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

Date: 13 October, 2023

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Dear Councillor

You are invited to attend a meeting of the **CONWY AND DENBIGHSHIRE PUBLIC SERVICES BOARD JOINT OVERVIEW AND SCRUTINY COMMITTEE** to be held at **10.00 am** on **FRIDAY, 20 OCTOBER 2023** in the **COUNCIL CHAMBER, COUNTY HALL, RUTHIN AND VIA VIDEO CONFERENCE**.

Yours sincerely

G. Williams
Monitoring Officer

AGENDA

1 **AGENDA PACK** (Pages 3 - 60)

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Pennaeth y Gyfraith a Llywodraethu

Matt Georgiou, Cyfreithiwr

Cyfeiriad Post: PO Box 1, CONWY, LL30 9GN

Please ask for:

Dawn Hughes

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Our Ref:

MG/DCH

Your Ref:

Date:

13/10/2023

NOTICE OF MEETING

Conwy and Denbighshire Public Services Board Joint Overview and Scrutiny Committee

Multi-Location Meeting - County Hall, Ruthin - Denbighshire County Council

Friday, 20 October 2023

10.00 am

Matt Georgiou
Head of Law and Governance

To:-

Councillors:

Joan Butterfield
Cheryl Carlisle (Chair)
David Carr
Kelly Clewett
Pauline Edwards
Alan Hughes
Paul Keddie
Bernice McLoughlin

Terry Mendies
Angie O`Grady
Stephen Price
Kay Redhead
Cllr Arwel Roberts
Austin Roberts
John Roberts
Gareth Sandilands (Vice Chair)

To other Members – for information

A G E N D A

Note - In accordance with the provisions of the Local Government Act 1972, the Public and Press may be excluded from the meeting during consideration of items where exempt information is likely to be disclosed.

Reminder – You are welcome to use the Welsh language at this meeting. Simultaneous translation is available.

1. **Apologies for absence**

2. **Declarations of Interest: Code of Local Government Conduct**

Members are reminded that they must declare the **existence** and **nature** of their declared personal interests.

3. **Urgent matters**

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

4. **Minutes**

To approve and sign as a correct record minutes of the previous meeting.
(Pages 3 - 9)

5. **Contribution of Public Services Board (PSB) partners to the work of the PSB and the benefits of the PSB to partners**

To discuss with the People and Places Team Leader from Natural Resources Wales (NRW), NRW's contribution and commitment to the work of the PSB and the benefits to the organisation of being a member of the PSB.

6. **Conwy and Denbighshire Public Services Board - Well-being Plan progress update** (Pages 10 - 45)

7. **Forward Work Programme** (Pages 46 - 47)

Items for Information

8. **Minutes of the Public Services Board Meetings** (Pages 48 - 53)

9. **The Forward Work Programme of the Conwy and Denbighshire Public Services Board** (Pages 54 - 57)

Note: The Local Government Act 1972 does not allow an item of business to be considered at a meeting of a principal Council unless requisite advance notice has been given. Therefore, unless the item is considered to be urgent, consideration of any other business is not allowed

In the event of the fire alarm being activated, would all Members please vacate the premises through the nearest fire exit.
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AGENDA ITEM 4

CONWY AND DENBIGHSHIRE PUBLIC SERVICES BOARD JOINT OVERVIEW AND SCRUTINY COMMITTEE

Minutes of a meeting of the Conwy and Denbighshire Public Services Board Joint Overview and Scrutiny Committee held in Council Chamber, County Hall, Ruthin and via Video Conference on Friday, 30 June 2023 at 10.00 am.

