

Supporting Independence & Resilience: Denbighshire's Wellbeing Plan 2014-2018

Draft for Endorsement, October 2014



Rhyl Harbour, September 2014

Introduction

As Chair of the Conwy & Denbighshire Local Service Board (LSB), I am pleased to introduce you to Denbighshire's Wellbeing Plan. This Plan continues the work that The BIG Plan introduced by integrating four plans (Community Strategy; Health, Social Care & Wellbeing; Children & Young People; Community Safety) into one single integrated Plan. We learned, through the implementation of The BIG Plan, that coordinated partnership working with a shared purpose can make a positive impact on people's lives across the County. While we deal with the financial challenges that face us all we wish to continue this streamlined approach, while focussing on making a real and positive impact for people in Denbighshire. We have therefore decided to focus on one theme – Independence & Resilience - where we believe that strategic partnership working can have the greatest impact. This is a plan for everyone in Denbighshire: a plan for all generations.

What do we mean by Independence? We are independent when we have freedom to make choices for ourselves and the ability to live our lives with minimal help from others.

What do we mean by Resilience? We are resilient when we use our resources and knowledge to cope with adversity and prepare for the future.

These definitions apply to individuals and communities. When people can maximise and maintain their independence they are able to achieve what is important to them. Where people collaborate to develop and sustain their community, the county is able to thrive.

Through delivering this plan we will help to create an environment where this is possible.

Andrew Bowden, Chair, Conwy & Denbighshire Local Service Board

Vision:

- People are active, connected & contribute to their community
- People take notice of what is going on around them, and in doing so, people keep learning about their world
- People prioritise their wellbeing and actively plan to maintain their independence

Priority Areas

We want these outcomes for everyone in Denbighshire, but we have identified some priority areas to focus on over the next three years:

- Challenges of our rural areas
- Supporting the most disadvantaged to build their resilience
- Building the capacity of communities to develop and thrive

Background:

Denbighshire's first Single Integrated Plan, The BIG Plan, was published in 2011 and brought with it improved partnership working to help achieve our ambitions for Denbighshire. The BIG Plan established a vision for Denbighshire, wanting people to:

- Be healthy and have a sense of wellbeing
- Live in a safe place
- Be able to afford to meet their needs
- Live in Denbighshire because it's a great place to live, work and learn

We have learned a number of lessons from this approach and have applied these to the planning and publication of our second integrated plan.

Meanwhile, the vision of Denbighshire's Local Development Plan is that by 2021 Denbighshire, through sustainable development, will have a vibrant urban coast, with thriving market towns and rural areas. The housing and employment needs of the County will be met, the high quality environment protected and enhanced and a high quality of life maintained for all communities with full recognition that we have a strong Welsh language and culture that should be maintained and protected throughout the County.

Partnership working remains challenging while we adapt to a difficult financial environment and prepare for developing policy and legislation that will place new demands onto local partnerships. In particular, the Wellbeing of Future Generations Bill, currently progressing through National Assembly for Wales, is designed to put the needs of communities, now and in the future, at the heart of the decisions that Welsh public services make. Alongside delivery of the Wellbeing Plan we will be working with our partners in the Conwy & Denbighshire Local Service Board to prepare ourselves for this next stage of strategic partnership activities.

Framework for Delivery: Five Ways to Wellbeing

Wellbeing - feeling good and functioning well - is associated with various positive health and social outcomes.

The **Five Ways to Wellbeing** were developed by the New Economics Foundation from evidence gathered in a UK Government-commissioned project called the Foresight Project on Mental Capital and Wellbeing. The Project, published in 2008, drew on research about mental wellbeing through life.

Connect
Be Active
Take Notice
Keep Learning
Give

Over the next few years we will make use of the Five Ways to Wellbeing as a framework for delivery, by promoting the use of the Five Ways for individuals and groups, and by using it ourselves for monitoring the difference we have made.

What will look different as a result of Denbighshire's Wellbeing Plan?

- Wide participation in local initiatives
- Widespread and diverse public involvement in community developments
- Vibrant cultural and educational opportunities
- Improved neighbourhood knowledge and awareness: 'Neighbourliness'

How will we measure the difference we are making?

There are a number of things which will point to whether we are making a difference through emphasising independence and resilience, and we will closely monitor these indicators. **These may include:**

- Vibrancy of community organisations
- Voter turnout
- Percentage of people who meet physical activity guidelines in the past week
- Loneliness
- Economic inactivity
- People suffering from Coronary heart disease (CHD) or Chronic Obstructive Pulmonary Disease (COPD)
- Participants in adult education programmes
- Welsh language learners
- Volunteering opportunities

The Process



Denbighshire's Strategic Partnership Board¹ followed the following process to agree what should be in Denbighshire's Wellbeing Plan:

- Identified priorities through Needs Assessment & Community Engagement Activities
- Investigated what is already being done to address the priorities

¹ Membership made up of senior officers from Denbighshire County Council, Betsi Cadwaladr University Health Board, Public Health Wales, North Wales Police, North Wales Fire and Rescue Service, Cambria College, Grŵp Llandrillo Menai, Denbighshire Voluntary Services Council.

