

# Public Document Pack

## Conwy and Denbighshire Public Services Board

by video conference

Thursday, 23 March 2023

11.00 am

STATUTORY MEMBERS	
<b>Conwy County Borough Council</b> Councillor Charlie McCoubrey (Leader of the Council)  Rhun ap Iarll (Chief Executive)	<b>Betsi Cadwaladr University Health Board</b> Libby Ryan-Davies - Integrated Health Community Director Alyson Constantine - Integrated Health Community Director of Operations  <b>Natural Resources Wales</b> Martin Cox (Head of Local Delivery North) Mark Hughes (Team Leader North East Wales)  <b>North Wales Fire and Rescue Service</b> Helen Macarthur (Assistant Chief Officer)
INVITED PARTICIPANTS	
<b>Community and Voluntary Support Conwy</b> Wendy Jones (Chief Officer)  <b>Denbighshire Voluntary Services Council</b> Tom Barham (Chief Executive)  <b>Public Health Wales</b> Louise Woodfine, Consultant in Public Health  <b>Town &amp; Community Councils</b> Councillor Carol Marubbi (representing Conwy) Councillor Gordon Hughes (representing Denbighshire)	<b>North Wales Police</b> Owain Llewelyn, Divisional Commander  <b>National Probation Service</b> Andy Jones, Head of Probation Delivery Unit  <b>Welsh Government Representative</b> Elin Gwynedd (Deputy Director – North Wales)  <b>Office of the North Wales Police and Crime Commissioner</b> Stephen Hughes (Chief Executive)  <b>North Wales Housing Association</b> Helena Kirk (Chief Executive)

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Hannah Edwards, PSB Development Officer

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## AGENDA

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**1 WELCOME AND APOLOGIES FOR ABSENCE**

**2 MINUTES OF LAST MEETING**(Pages 3 - 8)

To approve the minutes of the last meeting held on 30 November 2022 (copy attached)

**3 MEETING ACTION TRACKER**(Pages 9 - 10)

The Chair will lead on this item (copy attached).

**4 APPROVAL OF CONWY AND DENBIGHSHIRE WELL-BEING PLAN**(Pages 11 - 84)

To receive a report by Iolo McGregor DCC regarding the Approval of Conwy and Denbighshire Well-Being Plan (copy attached)

**5 TERMS OF REFERENCE REVIEW**(Pages 85 - 94)

The Chair will lead on this item.

**6 REGIONAL PSB SUPPORT GRANT FOR 2023-2026**(Pages 95 - 114)

To receive a report by Amanda Jones CCBC regarding the regional PSB support grant for 2023-2026 (copy attached).

**7 ACCELERATED CLUSTER DEVELOPMENT PROGRAMME**

To receive a verbal update from Jo Flannery BCU regarding the Accelerated Cluster Development Programme.

**8 FORWARD WORK PLAN**(Pages 115 - 116)

The Chair will lead on this item (copy attached).

## CONWY AND DENBIGHSHIRE PUBLIC SERVICES BOARD

Minutes of a meeting of the Conwy and Denbighshire Public Services Board held in by video conference on Wednesday, 30 November 2022 at 2.00 pm.

### PRESENT

#### Present:

Councillor Jason McLellan	Denbighshire County Council
Councillor Goronwy Edwards	Conwy County Borough Council
Martin Cox	Natural Resources Wales
Mark Hughes	Natural Resources Wales
Helen McArthur	North Wales Fire and Rescue Service
Louise Woodfine	Betsi Cadwaladr University Health Board (Public Health)
Emma Lea	Betsi Cadwaladr University Health Board (attending in place of Libby Ryan-Davies)
Jan Smith	Conwy Voluntary Support Conwy (CVSC)
Tom Barham	Denbighshire Voluntary Services Council (DVSC)
Jeff Moses	North Wales Police
Vicky Poole	Welsh Government

#### Officers:

Amanda Jones	Conwy County Borough Council
Hannah Edwards	Conwy County Borough Council
Fran Lewis	Conwy County Borough Council
Iolo McGregor	Denbighshire County Council
Shannon Richardson	Denbighshire County Council
Stephanie Jones (Host)	Denbighshire County Council
Rhodri Tomos-Jones	Denbighshire County Council
Helen Miliband	Natural Resources Wales
Iona Hughes	Natural Resources Wales
Mike Corcoran	Co-Production Network for Wales

### ALSO PRESENT

Observer – Councillor Gareth Sandilands (Denbighshire County Council)

## 1 WELCOME AND APOLOGIES FOR ABSENCE

Apologies were received from –

- Councillor Charlie McCoubrey - Conwy County Borough Council
- Rhun ap Iarll - Conwy County Borough Council

- Owain Llywelyn – North Wales Police
- Libby Ryan Davies – Betsi Cadwaladr University Health Board
- Graham Boase – Denbighshire County Council

The chair for the PSB thanked the previous Chief Executive of Conwy County Borough Council, Iwan Davies for all the hard work and dedication during his time on the PSB.

## **2 MINUTES OF LAST MEETING**

The minutes of the Conwy and Denbighshire Public Services Board meeting held on 26 September 2022 were submitted.

Matters of accuracy –

- Louise Woodfine highlighted an error on page 3; she represented Public Health Wales and not Natural Resources Wales.

***RESOLVED*** that the minutes of the meeting held on 26 September 2022 be received and approved as a correct record.

## **3 MEETING ACTION TRACKER**

The Chair, Councillor Jason McLellan, presented the meeting Action Tracker. The board were happy with the actions; they were informed that the informal networking session in 2023 would be scheduled as an in-person meeting.

## **4 WELL-BEING PLAN - APPROVAL OF DRAFT PLAN**

The Strategic Planning and Performance Team Leader, Denbighshire County Council, Iolo McGregor, introduced the Conwy and Denbighshire PSB Well-being Plan, 2023 to 2028.

The chair thanked all the external bodies for the assistance with the feedback from the board regarding the Well-being plan.

The public consultation on the draft Well-being Plan was launched on August 17 and ran until November 9. Simultaneously the 14-week period, during which the Well-being of Future Generations Commissioner must provide feedback on our draft plan, was triggered.

Work has been ongoing during the consultation period to further develop the detail included within the Plan. This was based from the feedback and intelligence received, including responses from the Well-being of Future Generations Commissioners office and partners such as Natural Resource Wales.

How we would work –

The PSB needed to be set up right from the very start of this Well-being Plan to ensure that it delivers the right benefits for our communities most effectively and

efficiently. In the undertaking of all our activities, the Public Services Board will work collectively in its partnership role to:

- Leadership
- Co-production
- Fairness
- Informed decision making

The next stage is to seek, pending any amendments, approval of a final version to enable partner organisations to give their ratification between December and March and before adoption by the PSB on March 23. Conwy had already progressed with discussions with their senior team.

The board discussed the following further –

- Martin Cox (NRW) – Firstly thanked the officers for all the work and engagement which was carried out; he agreed that having the plan on the website was beneficial; as a statutory board member, he highlighted that there might be further comments from NRW following a board meeting on the 12th December 2022.
- The resource required to complete the work was raised, and whether in the current climate the plan could be carried out; officers clarified that the introduction to the plan highlights what can be done in the current climate, the plan would need to be done with what the partners could give.
- Officers raised the need for the PSB members to drive the project; there was a risk which could occur that officers would push the plan but need support from the PSB members.
- The board agreed that the financial times could push the board to make the plan work better; with the plan, we have been grappling with financial woes; as a collective, what impact can we have towards a positive change.

**Resolved that –**

- (i) The PSB considered and took note of the feedback from the consultation as well as the content of the draft report alongside the well-being impact assessment.***
- (ii) Following the discussion and points raised that the PSB approved the draft well-being plan for ratification by individual organisations between now and March 2023.***
- (iii) The PSB agrees that the draft plan was made available on the PSB's website for a final 'sense-check' and invite stakeholders to get in touch if they want to be involved in or provide feedback on any aspect of the Plan.***

## **5 REVIEW OF PSB RISK REGISTER**

Amanda Jones presented – the report asking PSB to review the Conwy and Denbighshire PSB risk register and the risks PSB is facing.

The amount of staff available was a risk which has been added.

The PSB Risk Register is developed and owned by PSB. It is formally reviewed once per year, as outlined in Terms of Reference. The last review was undertaken in December 2020. During this latest review, there have been a small number of updates; in summary:

- The inclusion of an additional column to identify future mitigating actions to encourage long-term thinking and prevention.
- PSB 2: The risk that partner organisations are not committed to the board. Included three additional mitigating actions:
  - PSB members have agreed to set up informal meetings to discuss
  - Upcoming agendas, building relationships and networking.
  - Joint Scrutiny Committee was established to evaluate the effectiveness of the PSB.
- Representatives from the PSB's invited participant list have been co-opted onto the Joint Scrutiny Committee to assist in evaluating the effectiveness of the PSB.

PSB 3: The risk that the PSB fails to maximise the potential impact it can achieve through a collaborative approach. Included three additional mitigating actions:

- Support from the co-production network to ensure we successfully collaborate.
- Joint Scrutiny Committee was established to evaluate the effectiveness of the PSB.
- Representatives from the PSB's invited participant list have been co-opted onto the Joint Scrutiny Committee to assist in evaluating the effectiveness of the PSB.

One new risk has been identified. PSB 6: The risk that recruitment and retention issues, leading to a loss of expertise and capacity, worsen, resulting in poor or inadequate services. No risks have been removed.

The board discussed the following further –

- The board welcomed the addition of risk 6, but it was suggested the risk's wording could be broader to highlight that recruitment and retention could impact the work which could be carried out.
- It was raised that a shared approach attracts people to come work for local governments and other regional bodies.
- Officers stated that the PSB's Well-being plan and risk register were taken into account whilst Denbighshire created its new Well-being plan; it would be beneficial for other partnership bodies to refer to the PSB well-being plan and risk register.

**RESOLVED that –**

- (i) The PSB consider the risk, scores and mitigating actions within the risk register.**

***(ii) The PSB agreed to no new risks other than capacity but amends the wording to reflect it's an issue across all partners of the PSB***

## **6 UPDATE FROM PSB JOINT SCRUTINY COMMITTEE**

Councillor John Roberts lead members through the minutes of the previous Joint Scrutiny committee.

The scrutiny group supported the Draft Well-being Plan, legal aid was raised, and Iolo and the officers referred the question to the probation team to pursue the question. The remit was challenging for the board to work on and engage on as private companies previously carried it out. The chair was happy to discuss the matter with Councillor in question.

***RESOLVED that the PSB note the PSB Joint Scrutiny Committee update.***

## **7 FORWARD WORK PROGRAMME**

A copy of the Public Services Board forward work programme was presented.

- The committee discussed the nature of the informal session and whether they would be meeting in person or virtually, and the committee agreed to have the meeting in person.
- The committee agreed that during the informal meeting in January that there would be further discussions on how the PSB could deliver the Conwy and Denbighshire PSB Well-being Plan.

***RESOLVED that the forward work programme be approved.***

**THE MEETING CONCLUDED AT 15:05pm**

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# Conwy and Denbighshire Public Services Board

## Action Tracker



Meeting	Action		Action Owner	Progress Update	Deadline	Status Open / Closed / Not started
July 2022	3	Schedule informal networking sessions for the Board.	PSB support officers	Complete – Both formal and informal meetings will for 23/24 have been scheduled.	December 22	Open
Sept 2022	1	Inform Dr Rachel of the community areas chosen for the community narrative project, and set up meeting to discuss.	Hannah Edwards	<b>November progress</b> – meeting held with Dr Rachel to inform of community areas and discuss engagement focus. She is forming working group with officers from Conwy and Denbighshire who work with these communities. <b>March progress</b> – work progressing with the community areas and Glyndwr University Masters students who will be leading on the project.	March 2023	Ongoing
Page 9 Nov 2022	1	Statutory partner organisations to seek approval of the plan from their executive boards (before formal PSB approval in March).	All statutory partners	Complete – to be discussed at the March meeting.	March 2023	Closed
	2	Make the draft well-being plan available on the PSB's website for a final 'sense-check' and invite stakeholders to get in touch if they want to be involved in or provide feedback on any aspect of the Plan.	Hannah Edwards	Complete	March 2023	Closed
	3	Update the risk register and amend PSB risk 6 (recruitment & retention).	Amanda Jones	Complete	March 2023	Closed
January 2023 - workshop	1	Explore better alignment with other regional partnership and inviting other partners to get involved in the PSBs work (such as Citizen Advice, National Trust and Snowdonia National Park)	Justin Hanson, Cllr Carol Marubi, Nicola Kneale and Cllr Charlie McCoubrey	In progress – PSB membership to be discussed at the March 2023 meeting as part of reviewing the ToR.	March 2023	Open

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<b>Report To:</b>	Conwy and Denbighshire Public Services Board
<b>Date of Meeting:</b>	March 23, 2023
<b>Lead Member / Officer:</b>	Cllr Jason McLellan, Leader for Denbighshire County Council and PSB chair
<b>Report Authors:</b>	Iolo McGregor, Strategic Planning and Performance Team Leader, Denbighshire County Council
<b>Title:</b>	Conwy and Denbighshire PSB Well-being Plan, 2023 to 2028

## 1. What is the report about?

- 1.1 The report presents the Conwy and Denbighshire Public Services Board's Well-being Plan for 2023 to 2028.

## 2. What is the reason for making this report?

- 2.1 To seek the approval of the Conwy and Denbighshire PSB for their final Well-being Plan for 2023 to 2028.

## 3. What are the Recommendations?

- 3.1 That the PSB considers any feedback received from statutory member organisations, following ratification through their own approval channels; and again considers the content of the Well-being Impact Assessment contained in appendix 2.
- 3.2 Pending any amendments arising from the discussion, approve the final Well-being Plan presented in appendix 1 for publication.

## 4. Report details

- 4.1 The Well-being of Future Generations (Wales) Act 2015 places a statutory requirement on each PSB to produce a Local Well-being Plan for their area. The Local Well-being Plan must set out how the PSB intends to improve the economic, social, environmental and cultural well-being of its area by setting local objectives that will maximise the contribution made by the Board to achieving the well-being goals in its area. The Local Well-being Plan must be published no later than one year after the publication of its Well-being Assessment. Therefore, we are working towards a deadline of March / April 2023 for publishing the Local Well-being Plan.
- 4.2 Informed by the [Well-being Assessment](#), the PSB has held multiple prioritisation discussions (in January, March and May 2022) supported by the Co-Production Network for Wales, to consider what areas of concern would most benefit from PSB intervention. These discussions sought to identify the root causes to the problems identified in the assessment, considering their relationship to one another and the level of influence or control that the PSB has. Finally, it was agreed that one principal theme should be put forward that looks to alleviate deprivation and inequality.
- 4.3 The PSB met again in July and agreed the outline of a Plan that seeks to Make Conwy and Denbighshire a more equal place with less deprivation. Public consultation was subsequently launched on August 17, and ran until November 9. Simultaneously we triggered the 14-week period during which the Well-being of Future Generations Commissioner must provide feedback on our draft plan, and those conversations took place between officers.
- 4.4 Work continued through the autumn to develop the Plan based on the feedback and intelligence received. We twice met with a representative of the Well-being of Future Generations Commissioner to discuss their feedback on the Plan. PSB support officers also met twice to develop the Plan and discuss feedback from the consultation, including a detailed response from partners at NRW. The draft Plan (appendix 1) was then presented to the PSB on November 30, giving approval that it be shared with member organisations for their individual ratification, prior to final formal adoption of the Plan by the PSB on March 23, 2023.

- 4.5 At the time of writing this cover report, the PSB's Well-being Plan had been agreed by Conwy County Borough Council and Denbighshire County Council. It is anticipated that remaining statutory members will have approved the Plan in the days immediately prior to the PSB's approval on March 23.

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

- 5.1 The Well-being Plan has been based on the evidence from the Well-being Assessment, which has been out for public engagement throughout February and March 2022. In addition to this, it was presented to the Conwy and Denbighshire Joint Overview and Scrutiny Committee in February. Two workshops and a public meeting of the PSB have subsequently deliberated on the assessment's findings and the prioritisation of themes. These were supported by the Co-Production Network for Wales.
- 5.2 Public consultation on the draft plan took place between August 17 and November 9. During this time, discussions took place with the Well-being of Future Generations Commissioner's Office, supporting PSB officers and members, and joint Scrutiny.
- 5.3 The final version of the Plan has been shared with partner organisations for ratification through their individual approval channels.

## **6. How does the decision contribute to our Well-being Objectives?**

- 6.1 The Well-being Plan 2023 to 2028 will set the Conwy and Denbighshire PSB's Well-being Objectives for the next 5 years.

## **7. What will it cost and how will it affect other services?**

- 7.1 There are no immediate costs arising as a result of the Plan or this report, though in taking forward some of its steps, the PSB will need to assess the requirement for resource and capacity.

