



Conwy and Denbighshire Public Services Board

Well-being Plan (2018 – 2023)

Draft



Foreword

I am pleased, on behalf of partners on the **Conwy & Denbighshire Public Services Board (PSB)**, to introduce this Local Well-being Plan for our two counties. It is the culmination of work that began in April 2016, 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 last page of this document.

The PSB has afforded public services an exciting opportunity to come together to challenge serious problems in our community areas – the Well-being of Future Generations (Wales) Act 2015 has enabled us to do this more effectively. 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, and to supporting our communities to be prosperous, resilient and healthier in a more equal and globally responsible Wales of cohesive communities and vibrant culture.

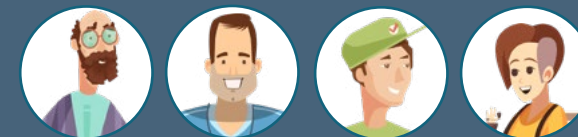


Conwy and Denbighshire PSB is made up of a number of public sector organisations which include:



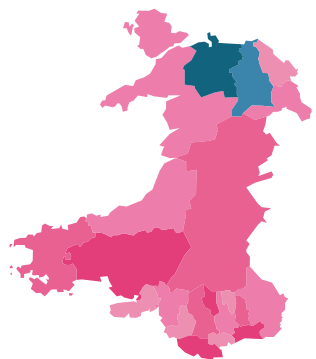
Hello

Conwy and Denbighshire Public Services Board wants everyone living here to enjoy well-being.



Well-being is about being healthy and happy in all areas of your life.

Good physical and mental health but also good relationships and resilient communities.



Every county in Wales has a Public Services Board where public bodies work together to focus on the well-being of future generation.

We want to know what you think about these priorities so we don't leave anything important out.



They were set-up under the **Well-being of Future Generations (Wales) Act 2015**. It has seven goals that all plans need to work towards achieving:

- A prosperous Wales
- A resilient Wales
- A healthier Wales
- A more equal Wales
- A Wales of cohesive communities
- A Wales of vibrant culture and thriving Welsh language
- A globally responsible Wales

Conwy and Denbighshire services already work together to support people across our region.

So we took this opportunity to establish one single Public Services Board.

This means we can use our resources better to meet needs now and in the future. We help services work together to improve:

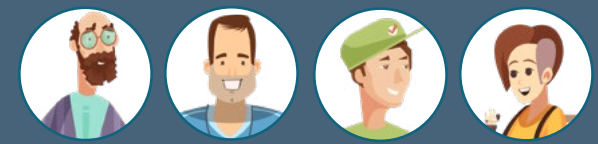
- cultural well-being
- economic well-being
- environmental well-being
- social well-being.

This is our **Well-being Plan** – it sets out the challenges communities face which we feel we can really improve by working together.

The plan focuses on **6 priority areas:**

1. **The First 1,000 days of life**
2. **Promoting community hubs**
3. **Promoting mental well-being for all ages**
4. **Promoting resilience in older people**
5. **Promoting environmental resilience**
6. **Raising resilient and aspirational young people**

Well-being facts about Conwy and Denbighshire



Cultural Facts:



26% of the population speak Welsh.

The combined population of Conwy and Denbighshire is

211,300.



Currently:

12%
are 75+

27%
are under 25

By 2039

19%
will be 75+

25%
will be under 25

Social Facts:

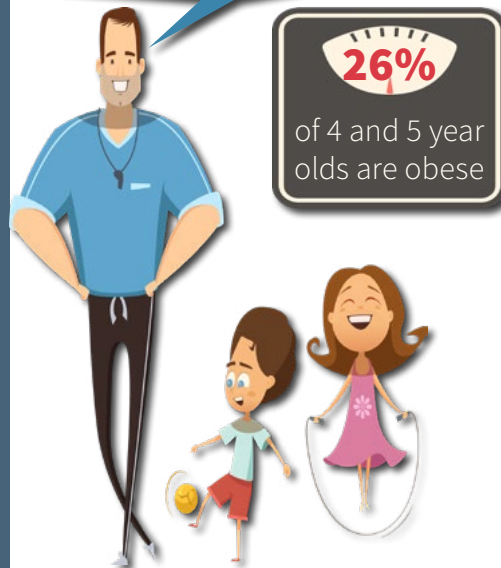


40% of adults drink above the recommended guidelines at least once a week

Conwy & Denbighshire are ranked the **3rd** and **4th** highest in Wales for alcohol related hospital admissions.

