high unemployment rate in the Colwyn and Abergele areas, which have a high proportion of social housing indicating the areas which coincide with the Welsh Index of Multiple Deprivation.

What people have told us

An interactive community voices forum, held in October 2021, to give voice to seldom heard groups, has demonstrated the importance of ensuring that a diverse range of communities are able to have their voices heard at all levels. We have been told that engagement opportunities need to be more inclusive for people who work, live in rural communities, or who may feel intimidated by attending on line session due social or language barriers. Trust and confidence are critical. We also need to work collaboratively to ensure we do not overburden the same communities with numerous requests for the same, or similar information and that we feedback regarding the actions taken on the basis of their engagement.

People are concerned about child poverty, and the extent to which the public sector is working to improve the quality of life for people and children in poverty. Child hunger is a particular concern for people and they want to understand the root causes for hunger. People also want to ensure we ask those living in deprived areas to find out what they feel

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would improve their lives. Homelessness is seen as a factor in deprivation and so too housing quality. Poor housing has been highlighted by people as having a causal relationship with lower life expectancy.

They identified people with disabilities, including learning difficulties, and older people as people they feel should be supported, in particular to reduce feelings of isolation and loneliness. They thought that there could be ways of building generational links through younger volunteering to support older people. Some accessibility issues were raised for those with disabilities, in particular in arts, culture and heritage sites and one suggestion was to explore a disability friendly rating for public premises, which would work in a similar way to a food hygiene rating.

National priorities

[Wales' Programme for Government](#) includes commitments to: "Provide effective, high quality and sustainable healthcare"; "Continue our long-term programme of education reform, and ensure educational inequalities narrow and standards rise. Protect, re-build and develop our services for vulnerable people"; "Celebrate diversity and move to eliminate inequality in all of its forms"; and "Build an economy based on the principles of fair work, sustainability and the industries and services of the future".

Tackling inequality in health and well-being

The situation now and future trend

Unfortunately, health and well-being in North Wales are not showing a wholly positive trajectory. The main factors that contribute to poor health and **well-being are deteriorating** rather than improving and **social and health care use is increasing** not decreasing.

Office for National Statistics research has identified **three groups most likely to have the poorest personal well-being**: unemployed or inactive renters with self-reported health problems or a disability; employed renters with self-reported health problems or a disability; and retired homeowners with self-reported health problems or a disability

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A key challenge for health and social-care sectors is dealing with the delays caused by the Covid-19 pandemic. It will take some time to 'catch up'. What-is-more, there is evidence to suggest that demand for **mental health** support in particular (including **children and young people's mental health**), has increased further following the social distancing and other restrictions placed on people's lives since March 2020. The experiences of the Covid-19 pandemic have left us with many unanswered questions about the future.

Census data shows Conwy and Denbighshire have high numbers of people providing **unpaid care** with numbers much larger than appear to be known to health and care service providers.⁹

Incidences of **low birth weight**, which are seen in some of the more deprived areas of the two local authority areas are of concern. **Teenage pregnancy**, where we have seen an improving trend remains of concern because of the link with poorer health outcomes for both mother and baby.

We know that a person's **physical environment** plays a key role; with poor health associated with [homelessness](#), poor quality accommodation and [fuel poverty](#). By the same token poverty, unemployment and personal safety, all affect a person's physical and mental health. Access to **open space** is important.

There is **health inequality** within the area. Of all the WIMD domains, the highest number of areas in Rhyl in the 10% most deprived areas was in the health domain; clearly demonstrating the relationship between socio-economic disadvantage and health and well-being.¹⁰ People in persistent poverty are at particular risk of having poor physical and mental health; and children, especially, are at an increased risk of mental health problems, obesity and long standing illness.

⁹ Available from the [North Wales Collaborative Website](#).

¹⁰ Denbighshire County Council (2020). *Welsh Index of Multiple Deprivation 2019: Results for Rhyl*. Un-published report.

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People living in the areas in the most deprived fifth of Conwy County Borough or Denbighshire not only have a shorter lifespan, but also spend less of it in good health compared to those living in the least deprived fifth.

There is a difference of 12 years of healthy life expectancy for males in Denbighshire's most deprived areas when compared to the least deprived (the widest gap for the whole of Wales), and 6.5 years for women. The gap for men in Conwy is 6.9 years and 5.2 for women.¹¹

Despite overall increases in life expectancy, the gap between the **proportion of life expected to be spent in good health** in the most and least deprived areas has shown no clear sign of reducing in the last 10 years

The long term upward trend in the proportion of people who are **overweight or obese** is also associated with a rise in chronic health problems that could impact on healthy life expectancies in the future

The consequences of **Covid-19** in particular, have resulted in significant impacts for people's physical and mental health, and well-being more generally. As a result of Covid-19 we have already seen **exacerbated inequalities** (with people with disabilities or from Black, Asian and minority ethnic groups being more likely to die from Covid-19) and these health inequalities are likely to continue for the medium and long term. The prevalence of 'long Covid', the term used to describe continued symptoms of Covid-19, is likely to compound existing inequalities in the same way Covid-19 has.