## **8. What risks are there and is there anything we can do to reduce them?**

- 8.1 There is a risk that the PSB lacks influence or control within the objectives that they choose. This risk will be mitigated by PSB adopting a leadership approach as there is acknowledgment that the PSB has limited resource.
- 8.2 There is a risk that the priorities of the PSB duplicates the work that is on-going in other organisations. It is therefore important to work closely with partners and stakeholders to identify where the PSB leadership role can best add value.
- 8.3 There is a risk that feedback from the commissioner, partners or the public puts pressure on the PSB's Well-being Plan to take on more than it can reasonably achieve.
- 8.4 There is a risk that the Well-being Plan is not ready to be approved by the PSB in March 2023, missing the statutory deadline.

## **9. Power to make the decision**

- 9.1 Chapter 2, section 39, Well-being of Future Generations (Wales) Act 2015.
- 9.2 Conwy and Denbighshire Public Services Board Terms of Reference.



# **Conwy and Denbighshire Public Services Board**

## **Well-being Plan 2023 to 2028**

This document outlines the Conwy and Denbighshire Public Services Board's Well-being Plan under the Well-being of Future Generations (Wales) Act 2015, which seeks to make Conwy and Denbighshire a more equal place with less deprivation.

## Contents

Introduction .....	4
How has the Well-being Plan been developed? .....	6
Well-being Statement and Our Objective.....	7
<b>How we will work</b> .....	10
<b>Well-being</b> – Communities are happier, healthier and more resilient in the face of challenges, such as the Climate Change and Nature Emergency, or the rising cost of living.....	12
<b>Economy</b> – There is a flourishing economy, supported by a skilled workforce fit for the future.....	18
<b>Equality</b> – Those with protected characteristics face fewer barriers. ....	23
<b>Housing</b> – There is improved access to good quality housing. ....	28
Delivery of the plan and monitoring progress.....	33



## **Contact us**

For more information on our Well-being Plan or the Conwy and Denbighshire Public Services Board, please contact us by:

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**Email:** [countyconversation@conwy.gov.uk](mailto:countyconversation@conwy.gov.uk)

**Phone:** 01492 574059

BT Relay Service Customers with hearing or speech impairments can contact any Council service by dialling 18001 before the number they require.

**We are happy to provide this document in alternative formats on request, including large print, audio and braille.**

**We welcome correspondence in Welsh. We will respond to any correspondence in Welsh, which will not lead to a delay.**

## Introduction

The Conwy and Denbighshire Public Services Board (PSB) is pleased to present this Local Well-being Plan for our two counties. It is the culmination of work that began in 2021, and represents our conclusions on what we feel are the key areas that pose the greatest need or challenge for our communities, and where we feel the PSB can make the greatest contribution without duplicating good work already taking place within existing partnerships and organisations.

A lot of work has already taken place to get us to this point, but this is only the start of the PSB's journey. This plan is an outline of what it is we would like to achieve, but there is more work to be done to develop our programme of work, and we would welcome your input into this as part of our ongoing conversation with our communities. If you would like to be kept informed of our work, get involved or provide feedback to us, please see our contact details on the previous page.

A requirement of the Well-being of Future Generations (Wales) Act 2015, the PSB affords public services an exciting opportunity to come together to challenge serious problems in our community areas. To achieve this aim, the Board will play a greater **Leadership Role** with this Plan than perhaps its previous plan had allowed, tending to be too focussed on operational delivery. Through this approach it is hoped that the Board will provide strong shared direction and responsibility for effective long-term change, using our collective voice as partners to influence and advocate on behalf of our communities.

We must of course be realistic about the financial constraints that our sectors are facing, but at the same time see this as a chance to effect real change and remain open to working in different ways. All partners on the board are committed to working collaboratively to deliver sustainable and effective services that prevent problems emerging in the long-term. We want to support our communities to be prosperous, resilient and healthier. We want to contribute to the Welsh Government vision of a more equal and globally responsible Wales, where we have cohesive communities and vibrant culture.

## About the Conwy and Denbighshire Public Services Board

In April 2016, the Well-being of Future Generations (Wales) Act 2015 established a statutory board, known as a Public Services Board (PSB), in each local authority area in Wales. Conwy and Denbighshire have used the power within the Act to merge both of their separate PSBs into a single board for the Conwy and Denbighshire region.

The PSB is a collection of public bodies working together to improve the well-being of their county. This means that as a Board the Conwy and Denbighshire PSB must improve the economic, social, environmental and cultural well-being of the Conwy and Denbighshire area by working towards the seven national Well-being goals.

Membership consists of senior representatives from the organisations listed below. However, membership will be reviewed regularly to ensure that there is sufficient representation to deliver our priorities.

We also have a [website](#) where the public can access the Local Well-being Plan and Assessment, as well as meeting minutes and papers, newsletters, and find further information about our partners.

- [Betsi Cadwaladr University Health Board](#)
- [Community and Voluntary Support Conwy](#)
- [Conwy County Borough Council](#)
- [Denbighshire County Council](#)
- [Denbighshire Voluntary Services Council](#)
- [National Probation Service](#)
- [Natural Resources Wales](#)
- [North Wales Fire and Rescue Service](#)
- [North Wales Police](#)
- [Police and Crime Commissioner's Office](#) (for North Wales)
- [Public Health Wales](#)
- [Welsh Government](#)

## How has the Well-being Plan been developed?

The first step in the development of the Well-being Plan involved members of the Conwy and Denbighshire Public Services Board working together on developing our [Local Assessment of Well-being](#) for the area, which is available to view online. This joint approach was taken to ensure that the assessment was shaped using the expertise, knowledge and insight of all organisations.

The assessment aims to capture the strengths and positives about Conwy and Denbighshire's people, communities and places. It also describes the challenges and opportunities faced both now and in the future. It has been informed by data, national and local research, and most importantly feedback provided to us by residents, visitors and businesses through our 'County Conversation'.

During the summer and autumn of 2021, we spoke to as many people as possible to ask their views about what works well in Conwy and Denbighshire, and what we needed to focus on for the benefit of future generations. We asked people to talk about their experiences and their communities so that we could understand a bit more about local concerns and strengths. We also engaged with a wide cross section of the community, including:

- Community groups and forums, covering a range of community interests in a mix of urban and rural locations.
- Residents.
- Disabled people.
- Business networks.
- City, Town and Community Councils.
- Young people (through schools and youth school councils).
- North Wales Race Equality Network.
- Other public sector partner organisations.

Common to the rest of Wales, consultation and engagement work has proved challenging during the Covid-19 pandemic. Nonetheless, in addition to engaging with the above groups, we used a variety of communication methods to promote our County Conversation, including the use of internal partner channels and staff networks, such as

the Conwy Bulletin, Denbighshire's County Voice newsletter, Business e-Bulletins and mailing lists; but also through social media and press releases. We also monitored the County Conversation to ensure that we had received feedback from every age range, every geographic area of the county, and every subject interest area. Whilst we are confident that we have reached out to a wide cross section of the community, in terms of geography and protected characteristics, we feel that we can do more as we take our work forward to improve the depth of consultation with some groups of people who may have been underrepresented.

In early 2022 we began to discuss the findings of our Well-being Assessment in more detail, and identified the strategic issues where we could collectively make a difference as a group of partners. This work was supported by the [Co-Production Network for Wales](#). From our analysis, the Board came up with a long list of strategic issues. A series of workshops were then held in the summer of 2022 to prioritise areas of greatest need along Social, Cultural, Environmental and Economic themes, and to develop potential solutions. This was done by considering the synergies between priorities, the impact the PSB could have, the long-term implications, and where work was already taking place. This resulted in our redefining the plan into a single priority area focusing on **Conwy and Denbighshire being a more equal place with less deprivation**.

Further consultation was held with the public and partners on our draft plan between August and November 2022. This included discussions with the Well-being of Future Generations Commissioner's Office, and our Joint Overview and Scrutiny Committee for Conwy and Denbighshire. Having analysed all the feedback and finalised the final draft in November 2022, partner organisations then individually discussed and affirmed their commitment to our Well-being Plan prior to its final approval in March 2023.

## **Well-being Statement and Our Objective**

Our objective is to make **Conwy and Denbighshire a more equal place with less deprivation**. As described above, our Well-being Assessment, which examines data and the views of local people through the lens of the Well-being Goals for Wales, has supported the setting of this objective for our area. Our objective, therefore, directly contributes to the achievement of the national goals. This gives us confidence that we are

focusing our resources on delivering the right outcomes that will be of the greatest benefit to our communities.

Our [Assessment of Local Well-being](#) detailed some sixty topics on a range of subjects, arranged by the seven national well-being goals. Fourteen of these were highlighted as areas of particular concern or opportunity. 'A more equal Wales' came out most strongly as commonly connecting well-being assessment themes, aligned with the following root causes that we have identified as contributing to socio-economic disadvantage and inequality in our counties:

- The cost of living
- A need for greater physical and digital infrastructure
- Lack of confidence and aspiration
- Skill and employment opportunity gaps
- The availability of healthy housing
- Access to services
- Anti-social behaviour
- The impact of Covid-19

Our plan will seek tackle deprivation and issues relating to poverty in Conwy and Denbighshire in the long-term, including **Social, Environmental, Cultural, and Economic** inequality. This aspiration means we may not see the benefits of our plan within its life-time, but that we will make sure that we are looking ahead to the needs of two, three or four generations in the future. The Public Services Board's work will focus on areas where collaboratively, we can make a difference and have a long term impact. We do not, however, wish to duplicate work. Our Plan is based on analysis of other partnership boards already working to improve the North Wales region, such as with community safety or economic growth.

It is important that **sustainability** and the Climate and Nature Emergency is embedded in everything that we do. People and communities must not be disadvantaged or left behind by the necessary changes that are coming because of Climate Change, and we must make sure that we adapt and collaborate to fully realise the opportunities ahead.

Sustainable development is the overriding principle of the Conwy and Denbighshire PSB's activities, and we are committed to applying the 5 ways of working (collaboration,

prevention, integration, long term and involvement) to achieving Well-being priorities. In developing our priority area, we focused on the **long-term** by looking at past, current and (predicted) future data trends, and also by discussing consultees long-term aspirations for each of the national well-being goals. Looking at future trends - and considering associated risks and opportunities – enabled us to cover the principle of **prevention**. **Involvement** was a key driving principle. We have invested a lot of time in holding discussions with our communities as well as focused workshops with professionals. We endeavoured to make these representative of our community areas (reflecting age, gender, social status, occupations, etc.). The development of our plan and its delivery could not, and will not be isolated to one Public Services Board partner alone; it will require the continuing **collaboration** and commitment of all partners to guarantee its success.

Further detailed planning will take place during the first year of the plan to define or work programme and timescales. This ‘detailed planning’ is one of the places where meaningful co-production and involvement can occur. Where there is time for people to be involved, and tangible, relevant discussions to involve them in. It should also be noted though that our objective is not considered to be short-term in nature, so delivery is likely to take place over the medium to longer-term. We must also accept, however, that not everything in the Plan is within the Public Services Board’s control, especially in the long-term. For example, the success of our economy will depend on more factors outside of our circle of influence, than within it.

Below are the principles that we will apply to How We Will Work in delivering this Plan. This is followed by the four key themes that the PSB will take forward in support of its objective to make **Conwy and Denbighshire a more equal place with less deprivation**.

## How we will work

It is important to us that the PSB is set-up in the right way from the very start of this Well-being Plan, to ensure that it delivers the right benefits for our communities in the most effective and efficient way. In the undertaking of all our activities, the Public Services Board will work collectively in its partnership role to:

- **Leadership:** Provide strong shared leadership and responsibility for effective long-term change, using our collective voice as partners to influence and advocate on behalf of our communities.
- **Co-production:** Foster an environment, and encourage strong networks, that promote meaningful engagement and communication with our communities, supporting a culture where co-production and involvement thrives.
- **Fairness:** Promote fairness, equality and diversity through all of our work.
- **Informed decision-making:** Maintain effective governance that allows for strong, evidence-based decision making, acting on recommendations made through quality research and engagement.
- **Transparency:** Have clear and transparent performance management arrangements in place.
- **Assess:** Ensure that our activities and decisions are assessed for their impact in terms of the national Well-being Goals, the sustainable development principle, and five ways of working. This includes taking account of short and long-term needs, applying 'Futures Thinking' to identify and address root causes of the issues that we face, and preventing, rather than reacting to, high risk events wherever possible.
- **Reflect:** Use the advice given by the office of the Well-being of Future Generation's Commissioner, Natural Resources Wales and others to focus our discussions as we take forward our steps.



- **Development:** Explore and support joint opportunities for training and workforce development, such as secondment opportunities between our organisations.
- **Language:** Support and promote the Welsh Language in all that we do, integrating the Welsh Language strategies of partners.

We will apply these nine principles to all of our work as we take forward the steps that we have identified in support of our objective to make **Denbighshire and Conwy a more equal place with less deprivation**. These are things that we can do collectively over and above the existing roles and responsibilities of our individual members, and they will help us to define our actions and structure the detailed planning that will support this Plan's implementation. They will also help us to hold ourselves to account by monitoring and measuring our progress and success.

**Well-being – Communities are happier, healthier and more resilient in the face of challenges, such as the Climate Change and Nature Emergency, or the rising cost of living.**

### **What do we know now?**

Our Well-being Assessment looks at [emerging threats to health and well-being](#). Issues of specific concern are:

- Developing resistance to antibiotics and other drugs and medicines.
- The potential for the rapid spread of infectious diseases in an increasingly interdependent and interconnected world (pandemics).
- The potential impact of Climate Change and extreme weather events on public health.
- The impact of Covid-19 on emotional and mental-health (restrictions, changed response and anxiety associated with infection, and loss of social support structures for people).
- Communities are facing significant challenges in meeting their living costs, with an increased risk of food and fuel poverty.
- Long-term predictions suggest that these issues will only increase or get worse over time.

Our communities expressed their desire to be supported and empowered to help tackle these issues with a community-led focus. One respondent said “I would like to see even more investment in resources to help the whole county tackle Climate Change and progress forward more quickly with carbon reduction solutions. I want to see Councils have the resources to help the community have an impact too, rather than just focusing on internal functions.”

### **What steps can we take?**

In support of this area, below are some of the steps that we can collectively take forward as partners on the Public Services Board during the five-year duration of this plan:

- Engage with residents to improve equal access and signposting to the right information, advice, assistance and services that support people with what they need to thrive, including education, health and well-being, and employment.
- Stimulate and support community groups to help people remain resilient; for example, supporting healthy lifestyles, or providing help with cost of living pressures.
- Work with our partners to provide information, advice and support to those at risk of fuel or food poverty, which may include reducing costs and maximising income. We will also start to identify steps to safeguard food and energy in the longer-term and protect our natural resources.
- Give support to sustainable and green transport plans that improve overall air quality, including active and healthy travel schemes that encourage walking and cycling.
- Decrease carbon emissions and energy consumption, and increase renewable energy capacity.
- Encourage and support communities to mitigate and cope with the impacts of Climate Change, bringing together the right expertise, including lived experience, to better inform delivery and decision-making. In particular, community engagement and an assessment of local Climate Change risk will help prioritise where adaption is needed.
- Addressing the Nature Emergency and the well-being needs of communities, protect, restore and enhance biodiversity and natural habitats, whilst increasing and encouraging equal access to our natural environment. This includes access to green countryside spaces, and blue coastal spaces.

## **Who will be involved in delivering our steps?**

All PSB partner organisations and potentially others including:

- Citizen Advice
- North Wales Social Care and Well-being Improvement Collaborative
- Third sector organisations

## **What levels of prevention might our steps achieve?**

Secondary prevention: Targeting action towards areas where there is a high risk of a problem occurring. A targeted approach, which cements the principle of progressive universalism.

## What could success look like?

Short-term (1 to 5 years)	Medium-Term (5 to 10)	Long-Term (10+ years)
<p>Our understanding of the impact of climate change on our communities improves.</p> <p>When faced with an emergency climate event, harm to people or property has been reduced through clear advice and support.</p> <p>Residents are also able to access the advice and support that they need to support their health and well-being, and alleviate the impact of the rising cost of living.</p> <p>There is enhanced biodiversity and increased equal access to green countryside spaces and blue coastal spaces, benefitting the well-being of residents.</p>	<p>Carbon emission from our estates decreases, and natural habitats are resilient.</p> <p>Hardship arising from poverty is alleviated, and the number of those facing fuel and food poverty decreases.</p> <p>The use of sustainable and active travel schemes increases.</p> <p>Planned and coordinated community engagement that is meaningful.</p>	<p>Disruption from climate events is less prevalent.</p> <p>People and communities thrive, and are resilient to challenges.</p> <p>Long-term challenges are recognised and planned for.</p>

## Links to other themes in our Well-being Plan

**Economy – There is a flourishing economy, supported by a skilled workforce fit for the future:**

Having a healthy economy, where people are in secure and rewarding employment, improves wellbeing and builds social and economic resilience.