PRESENT

Councillors Joan Butterfield, Pauline Edwards, Alan Hughes, Paul Keddie, Arwel Roberts and Gareth Sandilands (Chair)

PRESENT

Councillors Joan Butterfield, Pauline Edwards, Alan Hughes, Paul Keddie, Arwel Roberts and Gareth Sandilands – Denbighshire County Council

Councillors Cheryl Carlisle, David Carr, Bernice McLoughlin, Angie O’Grady, Stephen Price and Austin Roberts - Conwy County Borough Council

Observer - Councillor Jeanette Chamberlain-Jones – Denbighshire County Council

ALSO PRESENT

Hannah Edwards, Public Services Board Development Officer (CCBC)
Karen Evans, Democratic Services Officer (DCC)
Rhian Evans, Scrutiny Coordinator (DCC)
Dawn Hughes, Scrutiny and Committee Services Officer, (CCBC)
Amanda Jones, Corporate Performance and Improvement Officer (CCBC)
Stephanie Jones, Committee Administrator (DCC)
Nicola Hughes, Committee Administrator (Meeting Host) (DCC)

Alyson Constantine – Betsi Cadwaladr University Health Board’s (BCUHB) Integrated Health Community (IHC) Director of Operations (Central) invited by the group to present agenda item 7.

1 APOLOGIES

Apologies for absence were received from Councillor John Roberts.

2 DECLARATIONS OF INTEREST

No interests of a personal or prejudicial nature were declared.

3 APPOINTMENT OF CHAIR

In accordance with the Terms of Reference for the Conwy and Denbighshire Public Services Board Joint Overview and Scrutiny Committee (JOSC) a nomination for

the office of Chair of the Committee for the 2023/24 and 2024/25 municipal years was sought from amongst Conwy County Borough Council representatives on the JOSC. Councillor Austin Roberts nominated Councillor Cheryl Carlisle for the role of Chair, Councillor Stephen Price seconded the nomination. No other nominations were received. The Committee unanimously:

Resolved: to appoint Councillor Cheryl Carlisle as the Chair of the Conwy and Denbighshire Public Services Board Joint Overview and Scrutiny Committee for the 2023/24 and 2024/25 municipal years.

Councillor Carlisle thanked everyone for their support.

4 APPOINTMENT OF VICE-CHAIR

Furthermore, and in accordance with the JOSC's Terms of Reference a nomination for the office of Vice-Chair of the Committee for the 2023/24 and 2024/25 municipal years was sought from amongst Denbighshire County Council representatives on the JOSC. Councillor Joan Butterfield nominated Councillor Gareth Sandilands for the role of Vice-Chair, Councillor Arwel Roberts seconded the nomination. No other nominations were received. The Committee unanimously:

Resolved: to appoint Councillor Gareth Sandilands as the Vice-Chair of the Conwy and Denbighshire Public Services Board Joint Overview and Scrutiny Committee for the 2023/24 and 2024/25 municipal years.

Councillor Sandilands thanked everyone for their support.

5 URGENT MATTERS

No matters of an urgent nature had been drawn to officers' attention ahead of the meeting.

6 MINUTES OF THE LAST MEETING

The minutes of the Conwy and Denbighshire Public Services Board Joint Overview and Scrutiny Committee meeting held on 21 October 2022 were submitted for approval. The JOSC:

Resolved: that the minutes of the Conwy and Denbighshire Public Services Board Joint Overview and Scrutiny Committee meeting held on 21 October 2022 be approved as a true and correct record of the proceedings.

No matters were raised in relation to the contents of the minutes.

7 CONTRIBUTION OF PUBLIC SERVICES BOARD (PSB) PARTNERS TO THE WORK OF THE PSB AND THE BENEFITS OF THE PSB TO PARTNERS

The Chair welcomed Alyson Constantine, Betsi Cadwaladr University Health Board's (BCUHB) Integrated Health Community (IHC) Director of Operations (Central) to the meeting to discuss with the JOSC the Health Board's contribution to

the work of the Public Services Board (PSB), along with the benefits to the Health Board of being a partner on the PSB.

Prior to commencing the discussion, the Chair reminded Committee members that the JOSC's powers in relation to scrutinising the Health Board, as with other PSB partners, extended only to their contribution to the work of the PSB. She stressed that the JOSC did not possess any powers to scrutinise individual organisations' policies or service delivery external to their role on the PSB.

The Director of Operations informed members that the Health Board had recently received the NHS Wales Performance Framework. Contained in that framework was information on a Healthier Wales and the 4 aims in the Plan fitted well alongside the joint PSB Wellbeing Plan. From the Health Board perspective and the Integrated Health Community, strategic documents linked the partnership working between the Board and the work of the wellbeing plan.