There are particular concerns about **social isolation and loneliness** of young and older people throughout the two counties.¹² The rural nature of both local authority areas means that both have areas with poor access to services from a travel and transport perspective. We also observe areas and groups of people with poor levels access to digital technology,

¹¹ Source: Gap in life expectancy at birth between the most and least deprived fifth, 2015 to 2017. Public Health Wales Observatory, using PHM & MYE (ONS), WHS & WIMD 2014 (WG)

¹² The data shows that twice as many younger adults say they're lonely more than older people. [Percentage of people who are lonely by age and gender \(gov.wales\)](https://gov.wales/government/press-releases/2020/percentage-of-people-who-are-lonely-by-age-and-gender)

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which may also contribute to social isolation. The intersections between isolation and health will have been exacerbated by the Covid-19 pandemic.

Whilst there is greater provision in terms of **digital healthcare**, there is already a growing concern and wish for face to face consultations.

The role and influence of misinformation (**fake news**) and its impact on our ability to fulfil our wider public health and civic objectives, is not yet clear.

What people have told us

People are concerned about mental health worsening for both adults and children's. There is awareness of the pressure and delays that the health and social care sectors are facing at the moment, and people would like to see more upskilling to tackle recruitment issues.

The need to support healthy lifestyles was raised as a concern for people locally, particularly in respect of tackling obesity crisis, through increased leisure opportunities, education, partnership working and by building on our active travel network. There is recognition that poverty is a driver of poor health and poor health behaviours and one example that came of the engagement refers to the cost of formal sports activities being a barrier to those on lower incomes. People have stressed the importance of schools and other early experiences in shaping health and healthy behaviours.

Active travel has been high on the agenda for the public as they want to see increased walking paths and cycling routes to neighbouring villages and towns. In addition to this, people want to see existing routes are maintained to be litter free, well-lit and vegetation cleared. Outdoor spaces and activities are also of great importance to the public and they want to ensure these areas are accessible and maintained such as nature trails, outdoor gyms and parks.

Access to affordable and good quality housing featured as a high priority for the public throughout our engagement. People felt there is a lack of housing stock and the price of houses and rental accommodation is becoming unaffordable for many. People want to see more social housing available to those in the communities who needed it.

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National priorities

[Wales' Programme for Government](#) includes commitments to: "Provide effective, high quality and sustainable healthcare"; "Continue our long-term programme of education reform, and ensure educational inequalities narrow and standards rise. Protect, re-build and develop our services for vulnerable people"; "Celebrate diversity and move to eliminate inequality in all of its forms"; and "Build an economy based on the principles of fair work, sustainability and the industries and services of the future".

Safe and attractive communities

The situation now and future trend

Compared to other parts of the UK, both local authority areas have **low rates of crime and anti-social behaviour**, although in the case of Denbighshire there are **pockets with higher rates** within parts of Rhyl. For both local authority areas **domestic violence** remains a key challenge in relation to personal safety. **Hate crime, county lines and modern slavery and safeguarding** are also key areas of concern and platforms for continued cross-sector focus. There are known links between crime and poverty, and those who have experienced **adverse childhood experiences** are at risk of exploitation by **organised crime**.

What people have told us

Many have praised their local areas to be relatively crime free, the public have told us they take community safety seriously. They would like to see more street lighting within areas of the community as well as an increased police presence on foot throughout local communities. From our engagement with seldom heard groups, they expressed the importance of building trust and continuity within communities. They told us there is a need to celebrate and raise awareness of the things we have in common as a range of diverse communities. They highlighted the need for collaborative work to address the reality that hatred is based on misconceptions and ignorance.

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National priorities

[Wales' Programme for Government](#) includes commitments to: "Make our cities, towns and villages even better places in which to live and work. Embed our response to the climate and nature emergency in everything we do."

Healthy, stable and affordable housing that is resilient to climate change

The situation now and future trend

The scale of the challenge for householders is great. Rising gas and electricity prices, inefficient housing stock, existing fuel poverty and particular challenges in rural areas which are not on gas network, leaves some doubt as to the **resilience of householders** - of all tenures – in the future.

Housing (and climate change resilience and adaptation), homelessness and pressures on social housing are areas needing further research. There is a link between housing, homelessness, disability and work, where it is felt the lack of stable housing (and home life) leads to worklessness.