- Decided what – if anything - would add value to existing activities
- Agreed what could be achieved in Partnership to meet the desired outcomes
- Consulted with people and organisations across Denbighshire to hear what they think of our ideas

Existing Initiatives

There are a number of initiatives that are being undertaken in partnership which will help us to achieve our vision. Some **examples** of these are:

- ✓ Digital Denbighshire Project (part of Denbighshire County Council’s Economic & Community Ambition Programme)
- ✓ Fuel Poverty Action Plan (being delivered by the Denbighshire Advice Network)
- ✓ Rural Transport Project (being delivered in partnership with Cadwyn Clwyd)
- ✓ Volunteering Strategy (Denbighshire County Council’s strategy to promote volunteering opportunities across the council)

Partnership governance through Denbighshire’s Wellbeing Plan will support and challenge these initiatives to ensure they are meeting their objectives

Denbighshire’s Wellbeing Plan Projects

In addition, a number of new initiatives are being proposed to help achieve the vision. Denbighshire’s Wellbeing Plan will be managed as a programme where new initiatives will be agreed using thorough Business Cases; rigorous Project Management methodology will ensure the projects achieve their planned objectives, helping to fulfil the expressed outcomes.

We believe that we need to understand more about what the future holds for our communities; we believe that by working in closer collaboration with each other and the communities we serve, then we can enable the development of independent & resilient communities

- **Strengthening our Communities** – Understand the environmental, economic and social changes predicted for Denbighshire, and plan a resilient future for our people and communities.
- Create a fuller understanding of communities’ assets and needs by collaborating with communities and each other to progress local plans focussed on developing communities rather than services.
- **Empowering & Enabling Services** – Change any of our services that disable or restrict individuals’ and communities’ independence and resilience. Ensure that services reinforce people’s independence and wellbeing.
- Develop a **Wellbeing Information Hub** to support people to understand and develop their wellbeing – links to wellbeing self-assessment, tools, resources and local directory of community opportunities to support improved wellbeing.
- **Employee Wellbeing** – As employers, develop opportunities to empower staff to improve and maintain their wellbeing and independence during and after employment. Develop **Partnership Volunteering Strategy** to expand opportunities for staff to volunteer.

- Actively support the development of **Time Banking**² across the county in an innovative, coordinated and sustainable way.

We believe that we need to change the way we deliver our services to make more effective use of our resources to improve outcomes for people across the county. We need to collaborate more effectively in delivering services, supporting people to improve and maintain their wellbeing to maximise their independence.

- **The Denbighshire 20** – Identify the people for whom improved partnership working would help to maximise their independence & resilience and therefore reduce unplanned access to services.
- Improve **Collaborative Progression Pathways** across services and organisations which support people to develop their wellbeing and maximise their independence. Develop shared outcome monitoring to map service user journeys towards independence and resilience.

Publication and Delivery of Denbighshire’s Wellbeing Plan

Denbighshire’s Wellbeing Plan will be innovative in its approach through the following ways:

- Live Website – www.wellbeingplandenbighshire.org.uk developing intelligence about independence & resilience in Denbighshire
- Live Measurement – indicators and project performance updated through embedded links with services and projects
- Live Needs Assessment and intelligence – an information resource indicating the wellbeing of Denbighshire through a variety of information sources, coupled with links to good practice across the UK and beyond to support innovative solutions
- Flexible approach: while the vision and priority areas will remain in place, we wish to develop a flexible approach which allows us to consider and respond to a changing environment. For example, the consultation highlighted a number of areas which need more detailed consideration. In particular this applies to our knowledge of environmental sustainability across the county, and the use and development of the Welsh Language. We will find out more about the needs of these areas and respond to them as necessary to support the independence and resilience of our citizens and communities.
- Statutory Duties – there are a number of statutory duties that we are meeting through Denbighshire’s Wellbeing Plan; how we are meeting those duties will be described on the website

Conclusion

By focussing on individual and community independence and resilience, this plan aims to develop the right environment for people to prioritise and maintain their wellbeing; connecting and contributing to their communities to help create and sustain the Denbighshire they want.

² Timebanking is a means of exchange where time is the principal currency. For every hour participants ‘deposit’ in a timebank, perhaps by giving practical help and support to others, they are able to ‘withdraw’ equivalent support in time when they themselves are in need