**Equality – Those with protected characteristics face fewer barriers:**

Ensuring people from diverse backgrounds, seldom-heard groups and those at a socio-economic disadvantage are heard and help shape decisions and services, improves wellbeing and builds social and cultural resilience.

**Housing – There is improved access to good quality housing:**

Good quality, affordable and energy efficient housing improves individual and community wellbeing and builds resilience against the rising cost of living, fuel poverty and climate change.

**How we will apply the 5 ways of working**

**Collaboration**

Each PSB organisation recognises its individual and collective role to provide the advice and assistance our communities need to build their resilience and thrive.

**Involvement**

The PSB will continue to involve and engage with our communities to explore what information and support they need to build their social, cultural, economic and environmental resilience.

**Integration**

The PSB recognises that social, cultural, economic and environmental wellbeing are cross-cutting and will take an integrated approach to supporting its communities in building resilience and reducing deprivation in these areas.

**Prevention**

The PSB will support our communities to become more resilient and better prepared to respond to social, cultural, economic and environmental changes, preventing further declines in mental and physical wellbeing.

## **Long-Term**

The PSB will support our communities by taking a balanced approach, ensuring that improving community wellbeing in the short term does not compromise building further resilience and reducing deprivation in the long term.

## **How our steps will maximise our contribution to the Well-being Goals**

### **Prosperous**

By supporting access to advice, information and assistance that our communities need, the PSB will help alleviate the impact of the rising cost of living, maximise income and improve overall contribution to the local economy.

### **Healthier**

By supporting access to advice, information and assistance that our communities need, the PSB will help people become better informed to make healthier lifestyle choices, leading to healthier lives.

### **Resilient**

By supporting and influencing Climate Change mitigation and adaptation in our communities, the PSB will help people be better equipped and prepared for the impacts of climate change.

### **Equal**

By supporting equal access to information, advice and services, the PSB will help our communities access the information and help they need in a way that does not create disadvantage.

### **Cohesive Communities**

By continuing to involve and engage our communities, the PSB will help people feel connected and able to contribute to their communities in a range of ways.

### **Culture and Welsh Language**

Our communities can access support in their language of choice. The PSB will encourage and improve the use of Welsh language in everyday life.

### **Globally Responsible**

Each PSB organisation recognises its individual and collective role to reduce greenhouse gas emissions and use of natural resources and protect the natural environment and habitats. The PSB will support our communities to help mitigate the global impacts of Climate Change.

## **Economy – There is a flourishing economy, supported by a skilled workforce fit for the future.**

### **What do we know now?**

Our Well-being Assessment looks at [employment opportunities](#) in our counties. It tells us that:

- It is not just the number of available jobs that is important, but also the types of employment opportunities on offer, and how well employers keep-up with changes in the global economy, as well as local priorities. Secure, well paid employment affects not just the economic well-being of people and communities, but can also help with mental well-being as it fosters a sense of purpose and a sense of belonging within society.
- In addition to the mismatch between the number of jobs and number of working residents, the area has a significantly lower than average weekly wage for full-time jobs – £451 in Conwy, and £501 in Denbighshire (compared to £540 for Great Britain as a whole).
- There are also higher proportions of part-time jobs on offer in the area than the national average – 46% of employees in Conwy and 39% of employees in Denbighshire are part-time, compared to 32% across Great Britain and 35% in Wales.

Within the current economic climate, jobs and employment was an area of focus throughout our engagement. One respondent gave the following feedback when asked what could be improved in the area to meet future well-being goals: “help and support to get people into jobs and keep jobs. Would like to see more permanent lower level jobs in the area and not just seasonal work. More initiatives where Councils provide employment experience for people with limited work experience and employment experience for people with a disability.”

### **What steps can we take?**

In support of this area, below are some of the steps that we can collectively take forward as partners on the Public Services Board during the five-year duration of this plan:



- Work collaboratively with communities and partners to deliver projects and initiatives that will stimulate economic growth in specific sectors, including the green economy. This includes Ambition North Wales and the North Wales Growth Deal projects.
- Maximise the benefits that come with our unique natural assets and grow our sustainable tourism offer.
- Work with partners (including school, colleges and universities) to ensure that people of all ages, including those who are vulnerable or in our care, are resilient and prepared for employment, further education, or training. This includes looking at Green Skills for the future.
- Provide greater opportunities for quality volunteering, work experience and apprenticeships.
- Collectively promote public and third sector jobs to help with recruitment and retention.
- Enact socially responsible public procurement, benefitting the local supply chain and promoting a circular economy locally.
- Working regionally and within the context of the Wales Transport Strategy, we will enable those at a socio-economic disadvantage to access education, employment, services and activities.

## **Who will be involved in delivering our steps?**

All PSB partners and potentially others including:

- Schools, colleges, universities and youth services
- Careers Wales
- Department of Work and Pensions
- Partnerships, such as the Regional Skills Partnership, Ambition North Wales, North Wales decarbonisation ambition board.

## **What levels of prevention might our steps achieve?**

Secondary prevention: Targeting action towards areas where there is a high risk of a problem occurring. A targeted approach, which cements the principle of progressive universalism.

## What could success look like?

Short-term (1 to 5 years)	Medium-Term (5 to 10)	Long-Term (10+ years)
<p>Those in need of employment are supported into work.</p> <p>There is an improved skills offer that enables people to access better paid employment.</p>	<p>Businesses are attracted to, and thrive in Conwy and Denbighshire, utilising the strong skills base, and giving people the right opportunities for work. This includes a low carbon, regenerative economy, and sustainable green jobs.</p>	<p>Our green, sustainable economy flourishes.</p> <p>The average household income increases.</p>

## Links to other themes in our Well-being Plan

**Well-being – Communities are happier, healthier and more resilient in the face of challenges, such as the Climate Change and Nature Emergency, or the rising cost of living:**

Ensuring people have access to the information and assistance they need to help with the rising cost of living and food and fuel poverty and safeguarding food and natural resources in the long term, helps to improve the resilience of our local economy.

**Equality – Those with protected characteristics face fewer barriers:**

Ensuring people from diverse backgrounds, seldom-heard groups and those at a socio-economic disadvantage have equal access to employment, learning and healthcare, helps to improve the resilience of our local economy.

**Housing – There is improved access to good quality housing:**

Sufficient provision of good quality, affordable, energy efficient housing, where people can live independently and healthily, helps to improve the resilience of the local economy.

## **How we will apply the 5 ways of working**

### **Collaboration**

Each PSB organisation recognises its individual and collective role to promote public and third sector jobs to help with recruitment and retention.

### **Involvement**

The PSB will engage with other agencies and partners to ensure a skilled and resilient workforce and stimulate growth in key sectors, including the environmental sector.

### **Integration**

The PSB recognises that a flourishing local economy has a direct impact upon social, cultural and environmental wellbeing and will take an integrated approach to supporting its communities in building resilience and reducing deprivation in this area.

### **Prevention**

The PSB will support our communities to become more resilient and better prepared to respond to economic changes, building a sustainable workforce by preventing rising unemployment and attracting young people to work in the region.

### **Long-Term**

The PSB will support our communities in building a sustainable workforce with a strong skills base, supporting a thriving economy which attracts businesses to the region, giving people the right opportunities for work.

## **How our steps will maximise our contribution to the Well-being Goals**

### **Prosperous**

By ensuring people of all ages are prepared for employment, further education or training, the PSB will help people acquire the skills and knowledge to get good quality jobs, which support local communities and the wider economy.

### **Healthier**

By working with our communities and partners to build a sustainable workforce, the PSB will help people have access to secure and rewarding work and skills opportunities, contributing positively to their physical, mental and emotional well-being.

### **Resilient**

By working with our communities and partners to stimulate economic growth in key sectors, the PSB will help to build a resilient workforce and flourishing economy.

### **Equal**

By working with our communities and partners to provide equal opportunities for employment, further education and training, the PSB will help people of all abilities and backgrounds have the opportunity to achieve their potential.

### **Cohesive Communities**

By working with our communities and partners in providing opportunities for employment, further education and training, the PSB will help support people to live and work in their communities, enhancing the local economy.

### **Culture and Welsh Language**

By working to maximise the benefits of our unique natural assets and sustainable tourism, the PSB will help protect the region's culture and heritage, including the Welsh language.

### **Globally Responsible**

By working with our communities and partners to develop a strong local economy, including the green economy and socially responsible procurement, the PSB will help the local economy mitigate the global impacts of climate change.

## **Equality – Those with protected characteristics face fewer barriers.**

### **What do we know now?**

Our Well-being Assessment looks at [equality and diversity](#) within our communities in Conwy and Denbighshire. It tells us that:

- Those from diverse backgrounds or with a disability often face barriers to employment learning and health care. Our population is becoming more diverse and we need to reflect this in the services that we deliver, to ensure equality of access and opportunity for all.
- We need to better reflect the diversity of our populations when involving people in decision making, ensuring representation from all groups.
- People with protected characteristics are more likely to live in the most deprived 10% of Lower Layer Super Output Areas (LSOA) in Wales. They are most likely to suffer from socio-economic disadvantage, and will have been disproportionately affected by the impact of the pandemic. They are also, therefore, vulnerable to inflationary cost of living pressures.
- The impacts of Climate Change will also increase inequalities within our communities.

Our engagement from seldom heard groups suggests that we 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.

### **What steps can we take?**

In support of this area, below are some of the steps that we can collectively take forward as partners on the Public Services Board during the five-year duration of this plan:

- Support the Welsh Government's Anti-Racist Wales Action Plan, to help realise the vision of Wales as an anti-racist nation and understand what that looks like for our communities.

- Reduce inequalities by ensuring that the experiences of people from diverse backgrounds, seldom-heard groups, and those at a socio-economic disadvantage are heard and inform decision making and shape our services.
- Address the emotional burden of those living with the effects of poverty and social exclusion, treating them with the respect and dignity they deserve.
- Working with our partners and networks, we will work to address gaps in our Well-being Assessment, commissioning quality research and engagement.
- Foster community cohesion by ensuring people are protected from harm, abuse and exploitation.
- Ensure that the transition to a net zero Wales is equitable and fair.

## Who will be involved in delivering our steps?

All PSB partners and potentially others including:

- Citizen Advice
- Joseph Rowntree Foundation
- North Wales Social Care and Well-being Improvement Collaborative
- Third sector organisations

## What levels of prevention might our steps achieve?

Primary prevention: Building resilience – creating the conditions in which problems do not arise in the future. A universal approach.

## What could success look like?

Short-term (1 to 5 years)	Medium-Term (5 to 10)	Long-Term (10+ years)
Challenges facing community cohesion and personal safety, and gaps in service or advice provision that	The co-production and shaping of services through the involvement of those from seldom-heard groups is embedded practice.	Inequality is removed from service provision, allowing everyone to access the services that they need to thrive.

<b>Short-term (1 to 5 years)</b>	<b>Medium-Term (5 to 10)</b>	<b>Long-Term (10+ years)</b>
<p>disadvantages those with protected characteristics or those who are at a socio-economic disadvantage, are identified with any immediate solutions put in place.</p> <p>We better understand and act upon the disproportionate impacts of climate change on those experiencing deprivation, and manage our transition to a net zero Wales fairly and equitably.</p>	<p>People are confident that public services will act to protect and help them.</p> <p>The most vulnerable communities who are exposed to multiple health inequalities are surrounded by an environment that makes managing and taking actions to improve health and well-being easier – for example, reducing communities' exposure to air pollution and flooding.</p>	<p>All residents are safe from harm, abuse or exploitations.</p> <p>Those experiencing deprivation are safeguarded from the impacts of Climate Change.</p>

## **Links to other themes in our Well-being Plan**

**Well-being – Communities are happier, healthier and more resilient in the face of challenges, such as the Climate Change and Nature Emergency, or the rising cost of living:**

Ensuring people from diverse backgrounds, seldom-heard groups and those at a socio-economic disadvantage have fair and equal access to the information and assistance they need to help with the rising cost of living and food and fuel poverty and safeguarding food and natural resources in the long term, helps to reduce inequalities and remove barriers.

**Economy – There is a flourishing economy, supported by a skilled workforce fit for the future:**

Ensuring people from diverse backgrounds, seldom-heard groups and those at a socio-economic disadvantage have equal access to employment, learning and healthcare, helps to reduce inequalities and remove barriers.

## **Housing – There is improved access to good quality housing:**

Ensuring people from diverse backgrounds, seldom-heard groups and those at a socio-economic disadvantage have fair and equal access to good quality, affordable, energy efficient housing, where people can live independently and healthily, helps to reduce inequalities and remove barriers.

## **How we will apply the 5 ways of working**

### **Collaboration**

Each PSB organisation recognises its individual and collective role to reduce inequalities and ensure that people from diverse backgrounds, seldom-heard groups and those at socio-economic disadvantage have the opportunities to inform decision-making and shape services.

### **Involvement**

The PSB will continue to engage and ensure that the lived experience of people from diverse communities inform decision making and shape our services.

### **Integration**

The PSB recognises that equality of access for our communities is integral to delivery of our priorities and therefore underpins delivery of our Wellbeing Plan.

### **Prevention**

The PSB will work with our partners and networks to carry out quality research and engagement to address gaps in our Wellbeing Assessment with the aim of continuing to prevent future inequalities and remove barriers.

### **Long-Term**

The PSB will work with partners, networks and communities to ensure inequality is removed from service provision, allowing everyone to access the advice, assistance and services that they need to thrive.



## **How our steps will maximise our contribution to the Well-being Goals**

### **Prosperous**

By removing barriers and reducing inequalities, the PSB will help people of all abilities and backgrounds have the opportunity to achieve their potential.

### **Healthier**

By involving and engaging with people from diverse communities in decision making and shaping services, the PSB will help people face fewer health inequalities.

### **Resilient**

By working with our communities and partners to reduce inequality and remove barriers, the PSB will help to address social exclusion, making communities more resilient.

### **Equal**

By working with our partners to reduce inequality and remove barriers, the PSB will support our communities and all those who live in them, irrespective of background or circumstances.

### **Cohesive Communities**

By working with our partners to protect people from harm, abuse and exploitation, the PSB will help to foster community cohesion.

### **Culture and Welsh Language**

By working with our partners to reduce inequality and remove barriers, the PSB will help to support the diverse cultures within our communities and protect the Welsh language.

### **Globally Responsible**

By supporting our communities to respond to the impacts of climate change, the PSB will help to ensure the steps taken to reduce greenhouse gas emissions are fair and proportionate.

## **Housing – There is improved access to good quality housing.**

### **What do we know now?**

Our Well-being Assessment looks at the [provision of housing](#) in our counties. It tells us that:

- Good quality and low carbon housing is vital for individual and community well-being, providing security, privacy, good health, and space for personal identity, growth and development.
- Demand for homelessness support has increased significantly in recent years, which includes the overall amount of casework involved in preventative work. As finances are squeezed and costs rise, we will see further rises in homelessness numbers.
- A person's physical environment, including access to green space, plays a key role; with poor health associated with homelessness, poor quality accommodation, and fuel poverty. Risk factors for poor mental health disproportionately affect people from higher risk and marginalised groups, including homeless people. A recent study found more patients who died by suicide were reported as having economic problems, including homelessness (Centre for Mental Health and Safety, 2016).
- In the year ending March 2021, 439 new homes were built in the area (310 in Conwy County Borough, 124 in Denbighshire), despite Local Development Plans (LDPS) predicting an annual new dwelling requirement of about 950 homes would be required across the two local authorities.
- Access to affordable housing was particularly highlighted as a concern among residents through our County Conversation. In August 2021, the average house price for a property in Conwy County Borough was £202,485, and £181,538 in Denbighshire.

This direct quote taken from the online analysis, where the respondent was asked what could be improved, gives a flavour of the feedback and concerns given throughout the engagement and in particular the public and councillor focus groups. "More availability of affordable housing for local people. House prices have increased rapidly over the last year and are out of reach of many, including young people who are unable to stay in their communities."

## **What steps can we take?**

In support of this area, below are some of the steps that we can collectively take forward as partners on the Public Services Board during the five-year duration of this plan:

- Support the Welsh Government's Rapid Rehousing approach to prevent homelessness and ensure that any instances of it are rare, brief, and unrepeatable.
- Review the amount of available housing in our county to ensure that there is quality provision that meets the needs of residents, assisting them to lead independent lives in appropriate accommodation for as long as possible.
- Identify the barriers related to people's immediate environment, such as green and blue spaces, that affects their quality of life and civic participation.
- Work with our communities to identify and overcome barriers to housing, ensuring equal access to advice and information on available options and routes to housing.
- Advocate standards of housing that supports the good health of people and families living in them, including promotion of low carbon housing that are affordable to run and resilient to the impacts of Climate Change.
- Bring together new and old partners to review innovative approaches to housing provision and upgrading.

## **Who will be involved in delivering our steps?**

All PSB partners and potentially other bodies, including:

- Welsh Water
- Registered Social Landlords
- Healthy Housing
- Private Rented Sector
- Energy saving trust Wales
- Building Control

## **What levels of prevention might our steps achieve?**

Tertiary prevention: Intervening once there is a problem, to stop it getting worse and prevent it reoccurring in the future. An intervention approach.