Good quality, affordable housing can directly improve people's well-being. At a UK level, there is an increase in UK households in the **private rented sector**. Because the provision of **social housing** is now concentrated on providing homes for the most vulnerable individuals and families, it can often concentrate these groups in the same area. There is a link between deprived neighbourhoods and reduced life chances, meaning that children who grow up in such areas can lack the resources, reasons, skills and confidence to move on.

There are concerns about the affordability and availability of housing in the Dee Valley.

In Conwy, there is a housing crisis. It has been identified that Conwy is in the top 20 for having second homes in the UK and house prices have risen by three times the national average out pricing affordable homes for local people. This is having a severe effect on employment especially in areas such as Betws y Coed, Llandudno and Conwy.

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What people have told us

Housing support for young people was discussed at length by people; some of whom feel that rental accommodation is becoming unaffordable. They want to see improved access to good quality affordable housing, including social housing. Redevelopment of empty properties, including repurposing spaces that are no longer used (e.g. office space, dwellings above shops), in place of building new homes could be an opportunity. This could also mitigate people's concerns that the space between towns and villages is reducing as new housing developments are built, as well as taking a cautious approach to building on green spaces by looking at other alternatives. People also want to ensure any new homes that are built meet the local need. Conwy in particular wish to reduce the number of retirement flats and see an increase in more mixed developments for all ages and backgrounds.

Partly exacerbated due to the Covid-19 pandemic and Conwy and Denbighshire being desirable places to live, there are concerns about the number of second homes in areas, affecting affordability and availability of stock. There is a strong desire from the public to put controls on the use of second homes for existing and new stock e.g. council tax premium, local residency covenants on new build, new laws about who can buy in certain areas. It is felt these types of issues will impact on community cohesion and the level of support and or strain on some local services and infrastructure.

In addition to this, people wanted to see new planning applications for housing and schools should requiring environmental infrastructure as a mandatory requirement to ensure our housing stock is efficient as possible. People also want this kind of support for their existing homes to ensure they meet the same standards.

Homelessness is seen as a factor in deprivation and so too housing quality. Poor housing has been highlighted by people as having a causal relationship with lower life expectancy.

National priorities

[Wales' Programme for Government](#) includes commitments to: "Make our cities, towns and villages even better places in which to live and work. Embed our response to the climate

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and nature emergency in everything we do” and “Build a stronger, greener economy as we make maximum progress towards decarbonisation”.

A sense of place and cultural identity

The situation now and future trend

Research at the Wales level suggests that use **Welsh** is in long term decline. However, further work is needed to further develop our understanding of the trends locally.

The future trajectory of cultural hubs, particularly in **rural areas**, is not clear. Will village halls, pubs and other rural institutions like churches attract enough participants to keep them economically and socially viable?

What people have told us

People have told us they would like to see more done to sustain, value and protect Welsh language and culture, with accessible and affordable Welsh language classes within the community and in schools. They would also like more cultural and community events e.g. Eisteddfodau, carnivals, pavilion events, food festivals, Christmas markets etc., with better promotion to increase tourism, and make the most from our cultural assets (for example, St Peter’s Square in Ruthin).

People value community hubs and would welcome more community catalyst initiatives, whereby people become more involved and engaged within their communities. Seldom heard feedback suggests that we should look at using sports, arts, culture and the environment in a way that celebrates the diversity of Wales.

National priorities

[Wales’ Programme for Government](#) includes commitments to: “Make our cities, towns and villages even better places in which to live and work. Embed our response to the climate and nature emergency in everything we do”; “Push towards a million Welsh speakers, and enable our tourism, sports and arts industries to thrive.”; and “Build a stronger, greener economy as we make maximum progress towards decarbonisation.”

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Supporting children and young people to be resilient and able to cope with the future

The situation now and future trend

The key issues above all relate, in some way, to the current or future experience of children and young people. However, it is important to reiterate how these key issues are likely to play out for children and young people now, as they grow older, and the new generations of children and young people to come.

Conwy and Denbighshire are likely to continue to experience **outmigration** of young people away from the area. Net out migration of young adults has a knock-on effect on the whole population structure. As well as being the basis of the working age population that drives our economy, they are also the people who will become parents. Fewer babies being born because of an 'absent' parental cohort means even fewer young adults in the next generation, which then becomes a compound effect on the age imbalance in the population. If past trends continue, it is predicted that by 2039 those aged 65 and over will make up a third of the local population, whereas those aged under 25 will make up just less than one quarter. Economic and educational opportunities (including affordable higher education), along with affordable accommodation have been identified as key factors in retaining and attracting young people to the area.

