

**Report To:** Cabinet

**Date of Meeting:** 28<sup>th</sup> Feb 2017

**Lead Member / Officer:** Hugh Evans – Leader  
Alan Smith – Head of Business Improvement & Modernisation

**Report Author:** Alan Smith

**Title:** **DCCs Well-Being Objectives**

---

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

The report proposes six Well-Being objectives to be adopted by the Council and sets out the process for incorporating them into the next Corporate Plan.

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

The Well Being of Future Generations Act requires all public sector organisations to identify and publish a set of Well Being Objectives by 31<sup>st</sup> March 2017.

**3. What are the Recommendations?**

That the Well Being objectives contained in the report are adopted by the Council.

**4. Report details**

The Well Being of Future Generations Act (2015) requires all public sector organisations, including the Council, to agree and publish their Well Being Objectives. The intention is that these will set out what actions the Council intends to take to contribute to the Seven Aims embodied in the Act.

There are some process issues to be considered. Whilst the setting of our Well Being objectives will inevitably overlap with the Public Service Board's duty to publish a Well Being Plan, they are not formally linked. Neither is this process formally linked to the Council's obligation to publish improvement objectives as a requirement of earlier, but still active, legislation (The Local Government Measure 2009), which DCC has always published in the form of our Corporate Plan. We are thus in the position of needing to identify and publish two sets of objectives for the Council, plus agree our contribution to a third set as partners in the PSB.

This is potentially confusing for our citizens, so in an attempt to make things simpler, we have so far followed a path of aligning and amalgamating the process of identifying these objectives. So, because of the way we have structured the County Conversation and our needs analysis (the Well Being Assessment), both can be used as source data for all three sets of objectives: the Corporate Plan/Improvement Objectives; DCC's Wellbeing Objectives and the PSB's Well Being Plan.

Six potential priority areas emerged from this process in the period up to the end of November 2016 and they have been referred back to the public during a second phase of the County Conversation, which has run up to the end of Jan 2017. More than 1500 citizens responded during this period, supporting all the core priorities

identified in phase 1 and giving them a relative ranking (see below). We now have a fairly clear idea of what our community thinks should be the core of our priorities for the next planning period, based on extensive public engagement, data analysis and a thorough assessment of need.

The six priorities are (listed by rank order):

1. Denbighshire is a place where younger people will want to live and work and they have the skills to do so
2. Communities are connected and have access to goods and services locally, online or through good transport links
3. There is an attractive and protected environment that supports communities' wellbeing and economic prosperity.
4. People can live independent and fulfilled lives in strong, caring, safe and resilient communities
5. The Council and communities work together to overcome challenges; devising and delivering joint solutions
6. There are events that bring people together, creating active communities and helping business to prosper

Apart from the rank order, the wider data and comments we have gathered in this second phase will be available to Members to help them decide what to prioritise in the new Council.

To return to the issue of reducing complexity, we should use these priority areas to underpin **all** our corporate objectives, so that we have one consistent position for our communities, our partners and our staff. Because we are in an election year, it is critical that the new administration is able to take the final decision on these objectives; they may want to modify or change any of them. So although in order to meet the requirements of the legislation we need to publish our Well Being objectives before the end of March, we should regard them as effectively 'draft' until they can be reviewed by the new Council later in the year.

These objectives can then go forward to the new administration who can use them to decide what will be the Council's Corporate Plan, its Well Being Objectives and its Improvement objectives. From this process we should arrive at a single set of corporate objectives that will be, in effect, the Council's new Corporate Plan, and which will meet all our legislative requirements.

The process we should follow should be:

- New Council formed - May 2017
- Council Workshop decides new set of priorities, based on draft objectives – July 2017.
- These are tested with the public through consultation – Aug & Sept 2017
- Full Council agrees and publishes the Corporate Plan and Well Being objectives – Oct 2017

These six objectives will also have another role. The assessment of need and the data analysis on which they are based will also be used by the PSB to develop its Well Being Plan. Therefore, it's likely that one or all of the PSB's priorities will complement the Council's draft priorities, albeit as part of its wider public sector brief. As a key partner on the PSB, the Council will need to agree the PSB's Well Being plan as well as its own Corporate Plan, so the PSB priorities (which will be draft at this stage) will also go to full Council in October 2017. At that point, we should then have a clear picture of what the Council wants to achieve over the 5 year life of the Corporate Plan, as well as what we hope to deliver in partnership with our public sector partners during the same period.

Finally, in order to explain our approach to our citizens and to comply with the legislation, we have developed a 'Well Being Statement', which will be published on our website alongside our Well Being objectives. For information, it is appended to this report.

**5. How does the decision contribute to the Corporate Priorities?**

The Council has a long term goal to engage effectively with its communities; the proposed model will support this. In addition, the proposal will allow the Council to meet the requirements of new legislation and potentially influence the way that legislation is implemented.

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

There are no immediate costs identified for any Service. Any proposed actions agreed as part of the new corporate plan will be included in the MTFP.

**7. What are the main conclusions of the Well-Being Impact Assessment (WIA) undertaken on the decision? The completed WIA template should be attached as an appendix to the report.**

The new proposed priorities are focussed on community resilience and how we can shape a new role for the council as a facilitator. We are confident that new proposed priorities will prompt alternative approaches to prevent problems from occurring. We are considering the role of LDP and how the LDP and the new corporate plan can be more closely integrated.

Overall the impact on the 7 well-being goals is largely positive. We need more information to determine the impact on a more equal Wales. There are potentially negative consequences on some protected characteristics and these could be addressed and managed to avoid them occurring. We have found there to be a neutral impact on Welsh language and culture; there is scope to maximise the impact though through the events draft priority.

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

These objectives have been derived from a wide ranging consultation and engagement process, which has included citizens, including young people, older people and hard to reach groups; Members, public sector partners and staff.

**9. Chief Finance Officer Statement**

The funding implications of any proposals or actions arising from the new Corporate Plan will have to be considered as part of the council's Medium Term Financial Plan and budgeting processes.

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

There is a reputational and regulatory risk for the Council if we fail to meet the requirements of the Well-being of Future Generations Act and the Local Government Measure.

**11. Power to make the Decision**

Section 9 of the Well-being of Future Generations (Wales) Act 2015