## What could success look like?

Short-term (1 to 5 years)	Medium-Term (5 to 10)	Long-Term (10+ years)
Residents are better informed about housing options and routes to housing.  Safe housing.  Those facing homelessness are helped into accommodation within a reasonable timeframe.	The number and quality of housing increases.  Instances of homelessness reduce.	Housing need will be met.  Instances of homelessness will be rare, brief and unrepeated.  Homes are more energy efficient.

## Links to other themes in our Well-being Plan

**Well-being – Communities are happier, healthier and more resilient in the face of challenges, such as the Climate Change and Nature Emergency, or the rising cost of living:**

Ensuring people have access to the information and assistance they need will help them access the right housing solutions which enhance their quality of life and wellbeing.

**Equality – Those with protected characteristics face fewer barriers:**

Ensuring people from diverse backgrounds, seldom-heard groups and those at a socio-economic disadvantage are involved in decision making and shaping services and are not socially excluded will help them access the right housing solutions.

**Economy – There is a flourishing economy, supported by a skilled workforce fit for the future:**

Ensuring a sustainable and skilled workforce will help provide the housing sector with the resources it needs to meet the housing demand.

## **How we will apply the 5 ways of working**

### **Collaboration**

Each PSB organisation recognises its individual and collective role to help our communities access good quality housing and support homelessness prevention.

### **Involvement**

The PSB will engage with other agencies and partners in this area to support access to quality housing and homelessness prevention.

### **Integration**

The PSB recognises that access to good quality housing has a direct impact upon social, cultural, economic and environmental wellbeing and will take an integrated approach to supporting its communities in building resilience and reducing deprivation in this area.

### **Prevention**

The PSB will work with partners and networks to help reduce and prevent homelessness and remove barriers which negatively impact people's quality of life and civic participation, further preventing wellbeing decline.

### **Long-Term**

The PSB will work with partners, networks and communities to ensure housing provision is sustainable and has a positive impact on people's lives.

## **How our steps will maximise our contribution to the Well-being Goals**

### **Prosperous**

By supporting the provision of good quality housing which people can afford, the PSB will help improve people's quality of life.

### **Healthier**

By supporting the provision of good quality, affordable housing, the PSB will help to improve community well-being, security, privacy, good health, and space for personal identity, growth and development.

### **Resilient**

By supporting the provision of good quality, affordable housing, the PSB will help to reduce deprivation associated with homelessness and poor quality housing, making communities more resilient.

### **Equal**

By supporting equal access to housing related advice, information and assistance, the PSB will help to reduce housing related inequalities and remove barriers.

### **Cohesive Communities**

By supporting the provision of good quality, affordable housing, the PSB will help people being able to stay and live in their local community.

### **Culture and Welsh Language**

By supporting local people to stay in their local communities, the PSB will help protect and conserve the Welsh culture and language.

### **Globally Responsible**

By supporting the provision of good quality, energy efficient housing, the PSB will help people play their part in reducing global greenhouse gas emissions and mitigate climate change.

## **Delivery of the plan and monitoring progress**

In its Programme Board role, the delivery of this Plan will be monitored by the PSB through regular highlight and progress reports to its meetings. As part of our monitoring arrangements, we will produce an annual report detailing the progress made by the PSB to achieve and deliver the Well-being Plan. Reporting will focus on activities discussed by the Board, and the progress of any sub-groups (to be determined) set-up to deliver on specific streams of work. The Well-being Assessment sets the baseline for the success of this plan, and we will use indicators already highlighted there to measure the progress of our activities.

A Joint Overview and Scrutiny Committee also exists between Conwy and Denbighshire, and is responsible for scrutinising the effectiveness of the PSB's governance, the decisions that it makes, and the actions that it takes. The intention is to place responsibility for challenge and accountability locally.

## **On-going conversation**

Engagement through our County Conversation was an important part of gathering local views on well-being within communities. We want to continue engaging with people and communities across Conwy and Denbighshire in a meaningful way, as well as with the workforce of our organisations. It is vital that we take account of the importance of involving people with an interest in achieving the well-being goals, and of ensuring that those persons reflect the diversity of our populations.

We will take additional steps outside of meetings to ensure that the public and professional voice is heard and continues to help shape the Well-being Plan going forward. Each PSB partner organisation has its own mechanism for engagement, including digital engagement through social media. The PSB has committed to sharing key messages between PSB organisations on engagement events, as well as promoting PSB activities. However, we will also explore opportunities to engage cohesively as partners around our shared themes, and enabling a more holistic approach to action.

All our formal meetings are held in public and are open for anyone to observe. For a list of dates and venues please visit [our website](#).

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# **Conwy and Denbighshire Public Services Board**

## **Well-being Plan 2023 to 2028:**

### **Well-being Impact Assessment**

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

# Well-being Impact Assessment

**Assessment Number:** 1115

**Brief description:** This document outlines the Conwy and Denbighshire Public Services Board's Well-being Plan (2023 to 2028) under the Well-being of Future Generations (Wales) Act 2015, which seeks to make Conwy and Denbighshire a more equal place with less deprivation.

**Localities affected by the proposal:** Conwy and Denbighshire Counties

**Who will be affected by the proposal?** The Plan covers both the counties of Conwy and Denbighshire and will affect 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

# Well-being 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: 32 / 36**

## Summary for each Sustainable Development principle

### Long term

The Plan is aspirational and its development has stretched our thinking around many of the key issues it seeks to address. Our prioritisation work has maintained a focus on addressing the long- term root-causes to deprivation. However, the Plan's success will be hampered by capacity and resource to deliver meaningful long-term change, and the suggested steps will need further scoping and agreement by the PSB to make progress; this includes arrangements for securing the legacy of any action.

### Prevention

The Plan actively seeks to promote the resilience of individuals and communities against the impacts of Climate Change. The promotion of the well-being and safety of individuals and communities is also prevalent throughout, particularly where inequality currently exists.

### Integration

This is a partnership plan that integrates the objectives of members of the Conwy and Denbighshire Public Services Board, and has been developed with their input throughout. Steps to be taken in the future will be delivered through the agreement of the collective PSB.

# Well-being Impact Assessment

## Collaboration

Considerable work has been undertaken with partners throughout 2021 and 2022 to develop the current Well-being Plan, with excellent contributions being made through multiple prioritisation workshops, and particularly in the later stages of developing the final draft. It is hoped that the energy that has brought this Plan together will now continue through to the development of our steps and their implementation.

## Involvement

We are confident that we are applying all ten principles, and the commissioned work to engage seldom heard groups continues to be an important part of our approach and evidence base. Our engagement has faced challenges (social distancing, online meeting fatigue), but the quality of feedback received has been excellent. It is a firm principle in the new Plan that the PSB will build on its engagement work and involve people in the delivery of its steps.

## Summary of impact

Well-being Goal	Overall Impact
A prosperous Wales	Positive
A resilient Wales	Positive
A healthier Wales	Positive
A more equal Wales	Positive
A Wales of cohesive communities	Positive

## Well-being Impact Assessment

Well-being Goal	Overall Impact
A Wales of vibrant culture and thriving Welsh language	Neutral
A globally responsible Wales	Positive

### Main conclusions

We should 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 our Well-being Plan. 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 the impact assessment as an aide memoir, using the topics and the tooltips to inform our engagement and well-being assessment.

The opportunities highlighted at the end of each sustainable development principle and each of the seven well-being goals should be noted and considered thoroughly. It is also important to note that our level of influence and control varies across some of the steps that we have identified, and this will affect our ability to bring about positive impacts in some areas. So too will the economic climate and capacity of partners to deliver impact on the success of our Plan.

# **Well-being Impact Assessment**

## **The likely impact on Conwy, Denbighshire, Wales and the world**

### **A prosperous Wales**

#### **Overall Impact**

Positive

#### **Justification for impact**

We are estimating a positive impact because the Well-being Plan is proposing more focussed work to support a green economy, remove barriers to work, and to support people to secure better employment. 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.

#### **Further actions required**

We will need to work with businesses more closely, and link into regional work via the North Wales Economic Ambition Board (NWEAB). There is the potential to maximise skills development around a low carbon economy in particular.

#### **Positive impacts identified:**

##### **A low carbon society**

Supporting a green economy is a core part of the Plan. The extent of positive impacts will need to be assessed once detailed actions are agreed and projects scoped. However, following the leadership set by NWEAB should lead to positive outcomes.

##### **Quality communications, infrastructure and transport**

Support for sustainable and active travel schemes is identified within the Plan.

# **Well-being Impact Assessment**

## **Economic development**

Sustainable tourism, green economy, social economy, and the growth deal feature within the Plan.

## **Quality skills for the long term**

Ensuring that we have the right skills for the future is an important aspect of our Plan in support of the Economy. If we do this well, our skills base will attract new businesses, whilst helping the prosperity of individuals.

## **Quality jobs for the long term**

Again, our Plan pledges support for the economy and removing barriers to work for those with protected characteristics, or who are at a socio-economic disadvantage.

## **Childcare**

There is no support directly offered in support of childcare within our Plan, but this may be something that the PSB considers when considering steps that it can take to remove barriers that people face to attend work, employment, education or healthcare. In taking forward any steps the PSB must consider any disproportionate impact that may incur in that regard.

## **Negative impacts identified:**

### **A low carbon society**

There should be no negative impacts as a result of our work, but the PSB must remain vigilant of any potential increases in Carbon as a result of its work.

### **Quality communications, infrastructure and transport**

None identified at present (this should continue to be reviewed).

## **Economic development**

# Well-being Impact Assessment

None identified at present (this should continue to be reviewed).

## Quality skills for the long term

There is widespread recognition, which has been highlighted in our well-being assessment, that women and people with protected characteristics and people experiencing socio-economic disadvantage are less likely to benefit from opportunities from the green sector.

## Quality jobs for the long term

The draft well-being assessment still 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).

The new childcare provision cited above brings with it questions around sustainability, for carbon, and overall provision across the sector. These should be assessed in more detail within each individual well-being impact assessment.



# **Well-being Impact Assessment**

## **A resilient Wales**

### **Overall Impact**

Positive

### **Justification for impact**

Environmental well-being is a key feature of our Well-being Assessment, the engagement feedback that we have received, and the content of the Well-being Plan as a consequence.

### **Further actions required**

Further work is needed to understand the risks that are faced by our communities. Most recently we have had to adjust our thinking around climate risk resilience to include resilience to hotter, drier summers, for example.

### **Positive impacts identified:**

#### **Biodiversity and the natural environment**

The Well-being Plan has made a commitment to mitigating the impacts of Climate Change and the Nature Emergency.

#### **Biodiversity in the built environment**

The Well-being Plan has made a commitment to mitigating the impacts of Climate Change and the Nature Emergency.

#### **Reducing waste, reusing and recycling**

The Plan does seek to encourage a circular economy, but currently has no defined plans around reducing, reusing or recycling waste.

#### **Reduced energy/fuel consumption**

# Well-being Impact Assessment

Energy efficient housing, alleviating fuel poverty, and choosing sustainable / active travel feature in the Plan. It is also worth noting that this was a consideration throughout our engagement and consultation. We didn't print excessive paper copies of our surveys, due to the environmental impacts.

## **People's awareness of the environment and biodiversity**

From our engagement, we have found that people feel strongly about being empowered to tackle climate change, and were particularly vocal about active travel. We want to keep people involved and harness their enthusiasm as we take this plan forward.

## **Flood risk management**

The plan will seek to identify those communities most at risk of the impacts of climate change and encourage / support their resilience against future climate events.

## **Negative impacts identified:**

### **Biodiversity and the natural environment**

There should be no negative impacts as a result of our work, but the PSB must remain vigilant of any potential increases in Carbon as a result of its work.

### **Biodiversity in the built environment**

There should be no negative impacts as a result of our work, but the PSB must remain vigilant of any potential increases in Carbon as a result of its work.

### **Reducing waste, reusing and recycling**

None identified at present (this should continue to be reviewed).

### **Reduced energy/fuel consumption**

Our well-being assessment shows that some people, particularly those experiencing socio-economic disadvantage, may be less likely to benefit from schemes to reduce

## **Well-being Impact Assessment**

their carbon footprint and reduce their energy bills. EV cars are likely to remain within the reach of those with a sizeable disposable income for a while yet.

### **People's awareness of the environment and biodiversity**

Some people are vocal about wildflower meadows and see these as an eyesore. This needs to be resolved.

### **Flood risk management**

None identified at present (this should continue to be reviewed).

# **Well-being Impact Assessment**

## **A healthier Wales**

### **Overall Impact**

Positive

### **Justification for impact**

The Well-being Plan is pledging to support happier, healthier and more resilient communities and should positively contribute to all of the above areas.

### **Further actions required**

Topics such as mental-well-being should be kept under review as we continue to emerge from the pandemic, but move into a space with increased stresses around cost of living. There may be new evidence to consider. Constantly reviewing and assessing our intelligence is, however, a core part of the Plan.

### **Positive impacts identified:**

#### **A social and physical environment that encourage and support health and well-being**

This now features strongly in the Plan and cuts across many, if not all, of the themes. There are also a range of steps that aim to secure better health and well-being outcomes for disadvantaged or marginalised groups.

#### **Access to good quality, healthy food**

There are specific steps identified within the Plan that seek to alleviate food poverty.

#### **People's emotional and mental well-being**

The Plan specifically focusses on securing better well-being outcomes for people, particularly those dealing with the emotional burden of living with the effects of poverty and social exclusion.

# Well-being Impact Assessment

## Access to healthcare

Access to health advice and services is a focus within the Well-being Plan. 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

Sustainable and active travel features, as does increasing access to green countryside spaces and blue coastal spaces.

## Negative impacts identified:

### A social and physical environment that encourage and support health and well-being

None identified at present (this should continue to be reviewed).

### Access to good quality, healthy food

None identified at present (this should continue to be reviewed).

## People's emotional and mental well-being

Some groups may be at risk of worse emotional and mental well-being as a result of the social distancing measures of Covid-19. The plan, as it is worked up into more detail, will need to consider how some interventions will need to be targeted to be effective.

## Access to healthcare

None identified at present (this should continue to be reviewed).

## Participation in leisure opportunities

Some people may be less likely to participate either because of access issues (cost, transport, living in a rural area) or perhaps due to accessibility barriers for people with protected characteristics.

# Well-being Impact Assessment

## A more equal Wales

### Overall Impact

Positive

### Justification for impact

Overall there is a greater focus in Well-being Plan around mobilising collective resources to tackle poverty, hence the overall impact being positive. However, it is not clear currently how any proposed areas of focus will truly reduce poverty (increase household incomes) given the turbulence of the geopolitics and the global economy.

### Further actions required

There has been considerable discussion about how experiences of Covid-19, and now the cost of living crisis will have exacerbated inequality – although the consequences are not yet fully understood. We will need to continually review our intelligence as we take our Plan forward.

### Positive impacts identified:

**Improving the well-being 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**

The Well-being Plan has a particular focus on addressing the inequalities faced by those with protected characteristics, or who are at a socio-economic disadvantage. Above all it seeks to remove barriers and reduce harms, exploitation and abuse experienced by people, ensuring that their voices are heard and that we act on intelligence informed by lived experiences.

### People who suffer discrimination or disadvantage

# Well-being Impact Assessment

The Well-being Plan includes proposals to support marginalised or seldom heard groups. The draft well-being assessment includes analyses to consider the well-being of (some) marginalised groups, such as refugees for example. There is also, while limited, a little more understanding of the long-term resilience of people who suffer discrimination and disadvantage due to climate change for example.

## **People affected by socio-economic disadvantage and unequal outcomes**

Deprivation and tackling poverty is featuring strongly in the Well-being Plan, with a particular focus on reducing the impacts of poverty (e.g. hunger and rising fuel costs) and improving opportunities for skills.

## **Areas affected by socio-economic disadvantage**

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 steps are developed.

## **Negative impacts identified:**

**Improving the well-being 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**

The well-being assessment specifically highlighted disabled people has having poorer well-being. We will need to critically review our steps to see whether they will enhance or pose further challenges to people with protected characteristics as actions are developed further.

## **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. 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.

## **Well-being Impact Assessment**

Some of our steps may not be able to partly, let alone, fully alleviate poverty and disadvantage given the turbulence in the wider global economy.

### **People affected by socio-economic disadvantage and unequal outcomes**

As already stated, the impacts of the pledges may not be able to partly, let alone, fully alleviate poverty and disadvantage given the turbulence in the wider global economy.

### **Areas affected by socio-economic disadvantage**

There is no specific geographic area of focus at present, although one will likely emerge as specific pledges are developed. As stated elsewhere, some interventions will need to be targeted to ensure the benefits are felt by the people/places needing them most.