There is a strong body of evidence of the importance of the **first 1,000 days** of a child's life; addressing inequalities and intervening early to prevent health problems can help people make the best health choices for themselves now and for their children in the future. The association between **adverse childhood experiences (ACEs)** and poor outcomes in adulthood is well-understood, and these outcomes (poorer mental health, lifestyle choices that affect health and well-being) can be drivers for lower than average well-being. There is also a strong economic case for investing in the early years of life. The rate of economic return on investment is significantly higher in the pre-school stage than at any other stage of the education system.

Children and young people, particularly those experiencing or likely to experience ACEs, may continue to struggle to achieve their full potential. **Poverty and inequality,**

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particularly in those areas identified as having deep rooted deprivation is likely to affect generations to come. Children and young people with ACEs are more likely to be victims of **crime** and at risk of exploitation by organised crime.

The full impacts of **Covid-19** are yet to be understood, and particularly in relation to ACEs. For example, the **educational attainment gap** is predicted to widen, at least temporarily (although for how long is uncertain), as a result of school closures and continued disruption to education.

The **mental health** of children and young people, linked to social isolation, is a growing concern. Social media and increasing digitisation poses opportunities and challenges.

Children and young people will need to become increasingly adept at living and dealing with **climate change** and the consequences of rising temperatures. In order to live within environmental limits, profound changes will be needed (focussed on food, energy and transport). Children and young people will be living differently: travelling less but connecting virtually in a more global way, eating differently, shopping less. In order to achieve long term sustainable changes to travel habits – to secure a green economy - the culture change needed to achieve **modal shift** (a shift to active travel for short journeys and public transport for longer journeys), might be best focussed on children and young people.

The future workforce will need to be **skilled** and confident to take up opportunities associated with decarbonisation. Access to **fair and decent work** will be critical, especially for those who will be unable to take advantage of highly skilled opportunities. **Agriculture** will look different to how it does today, in response to halting nature's decline and to adapt to a new food market. Right now though, there is an issue with youth unemployment that is particularly significant in the more deprived areas (and there is an association with homelessness).

Children and young people need to live in **safe and healthy communities**, with good and **healthy and affordable housing** and plenty of access to outside **open space** – environments that protect and enhance health and well-being.

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Most engagement feedback expressed concern for children and young people, in particular opportunities for children and young people and their mental health.

In Conwy, family centres have been opened across the county to provide families and children with support and help to overcome many of the issues identified. Hoping that with the help and support from a young age the children as they develop and grow will be able to deal more effectively with life's challenges.

What people have told us

Through our engagement with young people they told us they want more support with finding work experience opportunities and employment opportunities. A lot find it difficult to know where to find information on what jobs or opportunities are available. It is felt an improved link between schools and businesses would help to address any skills shortages and that we should promote career pathways into key employment sectors e.g. hospitality and care.

Young people have also told us of the lack of facilities and activities that are available and affordable to them, particularly during the winter months. They would like to see more investment in youth clubs to make them more attractive with better facilities and increased publicity so young people know what they have to offer. Leisure facilities and public transport are also unaffordable to them with public transport having no concession rates for high school children over 16.

Another reason for the outmigration of young people is the lack of affordable housing and rental accommodation. From our engagement we can see this is an increasing concern for the public as house prices and the cost of rental accommodation increases, and supply becomes scarcer.

People told us they would like to see life skills lessons or workshops in schools on subject such as managing finances, digital skills, career advice, budgeting, mortgages and cooking. Young people would also like to be more involved with decision making and understand more about what local councils do.

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Concerns were raised around the mental health of young people and the long waiting lists for support, in particular following the Covid-19 pandemic that has had an impact on many areas of their lives. People are concerned about child poverty, and the extent to which the public sector is working to improve the quality of life for people and children in poverty. Child hunger is a particular concern for people and they want to understand the root causes for hunger. People also want to ensure we ask those living in deprived areas to find out what they feel would improve their lives in an attempt to 'break the cycle' of families being unemployed and dependent on benefits.

National priorities

All ten of [Wales' Programme for Government](#) commitments relate to children and young people in some way:

- Provide effective, high quality and sustainable healthcare.
- Continue our long-term programme of education reform, and ensure educational inequalities narrow and standards rise. Protect, re-build and develop our services for vulnerable people.
- Celebrate diversity and move to eliminate inequality in all of its forms.
- Build an economy based on the principles of fair work, sustainability and the industries and services of the future.
- Push towards a million Welsh speakers, and enable our tourism, sports and arts industries to thrive.
- Build a stronger, greener economy as we make maximum progress towards decarbonisation.
- Make our cities, towns and villages even better places in which to live and work. Embed our response to the climate and nature emergency in everything we do.
- Lead Wales in a national civic conversation about our constitutional future, and give our country the strongest possible presence on the world stage.