Members were reminded of the objectives of the Conwy and Denbighshire Wellbeing Plan including access to primary care, cancer recovery, delayed transfers of care, mental health and Child and Adolescent Mental Health Services (CAMHS) plan, care, recovery diagnostics and emergency and urgent care. Demonstrating the many areas which benefit partnership working.

The Director of Operations offered to share her contact details with members if they had any comments or questions they wished to raise outside the meeting.

Members asked how best they could support and approach the scrutiny of the partnership between the PSB and the Health Board at future meetings. In response, the Director of Operations suggested an understanding of the amount of information the Joint PSB Group receive in terms of performance from a health perspective against the objectives set. Giving members information to scrutinise and debate any areas at future meetings.

Communication was often quite challenging. Informing residents of the work of the Board and also receiving information from residents could often be difficult. Sharing and engaging with patients and groups in society was beneficial to all and allowed discussions and communication to take place and form a positive relationship between partners and the public. If a hub or information centre was established to ease the sharing of information between residents, public services and the voluntary sector, the Health Board would potentially be happy to engage in and share information and have further discussions if that was to occur. All information sharing channels and the platform required to be used would help deliver better all-round services to residents.

A member raised concerns on risks relating to GP surgeries in a specific area, the Chair suggested that queries of a specific nature should be raised with the Health Board outside the meeting.

At the conclusion of the discussion, the Committee thanked the Health Board representative for the information imparted and for answering members' questions. It was:

Resolved: subject to the above observations to receive the information imparted on Betsi Cadwaladr University Health Board's contribution to the work of the Conwy and Denbighshire Public Services Board and the benefits to it of being a partner on the Public Services Board.

8 CONWY AND DENBIGHSHIRE PUBLIC SERVICES BOARD RISK REGISTER

The Corporate Performance and Improvement Officer (CCBC) guided members through the Risk Register for the Public Services Board's report (previously circulated). The Risk Register focused on the PSB's ability to fulfil the statutory obligations and deliver the Well-being Plan.

The Risk Register had last been reviewed and discussed by the Board in November 2022. Members were informed that at the next meeting in July 2023, the Board would discuss the risks and issues of the Board and partner organisations in detail.. It was thought it would be a good opportunity to ascertain any common risks and issues.

The last review that had taken place in November had been a detailed review and well debated. Members were guided to section 4.2 which outlined what had been updated in terms of the Risk Register. It was decided to include an additional column to include what further action the Board could take to further reduce the risks identified. It also included some time scales to make sure the Board could monitor actions in a timely manner.

Risk PSB 2: The risk that partner organisations were not committed to the Board. The Board included three additional mitigating actions:

- PSB members had agreed to set up informal meetings to discuss upcoming agendas, build relationships and networking.
- Joint Scrutiny Committee established to evaluate the effectiveness of the PSB. The PSB viewed the JOSOC as a valuable risk mitigation tool.
- Representatives from the PSB's invited participant list to be co-opted onto the Joint Scrutiny Committee as and when required, to discuss specific items / areas of work as a way of assessing the effectiveness of the PSB's plans.

Members were informed of a change to risk PSB 3: The risk that the PSB failed to maximise the potential impact it could achieve through a collaborative approach. This risk included three additional mitigating actions:

- Support from the co-production network to ensure it successfully collaborated.
- Joint Scrutiny Committee established to evaluate effectiveness of the PSB.
- Representatives from the PSB's invited participant list to be co-opted onto the Joint Scrutiny Committee as and when required, to discuss specific items / areas of work as a way of assessing the effectiveness of the PSB's plans.

The Board identified an additional risk PSB 6: The risk that recruitment and retention issues, leading to a loss of expertise and capacity, worsen resulting in

poor or inadequate services. The risk identified fell across all partners across the PSB and recruitment had been a challenge across all the organisations.

Included in the agenda pack had been a copy of the full Risk Register, it included the inherent and residual risk scores for each.

