



Development of the Public Services Board's Wellbeing Plan

Wellbeing Impact Assessment Report

This report summarises the likely impact of a proposal on the social, economic, environmental and cultural well-being of Conwy and Denbighshire, Wales and the world.

Assessment Number:	78
Brief description:	The Well-being of Future Generations Act (Wales) 2015 required that Public Services Boards develop a local Well-being Plan for their area. The statutory publication date was May 2018. The development of the plans required a collaborative approach with partners across Conwy and Denbighshire. The project also contained the following work streams: engagement and consultation, needs assessment, joint priority setting.
Date Completed:	Version: 10 (31.01.2020)
Completed by:	Conwy & Denbighshire PSB
Responsible Service:	Business Improvement & Modernisation in liaison with PSB officers
Localities affected by the proposal:	Conwy & Denbighshire
Who will be affected by the proposal?	Both Counties
Was this impact assessment completed as a group?	Yes

IMPACT ASSESSMENT SUMMARY AND CONCLUSION

Before we look in detail at the contribution and impact of the proposal, it is important to consider how the proposal is applying the sustainable development principle. This means that we must act "in a manner which seeks to ensure that the needs of the present are met without compromising the ability of future generations to meet their own needs."

Score for the sustainability of the approach

Could some small changes in your thinking produce a better result?



(3 out of 4 stars)

Actual score: 21/24.

Summary of impact

Wellbeing Goals



A prosperous Conwy and Denbighshire
A resilient Conwy and Denbighshire

A healthier Conwy and Denbighshire
A more equal Conwy and Denbighshire

A Conwy and Denbighshire of cohesive communities
A Conwy and Denbighshire of vibrant culture and thriving Welsh language

A globally responsible Conwy and Denbighshire

Positive
Positive
Positive
Positive
Positive
Neutral

Main conclusions

This impact assessment considers the impact of our Conwy & Denbighshire Public Services Board's local Well-being Plan for the area. We have engaged our residents and worked with stakeholders to shape priorities for the plan. Our Sustainable Development score is strong, but also tells us there are some further considerations that need to be made as the detail of the plan is developed and delivered by the Board. This Plan does not outline any activity, only a direction of travel. We would expect that any projects taken forward to realise the ambition outlined within it are individually impact assessed. We must be careful not to replicate good work already taking place elsewhere. We need to ensure communities and stakeholders have continued opportunity to be involved in the development of the plan, and in its implementation. The proposed priorities are focussed on resilience for everyone and will prompt alternative approaches to prevent problems from occurring. Overall the impact on the 7 well-being goals is positive. We need more information to determine the impact on a more equal Wales, and crucially, what we can do to maximise a positive impact for people with protected characteristics. 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, but note that the Welsh Language Strategies of partner organisations underpins all that we do.

Evidence to support the Well-being Impact Assessment

- We have consulted published research or guides that inform us about the likely impact of the proposal
- We have involved an expert/consulted a group who represent those who may be affected by the proposal
- We have engaged with people who will be affected by the proposal

THE LIKELY IMPACT ON CONWY & DENBIGHSHIRE, WALES AND THE WORLD

A prosperous Conwy & Denbighshire

Overall Impact	Positive
Justification for impact	There is plenty of scope to have significant positive impact on the prosperity and green credentials across Conwy and Denbighshire. If there is regional PSB support for prosperity and carbon reduction initiatives, there is potential for us to further scale up our ambition and potential.
Further actions required	Ensure that any proposals are developed through the involvement of our communities.

Positive impacts identified:

A low carbon society	<p>The Community Green Pledges, Environmental Position Statement and Regional Approach are all working towards a low carbon society.</p> <p>Once WG guidance is published all organisations will be working towards the identified ambitions.</p>
Quality communications, infrastructure and transport	Regional piece of work commissioned, considering statistics, and what barriers to travel exist. This will contribute towards the development of the regional environmental partnership objectives.
Economic development	The PSB is not focusing on this area, given there is an extensive programme of work through the Economic Ambition Board across North Wales. There may well be economic opportunities through the environment partnership but as yet they are unknown.
Quality skills for the long term	<p>The Green Pledges will provide opportunities for volunteering.</p> <p>The social prescribing work will link people into community groups and activities. There is potential to develop skills through stimulating community involvement.</p>
Quality jobs for the long term	<p>The Green Pledges will provide opportunities for volunteering.</p> <p>The social prescribing work will link people into community groups and activities. There is potential to develop skills through stimulating community involvement.</p> <p>Potential to get people back in to work when people are supported to improve and maintain their health which could</p>

	result in more people being fit for work.
Childcare	n/a

Negative impacts identified:

A low carbon society	None identified.
Quality communications, infrastructure and transport	None identified.
Economic development	None identified.
Quality skills for the long term	There could be a focus on young people at the expense of other age groups.
Quality jobs for the long term	None identified
Childcare	n/a

A resilient Conwy & Denbighshire

Overall Impact	Positive
Justification for impact	The overall impact is estimated to be positive. Public bodies have not worked collectively to prioritise the environment before, so there is great potential both in terms of contributions to the green agenda as organisations (reducing carbon emissions, for example) and in terms of how communities could be encouraged to change behaviour.
Further actions required	As work continues to clarify and confirm activity, we will re-evaluate impact on this goal and consider how it can be designed to remove negative impacts and maximise opportunities. Promote the countryside approach to mitigate any negative biodiversity impacts.