Development of the new Public Services Board's Well-being Plan 2023-28 (v2)

Well-being Impact Assessment Report

This report summarises the likely impact of the proposal on the social, economic, environmental and cultural well-being of Conwy and Denbighshire, Wales and the world.

Assessment Number:	NA
Brief description:	<p>The Well-being of Future Generations Act (Wales) 2015 requires that Public Services Boards develop a local Well-being Plan for their area. The statutory publication date is May 2023. The development of the plans requires a collaborative approach with partners across Conwy and Denbighshire. The project also contains the following work streams: engagement and consultation, well-being needs assessment, and collaborative priority setting. V1 was completed as a joint assessment of county's approach to corporate planning, including our approach to the well-being assessment (research and engagement), to inform the development of the PSB's well-being plan 2023-28.</p> <p>PSB Board members will be taking part in a workshop at the end of January 2022, to discuss the findings of the Well-being Assessment (research and engagement) to consider the relationship (and root causes) between these challenges, and to discuss the new Well-being Plan and what it could prioritise.</p>
Date Completed:	Version: 2
Completed by:	Conwy and Denbighshire PSB support officers.



Responsible Service:	Business Improvement & Modernisation, Denbighshire County Council
Localities affected by the proposal:	Whole County, Conwy and Denbighshire
Who will be affected by the proposal?	Communities, businesses, visitors, public sector partners (regional and local), including children and young people and people with protected characteristics.
Was this impact assessment completed as a group?	Yes



IMPACT ASSESSMENT SUMMARY AND CONCLUSION

Before we look in detail at the contribution and impact of the proposal, it is important to consider how the proposal is applying the sustainable development principle. This means that we must act "in a manner which seeks to ensure that the needs of the present are met without compromising the ability of future generations to meet their own needs."

Score for the sustainability of the approach



(3 out of 4 stars) Actual score : 30 / 36.

Summary for each Sustainable Development principle

<p>Long term</p>	<p>As the process progresses from the development stage we will consider how community assets can be used to support the outcomes of the draft Well-being plan. We will consider ongoing maintenance and legacy issues once we know what the new priorities could/will be.</p>
<p>Prevention</p>	<p>As we define our priorities we hope to improve our approach further by looking at approaches that promote independence and resilience for the long term. In terms of the environment, it is very likely it will feature in the new plans as climate change adaptation was a key feature of engagement feedback and research, as published in our draft well-being assessment.</p>
<p>Integration</p>	<p>Previously, the LDP was not a core part of our thinking. However, following the completion of the well-being assessment (engagement feedback and research) housing, and building new housing, has emerged as a priority for our residents.</p>
<p>Collaboration</p>	<p>The PSB and PSBs across North Wales have agreed to work collaboratively to produce well-being assessments and they are intent on maximising opportunities to make a positive impact, eg reducing inequality. We had previously concluded that there was a shared route map to 2050. However, the ongoing disruption caused by the Covid-19 pandemic has led to us concluding that we are collaborating within a medium term timespan (ie not to 2050).</p> <p>The statutory Well-being Assessment is now in draft and is published for consultation. It was produced by a cross-</p>



	organisational team of researchers from PSB members, including Conwy & Denbighshire CCs, NRW, Public Health Wales, BCU with input from CVCs and many other partners. Other input is provided by Glyndwr University, The Co-Production Network, and national research bodies including Data Cymru and the Wales Centre for Public Policy.
Involvement	We have examined lessons learned from the previous corporate plan engagement and we have cross-referenced our approach to the ten National Principles. We are confident we are applying all ten principles, and the commissioned work to engage seldom heard groups continues to be an important part of our approach. Our engagement has faced challenges (social distancing, online meeting fatigue).

Summary of impact

Well-being Goals

A prosperous Denbighshire

A resilient Denbighshire

A healthier Denbighshire

A more equal Denbighshire

A Denbighshire of cohesive communities

A Denbighshire of vibrant culture and thriving Welsh language

A globally responsible Denbighshire

TBC

TBC

TBC

TBC

TBC

TBC

TBC

TBC



Main conclusions

Until such time detailed information is available about what the draft PSB Well-being Plan will prioritise, it is not yet possible to determine what the overall impact will be for any of the seven well-being goals.

We will continue to revisit the impact assessment on a regular basis and review our findings to inform the approach to further development, engagement and consultation on the draft plan, and of course, to the priority setting and delivery phases.