# **Well-being Impact Assessment**

## **A Wales of cohesive communities**

### **Overall Impact**

Positive

### **Justification for impact**

There are a great many positive contributions within the above headings as a result of commitments made within this Plan. Although community cohesion is not directly addressed, many of the steps we will take should lead should support that tangential benefit.

### **Further actions required**

These aspects may need more extended discussion as we go forward to determine any negative impacts, as well as opportunities to maximise collective efforts to support cohesive communities over the longer term. We must too better understand how the experiences of Covid-19 and the current cost of living crisis have exacerbated inequality that may lead to poor community cohesion.

### **Positive impacts identified:**

#### **Safe communities and individuals**

The Well-being Plan emphasises the ongoing commitment of partners to safeguarding vulnerable in our counties. Homelessness, and good housing also features, alongside steps that focus on supporting community initiatives and resilience.

#### **Community participation and resilience**

Again, this is a key principal that can be found in the How We Will Work section of the plan, and throughout we reference our desire to work with communities to maximise the benefits from the steps we take, particularly with regard to community resilience.

#### **The attractiveness of the area**

# Well-being Impact Assessment

The steps we have pledged in support of our natural environment and the improvement of access to green countryside spaces and blue coastal spaces should have a positive impact.

## **Connected communities**

The Well-being Plan does not want to isolate or exacerbate inequalities. We want to better understand where there are barriers to connected communities and address the reasons why. The plan also pledges to support sustainable and active travel schemes to help improve connectivity.

## **Rural resilience**

Again, addressing inequalities is a key aspect of the plan, and this includes rural inequality and poverty.

## **Negative impacts identified:**

### **Safe communities and individuals**

None identified at present (this should continue to be reviewed).

### **Community participation and resilience**

None identified at present (this should continue to be reviewed).

## **The attractiveness of the area**

Wildflower meadows remain contentious with some residents regarding them as an eyesore. There will be work that needs to be done here to bring people along with us on our journey to environmental good health and sustainability.

## **Connected communities**

Our control in securing better phone signal and broadband is limited and likely to fall outside the scope of this Plan.

# Well-being Impact Assessment

## Rural resilience

There will be no negative impacts as a result of this Well-being Plan on the longer term resilience of rural areas, and should seek to safeguard vital rural assets where possible.

# **Well-being Impact Assessment**

## **A Wales of vibrant culture and thriving Welsh language**

### **Overall Impact**

Neutral

### **Justification for impact**

The overall impact is expected to be neutral as the Plan's focus is on addressing inequality, not advancing language or cultural strategies. However, as noted, there are opportunities for partners to integrate their Welsh language strategies and continue to support the promotion of the language.

### **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. We may need to pay more attention to the rural economy and the importance of agriculture to culture. The PSB must be wary not to clash with cultural regeneration work being undertaken by partners elsewhere and should seek to integrate where possible with the steps that it takes forward.

### **Positive impacts identified:**

#### **People using Welsh**

The Well-being Plan contains within the How We Will Work section a principle that the PSB will support and promote the Welsh Language in all that we do. This will be key in particular as we ImpactAssess our decisions going forward.

#### **Promoting the Welsh language**

## **Well-being Impact Assessment**

As stated above, the Well-being Plan contains within the How We Will Work section a principle that the PSB will support and promote the Welsh Language in all that we do. The PSB should proactively consider this requirement as it takes its steps forward.

### **Culture and heritage**

The new Plan does not give specific focus to Culture and Heritage, but these things could play a part within the work we take forward to enhance our natural assets, and support the well-being of individuals through community initiatives.

### **Negative impacts identified:**

#### **People using Welsh**

None identified at present (this should continue to be reviewed).

#### **Promoting the Welsh language**

None identified at present (this should continue to be reviewed).

### **Culture and heritage**

The PSB must be wary not to clash with cultural regeneration work being undertaken by partners elsewhere and should seek to integrate where possible with the steps that it takes forward.

# **Well-being Impact Assessment**

## **A globally responsible Wales**

### **Overall Impact**

Positive

### **Justification for impact**

The Well-being Plan sets out clearly the steps that the PSB can take in support of adaption and mitigation against Climate Change, including socially and environmentally responsible procurement.

### **Further actions required**

The PSB's Well-being Plan has been produced through collaboration. There should be no conflict between the plans and strategies of our partner organisations and that of the PSB, integrating well our collective ambition to address deprivation and inequality as a partnership body. We must continue to foster the environment and networks that promote meaningful engagement and communication with our partners and communities, supporting a culture where co-production and involvement thrives.

### **Positive impacts identified:**

#### **Local, national, international supply chains**

In line with the draft social partnerships Bill, the latest draft of the Well-being Plan makes a specific pledge around procurement and securing community benefits.

#### **Human rights**

Preservation of Human Rights are a core part of partner procurement and HR policies currently. Our commitments around equalities within this Plan emphasises ongoing support as part of Wales's declaration as a Nation of Sanctuary.

# Well-being Impact Assessment

## **Broader service provision in the local area or the region**

The Well-being Plan will set out our commitment as partners within the Conwy and Denbighshire sub-region to address deprivation and inequality. There are also strong ties between PSBs across the region. It will support a shared analysis and narrative around long term trends, opportunities and aspirations in this important area of work.

## **Reducing climate change**

Reducing climate change is a core part of the well-being assessment, and was a particular feature of engagement feedback. As a consequence, our Well-being Plan has a clear focus on mitigating the impacts of Climate Change.

## **Negative impacts identified:**

### **Local, national, international supply chains**

We will need to work seamlessly with partners and Welsh Government to support small and medium sized businesses to ensure they are prepared and well-positioned for the changes.

### **Human rights**

None identified at present (this should continue to be reviewed).

## **Broader service provision in the local area or the region**

In terms of our evidence base, there are some gaps across topics, which are identified very clearly in our 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. These capacity issues may also hamper the success of our delivery.

## **Reducing climate change**

None identified at present (this should continue to be reviewed).

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Llywodraeth Cymru  
Welsh Government

## **Welsh Government response to the consultation on the draft local well-being plan for Conwy and Denbighshire PSB, required by the Well-being of Future Generations (Wales) Act.**

Thank you for sending us Conwy and Denbighshire PSB's draft Local Well-being Plan as a partner among what is clearly a wide range of stakeholders consulted.

Welsh Government acknowledges that the preparation of a local well-being plan is a significant undertaking, and we recognise the amount of work that has been accomplished. These are the second round of plans, and it is hoped that there will be lessons learned from the first iteration, building on what happened previously.

We have structured our response to the consultation in a similar way as 2018 which is as follows:

- General comments providing an overview of thoughts on the plan;
- More specific comments on the way in which the plan has been prepared, such as observations on the approach the PSB has taken to choosing the objectives;
- A final summary table which identifies the areas we would suggest could benefit from further development. We are adopting a consistent approach to these matters, similar to the local well-being assessments, which have been categorised as follows:
  - Category A – these are significant issues which we hope would be addressed prior to publication of the final plan. They might relate, for example, to compliance with the statutory requirements or major concerns with key elements of the plan
  - Category B – these are issues which, if addressed prior to publication, would strengthen the final plan. While we acknowledge in the time remaining that may not be possible, we think these important matters will add genuine value to the plan and prioritised alongside early development.
  - Category C – these are matters which would strengthen the plan but could be addressed as it continues to develop and evolve.

We will be using the same approach in responding to each of the plans. This time we have also added an accompanying annex which highlights some of the feedback we have received from policy leads within Welsh Government on the specific priorities that you have chosen.

## **Overall Thoughts**

This is a well-considered plan. It is clear that you have given careful consideration to what the key priorities are emerging from the well-being assessment. At the moment, many of the steps are quite high level and read more like objectives, making it unclear what the specific 'action' is or might be. Therefore, the plan could be strengthened by developing specific, measurable and time bound actions to outline how these objectives could be achieved. However, we appreciate you will have been working on this detail during the last few months.

It is good to see recognition and emphasis of the PSB's focus being on areas where working in partnership will have the greatest impact and where collective influence adds value to what is already done as individual organisations – which goes to the heart of what the PSB's role is.

## **Comments on particular aspects of the draft plan**

### **Structure and Format**

The plan is well set out and easy to read. The introduction is a useful 'scene-setter' for those readers who may be unfamiliar with the work of the PSB, describing who the PSB are, and what the well-being plan is. The introduction could include more background on the Well-being of Future Generations Act, setting out what it is and what it does, including the five ways of working and the seven well-being goals; particularly as each of the sections on the objectives ends with a paragraph on how the work will be contributing to the well-being goals, but there has been no previous explanation of what the well-being goals are.

### **Timescales**

It is encouraging that you are giving appropriate consideration to futures work and embedding the need for it in your planning. There is an acknowledgement of further work required over the first year of the plan to ascertain when specific actions will be delivered, and your intention of using co-production and involvement to do this will be a positive move.

When considering timescales, it will be important to strike the right balance between delivering for the short term and doing so in the context of priorities for the longer term. We hope to see in the final plan a strengthening of the objectives and steps set in the context of what the PSB hopes to achieve over the longer term i.e., for future generations. It is also worth noting that there are different understandings of long term in relation to different issues. There are a number of resources available to support you in making better decisions for the long term, including the [Future Trends Report 2021](#) and the [Three Horizons Toolkit](#)

## **Involvement**

The importance you place on involving stakeholders and your local communities in the development of the plan is a key strength and we welcome both the work you have been doing and also the work you have planned over the coming months.

Your reflections on the challenges faced engaging with communities during the pandemic helpfully points to some groups who were under-represented that you will wish to engage with further, improving the depth of consultation with them.

The plan also briefly mentions working with the Coproduction Network for Wales; we would encourage more detail on this, also some information on your work as part of the North Wales Insight Partnership, and finally the ways you intend to work with your communities and stakeholders going forward would all contribute to a more credible plan.

## **Collaboration**

There appears to be a good level of collaboration between the PSB, its partners and other organisations. There is recognition that the PSB's work will focus on areas where collaboratively, it can make a difference and have a long-term impact, without duplicating work that is already taking place.

We would encourage you to look beyond the traditional partners to help you to deliver your objectives; it is important that the people with whom the PSB engages can potentially bring the broadest range of insights, constructive challenge, data and solutions to the PSB. You have already demonstrated this in certain parts of the plan. We would encourage a continuation of this, reaching out to partners with an interest in all the interventions being proposed, such as existing equality networks, youth forums, employability support services and County Voluntary Councils.

Town and community councils are listed as one of the sectors of the community you have engaged with. It would be good to see a demonstration of how you will

continue this as you move into the next cycle of planning. It would be beneficial if the plan considered the role community and town councils in the area could play towards meeting the steps in the plan, particularly those who are under a duty to do so.

## **Integration and Prevention**

There has been a good attempt at integration in the way 'a more equal Wales' connects across the themes and aligns with the root causes you have identified as contributing to disadvantage and inequality. The plan also states that it will seek to tackle deprivation and issues relating to poverty and social, environmental, cultural, and economic inequality across Conwy and Denbighshire, but there is no detail on how this will be done.

Similarly, it is promising that you have identified sustainability and climate change as being at the fore of everything you do rather than being treated as a separate issue and therefore allocated to only one of the objectives. For example, climate change as a risk to the happiness, healthiness and resilience of communities. You could consider taking this a step further by embedding climate change across the different objectives and perhaps demonstrating cross-cutting areas more generally. Examples of where climate change may further impact on the delivery of objectives could be:

- Equality objective: climate change has the potential to exacerbate existing inequalities, so looking at all the well-being objectives from this perspective to understand how to mitigate this risk might be helpful.
- Housing objective: it may be helpful to consider the impacts of climate change on housing and what will be considered 'quality' housing in the future. This will likely be affected by the need to decarbonise and the need to adapt housing to cope with effects of climate change, such as increased heat and flooding. Lower income households may not be able to afford this, so this would tie-in with the equality objective.
- The economy objective notes the need to prepare/provide for green economy jobs, which is good to see. Access to jobs may also be affected by climate change, e.g., the wider risk of disruption to energy, ICT, power and transport infrastructure, as well as to supply chains.

Although prevention has been touched on, in the way you have considered future trends and the associated risks and opportunities, we feel there is scope to be more explicit and elaborate on this. More specifically, it would be useful to explore how the particular actions proposed might prevent problems from getting worse, and what the implications of preventative approaches are on the way the board will operate and deploy resources.

## **Balance and Comprehensiveness**

A more equal PSB area with less deprivation is the overarching single priority area and there is good rationale for this based on the assessment and discussions with partners and communities.

The four objectives below this cover well-being (happier, healthier and more resilient communities); economy; equality and housing. Social, economic, environmental and cultural well-being are weaved throughout these objectives to a degree although this is particularly true of the first one on well-being, where social, economic and environmental factors are all considered. In common with other plans, culture is perhaps less prominent. At present, the steps do not sufficiently consider the positive impact culture and the Welsh language can have across many of the objectives and in helping the PSB to achieve these. This is a missed opportunity in terms of bringing in many of the region's cultural assets as a way of helping to achieve well-being. The Welsh language has been recognised by saying that it will be supported and promoted in all that the PSB does, however you could go a step further by considering how the PSB could meet the aims of Cymraeg 2050 in its plan. You should also consider making a proactive statement regarding how the plan will practically contribute to the implementation of Cymraeg 2050.

## **Reflective and Critical Approach**

There is a good level of reflection in the draft plan, particularly in relation to how the key findings from the assessment have informed the development of its objectives. You have used the assessment to highlight fourteen areas of particular concern for the PSB, with the common theme of 'a more equal Wales' aligning with root causes of deprivation and inequality that have been identified. It is recognised that for longer-term successes in particular, not everything is within the influence of the PSB e.g., the success of the economy is more likely to be influenced by external factors.

In order to strengthen this element of the plan, we would like to see more emphasis being placed on any gaps in the evidence base and how these have impacted or influenced the development of the plan.

## **Use of evidence**

Some broad indicators of success and anticipated outcomes are listed in the summary at the end of the plan, but it would be useful to include more specific and detailed actions alongside these outlining how these outcomes will be achieved over time (a theory of change) and an assessment of the strength of 'what works'

evidence for undertaking such actions. In cases where evidence is missing or weak, it would also be useful to know how you intend to address these gaps in the evidence base in order to inform actions. If this is done, then it will also help to set up a framework for evaluating implementation and impact of actions on achieving the outcomes stated in the plan. Some guidance on adopting a [Theory of Change](#) approach has recently been published and includes links to worked examples, which you may find helpful.

You will be aware that the Welsh Government have recently consulted on the National Milestones which aim to track progress in delivering the Well-being Goals of the Well-being of Future Generations Act. This will be a useful way of monitoring how the PSB is performing.