54-58% of the population are obese or overweight.

35% of adults eat '5 a day' of fruit or vegetables.



Environmental facts:



Farmers manage over **75%** of the land.

Nearly **23,000** properties are at a significant risk of flooding.

Fuel poverty affects **7,600** households.



Woodlands cover **13.5%** of the counties.



Economic facts



11% are self-employed (compared to 9.2% in Wales).

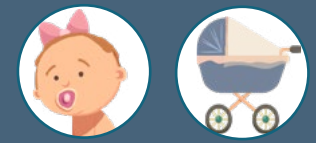
38% are in public sector employment.

38% people have either a NVQ level 4, a degree or higher qualification.

15 million people visit each year. This brings in over **£1.2 billion** to the local economy.



1. Supporting the first 1000 Days of Life



The First 1000 days of life is the time from conception to a child's second birthday. We will look at ways partners can work together to support children to have the best start in life.

How things are

Risk factors in a child's first 1000 days include:

- age of mother
- contact with substances like alcohol, drugs or tobacco
- bad nutrition or diet
- inadequate antenatal care
- exposure to violence or abuse
- facing poverty or material disadvantage
- inconsistent parenting
- poor language development
- poor attachment and bonding with at least one adult.

Young mothers

2014 conception rates for under 18's:

30 per 1,000 in Conwy

31 per 1,000 in Denbighshire.
(25.4 per 1,000 in Wales).



Low birth weight

8.3% of all live births in Denbighshire in 2016.

5.5% of all live births in Conwy in 2016.

Infant mortality

5.1 per 1,000 births in Conwy.

4.7 per 1,000 births in Denbighshire
(4 in Wales).

Poverty

Children 0-4 years living in poverty:

30% in Conwy

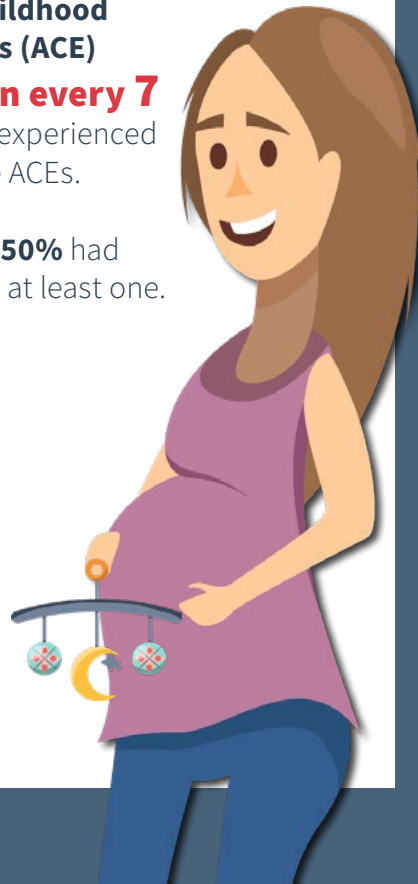
31% in Denbighshire.



Adverse Childhood Experiences (ACE)

In Wales **1 in every 7** adults have experienced four or more ACEs.

Just under 50% had experienced at least one.



If nothing changes

We'll miss the opportunity to support the development of healthy adults.

Children may not get support and may face lifelong health effects like heart disease diabetes and cancer.

More children could face ACEs.

If we don't tackle ACEs as early as possible we will face growing issues that place demands on services.

In certain areas, some families won't be able to get the same level of support.

Children will face health inequalities.

How things could be

If we focus on this priority we could have:

- the best possible outcome for every pregnancy
- children across the region achieving their developmental milestones
- children growing up in stable and healthy families
- fewer children exposed to or harmed by ACEs.

How this supports the **Well-being of Future Generations (Wales) Act 2015:**

- **A Healthier Wales**
- **A more Equal Wales**
- **A Wales of Cohesive Communities**

2. Promoting community hubs

We will look at ways for partners to work together to make sure we have strong, flexible communities.



How things are

People told us they value their communities. They value:

- community involvement
- services that promote well-being and independence.



They want advice and support to help groups to operate independently and successfully.

27% of Conwy & Denbighshire's population feel they're able to influence decisions affecting their local area (21% in Wales).

15-29 year olds



3,500 leave every year

3,000 move in

Pensioners

17% of houses are occupied by a single pensioner.