Engagement with seldom heard groups (serving and ex-armed forces, offenders and ex-offenders, in addition to people with protected characteristics), across the region, should continue. We should also use this impact assessment as an aide memoir, using the topics and the tooltips to inform our engagement and any new well-being assessment research, as well as discussions about priority setting.



Evidence to support the Well-being Impact Assessment

- We have consulted published research or guides that inform us about the likely impact of the proposal
- We have involved an expert / consulted a group who represent those who may be affected by the proposal
- We have engaged with people who will be affected by the proposal



THE LIKELY IMPACT ON CONWY, DENBIGHSHIRE, WALES AND THE WORLD

A prosperous Wales

Overall Impact	TBC
Justification for impact	<p>We are anticipating the potential for a positive impact because the draft well-being assessment highlights a body of evidence around a green (well-being) economy.</p> <p>The Wales Centre for Public Policy has produced research on the impact of Covid-19 and Brexit on economic well-being and this is included in our well-being assessment.</p>
Further actions required	We will need to work with businesses, farmers and Trade Unions more closely, and link into regional work via the North Wales Economic Ambition Board.

Positive impacts identified:

A low carbon society	Supporting a green economy is a new area discussed in the draft well-being assessment.
Quality communications, infrastructure and transport	Active travel, roads and bridges maintenance, electric vehicle charging, public transport and broadband for rural communities feature in the draft well-being assessment
Economic development	Tourism, green economy, levelling up and the growth deal are proposed as solutions to some of the barriers we are facing (draft well-being assessment).
Quality skills for the long term	Curriculum development and delivery of 21st Century Schools are also highlighted. A new area that has emerged is skills development around low carbon housing.
Quality jobs for the long term	The draft well-being assessment includes some analysis of what flourishing employment sectors will look like over the medium term.
Childcare	Childcare sufficiency audits will soon be refreshed. Once published we will consider and link to their findings.

Negative impacts identified:

A low carbon society	None identified at present (this should be reviewed once draft prioritisation begins).
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Quality communications, infrastructure and transport	None identified at present (this should be reviewed once draft prioritisation begins).
Economic development	None identified at present (this should be reviewed once draft prioritisation begins).
Quality skills for the long term	None identified at present (this should be reviewed once draft prioritisation begins).
Quality jobs for the long term	The draft well-being assessment lacks up to date analysis about local jobs.
Childcare	The draft well-being assessment includes some analysis of how childcare can be a barrier for women in particular, who may disproportionately arrange and ferry children to/from providers (this could impact active travel and visibility in the workplace).



A resilient Wales

Overall Impact	TBC
Justification for impact	Both councils have already declared climate and ecological emergencies and strategies are in place. Environmental well-being is a key feature of our well-being assessment and engagement feedback. Obviously, this needs to be reviewed once draft priorities are in place.
Further actions required	TBC

Positive impacts identified:

Biodiversity and the natural environment	The draft well-being assessment makes reference to the continued commitment to all becoming net carbon zero and ecologically sustainable.
Biodiversity in the built environment	None identified at present (this should be reviewed once draft prioritisation begins). The draft well-being assessment makes reference to the importance of flourishing eco-systems.
Reducing waste, reusing and recycling	The draft well-being assessment lacks up to date analysis about these areas although it does talk about the opportunities associated with a circular (green) economy.
Reduced energy/fuel consumption	Analysis of the challenges associated with reducing energy consumption (and adaptation), features in the draft well-being assessment.
People's awareness of the environment and biodiversity	From our engagement, we are finding that people feel strongly about being empowered to tackle climate change, and were particularly vocal about active travel.
Flood risk management	Continued delivery of flood defence schemes to reduce the risk of flooding features in the draft well-being assessment. There is also more detailed consideration now of how climate risk resilience (eg from flooding), interests with deprivation and other characteristics.

Negative impacts identified:

Biodiversity and the natural environment	None identified at present (this should be reviewed once draft prioritisation begins).
Biodiversity in the built environment	None identified at present (this should be reviewed once draft prioritisation begins).



Reducing waste, reusing and recycling	None identified at present (this should be reviewed once draft prioritisation begins).
Reduced energy/fuel consumption	None identified at present (this should be reviewed once draft prioritisation begins).
People's awareness of the environment and biodiversity	None identified at present (this should be reviewed once draft prioritisation begins).
Flood risk management	None identified at present (this should be reviewed once draft prioritisation begins).



A healthier Wales

Overall Impact	TBC
Justification for impact	We are anticipating the potential for a positive impact because the draft well-being assessment highlights a body of evidence around a well-being gap, the root cause of which appears to be poverty, deprivation or due to the prejudices or disadvantages experienced by those possessing protected characteristics. This also emerged as concern for people involved in our engagement.
Further actions required	We need to reference the recently published North Wales Collaborative's population health needs assessment. This has commenced and will be incorporated into the well-being assessment, along with any other amendments, after the consultation has ended.

