



# Conwy and Denbighshire Public Services Board

Well-being Plan (2018 – 2023)



# 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. 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.

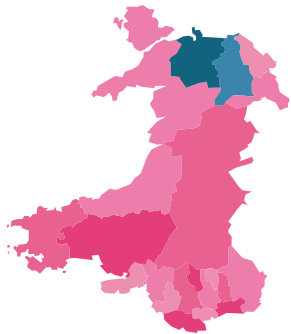


## Conwy and Denbighshire PSB is made up of a number of public sector organisations which include:





**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 generations.

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.

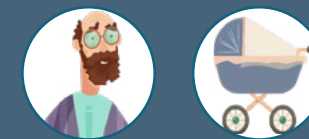
The plan focuses on **3 priority areas:**

1. **People** – Supporting Good Mental Well-being for all ages
2. **Community** – Supporting Community Empowerment
3. **Place** – Supporting Environmental Resilience.

**We have four principles that support these priorities:**

- To tackle inequalities and treat everyone equally
- To support and promote the Welsh Language
- To support people so they can access healthy, safe appropriate accommodation
- To avoid duplicating work.

# 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**



**Young people leave the area for different reasons**

- education
- employment
- social and lifestyle

### 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%** are obese or overweight

### 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 in 2016

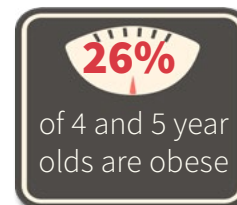
**5.5%** of all live births in Conwy

**8.3%** of all live births in Denbighshire

### Immunisations

**95%** Conwy

**96%** Denbighshire



### Breastfeeding

**50%** of infants are breastfed (57% in Wales)

**37%** receive breast milk at 10 days

**30%** at 6 weeks

### Smoking mothers reduced from

**14% to 5%** during 2016-2017

## Children 0-4 years living in poverty

**30%** in Conwy

**31%** in Denbighshire



### Infant mortality

**5.1** per 1,000 births in Conwy

**4.7** per 1,000 births in Denbighshire

### Adverse Childhood Experiences (ACE)

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

### Risk factors at the start of life:

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



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



# Well-being facts about Conwy and Denbighshire



## Environmental facts:



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

Woodlands cover **13.5%** of the counties



Nearly **26,000** properties are at a significant risk of flooding



Fuel poverty affects **7,600** households

## 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

### 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

### Education

Gaining level 2 key stage 4

**53%** Conwy

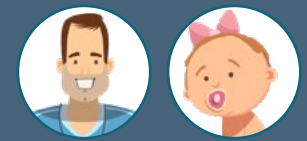
**57%** Denbighshire (58% in Wales)

**30%** work in tourism related jobs



# 1. People – Supporting good mental well-being for all ages

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



## How things are

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



### 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.

### Mental illness

**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.

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



## People living with dementia registered with GP surgeries:

2011 – **1,700** patients  
2016 – **2,050** patients.

## If nothing changes

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

We'll have about 1,000 more people with poor mental health by 2035.

Even more people won't seek help.

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

The well-being of some young people will get worse.

There will be more issues for services to deal with.

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

Children will face health inequalities.



# Next Steps



## We will explore ways to:

- work together to support parents so children have the best start in life
- work together to support unpaid carers
- help young people learn life-skills and behaviours that support health and well-being
- encourage our partner organisations to give mental well-being training to their workforce
- support young people's well-being, aspiration, resilience and life-skills
- have more activities that bring generations together
- make the most of volunteer services
- use the environment to encourage mental well-being
- make the most of social prescribing – supporting people in their communities to improve well-being
- develop new ways of working to promote health and well-being
- help people be less reliant on health and social care services.



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. Community – Supporting community empowerment



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

### 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.

### Life expectancy

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

### 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.

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

### 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

By 2039:

- **19%** of the community will be 75+
- **24%** will be under 25
- lone pensioner households will increase by **3,600**.

Changes in funding and cuts mean:

- public services will find it more difficult
- facilities like libraries will have to depend on community support a lot more.

Services will have a lot more to do. As people are living longer there will be more:

- health problems because of unhealthy life choices
- illnesses like Type 2 Diabetes and joint problems
- people who need support to stay in their own home
- loneliness and isolation.

We'll have fewer young people living here. By 2039 only:

- **16.3%** will be 0-15
- **13.5%** will be 16-29.

This will impact our communities.

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

Employers will face challenges. This includes Health and Social Care employers who need to replace an aging workforce.