At the conclusion of the introduction, members were invited to comment and ask questions. The following topics were discussed in greater detail:

- Concerns were raised with regards to the holding of informal meetings, therefore not aiding transparency and whether any notes or action points from those meetings were recorded. It was confirmed that the informal meetings were restricted, any discussion at those meetings was then formally put forward to the PSB meeting for discussion. The notion of an informal meeting was following a suggestion from an Audit Wales review. The discussion had at the formal PSB meeting would then be recorded in the minutes of those meetings, which were shared with the JOSC.
- Concerns were raised in relation to the effects of not engaging with other stakeholders, and low response rates to public consultations. Members were encouraged to contact the Corporate Performance and Improvement Officer with suggestions of ways to encourage the public to engage with the Board or if they had amendments to suggest that would strengthen any of the mitigation actions against the risks. Members were advised that the Board's work was governed by the Well-being and Future Generations Act.
- The Scrutiny and Committee Services Officer suggested as part of the forward work programme discussion that members could discuss if they wished to ask other statutory partners to attend to discuss their organisation's commitment to the work of the PSB.

The Chair thanked the officers for the detailed responses to members questions. Members agreed it would be beneficial to invite each PSB partner to a future meeting of the Conwy and Denbighshire Public Services Board Joint Overview and Scrutiny Committee to discuss their meaningful and constructive contributions to the Board's work.

At the conclusion of the discussion the Committee, by a majority vote:

Resolved: subject to the above observations and the information provided, to receive and acknowledge the risks identified in the Conwy and Denbighshire Public Services Board's Risk Register along with the mitigation measures put in place to reduce the potential impact of those risks if they were to materialise.

Councillor David Carr abstained from the vote to accept the recommendations. All other members present were in agreement with the recommendations.

9 FORWARD WORK PROGRAMME

The Scrutiny and Committee Services Officer guided members through the draft forward work programme (previously circulated). The next scheduled meeting of the Committee was scheduled for 20 October 2023.

Proposed for the next meeting was an update report on the PSB's implementation of the Well-being Plan. It was suggested an invitation be extended to the Chair of the PSB to attend the next meeting to present the progress report.

It was agreed, in accordance with a member's suggestion, that the standing item on the contribution of PSB partners be amended in future to read the 'Contribution and Commitment of PSB Partners to the work of the PSB and the benefits of the PSB to partners'. Members discussed which partner they would like to invite to the next meeting and agreed to extend an invitation to Natural Resources Wales (NRW) to the meeting on 20th October to discuss their contribution and commitment to the work of the Public Services Board and the benefits to the organisation of being a member of the PSB.

Members were reminded that the PSB produced an annual report, the Chair of the PSB could be invited to present the report to the Conwy and Denbighshire Public Services Board Joint Overview and Scrutiny Committee when available.

It was suggested an invitation be extended to other partners on the PSB to attend future meetings, including the Voluntary Sector and the Police and Crime Commissioner who attended PSB meetings as invited participants.

Following consideration of the proposed forward work programme for the JOSC the Committee:

Resolved:

- (i) to confirm its draft forward work programme for its next meeting scheduled for 20 October 2023;***
- (ii) that the Chair of the Public Services Board be invited to the above meeting to present the 'Update by the PSB on the Implementation of its Well-Being Plan' item, which would include a discussion on any obstacles or pressures faced to date with respect of its implementation;***
- (iii) that a representative from Natural Resources Wales (NRW) be invited to attend the October 2023 meeting for the purpose of discussing NRW's contribution and commitment to the work of the Public Services Board and the benefits to the organisation of being a member of the PSB;***
- (iv) that for future meetings consideration be given to inviting representatives from the PSB's 'Invited Participants' membership to attend meetings of the JOSC to provide a presentation on their 'contribution and commitment to the work of the Public Services Board and the benefits to their organisation of being an invited member of the PSB'***
- (v) to note the proposed dates for JOSC meetings to be held during 2024.***

10 MINUTES OF PUBLIC SERVICES BOARD MEETINGS

Both sets of minutes submitted for information were noted.

11 THE FORWARD WORK PROGRAMME OF THE CONWY AND DENBIGHSHIRE PUBLIC SERVICES BOARD

The Public Services Board Forward Work Programme, circulated for information, was noted.