Positive impacts identified:

A social and physical environment that encourage and support health and well-being	Good quality and energy efficient housing features in the draft well-being assessment.
Access to good quality, healthy food	Food supply and poverty features in our draft well-being assessment.
People's emotional and mental wellbeing	Topics include analysis of mental-well-being. These need to be kept under review as we emerge from the pandemic. There may be new evidence to consider.
Access to healthcare	This is a weaker element of our well-being assessment, and reflects capacity issues facing partners during the pandemic. Waiting lists, and the impact these have on service delivery, staff well-being, in addition to the health and well-being of patients is likely to be subject to further analysis.
Participation in leisure opportunities	Active travel features strongly, so too the aspiration of young people to get involved in more accessible and appropriate leisure activities.

Negative impacts identified:



<p>A social and physical environment that encourage and support health and well-being</p>	<p>None identified at present (this should be reviewed once draft prioritisation begins).</p>
<p>Access to good quality, healthy food</p>	<p>None identified at present (this should be reviewed once draft prioritisation begins).</p>
<p>People's emotional and mental wellbeing</p>	<p>None identified at present (this should be reviewed once draft prioritisation begins).</p>
<p>Access to healthcare</p>	<p>None identified at present (this should be reviewed once draft prioritisation begins).</p>
<p>Participation in leisure opportunities</p>	<p>None identified at present (this should be reviewed once draft prioritisation begins).</p>



A more equal Wales

Overall Impact	TBC
Justification for impact	Overall there is a greater focus in draft well-being assessment around mobilising collective resources to tackle poverty. However, it is not clear currently how any proposed areas of focus will truly reduce poverty (increase household incomes).
Further actions required	<p>More work, engagement and collaborative discussions are needed. We should review the draft well-being assessment and draft priorities alongside the equal well-being assessment summary.</p> <p>There is some discussion about how experiences of Covid-19 will have exacerbated inequality – although the consequences are not yet fully understood.</p>

Positive impacts identified:

Improving the wellbeing of people with protected characteristics. The nine protected characteristics are: age; disability; gender reassignment; marriage or civil partnership; pregnancy and maternity; race; religion or belief; sex; and sexual orientation	While the draft well-being assessment includes stronger data and engagement around well-being and protected characteristics, there are still some gaps and these are highlighted in the well-being assessment itself.
People who suffer discrimination or disadvantage	The draft well-being assessment includes analyses to consider the well-being of (some) marginalised groups, such as refugees. There is also, while limited, a little more understanding of the long term resilience of people who suffer discrimination and disadvantage to climate change for example.
People affected by socio-economic disadvantage	Deprivation and tackling poverty is featuring strongly in the draft well-being assessment, with a particular focus on reducing the impacts of poverty (eg hunger) and improving opportunities



<p>and unequal outcomes</p>	
<p>Areas affected by socio-economic disadvantage</p>	<p>The draft well-being assessment includes analysis at a smaller local area level (both in terms of data and engagement feedback). There is no specific geographic area of focus at present, although one will likely emerge as specific priorities are developed.</p>

Negative impacts identified:

<p>Improving the wellbeing of people with protected characteristics. The nine protected characteristics are: age; disability; gender reassignment; marriage or civil partnership; pregnancy and maternity; race; religion or belief; sex; and sexual orientation</p>	<p>The well-being assessment specifically highlighted disabled people has having poorer well-being. We will need to critically review the draft priorities to see whether they will enhance or pose further challenges to people with protected characteristics.</p>
<p>People who suffer discrimination or disadvantage</p>	<p>The draft well-being assessment includes analyses to consider the well-being of (some) marginalised groups, such as refugees. However, this is limited, and reflects, in part, challenges we faced with engagement. There is also, while limited, a little more understanding of the long term resilience of people who suffer discrimination and disadvantage to climate change for example.</p>
<p>People affected by socio-economic disadvantage and unequal outcomes</p>	<p>None identified at present (this should be reviewed once draft prioritisation begins).</p>



**Areas affected
by socio-
economic
disadvantage**

None identified at present (this should be reviewed once draft prioritisation begins).