### **Areas for development**

<b>Category A</b>
<b>Category B</b> Consider how the steps can be made more specific (see 'Overall comments')  A greater emphasis could be placed on prevention (see 'Integration and Prevention')  The need for a greater emphasis on culture (see 'Balance and Comprehensiveness')
<b>Category C</b> Consider embedding cross-cutting subjects (e.g., climate change) across the different objectives (see 'Integration and Prevention')

## ANNEX

Key theme	Step	Advice from policy leads
<b>Communities are happier, healthier and more resilient in the face of challenges, such as climate change or the rising cost of living.</b>	Give support to sustainable and green transport plans that improve overall air quality, including active and healthy travel schemes that encourage walking and cycling	There's an opportunity for PSB support for active network plans which are being developed; we know that cycling, walking and wheeling are really important ways of improving people's physical and mental well-being. Providing facilities within hospital sites for people to securely leave their bikes to travel to and from treatment or for staff to travel to workplaces would be a positive step for example and planning in active travel routes and access when building new facilities. Many organisations also have a bike loan type scheme which again would be a positive thing to establish or point to if this is already in place. In addition to active travel, ensuring there are public transport links to sites is really important, and we'd expect the PSB to be engaging with Transport for Wales and ourselves early when they have a new site in mind to ensure that this is planned in from the start.
Page 79	Decrease carbon emissions and increasing renewable energy capacity.	<p>There is a lot of work currently underway to decrease carbon emissions across the public sector estate. This work of course needs to be done and in partnership, but you could refer to existing work or rephrase the step to explicitly build on existing work, identifying gaps, which would help to reduce the risk of duplication. You could consider how the PSB can add value. What can additionally be achieved on climate work by working together across the PSB? For example, sharing a fleet across the public sector.</p> <p>The Welsh Government Energy Service (WGES) provides technical and commercial support to develop viable community led projects in Wales. WGES offer grants for early development, and capital grants and loans to construct projects. Groups also have the services of a development manager. We also fund Community Energy Wales, a not-for-profit membership organisation that supports and represents community groups working on energy projects in Wales.</p> <p><a href="https://gov.wales/energy-service-public-sector-and-community-groups">https://gov.wales/energy-service-public-sector-and-community-groups</a></p>
	Protect, restore and enhance biodiversity and natural habitats, whilst increasing and encouraging equal access to our countryside assets.	Currently there is a lack of biodiversity focused successes in the 'What could success look like?' table. One is in the 1-5 year column which refers to increased and equal access to countryside assets which is good, but this could also apply to increasing/improving access to green spaces within urban and peri-urban areas too. One initiative that would be relevant is the <a href="#">Local Places for Nature scheme</a> which is designed to specifically target these areas with its aim to create environments that support nature within communities, with the added benefit of including both funding and advice. Also, this is fairly specific outcome so it would be good to include wider success targets such as:

		<p>Nature's contribution to people's lives is properly recognised and its value and importance is fully reflected in decision making.</p> <p>or</p> <p>Opportunities have been identified where actions to help biodiversity directly contribute to people's well-being.</p>
	Support communities to mitigate and cope with the impacts of climate change.	Whilst appreciating that more details will be provided on the steps at a later date, it would be useful to see detail on how the PSB can add value here, e.g., providing more effective coordination of actions, or data gathering.
<p><b>There is a flourishing economy, supported by a skilled workforce.</b></p> <p>Page 80</p>	Work with partners (including school, colleges and universities) to ensure that people of all ages, including those who are vulnerable or in our care, are resilient and prepared for employment, further education, or training. This includes looking at Green Skills for the future.	The idea of this is great, but there is currently nothing to demonstrate how this will be achieved.
	Provide greater opportunities for quality volunteering, work experience and apprenticeships.	<ul style="list-style-type: none"> <li>• Apprenticeships have a vital role in supporting the recovery of the economy and in supporting those most likely to be negatively impacted in the Welsh labour market. The Welsh Government is committed to increasing the number of apprenticeships undertaken and developing programmes to meet the needs of employers whether in the private or public sectors.</li> <li>• Investment priorities are informed by four Regional Skills Partnerships (RSPs), employer-led bodies of whom local authorities are prominent members. RSPs are a pivotal component of the regional skills landscape, providing labour market intelligence to the Welsh Government and woven into skills and employability plans. The intelligence and recommendations they provide at a regional and sub-regional basis, together with other sources of intelligence, are key to informing policy development, the design of our programmes and deployment of skills funding. RSPs produced three year strategic employment and skills plans which set out regional skills priorities, based upon employer led intelligence.</li> </ul>



		<ul style="list-style-type: none"> <li>A network of quality assured training providers work with employers, including local authorities, to understand the training needs and delivery apprenticeships to meet business objectives.</li> </ul>
	Working through the regional body, and within the context of the Wales Transport Strategy, we will enable those at a socio-economic disadvantage to access education, employment, services and activities.	<p>We assume by referring to the regional body, you mean the Corporate Joint Committee (CJC) for North Wales, which is under a duty to produce a Regional Transport Plan (RTP) which takes into account Local Authorities Local Development Plans and, once in place, Strategic Development Plans (SDPs). PSBs will play a role in working with the CJC in their region to understand where people need to travel to access their services, what the current service provision is for public transport and active travel, and what additional services are required to allow people to use their private cars less and more sustainable forms of transport more, following the Sustainable Transport Hierarchy set out in the Wales Transport Strategy <a href="https://gov.wales/sites/default/files/publications/2021-03/llwybr-newydd-wales-transport-strategy-2021-full-strategy_0.pdf">https://gov.wales/sites/default/files/publications/2021-03/llwybr-newydd-wales-transport-strategy-2021-full-strategy_0.pdf</a> (p.19). Guidance will be issued shortly to Local Authorities and CJsCs on how they will be expected to develop these plans in more detail, and there is a requirement for them to engage with the key local stakeholders in their region, which would include PSBs. Transport for Wales will support CJsCs in developing their plans, for example in providing access to their transport models and evidence base.</p>
There is improved access to good quality housing.	<ul style="list-style-type: none"> <li>Support the Welsh Government's Rapid Rehousing approach to prevent homelessness and ensure that any instances of it are rare, brief, and unrepeatable.</li> <li>Review the amount of available housing in our county to ensure that there is quality provision that meets the needs of residents, assisting them to lead independent lives in</li> </ul>	<p>It is good to see housing recognised within the well-being plan and cited as being fundamental to addressing inequality. From the work undertaken by the counties it is clear that the importance of affordable housing has been identified as an important consideration across Conwy and Denbighshire. Mention of the Rapid Rehousing plans demonstrates links are in place with current strategy and thinking at the local authorities which is really positive. It is good to see the table on page 19 outlining 'what success looks like'. This is quite high level and it would be helpful to know what is meant by a "reasonable timeframe" to help those experiencing homelessness into accommodation.</p> <p>The plan provides figures on how many new homes were built in the year ending March 2021, however the report makes no mention of the number of people in temporary accommodation or any effects as a result of the pandemic. Additionally, the number of people in temporary accommodation across the area is actually significant but there is no link made between this and future housing plans. All local authorities are required to undertake a Local Housing Market Assessment (LHMA). The LHMA's are a crucial part of the evidence base for preparing Development Plans and local authorities' Local Housing Strategies which should also inform the LA homelessness strategy. More information can be found here: <a href="https://gov.wales/local-housing-market-assessment-lhma-guidance-local-authorities">https://gov.wales/local-housing-market-assessment-lhma-guidance-local-authorities</a> A series of videos has been produced to help LAs: <a href="https://gov.wales/local-housing-market-assessment-lhma-training-videos">https://gov.wales/local-housing-market-assessment-lhma-training-videos</a></p>

	<p>appropriate accommodation for as long as possible.</p> <ul style="list-style-type: none"><li>• Tackle barriers related to people's immediate environment, such as green space, that affects their quality of life and civic participation.</li><li>• Work with our communities to identify and overcome barriers to housing, ensuring equal access to advice and information on available options and routes to housing.</li><li>• Advocate standards of housing that supports the good health of people and families living in them.</li></ul>	<p>Funding is available to fund a Strategic Coordinator in every LA so that they can link up across housing , social care, mental health and substance misuse (linking with the Area Planning Boards). The aim here is to drive collective responsibility for homelessness from preventing homelessness to large scale capital build programmes to preventing homelessness e.g. social care and education and partner organisations to take an all public service approach in partnership with third sector organisations.</p>
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## Conwy and Denbighshire Public Services Board

### Terms of Reference

#### 1. Statutory Requirements

- 1.1 The Well-being of Future Generations (Wales) Act 2015 (“the Act”), places a well-being duty on specified public bodies to carry out sustainable development. Part 4 of the Act requires the establishment of Public Services Boards (PSB) whereby public bodies act jointly to contribute to the achievement of the well-being goals.
- 1.2 There must be a PSB for each Local Authority area in Wales. However section 47 of the Act permits two or more PSBs to merge if they consider it would assist them in contributing to the achievement of the well-being goals. Section 48 of the Act also permits two or more PSBs to collaborate if they consider it would assist them in contributing to the achievement of the well-being goals.
- 1.3 The powers granted in section 47 of the Act have been used to merge the separate PSBs of Conwy and Denbighshire into a single PSB for the Conwy and Denbighshire area (“the Board”). This decision has been taken by the Board with the understanding of risk that there is currently no provision within the Act to separate the Board.

#### 2. Aim

- 2.1 The Board will aim to be ambitious, innovative and motivated to work together to find sustainable service solutions.

#### 3. Purpose

- 3.1 To improve the economic, social, environmental and cultural well-being of the Board’s area by contributing to the achievement of the national well-being goals as specified within the Act, including:
  - A prosperous Wales
  - A resilient Wales
  - A healthier Wales
  - A more equal Wales
  - A Wales of cohesive communities
  - A Wales of vibrant culture and thriving Welsh language
  - A globally responsible Wales
- 3.2 The Board will adhere to the Sustainable Development Principle set out in the Act, which seeks to ensure that the needs of the present are met without compromising the ability of future generations to meet their own needs. The Board will focus on the five key ways of working:
  - Long Term
  - Prevention

- Integration
- Collaboration
- Involvement

3.3 The Conwy and Denbighshire PSB will be responsible for the following statutory requirements –

- Preparing, publishing and reviewing an [assessment](#) of the state of economic, social, cultural and economic well-being in Conwy and Denbighshire by April 2017.
- Preparing a local [well-being plan](#) for Conwy and Denbighshire, setting out local well-being objectives and the steps it proposes to meet them by May 2018.
- Taking all reasonable steps to deliver the local objectives within the local well-being plan.
- Publishing an [annual report](#) that sets out the Boards progress in meeting the local well-being objectives.

## 4. Principles

4.1 The Board will work to the following principles:

- **Respect** – all partners will respect each other.
- **Integrity** – all partners will make decisions with integrity, so they are consistent, principled and honest.
- **Mutual Accountability** – partners are accountable and responsible to each other for the delivery of jointly agreed and collectively owned outcomes.
- **Value** – each partner is equal on the Board and each member must value each other and their contribution.
- **Trust and Openness** – to ensure all partners are involved and that they have a participative approach.

## 5. Membership

### Statutory Members

5.1 The Statutory Members of the Board are:

- Conwy County Borough Council
- Denbighshire County Council
- Betsi Cadwaladr University Health Board
- North Wales Fire and Rescue Service
- Natural Resources Wales

5.2 The following are the agreed nominated representatives of the Statutory Member organisations for the Board:

Statutory Members	Nominated Representative
Betsi Cadwaladr University Health Board	Area Director of Central (representing the Chairman)
Betsi Cadwaladr University Health Board	Chief Executive
Conwy County Borough Council	Leader
Conwy County Borough Council	Chief Executive
Denbighshire County Council	Leader
Denbighshire County Council	Chief Executive
Natural Resources Wales	Head of Operations North West Wales (representing the Chief Executive)

Natural Resources Wales	Team Leader for North East Wales
North Wales Fire and Rescue Service	Assistant Chief Officer (representing the Chief Fire Officer)

- 5.3 Statutory Members are collectively responsible for fulfilling the Board’s statutory duties. This means unanimous agreement of the Statutory Members is needed in relation to fulfilling their duties under the Act, as identified in paragraph 3.3.

## Invited Participants

- 5.4 The Board has a statutory requirement to invite the ‘Invited Participants,’ who exercise functions of a public nature to participate in the Board’s activity.
- 5.5 Invited Participants will be asked to join the Board via a letter from the Chair setting out the reasons for the invitation and the expectations upon the invitee. An Invited Participant may participate in the activity of the Board from the day on which the Board receives its acceptance of the invitation.
- 5.6 Invited Participants are not required to accept their invitation and by accepting the invitation to participate in the activity of the PSB, they do not become a member of the Board. Invited Participants are entitled to work jointly with the Board through making representations to the Board about the assessment of local well-being and local well-being plan, taking part in Board meetings and providing other advice and assistance as required.
- 5.7 The following are the agreed nominated representatives of the Invited Participants which have accepted the invitation to participate:

Invited Participants	Nominated Representative
Community Housing Cymru	North Wales housing Association is the current nomination (represented by the Chief Executive)
Community & Voluntary Support Conwy	Chief Officer
Denbighshire Voluntary Services Council	Chief Executive
National Probation Service	Team Manager for Conwy
North Wales Police	Superintendent
Police and Crime Commissioner Office	Chief Executive
Public Health Wales	Central Public Health Consultant (representing Executive Director of Public Health)
Town and Community Council representatives	Conwy representative
	Denbighshire representative
Welsh Government	Senior Civil Servant

## Other Partners

- 5.8 The Board will engage with other key partners in Conwy and Denbighshire who exercise functions of a public nature and who:
- have a material interest in the well-being of Conwy and Denbighshire;
  - deliver important public services; and

iii. are involved in the preparation, implementation and delivery of the Board.

- 5.9 The following organisations will be contacted to seek advice in such a manner and to such an extent as the Board considers appropriate. These partners include, but are not limited to:

Other Partners
Community Councils
Public Health Wales NHS Trust
North Wales Community Health Council
Snowdonia National Park Authority
Higher Education Funding Council for Wales
Higher Education / Further Education institutions (including Grŵp Llandrillo Menai)
Arts Council for Wales
Sports Council for Wales
National Library of Wales
National Museum of Wales
Registered Social Landlords
Welsh Ambulance Service NHS Trust

- 5.10 The Board may consider what other partners, if any, it wishes to invite to participate in its work and to what extent, provided that they fulfil the criteria set out at clause 5.5. This will be reviewed regularly to ensure the priorities identified by the well-being objectives are supported and resourced appropriately for delivery.
- 5.11 Other Partners will be asked to join the Board via a letter from the Chair setting out the reasons for the invitation and the expectations upon the invitee. Having joined the Board, partner organisations will become Invited Participants and will participate in meetings in the same way as Statutory Members.
- 5.12 Of the key partners identified in 5.9 above, the Board has initially identified one partner to become an Invited Participant – Public Health Wales; the nominated representative is set out in paragraph 5.7.

## Information

- 5.13 The Board can require Invited Participants and other partners to provide information about any action they take that may contribute to achieving the well-being goals. However organisations are not required to provide information if:
- (a) they consider it would be incompatible with their duties, or
  - (b) it has an adverse effect on the exercise of their functions, or
  - (c) they are prohibited from providing it by law.
- 5.14 If an organisation decides not to provide information the Board has requested it must provide the Board with written reasons for its decision.

## Substitute Representatives

- 5.15 A Statutory Member or Invited Participant of the Board is able to designate an individual from their organisation to represent them. The only restriction is that a directly elected mayor or

executive leader of a Local Authority may only designate another member of that Local Authority's executive.

- 5.16 The person designated should have the authority to make decisions on behalf of their organisation.

## **6. Member Roles and Responsibilities**

- 6.1 The roles and responsibilities of all Statutory Members and invited partners of the Board are:

- To provide strategic leadership for the development of the local assessment of well-being and local well-being plan and to be responsible for the successful delivery of the plan and public accountability for performance;
- To ensure that people who are interest in the improvement of well-being in the area are involved in the work of the Board;
- To ensure information is effectively communicated through their respective organisations;
- To embed the culture of sustainable development within their relevant public organisation;
- To ensure the Board's performance and risks are managed robustly;
- To ensure that the work of the Board is regularly presented for scrutiny;
- To ensure that decisions agreed by the Board are implemented (the decisions of the Board are not legally binding and it is therefore the responsibility of each member organisation);
- To contribute to the funding of the working of the Board if required and by agreement.

## **7. Chair and Vice Chair**

- 7.1 The Chair will be elected every two years by agreement of the Board members. The Chair can either be a Statutory Member or Invited Participant. The role of the Chair will involve:

- Managing the Board agenda
- Reviewing the draft minutes
- Representing the Board at key events
- Managing any conflicts of interest
- Resolving disagreements
- Maintaining good order

- 7.2 The Vice Chair will be elected every two years by agreement of the Board members. The Vice Chair can be either a Statutory Member or Invited Participant. Good practice would be for the Vice Chair to be from a different partner organisation to that of the Chair. The role of the Vice Chair will be to take on the role of the Chair if the Chair is unable to perform their duties.

## **8. Meetings**

- 8.1 Ordinary meetings of the Board:

- Formal meetings will be held as a minimum of quarterly, but may be more frequent should business require.
- Informal meetings will be scheduled in between formal meetings, to foster closer working relationships and maintain momentum.
- An annual calendar of meetings will be set by the Administrative Support (as set out at clauses 11).
- The formal meetings will be held virtually and informal meetings will be hybrid.

- Formal meetings of the Board will be open to the public as observers, with the exception of any items that have been identified as exempt.
- Statutory Members and Invited Participants can request that items are placed on the agenda with the Chair having final approval.
- The briefing meetings that are held with the Chair will be open to those that are presenting an agenda item, to help give structure to the discussion.
- All reports have to be provided electronically to the secretariat 15 days before the meeting.
- Agendas, minutes and reports will be sent out electronically 7 days before the meeting. All documents will be bilingual unless they are working documents.
- The agenda and papers will be published publically on the Boards website in advance of the meetings, with the exception of any items that have been identified as exempt for publication.
- Translation will be provided at all meetings.
- Minutes of the meeting will be sent electronically within 10 days of the meeting.
- Minutes shall be made available on the Board's website, once formally approved by the Board at the Board's next meeting.

## 8.2 Mandatory meetings of the Board:

- The Board must hold a 'mandatory meeting', chaired by the Local Authority, no later than 60 days after each subsequent ordinary election of councillors. Ordinary elections are where all seats on a council are up for election or re-election.
- Board members will appoint a Chair and Vice Chair at the mandatory meeting from the Statutory Members and the Invited Participants.
- At this meeting the Board will also:
  - a) Determine when and how often it meets
  - b) Review and agree the terms of reference

## 9. Sub groups

- 9.1 The Board is able to establish sub-groups to support it in undertaking its functions and the Board may authorise sub-groups to exercise a limited number of functions of the Board.
- 9.2 Each sub-group of the Board must include at least one Statutory Member of the Board, who may choose an appropriate representative to attend to contribute to the work of the sub-group. The sub-group may also include any Invited Participant or other partner.
- 9.3 Whilst sub-groups cannot themselves be authorised to finalise and approve the assessment of local well-being, or the local well-being plan, it is expected that they will play an important role in researching and developing those products in draft.
- 9.4 The Board **can not** authorise a sub-group —
  - (a) to invite persons to participate in the Board's activity;
  - (b) to set, review or revise the Board's local objectives;
  - (c) to prepare or publish an assessment of well-being;
  - (d) to consult on an assessment of well-being or to prepare a draft of an assessment for the purposes of consulting;
  - (e) to prepare or publish a local well-being plan;



- (f) to consult on a local well-being plan or to prepare a draft of a local well-being plan for the purposes of consulting;
- (g) to review or amend a local well-being plan or to publish an amended local well-being plan;
- (h) to consult on an amendment to a local well-being plan;
- (i) to agree that the Board merges or collaborates with another Public Services Board.