Meeting concluded at 10.50am

Report To: Joint Conwy & Denbighshire Public Service Board (PSB) Scrutiny Committee

Date of Meeting: 20th October 2023

Lead Member / Officer: Cllr Jason McLellan, *Leader for Denbighshire County Council and PSB chair*
Cllr Charlie McCoubrey, *Leader for Conwy County Borough Council and PSB Vice chair*

Report Authors: Amanda Jones, Conwy County Borough Council
Hannah Edwards, Conwy County Borough Council
Iolo McGregor, Denbighshire County Council

Title: **Conwy and Denbighshire PSB – Well-being Plan progress update**

- 1. What is the report about?**
 - 1.1 A progress update on the Conwy and Denbighshire PSB’s Well-being Plan, since its approval in March 2023.
- 2. What is the reason for making this report?**
 - 2.1 To provide the Joint Scrutiny Committee with an update of the PSBs progress against the Well-being Plan to date. In order for the designated local government scrutiny committee to provide appropriate scrutiny and challenge of the work of the PSB.
- 3. What are the Recommendations?**
 - 3.1 That members consider the progress made against the Well-being Plan to date and provide feedback / recommendations to the PSB as necessary.
- 4. Report details**
 - 4.1 Since the approval of the PSBs Well-being Plan in March 2023, the Board has -
 - Introduced informal meetings for PSB members. This is an opportunity to help facilitate networking for members, to build trust and to speak candidly on issues and challenges.
 - Received presentations on Whole Systems Thinking from Public Health Wales (both the local and national teams). The Board is currently exploring the ways it can apply this approach towards its ambition to play a greater leadership role.
 - Discussed partner organisations common risks and issues that may impact on the delivery of the Boards Well-being Plan aspirations. The Board felt there is value in exploring these emergent risks and issues as a North Wales region with other PSBs.
 - Committed to progressing the Healthy Travel Charter within our organisations, by conducting a baseline assessment of organisations current activity against the Charter

commitments. This will also identify any gaps and opportunities for development – in line with existing organisational plans.

- Approved terms of reference with revised / enhanced membership of the Board.
- Received a presentation on the Inverse Law Care programme from Betsi Cadwaladr University Health Board and discussed how the PSB can become more closely involved in this work as there are linkages with the PSBs ambition of tackling inequality.
- Adopted a new engagement mission statement for the PSB and working on developing a community engagement plan as part of the Boards next steps.
- Working with Wrexham University to undertake an engagement project within two communities in Conwy and Denbighshire (Pensarn and Burton Park in Rhyl). The project is using creative methods (such as artwork, photography, video etc) to support communities tell their stories of what it looks and feels like to live in their community.
- Explored ways of empowering diverse communities in to employment, following recent engagement activity where a number of barriers and suggested actions were identified. This work was undertaken regionally on behalf of the three North Wales PSBs.

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

5.1 N/A

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

6.1 N/A

7. Power to make the decision

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



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.

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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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Conwy County Borough Council

PO Box 1

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LL30 9GN

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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 lifetime, 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 adaptation 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.

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



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

FORWARD WORK PROGRAMME

Contact Officer:	Rhian Evans, Scrutiny Co-ordinator, DCC Dawn Hughes, Scrutiny & Committee Services Officer, CCBC
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Date	Subject
15 March 2024 & 18 October 2024	Update by the PSB on the Implementation of its Well-being Plan? (Amanda Jones & Iolo McGregor)
15 March 2024 & 18 October 2024	Contribution of PSB Partners or Invited Participants to the work of the PSB and the benefits of the PSB to partners?

CONWY AND DENBIGHSHIRE PUBLIC SERVICES BOARD AGENDA ITEM 8

Minutes of a meeting of the Conwy and Denbighshire Public Services Board held by multi-location on Monday, 17 July 2023 at 3.30 pm.