Positive impacts identified:

Biodiversity and the natural environment	There are no significant capital projects proposed in this plan, but there are plans to preserve the environment. Hopefully this value will run through all activities so that we are sensitive to biodiversity. Promotion of biodiversity is contained in the Community Green Pledges and Environmental Position Statement.
Biodiversity in the built environment	Promotion of biodiversity is contained in the Community Green Pledges and Environmental Position Statement.
Reducing waste, reusing and recycling	Discussions under the environment priority include plastic use (internally and as residents), plastic use by supermarkets, and the amount of waste produced overall. Although steps to reduce this have yet to be agreed upon, it's likely that some public sector pledges to reduce waste will be an outcome. Some communities in South Wales have declared themselves 'Plastic Free' and this is an initiative that could be explored.
Reduced energy/fuel consumption	Reduction in energy consumption and generation of green energy is a feature in the position statement. Regional environment partnership will focus on 4 key priorities, including transport, procurement, energy consumption, land & asset management.
People's awareness of the environment and biodiversity	Having a priority around environmental issues / green pledges will contribute to greater awareness and personal ownership of biodiversity and renewable technology. As part of the social prescribing workstream there will also be more emphasis on outdoor activities and the environmental factors that can support people's health and wellbeing.

Flood risk management	This is a feature of the environment position statement. Helen to review
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Negative impacts identified:

Biodiversity and the natural environment	None identified. Helen to review
Biodiversity in the built environment	Increased use of our environment may pose challenges in terms of safeguarding species. – Helen to review Countryside code (pressure on rights of way)
Reducing waste, reusing and recycling	An opportunity to influence overall consumption may risk being missed if it's considered difficult to influence communities. We must remember many of our staff live in our communities too.
Reduced energy/fuel consumption	Too early to assess until objectives of the regional partnership are set.
People's awareness of the environment and biodiversity	More environmental awareness could lead to conflicting views, we must always keep a balanced approach.
Flood risk management	None identified.

A healthier Conwy & Denbighshire

Overall Impact	Positive
Justification for impact	The priorities are focussed on personal and community resilience and will contribute to improved health outcomes (physical and mental). There is potential to tackle health inequality (see "a more equal Conwy and Denbighshire"). However, we must be careful not to increase dependence on services.
Further actions required	<p>It's potentially difficult - and a different approach - to demonstrate the impact of early intervention and its effect on communities. This is a national challenge, due to the long-term nature of well-being priorities, so we must engage in national and academic conversation and support to help us evaluate the effectiveness of interventions.</p> <p>We need to ensure that all specific projects complete an equality impact assessment.</p>

Positive impacts identified:

A social and physical environment that encourage and support health and well-being	<p>Our priorities around mental well-being, and promoting resilience in all should contribute to an improved social and physical environment (including dementia awareness). The inclusion of the environment has led to discussion of how the natural world supports physical and mental well-being.</p> <p>The Social Prescribing workstream will also support the well-being needs of individuals and our communities, and will as a result mean fewer medical prescriptions and lower non-medical expenditure on services needed due to lifestyle related conditions. People will also be enabled to stay in their own homes for longer.</p>
Access to good quality, healthy food	<p>As part of the Social prescribing & weight management workstream, there will be further emphasis and support for people to access food resources through various programmes (e.g. cooking & growing your own food, commercial weight management pathways etc.)</p> <p>This is also a feature of the Community Green Pledges.</p>
People's emotional and mental well-being	<p>Mental Wellbeing is one of the priorities within the plan with a focus on early intervention and prevention services for people who suffer with their mental wellbeing. The Social prescribing project will also help to signpost people to activities that will support & improve people's mental well-being</p> <p>The Dementia Aware Community Programme will also help to empower communities to generate and transform awareness about dementia into community led action, ensuring that the right support is provided to promote people's emotional and mental wellbeing.</p>

Access to healthcare	<p>Working with partners across the counties to further develop social prescribing pathways will ensure that people have easy access to a number of support services to support their health and wellbeing.</p> <p>The Mental Wellbeing priority will also ensure improved access to informal healthcare, early intervention & prevention services.</p>
Participation in leisure opportunities	<p>The environment and community resilience priorities encourage greater community participation with the environment, which should bring health benefits in terms of engagement with leisure activity and exercise.</p>

Negative impacts identified:

A social and physical environment that encourage and support health and well-being	<p>This is a long term approach that may take considerable time to measure and recognize impacts.</p> <p>We need to make sure that provisions / activities put in place are accessible for all both in terms of geography and equality.</p>
Access to good quality, healthy food	Affordability
People's emotional and mental well-being	None identified
Access to healthcare	None identified
Participation in leisure opportunities	As part of the social prescribing project, barriers and gaps to accessing opportunities are considered.