There will be even more demand for housing.



# Next Steps:



## We will explore ways to:

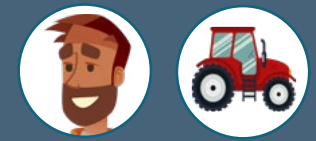
- have communities that can meet the needs of all ages
- help older people to do what matters to them
- help services and communities work together better
- find affordable ways to support people to stay in their own home
- help people adapt their homes to meet their needs
- encourage people to plan and shape their communities
- help people to travel to work, education and services
- make superfast broadband and mobile networks available to everyone
- get support to the people who need training to use digital services
- give young people better career advice and mentoring
- offer young people the opportunity to develop skills through volunteering and work experience
- deliver extra homes across Conwy and Denbighshire
- connect people to accommodation they can afford
- support people to prepare for their later years.



How this supports the  
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### 3. Place – Supporting environmental resilience



We will look at ways partners can work together to develop environmental resilience in our communities. This includes preparing for and adapting to local climate changes in the future like flooding and reducing our carbon and ecological footprint.

#### How things are

**25,773** properties are in high risk flood zones:



**23%** of properties in Conwy

**28%** of properties in Denbighshire.

**75%** of our land is agricultural land.



#### Biodiversity is suffering and in decline, including:



**57%** of plants

**60%** of butterflies

**40%** of bird species.

#### Economy

Agriculture contributes to our rural economy and employs:

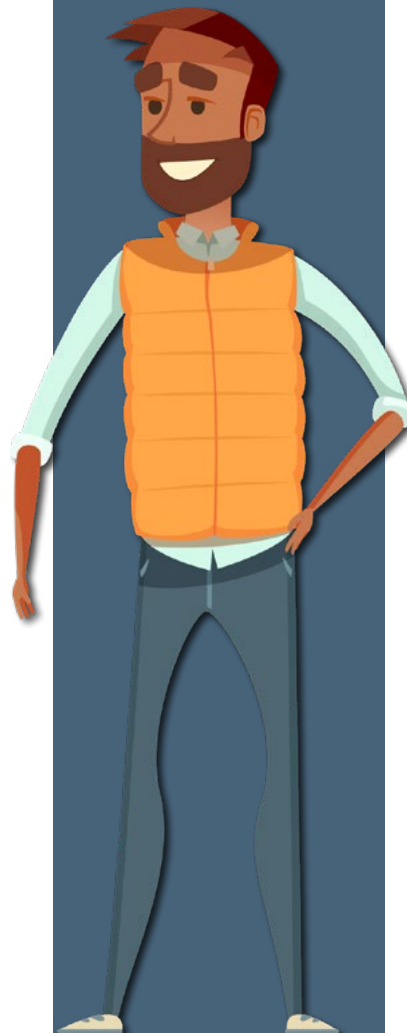
**20%** of people in rural Conwy

**15%** of people in rural Denbighshire.

In 2015 **15 million** people visited Conwy & Denbighshire. This added **£1.28billion** to the local economy.

#### 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.

Biodiversity, plants and natural areas will continue to decline.

Habitats will suffer, which damages eco-systems.

Land-use sectors won't be able to cope with threats like the spread of new pests and diseases.

We'll fail our global targets to reduce greenhouse gas emissions.

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

# Next Steps:



## We will explore ways to:

- improve how we manage against flood risk and other weather extremes
- help communities understand the value of the natural environment and how they can positively add to it
- be leaders in sustainability and supporting communities to develop renewable energy schemes
- have a natural environment that is thriving and resilient, and where wildlife flourishes
- work with communities on their place plans and help them consider green infrastructure
- buy in resources that are sustainable and locally produced
- explain how important it is that we address environmental issues like recycling, energy efficiency and carbon emissions
- improve the energy efficiency of our buildings
- produce less waste.



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# Going forward

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.

### **You can also attend a meeting.**

All PSB meetings are held in public – for a list of dates and venues go to: ([conwyanddenbighshirelsb.org.uk/agendas&minutes](http://conwyanddenbighshirelsb.org.uk/agendas&minutes))



# Thanks for reading this!

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



**You can stay involved and share your views through the PSB website:**

[conwyanddenbighshirepsb.org.uk](http://conwyanddenbighshirepsb.org.uk)

Or



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

01492 574059

People with hearing or speech impairments can dial **18001** before the number they require.



We're happy to provide this document in large print, audio and braille.  
This document is also available in Welsh.