PRESENT

Members:

Councillor Jason McLellan	Denbighshire County Council
Councillor Charlie McCoubrey	Conwy County Borough Council
Nicola Stubbins	Denbighshire County Council (representing Graham Boase)
Rhun ap Gareth	Conwy County Borough Council
Martin Cox	Natural Resources Wales
Kevin Jones	North Wales Fire and Rescue Service (representing Helen MacArthur)
Helena Kirk	North Wales Housing Association
Louise Woodfine	Betsi Cadwaladr University Health Board (Public Health)
Libby Ryan-Davies	Betsi Cadwaladr University Health Board
Wendy Jones	Conwy Voluntary Support Conwy (CVSC)
Tom Barham	Denbighshire Voluntary Services Council (DVSC)
Carol Marubbi	Town and Community Council – Conwy representative

Officers:

Emma Lea	Betsi Cadwaladr University Health Board
Amanda Jones	Conwy County Borough Council
Hannah Edwards	Conwy County Borough Council
Fran Lewis	Conwy County Borough Council
Mike Corcoran	Co-Production Network for Wales
Iolo McGregor	Denbighshire County Council
Ceri Blythin-McDonough	Denbighshire County Council
Helen Miliband	Natural Resources Wales
Iona Hughes	Natural Resources Wales

ALSO PRESENT

Observer – Lydia Orford, Betsi Cadwaladr University Health Board (Public Health)

1 WELCOME AND APOLOGIES FOR ABSENCE

Apologies were received from –

- Graham Boase, Denbighshire County Council
- Helen MacArthur, North Wales Fire and Rescue Service
- Elin Gwynedd, Welsh Government
- Owain Llywelyn, North Wales Police
- Mark Hughes, Natural Resources Wales

2 MINUTES OF LAST MEETING

The minutes of the Conwy and Denbighshire Public Services Board meeting held on 23 March 2023 were submitted.

RESOLVED that the minutes of the meeting held on 23 March 2023 be received and approved as a correct record.

3 MEETING ACTION TRACKER

The Chair, Councillor Jason McLellan, presented the meeting Action Tracker.

Membership continues to be an ongoing action as delivery of the Well-being Plan develops. This will also be discussed as part of the Terms of Reference item later in the meeting.

Confirmed that the well-being plan has been published and circulated to stakeholders following approval at the March meeting. A joint letter has since been received from the Welsh Government and Future Generations Commissioner congratulating the PSB on publication of the well-being plan. As well as outlining where they believe PSBs can have the greatest impact in the next cycle of well-being plans, and their offer of support to help PSBs deliver this. This letter will be distributed to members following the meeting.

Councillor Jason McLellan confirmed that he and Tom Barnham have not yet managed to meet to discuss third sector partner involvement in the PSB.

PSB support officers are working on mapping the PSBs proposed activities against 'Whole Systems Thinking Levels' and this will be presented at a future informal meeting for member discussion.

The engagement mission statement item will be presented at this meeting for consideration.

4 SEEING THE WOOD AND THE TREES – THE APPLICATION OF SYSTEMS THINKING TO COMPLEX HEALTH AND WELL-BEING CHALLENGES

Christian Heathcote-Elliott, Principal Public Health Practitioner in Public Health Wales presented an overview of whole systems thinking approach in practice and its relevance to PSBs. The presentation also provided information of the work currently being undertaken to develop proposals for supporting PSBs under the Health Foundations Shaping Places programme.

Overview of whole systems approaches provided as -

- should be viewed as a way to understand and manage complexities – it is not a new or a quick way to address challenges.
- Is informed by a number of disciplines – no set recipe, the ingredients will depend on purpose and questions that are being addressed.
- This approach can be applied to a wide range of issues which affect population health and well-being.
- Key aspect of approach is that it helps us consider both the part and the whole issue.

- Helps senior leaders to address complex challenges.
- Systems thinking has a futures focus and ties in with the work that the Future Generations Commissioners office are undertaking in futures thinking. Helps us to look at uncertainty overtime and consider the intended / unintended consequences of actions.
- Helps to detect patterns, often called system archetypes – knowing these patterns can influence how we might intervene in a system.
- Important to gain multiple perspectives from a range of stakeholders to inform the process.

Christian Heathcote-Elliott informed the board that Public health Wales have been successful in their application to the Health Foundations' *Shaping Place for Well-being in Wales programme*.