40.9% of pensioners don't have a car. This brings a risk of isolation.



If nothing changes

By 2039:

19% of the community will be 75+
24% will be under 25.

We will have fewer people of working age to support the needs of older people.

Due to changes in funding and cuts:

- public services will find it more difficult
- libraries, community centres, and other facilities will depend more on community support
- more people could feel unable to take part in decisions about their area.

Pensioners

Lone pensioner households will increase by **3,600** by 2039.

How things could be

If we focus on this priority we could have:

- thriving community groups and assets that meet needs
- services that work together better
- services that are better value for money
- people getting involved and having a say in improving services.

How this supports the
**Wellbeing of Future
Generations (Wales)
Act 2015:**

- **A prosperous Wales**
- **A resilient Wales**
- **A healthier Wales**
- **A more Equal Wales**
- **A Wales of Cohesive Communities**

3. Promoting good mental well-being for all

We will look at ways partners can work together to make sure everyone has mental well-being.



How things are



Some people with mental health issues don't ask for help.

For young people under 18, the rate of admission for mental health is **30% higher than the rest of Wales.**

In the UK each year:

25% of people will have mental health needs. The most common issues are anxiety and depression.

In Wales each year

20% of the NHS expenditure goes on mental health services. A large number of emergency and hospital admissions are related to mental health problems.

12.1 % of the population report being treated for a mental illness. There were:

- **9.8%** in Conwy
- **11.6%** in Denbighshire



Self-harm

The number of assessments for children and young people more than **doubled** between 2012-13 and 2015-16.



If nothing changes

The number of people with poor mental health will rise by about 1,000 by 2035.

More people won't seek help.

We'll miss opportunities to step in early and avoid issues getting worse.

The well-being of our young people will deteriorate.

There will be more issues for families and services to deal with.

How things could be

If we focus on this priority we could have:

- more people doing things that improve their wellbeing
- fewer people suffering anxiety and depression
- less self-harming
- lower suicide rates
- less stigma around mental well-being.

How this supports the **Wellbeing of Future Generations (Wales) Act 2015:**

- **A Healthier Wales**
- **A more Equal Wales**
- **A Wales of Cohesive Communities**

4. Promoting Resilience in Older People



We will look at ways partners can work together to make a long-term difference to opportunities for older people.

How things are

Life expectancy is increasing.

25% of our population are over 65 (20% in Wales).



17% of houses are occupied by a single pensioner in this region. Many face fuel poverty.



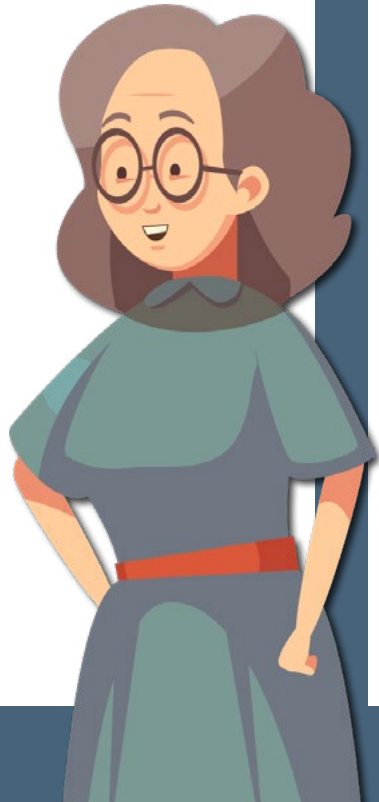
People living with dementia registered with GP surgeries:

2011 – 1,700 patients
it's now risen to:
2016 – 2050 patients.

Unpaid care

£ There's a rise in unpaid care across the UK. Unpaid care is valued at **£132 billion per year**.

That's close to the UK health spend of **£134.1 billion each year**.



If nothing changes

Services will have a lot more to do. This is because as people are living longer there will be more:

- health problems because of lifestyle choices like unhealthy eating and lack of exercise
- illnesses like Type 2 Diabetes and joint problems
- homes that can't meet people's needs without support
- loneliness and isolation.

Cuts to funding mean that's unsustainable and unaffordable.

We will carry on having a culture of public services dependency.

How things could be

If we focus on this priority we could have:

- more people prepared for their later years
- older people recognised and valued
- services and communities helping older people to do what matters to them
- services and communities working together better
- older people able to lead the life they want
- the resources and services needed for people to stay at home
- more choice in the housing sector
- support to adapt homes to meet needs
- communities which support people living with dementia.