## **10. Wider Engagement**

- 10.1 The Board's citizen focus means it will engage in a purposeful relationship with the people and communities across Conwy and Denbighshire. It is vital that the Board takes account of the importance of involving people with an interest in achieving the well-being goals and of ensuring those persons reflect the diversity of the population of the area the Board serves.
- 10.2 The Board will take care to ensure the propriety and impartiality of the Board's processes and be alive to the risks of any perception arising that a particular group is being afforded excessive access to, or influence over, a Board's deliberations and activities.
- 10.3 The Board will take additional steps outside of meetings to ensure that public voice is heard and helps to shape both the well-being assessment and local well-being plan. This is expected to include consultation and engagement exercises providing opportunities for people to raise and debate ideas through online and community engagement arrangements.
- 10.4 All engagement will comply with the PSB Engagement procedures as outlined in the communication plan in appendix 1.

## **11. Administrative Support**

- 11.1 The Local Authorities must make administrative support available to the Public Services Board. This support will rotate between the two local authorities on a biannual basis. Conwy County Borough Council will provide administrative support for the first year of the PSB.
- 11.2 Administrative support will include:
  - ensuring the Public Services Board is established and meets regularly;
  - preparing the agenda and commissioning papers for meetings;
  - inviting participants and managing attendance;
  - minute taking;
  - work on the annual report; and
  - preparation of evidence for scrutiny.

## **12. Resources**

- 12.1 It is for the Board to determine how it will resource the functions it has to undertake, which are a responsibility of all the Statutory Members equally. It is for the Board to determine appropriate and proportionate resourcing of the Board's collective functions. There is nothing to prevent Invited Participants or other partners providing advice, assistance, and resources to the Board for instance in the form of analytical or professional expertise. They are not required to provide financial assistance but may do so if they consider it is within their powers.

## **13. Decisions**

- 13.1 Board decisions, in respect of the statutory responsibilities identified in paragraph 7, are only valid when made jointly and unanimously by all of the Statutory Members and with all Statutory Members in attendance at the meeting.
- 13.2 For all other decisions (which do not relate specifically to the statutory duties identified in paragraph 7) the PSB will operate on the basis of a consensus. However if a consensus is not reached, the decision will revert to the statutory members for resolution by vote (one vote per organisation).
- 13.3 However, Statutory Members will not and cannot work in isolation. Other bodies and organisations in the area have a significant contribution to make. All views will be taken into consideration before any decisions are made.

## **14. Quorum**

- 14.1 The Board is quorate if all of the Statutory Members or their nominated representative(s) are present. For Statutory Members with more than one representative on the Board, the Board will be quorate if at least one representative is present.

## **15. Conflict of Interest**

- 15.1 A conflict of interest for the purpose of these Terms of Reference, is defined as anyone who is in a position to directly or indirectly influence the outcome of the Board's business must ensure that their personal interests do not compete with their role on the Board.
- 15.2 All representatives have a duty to report any conflicts of interest which they may have.
- 15.3 The Chair will establish at the beginning of each meeting whether any conflict of interest exist and how it should be dealt with.

## **16. Disputes**

- 16.1 All Members will work on the basis of co-operation and good faith and will arrange to discuss with each other as soon as possible any problems or disputes which arise and will attempt to resolve any difficulties through negotiation at an early stage. If the dispute is not resolved it may be referred to the Chair who, using all appropriate channels, shall seek to resolve any differences arising within the Partnership.
- 16.2 The Board will operate on the basis of a consensus or majority in respect of disputes.

## **17. Governance**

### **Performance**

- 17.1 Regular highlight reports and progress about PSB priorities will be presented to the Board.
- 17.2 An annual report will be produced and published.
- 17.3 A report must be prepared and published no later than 14 months after publication of the Board's local well-being plan and subsequently no later than one year after the publication of the previous report. A copy of the report must be sent to the following:

- The Welsh Ministers;
- The Future Generations Commissioner for Wales;
- The Auditor General for Wales; and
- The Local Authority's relevant overview and scrutiny committee.

## **18. Governance**

### **Scrutiny**

- 18.1 The Board will be subject to scrutiny by the designated local government scrutiny committee of the local authorities. Section 35 of the Act provides that overview and scrutiny committees must have the power to review and scrutinise the decisions, actions and governance arrangements of the Board.
- 18.2 The Board will continue to be scrutinised through the existing arrangements of each Local Authority's Partnership Scrutiny and Overview Committees until an agreed process is implemented from May 2017.

## **19. Exit**

- 19.1 Any Invited Participant not wishing to continue with the Board should give written notice to the Chair. The partner should endeavour to honour any decisions taken and commitments made.

## **20. Review of the Terms of Reference**

- 20.1 These Terms of Reference must be reviewed at any Mandatory Meeting.
- 20.2 These Terms of Reference will be reviewed at least every two years. The Board may review and agree to amend these Terms of Reference at any time.

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**REPORT TO:** Conwy and Denbighshire Public Services Board

**DATE:** 23 March 2023

**LEAD OFFICER & ORGANISATION:** Amanda Jones, Corporate Performance and Improvement Manager, Conwy County Borough Council

**CONTACT OFFICER & ORGANISATION:** Hannah Edwards, Conwy County Borough Council

**SUBJECT:** North Wales Public Service Board Support Grant 2023-24 to 2025-26

## **1. What is the report about?**

- 1.1 This report is to inform the Board about the grant that has been made available from Welsh Government (WG) to the North Wales region in 2023-24, 2024-25 and 2025-26 and how the funds have been allocated across the criteria set out by WG, detailing the type of activity proposed. Please find the grant submission form in Appendix A and the grant criteria in Appendix B (for 2023-24).

## **2. Recommendation(s)**

- 2.1 That Public Services Board members note the report, and in particular the change to the duration of the funding (now over 3 years rather than annually), the amount of funding available and the criteria that applies.
- 2.2 That Public Services Board members have opportunity to suggest areas of work that may be considered for inclusion, aligned to the high-level categories outlined in the funding proposal.

## **3. Report Details**

- 3.1 The funding is intended to assist Public Services Boards (PSBs) to build their strategic capacity and capability, as well as strengthen community engagement and involvement to support PSBs deliver the next cycle of local well-being plan.
- 3.2 North Wales Public Services Boards (supported by officers) have considered how this funding can be used in the region to support the delivery of their Well-being Plans. The submission that has been developed is deliberately high-level and broad to accommodate all the Public Services Boards in the North Wales Region and allow flexibility. Funding has been allocated as follows (further detail of proposed activity can be found in Appendix A):

Summary of Proposal	Expected Timescale	Indicative Figures
<b>Build strategic capacity and capability across the region</b> <ul style="list-style-type: none"><li>Delivering a leadership and change maker programme.</li><li>Continuing to build a strong regional partnership at NWIP.</li><li>A programme to improve how we communicate PSB activity across our region, with each other and with our communities.</li></ul>	01/04/23 - 31/03/24	£20,000
<b>Support delivery of Well-being Plans - across PSBs</b> <ul style="list-style-type: none"><li>An engagement programme of communication and branding.</li><li>A regional solution to storing, updating and sharing data, evidence and insight.</li></ul>		£20,000
<b>Support delivery of Well-being Plans across – communities</b> <ul style="list-style-type: none"><li>A comprehensive programme of community engagement and capacity building.</li><li>A pilot engagement programme with Town and Community Councils.</li><li>A regional approach to communicating well-being that is co-created with our communities.</li></ul>		£64,000
Total grant awarded		£104,000

3.3 As in previous years, funding is offered on a health board footprint, with £103,892 being made available for the North Wales Region in the 2023-24 financial year. Flintshire County Council, as lead authority, has worked with North Wales Public Service Board Management Group (comprising of officers with a role in supporting PSBs across partners) to submit the proposal for 2023-24.

3.5 Funding must not be used for:

- Development / delivery of or maintaining of specific projects chosen by PSBs.
- Monitoring and evaluation activity to evidence outcomes and track progress over time (except for data portal maintenance).
- General partnership support.
- Funding of permanent salaried posts (i.e. funded only through this support grant).

3.6 Flintshire County Council will monitor the progress of work funded, ensuring adequate financial controls. Under-spend or over-spend will be particularly monitored by the lead

authority, with regular updates provided through the North Wales Public Services Board Management group.

- 3.7 Quarterly progress reports will be provided to WG demonstrating how objectives are being met, and how the work being funded relates to Public Service Boards more generally.
- 3.6 The funding period will be from 1 April 2023 - 31 March 2024 with the funding being paid in one instalment by Welsh Government at the end of the funding period, on completion of a satisfactory claim form. With agreement from the lead authority, partners will initially accept billing for any work that is progressed, then invoicing Flintshire County Council for the total amount owed at the end of the financial year.

#### **4. Consultation**

- 4.1 The proposal was first discussed with North Wales PSB Management group in February 2023. A draft proposal was shared for feedback with each of the PSB support officers prior to submission. The proposal was then shared with all of the Public Services Board chairs for their attention.

#### **5. What are the risks and what can we do to reduce them?**

- 5.1 There is a risk of over-spend of this grant, which would be likely to result in financial liability for partners.
- 5.2 There is a risk of underspend of this grant, which could be indicative of missed opportunities for the region.

#### **6. Power to make the decision**

- 6.1 This support funding has been made available to support Public Services Boards to meet their commitments in relation to the Well-being Of Future Generations (Wales) Act) 2015. Specifically it is to assist with the development of well-being plans, and the ongoing development and maintenance of assessments of local well-being.
- 6.2 If we are successful, we expect that:
- Our assessments of local well-being are up-to-date, relevant and easy to use (at least in relation to the priority areas that PSBs have set).
  - Active and meaningful involvement of stakeholders, including hard-to-reach groups.
  - Well-being plans and annual reports are clearly communicated and understood by stakeholders, avoiding duplication.
  - Steps taken or planned in support of well-being objectives have been scoped collaboratively, and informed by evidence and best practice.

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Llywodraeth Cymru  
Welsh Government

**Public Services Boards Proposal Form**

Public Services Board (PSB): Gwynedd and Mon, Conwy and Denbighshire, Flintshire and Wrexham

Local Authority Area (s)/Region: Gogledd Cymru/North Wales

Total Funding Requested: £103, 892 per annum

## Public Services Board

Contact details	
<b>Please provide contact name, address and contact details of the Lead PSB Co-ordinator whose Local Authority will be the grant recipient for the funding.</b>	
Contact Name	Nicola McCann Strategic Partnerships Advisor
Contact address	Flintshire County Council County Hall Mold Flintshire CH7 6NB
Contact Details Tel: Email:	Nicola McCann – Strategic Partnerships Advisor 01352 702740 <a href="mailto:nicola.mccann@flintshire.gov.uk">nicola.mccann@flintshire.gov.uk</a>

## Requested Use of Funding

Section 1: About the Activity <i>(please complete for each individual activity- add more lines if required)</i>
<b>1.1 Name of Activity</b>
<i>Please provide a description of the activity (and the elements within the activity) and reasons the activity is required.</i>  We have been building a strong partnership of professional officers across North Wales for a number of years now to support the development of our Public Services Boards and the delivery of our well-being plans. Our regional partnership is continuing to focus on building our systems leadership approach through collaborative research projects, ideas and innovation and strengthening community engagement and involvement.  We are continuing to improve how we do things through aligning with the regional partnerships landscape, including the Regional Partnership Board, Community Safety Partnerships and Ambition North Wales. This will ensure we have an equitable distribution of resources and support across our region, and we continue to build our momentum.  During 2022/23, Flintshire and Wrexham Public Service Boards formally merged as a single PSB, so we now have three strong PSBs across our region.  <b>Conwy and Denbighshire PSB</b> is exploring the role it will play as a <b>Leadership body</b> , making evidence-based decisions and acting on recommendations made through quality research and engagement. <b>Gwynedd and Ynys Mon</b> will focus on ensuring that <b>the Welsh language is at the heart of everything</b> they do. And <b>Flintshire and Wrexham PSB</b> will look to how it can <b>bring magic to partnership working</b> .

Across our PSBs we are increasingly committed to co-production. This means sharing power and responsibility between those who receive and those who deliver services: a shift from doing things *for* people, to *with* people – working together as equal partners. It is closely aligned with the 'involvement principle' of the Well-being of Future Generations (Wales) Act 2015 and is critical if we are to make a lasting and sustainable impact to well-being outcomes for people and communities across our region. Whilst we have structured this bid between building strategic capacity and delivering well-being, our two key aims are inherently interconnected and mutually reinforce each other.

Previous regional support grant funding has helped to align and strengthen our well-being assessments and inform the development of our well-being plans. Our focus is now shifting to informed collaboration across our region with our communities, partners and stakeholders to integrate and address the cross-cutting well-being objectives that each PSB has identified:

### **Gwynedd and Ynys Mon**

- Mitigate the effect of poverty on the well-being of our communities.
- Prioritise the well-being and achievement of our children and young people.
- Support our communities to move towards Zero Net Carbon.

### **Conwy and Denbighshire**

To Make Conwy and Denbighshire a more equal place with less deprivation, with a focus on four themes:

- Well-being – Communities are happier, healthier and more resilient in the face of challenges, such as the climate change and nature emergency, or the rising cost of living.
- Economy – There is a flourishing economy, supported by a skilled workforce fit for the future.
- Equality – Those with protected characteristics face fewer barriers.
- Housing – There is improved access to good quality housing.

### **Flintshire and Wrexham**

- Build flourishing communities by reducing inequalities across environment, education, employment, income and housing.
- Improve community well-being by enabling people of all ages to live healthy and independent lives.

We will work together to deliver these objectives across the areas of children and young people; our communities; and our workforces.

### **Build strategic capacity and capability across the region**

As we work together to build trust and buy in at all levels, we have structured our funding proposal bid into activities that will continue to accelerate and embed system change across our region at two levels:

- Our long-term approach to building our systems leadership capacity as we co-create what we do with our communities through the North Wales Insight Partnership.
- Developing our strategic partnership across our three PSBs.

The North Wales Insight Partnership (NWIP) is structured around communities of practice focused on research, engagement and systems change, with an effective Management Team from across the PSB organisations. The team managing the delivery of the Regional Support Grant Funding reports to the Management Team and learning from our support grant funding projects informs and shapes the NWIP agenda.

As we embark on the delivery cycle of our well-being plans we have identified an opportunity to co-design a leadership and changemaker programme for North Wales, working with leaders at all levels. This will enable us to work together to develop the rights skills, tools and behaviours to drive innovative system change that supports our communities.

**Objectives for the Activity:** *(objectives should be measurable – i.e. a breakdown of the key elements. These should be clear, concise statements indicating the requirements and expectations of the funding, should describe the 'outcome' rather than the process, and how the group of PSBs will work collectively to achieve these objectives)*

Our approach to shared planning and equal decision-making with the PSB, wider partners and communities all working together and at the same time, is called co-production. We are focusing on strengthening how we involve our communities in service design and delivery, supported by a growing community network of practitioners, trainers and facilitators enabled by the Co-production Network for Wales.

#### Strategic

We will continue to build the effectiveness of how we work across our three PSBs by:

- Delivering a leadership and changemaker programme to meet development needs and build systems leadership capacity.
- Continuing to build a strong regional partnership at NWIP. This will continue to build our evaluative practice, so that PSB partners/strategic leaders/stakeholders/communities reflect on how we evaluate our impact (i.e. is it working) and how we evaluate our approach (i.e. how is it working).
- We will also continue to align the partnerships landscape through NWIP to reduce duplication and enhance their effectiveness and how we engage with our communities.
- Working across our PSBs to improve how we communicate – with each other and with our communities, through clearer branding, aligning our websites, a focus on impacts and identifying gaps for people wanting to engage with PSBs.

#### Partnership working

- Continue to build on our success with collaborative research projects to tackle the wicked issues across our three well-being plans.
- Develop co-ordinated activities to actively involve young people in well-being planning at scale, in a sustainable way, which builds a sense of ownership, efficacy and a sense of stewardship of the Well-being of Future Generations (Wales) Act 2015.
- We will expand our Future Leaders programme, to give young people the skills and the opportunity to reimagine the future of well-being for our public sector organisations.

- We will commission a regional data hub to align our PSB websites and link more clearly with partner organisations. This could be a place to build up intelligence and store and share best practice and act as somewhere to facilitate and enable discussions, debate and understanding.