This will be a 3 year programme, starting in January 2024. It will establish 3 national learning cohorts across Wales, which will be facilitated by an expert in systems thinking and practise and open to all PSB members and supporting officers to participate. It aims to support PSBs in Wales to apply theory and evidence informed by systems tools and methods to influencing wider detriments of health, learn from this application and share the learning.

The programme will work with the PSBs to agree 3 themes for each of the cohorts to focus on and apply the approach. Through the life of the programme, resources will be developed and shared with PSBs. It will also develop legacy plans to ensure learning is sustained.

The timeline of the programme was shared as,

- First 6 months, set up phase - recruitment to posts, establishment of an advisory board and delivery group, commission external evaluators and identifying themes with PSBs.
- Next 24 months, delivery phase – cohorts working through framework, sharing learning through various events across Wales and UK, PSB resources developed.
- Last 6 months, exit and sustainability phase – legacy plans, evaluation and learning reports produced, final shared learning events with cohorts and Heath Foundation.

Discussion included –

- Confirmed that the slides will be shared along with further reading on the subject.
- The themes of the learning cohorts will be determined and agreed by the PSBs that wish to participate in the programme. Anticipate these will be drawn from any common themes across Well-being Plans.
- Initial discussions have taken place with other PSBs across Wales to inform of the upcoming programme, however plan to engage further once the programme is live in January.
- How could the systems approach be applied to our well-being plan – first useful step would be to undertake a systems mapping exercise to establish how the themes in our plan relate to each other.
- Confirmed there will be a formal process to invite PSBs to participate in the programme.

RESOLVED that the PSB will factor in a discussion item at a future meeting (before the end of the year), on members thoughts on engaging with the learning cohort.

5 COMMUNITY ENGAGEMENT

Mike Corcoran, Co-production Network for Wales, presented the draft engagement mission statement for discussion. At the informal meeting held in May, members discussed their approach to engagement. To support this thinking and to provide clarity, there was a recommendation to develop an engagement mission statement. Mike Corcoran asked the Board to consider the following questions -

1. Is the mission statement a fair and accurate reflection of what the Conwy and Denbighshire PSB want to achieve through engagement?
2. What are the implications in adopting this mission statement, are there any challenges / opportunities to consider?
3. What are the next steps to move forward with our approach to engagement?

Discussion included –

- Agreed, would be of benefit to have guiding principles – but how will we achieve it, would benefit from more detail.
- Lack of knowledge in the workforce of the PSB and its purpose. Concern that PSB is seen as another layer of decision making. Whereas its role is to untangle, build connections and reduce duplication – how can we get buy in from our workforce?
- Useful to build common understating of engagement.
- Consider revising order of objectives / outcomes.
- Success evident if we listen and make changes accordingly.
- Is there a wider conversation to be has about raising awareness of PSBs nationally. The Well-being of Future Generations act is an innovative piece of legislation that should be promoted, especially used within our workforce and in recruitment.
- Acknowledge that it may take time to achieve what is set out in the mission statement, but important that consistent progress is made – need to revisit at each meeting.
- As part of developing next steps, useful to consider if we want to establish a sub-group to lead on this area, keep it central or that engagement becomes a strand of each theme.
- Consider learning from our previous engagement activity, what worked and what didn't – will help inform next steps.
- Need to communicate better with people and organisations that have demonstrated interest and want to be involved in the PSBs work.
- Need to work smarter and build on regional engagement approach.
- Need to consider working better with elected members and City, Town and Community Councils and remember they're a valuable resource for engaging with communities.
- Need to ensure we undertake effective and meaningful engagement – keep it focused.
- Useful for support officers to develop examples and case studies of how engagement can work in practice for the PSB.

RESOLVED that

- i. The PSB adopt the engagement mission statement.

- ii. *The PSB discuss the next steps for developing our engagement approach / plan at the next meeting.*

6 ACTIVE TRAVEL

Louise Woodfine (BCUHB, Public Health team) informed the Board that work is progressing on the charter, both nationally and regionally. The PSB endorsed adopting the charter last year. In order to progress this work further want to ensure that PSB member organisations are familiar with the charter and to look at what is happening within their organisations in terms of active travel.