How this supports the **Wellbeing of Future Generations (Wales) Act 2015:**

- **A Healthier Wales**
- **A more Equal Wales**
- **A Wales of Cohesive Communities.**

5. Environmental Resilience



We will look at ways partners can work together towards environmental resilience. This includes preparing for future local climatic changes like flooding and reducing carbon impacts.

How things are

25,773 properties are in high risk flood zones:

- **23%** of properties in Conwy
- **28%** of properties in Denbighshire.

In 2015

15 million people visited Conwy & Denbighshire adding **£1.28billion** to the local economy.

75% of our land is agricultural land.



Biodiversity is suffering and in decline, including:

- **57%** of plants,
- **60%** of butterflies
- **40%** of bird species

(State of Nature Report, 2016).

Economy

Agriculture contributes to our rural economy and employs:

20% of people in rural Conwy and **15%** of people in rural Denbighshire.



UK target

80% reduction in greenhouse gas emission by 2050.



If nothing changes

Our communities won't have the resilience to deal with the impacts of extreme weather from climate change. For example:

- the risk of flooding will continue or increase as extreme weather events become more frequent
- The long-term decline in biodiversity will continue. Habitats will suffer, which will impact on ecosystems
- land-use sectors will be unable to cope with new threats like the spread of new pests and diseases
- we fail to meet global targets to reduce greenhouse gas emissions.

We will continue to pass onto future generations a natural environment that's in a worse state than the one we inherited.

How things could be

If we focus on this priority we could:

- improve the management of flood risks & other weather extremes
- have communities that understand the value of the natural environment & how they can positively contribute
- consider environmental infrastructure in planning
- be seen as leaders for sustainability, supporting communities to develop renewable energy schemes
- have a thriving and resilient natural environment where wildlife flourishes
- have local produce market that's supported by local people, businesses and visitors.

How this supports the **Wellbeing of Future Generations (Wales) Act 2015:**

- **A resilient Wales**
- **A healthier Wales**
- **A more Equal Wales**
- **A Wales of Cohesive Communities**
- **A globally responsible Wales**

6. Raising resilient and aspirational young people

We will look at how partners can work together to support and nurture young people.



How things are

Conwy & Denbighshire

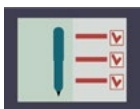
17.2% are aged 0-15

15% are aged 16-29.

Young people leave the area for different reasons including:

- education
- employment
- social and lifestyle.

Education



level 2 key stage 4:

53% Conwy

57% Denbighshire
(58% in Wales).

Wages

This area has lower average weekly wages for full-time jobs:

- **£469** – Denbighshire
- **£485** – Conwy
- **£498** – Wales
- **£541** – UK

Overall household income levels are below the national average.

Employment

50% of businesses found school leavers were unprepared for work.

If we had a job for everyone of working age, we'd need **13,500** more jobs in the region.



Housing

We need over **400** new homes each year. **314** were built in 2016.



If nothing changes

We will have fewer young people living here. By 2039:

16.3% will be aged 0-15

13.5% will be aged 16-29

Communities will be impacted by young people leaving the area.

There'll be a lack of the working age population to drive our economy.

Employers will face challenges. This includes the Health and Social Care sector that needs to replace an ageing workforce.

There'll be more demand for housing.

How things could be

If we focus on this priority we could:

- have communities that meet the needs of all ages
- have a more balanced age profile
- support young people's well-being, aspiration, resilience and 'life skills'
- have more job opportunities and support to start-up their own businesses
- have centres of excellence helping young people excel and move to the area
- work together with universities and higher education to give more opportunities
- enable young people to get on the property ladder
- reduce educational inequalities.

How this supports the
Wellbeing of Future Generations (Wales) Act 2015:

- **A prosperous Wales**
- **A more Equal Wales**
- **A Wales of Cohesive Communities**
- **A Wales of vibrant culture and thriving Welsh Language**

Next steps

The next step is deciding what actions to take to reach our priorities.



Focus groups

We will set up groups for the priorities. Their experience and knowledge will help us develop an action plan.

These groups will also help make sure that people in communities can continue to get involved in decisions and their views are listened to.

Checking it's working

We will develop a performance framework. It will have indicators to show us how well we're doing or if something needs to change.

Scrutiny

The work we do is checked by a Scrutiny & Overview Committee in each Local Authority:

- in Denbighshire it's the **Partnership Scrutiny Committee**.
- in Conwy it's the **Finance & Resources Scrutiny committee**.