A Wales of cohesive communities

Overall Impact	TBC
Justification for impact	We are anticipating the potential for a positive impact because the draft well-being assessment touches on the core themes below.
Further actions required	<p>This section may need more extended discussion to determine any negative impacts as well as opportunities to maximise collective efforts to support cohesive communities over the longer term.</p> <p>There is some discussion about how experiences of Covid-19 will have exacerbated inequality, which can cause certain individuals to be more at risk – although the consequences are not yet fully understood.</p>

Positive impacts identified:

Safe communities and individuals	<p>The draft well-being assessment includes some analysis from community and cross-sector perspectives on to what extent communities are, and feel, safe, and the extent to which vulnerable individuals are safeguarded.</p> <p>Homelessness, and good housing features.</p>
Community participation and resilience	This features in the context of skills development and Welsh language.
The attractiveness of the area	Plans to support a green economy could create a positive impact, although this could be a tenuous assertion with no specific evidence at present.
Connected communities	The draft well-being assessment considers connectivity again as a core part of securing well-being (see prosperous section).
Rural resilience	Rural broadband is a feature, so too the longer term resilience of rural areas together with opportunities to develop and safeguard vital rural assets.

Negative impacts identified:

Safe communities and individuals	None identified at present (this should be reviewed once draft prioritisation begins).
Community participation and resilience	Is social isolation and loneliness underestimated? This will be considered in more detail once the Population Needs Assessment is published.



The attractiveness of the area	None identified at present (this should be reviewed once draft prioritisation begins).
Connected communities	None identified at present (this should be reviewed once draft prioritisation begins).
Rural resilience	None identified at present (this should be reviewed once draft prioritisation begins).



A Wales of vibrant culture and thriving Welsh language

Overall Impact	TBC
Justification for impact	We are anticipating the potential for a positive impact because the draft well-being assessment highlights the importance of collectively supporting the national agenda around Welsh language. There are also opportunities associated with nature/culture/arts-led regeneration.
Further actions required	Further discussion needed, particularly at a North Wales Economic Ambition Board level. There could be tensions across the region with some areas wanting to limit tourism and others wanting to stimulate more tourism.

Positive impacts identified:

People using Welsh	We are awaiting new Census 2021 data. Until that is available, the draft assessment uses 2011 data and any new information gleaned from engagement or other research sources.
Promoting the Welsh language	The draft assessment talks about the importance of the daily use of Welsh.
Culture and heritage	Culture and heritage, and in particular links with our rural farming heritage, is a key feature of our draft well-being assessment – with opportunities for growth highlighted.

Negative impacts identified:

People using Welsh	None identified at present (this should be reviewed once draft prioritisation begins).
Promoting the Welsh language	None identified at present (this should be reviewed once draft prioritisation begins).
Culture and heritage	<p>The well-being assessment highlighted opportunities associated with cultural arts/nature-led regeneration. This may be a priority regionally.</p> <p>None identified at present (this should be reviewed once draft prioritisation begins).</p>



A globally responsible Wales

Overall Impact	TBC
Justification for impact	<p>Both councils have already declared climate and ecological emergencies and strategies are in place. Environmental well-being is a key feature of our well-being assessment and engagement feedback. Obviously, this needs to be reviewed once draft priorities are in place.</p> <p>Environmental well-being is a key part of the draft well-being assessment.</p>
Further actions required	TBC

Positive impacts identified:

Local, national, international supply chains	This could feature under the green economy opportunity highlighted in the draft well-being assessment.
Human rights	These are a core part of partner's procurement and HR policies currently.
Broader service provision in the local area or the region	The draft well-being assessment provides a shared analysis and narrative around long term trends, opportunities and aspirations.
Reducing climate change	Is a core part of the draft well-being assessment – and was a particular feature of engagement feedback.

Negative impacts identified:

Local, national, international supply chains	None identified at present (this should be reviewed once draft prioritisation begins).
Human rights	None identified at present (this should be reviewed once draft prioritisation begins).
Broader service provision in the local area or the region	There are some gaps across topics, which are identified very clearly in our draft well-being assessment. These gaps are often due to partners experiencing capacity issues while they deliver business as usual in addition to the additional demands placed upon them by Covid-19.
Reducing climate change	None identified at present (this should be reviewed once draft prioritisation begins).



**JOINT SCRUTINY OF THE CONWY & DENBIGHSHIRE
PUBLIC SERVICES BOARD (PSB)**

FORWARD WORK PROGRAMME

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Date	Subject
Late Sept/early Oct 2022 (date tbc)	Training and Familiarisation Session for the new Joint Overview and Scrutiny Committee post the local authority elections Dawn Hughes (CCBC) & Rhian Evans (DCC) and Public Services Board Officers
21 October 2022	Progress with the Development of the Public Services Board's Well-being Plan Fran Lewis (CCBC) & Nicola Kneale (DCC)
	Risk Register The PSB is focussing on the development of a risk register, which could be an area of scrutiny.
	Contribution of PSB Partners to the work of the PSB and the benefits of the PSB to partners Betsi Cadwaladr University Health Board - (Bethan Jones, Area Director – Central, BCUHB)