**Milestones and timescales for the Activity:** *(Please indicated when this activity and its elements will commence and when they expected to be completed)*

Commencement will be from May 2023, after the three regional well-being assessments have been signed off and published.

We have a management team, which meets quarterly to monitor outcomes.

Completion of the milestone activities will be by the end of the each of the three financial years 2023/24 to 2025/26.

**Deliverable and Measurable Benefits of the Activity:** *(Please describe how the funding will support a programme of change to deliver well-being for the area)*

Delivering a leadership and changemaker programme.

Continuing to build a strong regional partnership at NWIP

A programme to improve how we communicate PSB activity across our region, with each other and with our communities.

## **1.2 Name of Activity**

*Please provide a description of the activity (and the elements within the activity) and reasons the activity is required.*

### **Delivery of our well-being plans - across PSBs**

In order to deliver our well-being plans we need to continue to work with communities to build a systems approach across our region. To do this will mean continuing to upskill our Boards and our organisations and the storytelling techniques that we have started to develop will help to bring a richer picture of impacts and experiences to help to bring raw data to life.

#### **Strategic**

- Enable Board development through work with external partners like Welsh Government, Data Cymru, the Co-Production Network for Wales and Future Generations Commissioner to build strategic capacity.
- Work with other partnerships such as the Regional Leadership Board, Regional Partnership Board and Ambition North Wales.

### Partnership Working

Public Services Boards, working with partners as part of the NWIP, will work together to build peer support to explore:

- Options for resolving local and regional data gaps as identified by our well-being assessments. How do we deliver effective well-being outcomes, and the scope for co-production and involvement in that transition, is really important (and perhaps often overlooked) – our assessments have already started to develop this thinking.
- New ways to share experiences, learning and good practice and how we can understand and use data.
- Sense Making – we need to quickly build a common understanding of what we need to do next and ensure we have the skills and the capability to plan.
- How we will measure and demonstrate impact – monitoring, evaluating and demonstrating well-being outcomes.

**Objectives for the Activity:** *(objectives should be measurable – i.e. a breakdown of the key elements. These should be clear, concise statements indicating the requirements and expectations of the funding, should describe the 'outcome' rather than the process, and how the group of PSBs will work collectively to achieve these objectives)*

- Through our leadership and changemaker programme we will continue to develop skills and analytical capability to be able to understand and use evidence to inform how we work, so that as strategic bodies the PSBs are flexible, responsive and ahead of the game.
- Led by the Regional Engagement Network, we will ensure our communities can work with us and share learning through an engagement programme of communication and branding and aligned with our well-being hub.
- A regional solution to us sharing and updating data and insight to keep the well-being assessments live into well-being planning. We are increasingly developing innovative participatory techniques from community narratives to citizen's jury, and some form of online hub will be crucial to store and share our stories.
- We want to ensure that our rich assessments are open source and relevant, so as to be the definitive source of evidence and insight to inform future well-being planning across our region, whether at an organisational level or used by our communities at a local level.

**Milestones and timescales for the Activity:** *(Please indicated when this activity and its elements will commence and when they expected to be completed)*

Commencement will be from May 2023, after our three well-being plans have been signed off and published.

We have an existing grant management team, which meets quarterly to monitor outcomes and to integrate our work across the region.

Completion of the milestone activities will be by the end of the each of the three financial year 2023/24 to 2025/26.

**Deliverable and Measurable Benefits of the Activity:** *(Please describe how the funding will support a programme of change to deliver well-being for the area)*

An engagement programme of communication and branding.

A regional solution to storing, updating and sharing data, evidence and insight.

### **1.3 Name of Activity**

*Please provide a description of the activity (and the elements within the activity) and reasons the activity is required.*

#### **Support delivery of well-being plans – our communities**

Our work in 2023/24 through to 2025/26 will continue to align our strategic work with the NWIP, which supports our three PSBs, and also the long-term support that the Wales Co-Production Network has been bringing to the region to transform how we place our citizens at the heart of well-being planning.

We are now at the stage to co-create our well-being plans with our communities. The journey we have been through together in the last couple of years means that we have built a rich and dynamic understanding of our places and our communities. We have strengthened our understanding of the root causes of the cross cutting wicked issues we will need to tackle together.

Public involvement, engagement and co-production are not new in Wales. The analysis and interpretation of research data or consultation data is, however, still largely left in the hands of 'the experts'. This is problematic if it means some perspectives and ways of interpreting data are not available to those making policy or service decisions.

An additional issue with most current public involvement work is that the voices most often heard are those of people who self-select to become involved. This is problematic democratically as most of the population remain unheard and disengaged. It also presents difficulties in treating the findings as evidence.

As we have consulted on our well-being plans we have all had feedback from Town and Community Councils saying that they would like to be further involved with delivery in the future. As they are at the appropriate level within their communities. Thus, there is a real opportunity to align well-being plans so that we deliver exactly what our communities have identified.

#### **Strategic**

- Work with strategic partnerships across the region to ensure we deliver a co-ordinated set of well-being actions at a local level.

- Support the approach to well-being planning across each PSB, making use of support from the North Wales Public Service Lab, Bangor University and the Co-production Network for Wales.

#### Partnership working

- Community Narratives – building on the innovative approach we developed to inform our well-being plans, we will continue to capture and share our stories and our history.
- Further community engagement will unpick some of the common themes across the well-being plans, sense check and update assessment data and support co-production of our next Well-being Plans with citizens.
- Regional engagement approach for organisations, led by NWIP.
- Discuss and test how we can communicate, debate and share with each other.
- We will continue to build our TrACE community of practice, led and inspired by children and young people – bringing our skills, energy and knowledge together to build a strong trauma informed community of practice across North Wales. As a key engagement theme we will actively share the ACE hub toolkit and the support needed to build a consistent approach across organisations, communities and schools.
- Pilot a model to engage with Town and Community Councils to support them as they produce their local plans.

**Objectives for the Activity:** *(objectives should be measurable – i.e. a breakdown of the key elements. These should be clear, concise statements indicating the requirements and expectations of the funding, should describe the 'outcome' rather than the process, and how the group of PSBs will work collectively to achieve these objectives)*

Our research into a citizen's jury has found that there is already a lot of high-quality engagement work in North Wales. Introducing an element of deliberation could build on existing work with existing groups. We need to increase data literacy across our communities, improving the accessibility of existing information and identifying the information citizens themselves would need in order to deliberate on issues. This reinforces the need for a well-being hub to underpin and share what we know.

Our community narratives project involves working with citizens in one community (initially) in each local authority area across North Wales to define their community and support them in describing, through creative methods (art, photography, film), what it looks and feels like to live/work there. From this, we will have a more holistic, richer, and creative understanding of the community. The creative output from the project can be exhibited locally, used to aid the Public Services Board's well-being planning and act as a tool to encourage further conversations with citizens. Again, we would see an online web-based solution as the way to store and share our stories.

We will discuss and test how we can communicate, debate and share with each other from simpler websites to clearer information, to mentoring and support.

**Milestones and timescales for the Activity:** *(Please indicated when this activity and its elements will commence and when they expected to be completed)*



Commencement will be from May 2023, after our three well-being plans have been signed off and published.

We have an existing grant management team, which meets quarterly to monitor outcomes and to integrate our work across our region.

Completion of the milestone activities will be by the end of the each of the three financial year 2023/24 to 2025/26.

**Deliverable and Measurable Benefits of the Activity:** *(Please describe how the funding will support a programme of change to deliver well-being for the area)*

A programme of community engagement and capacity building from citizens jury, community narratives and mentoring to understanding evidence.

A pilot engagement programme with Town and Community Councils to support them as they produce their local plans.

A regional approach to communicating well-being that is co-created with our communities.

## Finance

### Section 2: Activity costs and finance.

*(Please list all activities and elements, costs per activity and the part of financial year you will be claiming – e.g Name of Activity 1.1 - £??? – claiming period)*

We have tried to separate the Bid areas as far as possible. However, our partnership work is increasingly interconnected, with a strong focus on how we can ensure everything that we do is led by and shaped by our communities. Working through a regional lens helps PSB organisations add value to all well-being outcomes and shape lasting change across our region and Wales. Until our workstreams are fully costed these figures are only indicative but they do show the expected allocation between each Bid area, as follows:

1. Build strategic capacity and capability across the region - £20k
  - Delivering a leadership and changemaker programme.
  - Continuing to build a strong regional partnership at NWIP.
  - A programme to improve how we communicate PSB activity across our region, with each other and with our communities.
- 2a. Support delivery of well-being plans – across PSBs - £20k
  - An engagement programme of communication and branding.
  - A regional solution to storing, updating and sharing data, evidence and insight.
- 2b. Support delivery of well-being plans – across communities - £64k
  - A comprehensive programme of community engagement and capacity building.
  - A pilot engagement programme with Town and Community Councils.
  - A regional approach to communicating well-being that is co-created with our communities.

### **Total Cost of all activities £ 103,892**

*(if the total cost is over the awarded funding please complete the box below)*

**Match funding:** *(if the total cost of activities above exceeds the awarded funding please provide details of where the other funding has been made available from)*

Because of the robust partnership working we have now put in place across the region, we fully expect that each of our PSB partners organisations will identify matched funding and new opportunities (either in kind, capacity or resource) throughout the year as we align our strategic partnerships, share good practice across our region and continue to nurture a spirit of energy and innovation.

As a region we are building on the notion of straightforward matched funding to assessing collaboratively what assets and contributions can we each bring to a partnership. Therefore

adding lasting value to resources and capacity and embedding the determination to make a difference.

We will work hard to do this; through building effective networks across the region, we can align different funding streams. For example, around PSB, systems thinking and support for communities, to deliver a streamlined approach and realise multiple benefits.

## Partnership Working

### Section 3: Partnership Working

**Partnership working:** *(please provide information on those partners you will work with on the activities within this proposal. i.e., RPB, Schools, Private Sector etc and how you've worked together)*

Led by our Public Services Boards across the region, this bid has been co-ordinated through the *North Wales Insight Partnership*. The Partnership came to fruition in 2021 with a vision to collaboratively shape the North Wales we want to live in now and in the future. This will be achieved by using evidence, insight, and continual engagement to understand the challenges and opportunities, and co-produce approaches to address and harness them locally and regionally.

The Partnership embodies new ways of working to:

- **Integrate** our approaches, evidence, and resources across all 'systems', working together to understand the challenges and opportunities at a local and regional level
- **Involve and work alongside our communities** engaging all groups in two-way meaningful and co-produced approaches to achieving our well-being goals
- Meet the needs of the current and future generations by taking a **long-term, preventative** approach
- Focus on understanding **root causes of key challenges** and how these are **interconnected** to inform our approach to tackling them
- Develop leaders' ability to be **evidence and insight informed**

Alongside this, as a North Wales Public Services Board collective, we are working closely with the Co-production Network for Wales for the next five years through the National Lottery Community Fund. This is to ensure we miss no opportunity to add value to our work through the effective application of the values, principles, and tools of co-production.

## Good Practice

#### Section 4: Good Practice Examples

**Good Practice Examples:** (please provide good/best examples – this could be within your local area, across your region, cross border, or national working – please add lines for each example)

We were able to deliver a series of innovative engagement projects during 2022/23 to inform our well-being plans and are sure that other PSB clusters have done likewise. We would be keen to work with Welsh Government on good practice exchange to share this learning and to co-ordinate how we communicate with our communities and stakeholders in an accessible and consistent way.

- Our regional support funding projects for 2022/23
- Our three well-being plans and how we will deliver these
- We are working with children and young people to start to develop different communicating techniques from TEDx talks to the Llesiant magazines that were developed by design students to explain our well-being assessments
- Our innovative approach to regional partnership that works through the NWIP. We would be keen to discuss and share best practice as part of an Evaluation Community of Practice for Wales.

## Declaration

### Section 4: Declaration

#### **Please read this carefully before signing**

We understand that if we give any information that is incorrect or incomplete, funding may be withheld or reclaimed, and action taken against us, and that the Department may use data collected to investigate cases of alleged fraudulent use.

We are content for all information supplied in this application to be shared in confidence with any individuals who may be involved in considering the case for application.

We understand that applications must be signed by an authorised signatory. We confirm that we are authorised to sign this application.

Please confirm that your organisation has the power to enter into and to perform the activities for which funding is being applied for.

X YES      ☐ NO

**We declare that the information we have given on this application form is correct and complete. We also declare that, except as otherwise stated on this form, we have not started the project which forms the basis of this application and no expenditure has been committed or defrayed on it.**

<b>Signature</b>	
<b>Name</b> ( <i>Block Capital</i> )	<b>NICOLA MCCANN</b>
<b>Date</b>	<b>24.02.2023</b>
<b>Position in organisation</b>	<b>Strategic Partnerships Advisor</b>
<b>Telephone</b>	<b>01352 702740</b>
<b>E-mail</b>	<b>Nicola.mccann@flintshire.gov.uk</b>

<b>Signature</b>	
<b>Name</b> ( <i>Block Capital</i> )	<b>Damian Hughes</b>
<b>Date</b>	<b>27<sup>th</sup> February 2023</b>
<b>Position in organisation</b>	<b>Corporate Manager, Capital and Assets</b>
<b>Telephone</b>	<b>01352 704135</b>
<b>E-mail</b>	<b>Damian.Hughes@flintshire.gov.uk</b>

## **Criteria**

The criteria relates to support funding offered to Public Services Boards (PSBs) for the financial year 2023-24.

Proposals for support funding must demonstrate how the group of PSBs would be enabled to build their strategic capacity and capability to support the delivery of well-being plans.

The funding will be available for the following purposes and can be used for one or more of the criteria set out below:

- Strengthen community engagement and involvement. Effective engagement with communities continues to be an important aspect of the work of PSBs and this will aim to encourage the coordinated ongoing approach to community engagement with individuals and all organisations within the local area.
- Support PSB in the maintaining of an existing data portal until a Wales PSB data portal is available.

## **Monitoring and payment arrangements:**

- The Support Funding Recipient must monitor the progress of the work funded to ensure that the money is being spent as required and that financial controls are adequate.
- The Support Funding Recipient must submit to the Welsh Government on a six-monthly basis a Progress Report which must demonstrate the extent to which the agreed objectives in the Support Funding Proposal are being met and must describe how the work which the support funding is being used for relates to PSBs more generally.
- The Support Funding Recipient must submit proposals by **Friday 24<sup>th</sup> February 2023** on the proposal form at Annex 2.
- The funding period will be from 1 April 2023 – 31 March 2024 with the funding being paid in two instalments on completion of a satisfactory claim form.

## **Ineligible Activities:**

Proposals which do not demonstrate how they will engage and involve communities. This means, for example we would not be able to fund the following activities:

- Development/Delivery of or maintaining specific well-being plan projects chosen by the PSBs.
- Monitoring and evaluation activity to evidence outcomes and track progress over time (except for data portal maintenance).
- General partnership support.
- Funding of permanent salaried posts (i.e. funded only through this support grant).

Upon receipt of a satisfactory Proposal Form which meets the criteria set out above, the Welsh Government will issue an award letter together with terms and conditions of the funding.



**CONWY AND DENBIGHSHIRE PUBLIC SERVICES BOARD**

**FORWARD WORK PROGRAMME**

2023 / 2024

**Chair:**

Councillor Jason McLellan, Denbighshire County Council

**Vice Chair:**

Councillor Charlie McCoubrey, Conwy County Borough Council

***Co-ordinators:***

Emma Lea (Betsi Cadwaladr University Health Board)

Amanda Jones & Hannah Edwards (Conwy County Borough Council)

Iolo McGregor (Denbighshire County Council)

Justin Hanson, Helen Millband & Iona Hughes (Natural Resources Wales)

Pippa Hardwick (North Wales Fire & Rescue Service)

**Committee Responsible:**

Denbighshire County Council

**For Queries:**

01492 574059 / [hannah.edwards@conwy.gov.uk](mailto:hannah.edwards@conwy.gov.uk)

Meeting Date	Topic	Purpose	Responsible Officer
30 March 2023	Approval of Conwy and Denbighshire Well-being Plan	To approve the well-being assessment for publication prior to the statutory deadline of 5 <sup>th</sup> May 2023.	Iolo McGregor, Denbighshire County Council
	Terms of Reference review	To review the Term of Reference, in light of the new Well-being Plan.	Chair
	Regional PSB support grant for 2023-2026	To provide members with an overview of the proposed activity and spend for the 23/24 grant.	Amanda Jones, Conwy County Borough Council
	Accelerated Cluster Development programme	To inform members of the Accelerated Cluster Development programme.	Jo Flannery, Betsi Cadwaladr University Health Board
June 2023			
September 2023			
December 2023			
March 2024			

### Standard Agenda Items

Apologies for Absence

Minutes of last meeting

Matters Arising

Meeting Action Tracker

Forward Work Programme

AOB

### To be confirmed

Offshore Windfarm Development

TBC