Reporting

The partners involved in this plan will report regularly to the Board. Then we will produce an annual report.

Join the conversation

Lots of people across Conwy and Denbighshire have already been involved in the Well-being Assessment. This helped us develop this plan.

We want people to have a say. There will be lots of ways to get involved including consultations, events and other activities.

We also have a [website](#) where you can:

- read the Well-being Plan
- read the Well-being Assessment
- find the minutes from board meetings
- read newsletters
- find information about our partners.

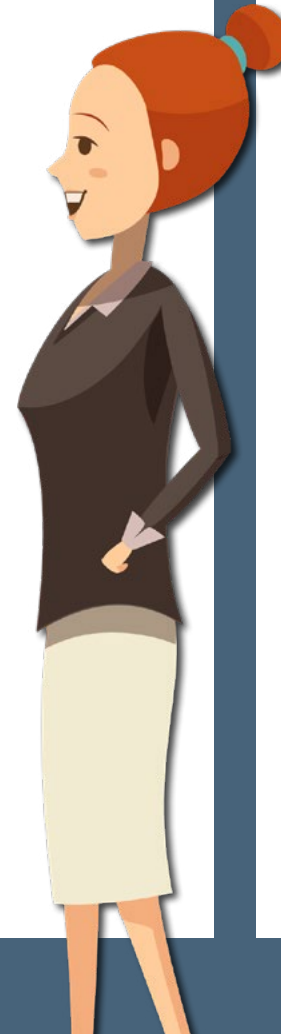


Questions

We want to know what you think.



1. Do you agree with the Well-being Priorities that we're trying to achieve?
2. Where do you think the combined power of the PSB could make a difference?
3. Which priorities should we focus on first?
4. Does anything in this draft plan need to change?
5. Have we missed anything in this plan?
6. We want people to stay involved. How can we do this?
7. Any other comments or ideas?



Thanks for reading this

You can send your answers to:

Countyconversation@conwy.gov.uk



Or

**Public Services Board Development Officer
Conwy County Borough Council
Bodlondeb
Conwy
LL32 8DU**

By 22nd January 2018

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



We're happy to provide this document in large print, audio and braille.

Please contact the Corporate Improvement and Development Team. This document is also available in Welsh.

Equality Questionnaire



To monitor the effectiveness of this engagement and make sure it's fair to all and free from bias, we would appreciate your cooperation in providing on an entirely **voluntary** basis, the information as requested below.

The information is **confidential** and **anonymous**. It will be used only for statistical monitoring purposes. It is separated from any correspondence received from you.

1. Age Group:

- 0-15
- 16-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75 and over
- Prefer not to say

2. Sex:

- Male
- Female
- Prefer not to say

Gender Identity:

- Do you consider yourself to be transgendered?
- Yes
 - No
 - Prefer not to say

3. National Identity:

- Welsh
- British
- English
- Irish
- Scottish
- Northern Irish
- Other European (Please State)
- Other (Please State)

4. Ethnic Group:

- White
- Black
- Chinese
- Indian
- Pakistani
- Bangladeshi
- Gypsy or traveller
- Mixed heritage
- Other (State if desired)
- Prefer not to say

5. Preferred Language (Spoken):

- Welsh
- English
- British Sign Language (BSL)
- Other (State if desired)

6. Preferred Language (Written):

- Welsh
- English
- Braille
- Other (State if desired)

7. Disability:

- Do you have a physical or mental health condition or other impairment that has lasted, or is likely to last at least 12 months, or is of a progressive nature:
- Yes
 - No
 - Prefer not to say

8. Religion:

- Christian
- Buddhist
- Jewish
- Muslim
- Hindu
- Sikh
- Atheism
- None
- Other (State if desired)

9. Sexual Orientation:

- Please indicate which term would best describe your sexual orientation:
- Heterosexual/Straight
 - Gay man
 - Gay woman/Lesbian
 - Bisexual
 - Other (state if desired)
 - Prefer not to say

10. Caring Responsibilities:

- Do you look after or give help or support to family members, friends, neighbours or others because of:
- Long term physical or mental ill-health/disability; or
 - Problems related to old age
- Yes
 - No
 - Prefer not to say

11. Marital Status:

- Married
- In a same sex civil partnership
- Single
- Widowed
- Legally separated
- Divorced
- Widowed