To move this work forward, useful for partners to identify a lead officer from their organisation that the charter can liaise with. Aim is to conduct a baseline assessment, with the information collated by PSB coordinators (the Public Health team will provide support for this). Also want the Board to consider the frequency of reporting on the active travel charter.

RESOLVED that Louise Woodfine to circulate information to PSB support officers for progressing this work.

7 TERMS OF REFERENCE APPROVAL

Iolo McGregor, Denbighshire County Council, presented the updated Terms of Reference for approval following changes at the last meeting. Changes included –

- Amending paragraph 2.1 (aims) to reflect that the board will take a leadership role.
- Updating paragraph 13 to correctly reflect statutory duties
- Amending Public Health Wales to just Public Health to reflect organisational change.

Discussed the importance of revisiting membership as work develops, as conversations need to be ongoing.

RESOLVED that the PSB approve the Terms of Reference.

8 FORWARD WORK PLAN

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

- The Board consider their views on the learning cohort at the December meeting.
- The Board consider engagement approach and examples of how it could work in practice at the next meeting.
- Defer the risk and issue item to the December meeting.

RESOLVED that the forward work programme be approved.

The meeting concluded at 4:50 pm

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 & Ceri Blythin-McDonough (Denbighshire County Council)
Justin Hanson, Helen Millband & Iona Hughes (Natural Resources Wales)
TBC (North Wales Fire & Rescue Service)

Committee Responsible:

Denbighshire County Council

For Queries:

01492 574059 / hannah.edwards@conwy.gov.uk

Meetings			
Meeting Date	Topic	Purpose	Responsible Officer
25 September 2023 (Formal meeting – County Hall Ruthin and Zoom meeting)	Inverse Care Law	To inform members of the work progressing across the region which is focused on inequalities and partnerships.	Helena Belmans, Betsi Cadwaladr University Health Board
	Community Engagement Plan Development	To consider the type of activity options and develop the next steps for engagement approach.	Mike Corcoran, Co-Production Network for Wales
	Empowering Diverse Communities into Employment – findings and next steps	To update members of the finding and next steps of the recent engagement with diverse communities into public sector employment barriers.	Fran Lewis, Conwy County Borough Council

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13 November 2023 (Informal meeting – Training Room 5, Coed Pella and teams meeting)	Whole Systems thinking – Mapping the PSBs proposed activities against ‘Whole Systems Thinking Levels’	To apply the system thinking levels to the steps outlined in the Well-being Plan to identify gaps	TBC
	Theory of Change	To learn about this process and discuss adopting as an evaluation approach.	Mike Corcoran, Co-Production Network for Wales
	Well-being Plan Performance Framework	To present a high-level performance framework to support the well-being plan and discussions around equality and deprivation.	Iolo McGregor, Denbighshire County Council

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12 December 2023 (Formal meeting)	Corporate risks and issues findings	To present the findings of the key risks informal discussion.	Amanda Jones, Conwy County Borough Council
	Community Wealth building and Progressive Procurement – pilot findings and recommendations	To consider the findings and recommendations following the project.	Amanda Jones, Conwy County Borough Council
	System Leadership – thoughts on engaging with learning cohort	To obtain members views in engaging with the national learning cohorts and	Chair

		potential proposing areas of focus for the group.	
	Community Narratives – Project update	To receive an update on the engagement project, which is being undertaken in Rhyl and Pensarn.	Rachel Hughes
	Active Travel – results of baseline assessment and reporting discussion	To discuss the result of the baseline assessment and next steps.	Louise Woodfine, Betsi Cadwaladr University Health Board

January 2023 (Informal meeting – Room TBC and teams meeting)	North Wales PSB Well-being Plans	To obtain a better understanding of neighbouring PSBs work and the challenges they face.	TBC (but invite chairs of the other NW PSBs)
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13 March 2024 (Formal meeting - County Hall Ruthin and Zoom meeting)	Accelerated Cluster Development programme update	To receive an update on the programme.	Sian Fearne-Thomas, Betsi Cadwaladr University Health Board
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Standard Agenda Items			
Apologies for Absence			
Minutes of last meeting			
Matters Arising			
Meeting Action Tracker			
Update from partner members / Share opportunities			
Forward Work Programme			
AOB			

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