A more equal Conwy&Denbighshire

Overall Impact	Positive
Justification for impact	<p>Evidence from data gathering has identified where there are some persistent inequalities in Society and also in the outcomes for people accessing services. It is not feasible to list every action in the Wellbeing and separate Equality Action Plans have been developed within organisations to try and address some of the specific inequalities existing within the Counties and actions in these plans are fed into the work of the PSBs Wellbeing Plan.</p> <p>The key actions within the PSB Wellbeing Plan aim to benefit all citizens. There are specific references to ensure vulnerable people are supported, and improving access to mental health support.</p> <p>We do acknowledge in the Wellbeing Plan that whilst we have engaged with all protected groups, there are some groups which where we would like to increase the level of engagement over the period of the administration. This will be considered as part of the ongoing development and delivery of projects within the plan.</p>
Further actions required	<p>The PSB has discussed its role and the fact that it doesn't want to add 'layers' to existing activity, but that it wants to offer leadership, challenge, promotion, and opportunity to streamline governance arrangements for existing initiatives (especially where there is complexity).</p> <p>In impact assessing any individual projects, the PSB will monitor key areas of inequality highlighted in the Well-being Assessment and seek the advice of hard to reach groups and equality expertise.</p> <p>The PSB will also continue to work with NWPSEN to ensure that all impacts are appropriately reviewed.</p>

Positive impacts identified:

<p>Improving the well-being of people with protected characteristics. The nine protected characteristics are: age; disability; gender reassignment;</p>	<p>The priorities address some known inequalities and issues in our counties and intend to have a positive impact on all people, including those with protected characteristics. We know that supporting people with protected characteristics to access services will benefit their lives.</p> <p>The Green Pledges have been translated in to British Sign Language (BSL) and the PSB website is being assessed for accessibility.</p>
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marriage or civil partnership; pregnancy and maternity; race; religion or belief; sex; and sexual orientation	
People who suffer discrimination or disadvantage	<p>The social prescribing project is cataloging the barriers to accessing support and services and ensuring these gaps are addressed through partnership working.</p> <p>There is also a regional project looking at the barriers to travel. We will assess this when the project publishes findings.</p>
Areas with poor economic, health or educational outcomes	<p>The mental health priority will focus on people with a poor health outcome and promoting good mental health and wellbeing. The priorities intend to increase engagement/interaction with our natural environment, and to support communities with life skills and resilience. Where there is discussion about access to support, services and outside space, we must ensure everyone is able to access (for example, those living in deprived areas need access to green space).</p>
People in poverty	<p>Supporting good mental health and supporting people to address weight issues may help people return to work – however this is a tenuous link.</p> <p>There could be barriers to achieving some of the green pledges, however we have provided information for each pledge on how to access grants.</p>

Negative impacts identified:

Improving the well-being of people with protected characteristics. The nine protected characteristics are: age; disability; gender reassignment; marriage or civil partnership; pregnancy and maternity; race; religion or belief; sex; and sexual orientation	<p>We need to ensure that specific projects are underpinned by 'accessibility' - making best use of different approaches and technologies. There is a risk that projects do not take into account people's needs. If alternative service delivery models are developed, they would need to ensure that there is understanding and inclusion of people with protected characteristics.</p>
People who suffer discrimination or disadvantage	<p>None – we are logging barriers to ensure there is no negative impact</p>

Areas with poor economic, health or educational outcomes	There could be barriers to accessing green spaces depending on geography and there could be barriers through travel. The travel survey will aim to mitigate this.
People in poverty	None identified

A Conwy&Denbighshire of cohesive communities

Overall Impact	Positive
Justification for impact	People being active in their communities and participating emerged as big themes for our communities, hence the community empowerment priority. The attractiveness of the environment was important to some people as well. We cannot foresee any negative impacts but this needs to be revisited as projects are developed.
Further actions required	It can be difficult to gain participation from certain communities of interest or place. The Public Services Board's plans around engagement and participation will hopefully help with community cohesion.

Positive impacts identified:

Safe communities and individuals	The priority around promoting community resilience, will help create communities that are strong, caring, safe and resilient. Our priority around mental well-being also supports a preventative approach to addressing health issues.
Community participation and resilience	<p>We want a continual conversation with our communities and we want them to get involved and have a say in improving services. We also want to empower our communities so that they can become self-organising in support of the well-being agenda, and will provide advice, support, and assistance to them in doing so. The green pledges are also about community participation.</p> <p>The social prescribing work will link people into community groups and activities with the aim of stimulating community involvement.</p>
The attractiveness of the area	The green pledges will support the attractiveness of the area.
Connected communities	All 3 priorities contribute towards connected communities.
Rural resilience	We have undertaken an assessment of rural proofing using the rural proofing tool.

Negative impacts identified:

Safe communities and individuals	None identified
Community participation and resilience	Promotion of one community or community group over another. There is a concern about whether there is sufficient capacity to meet demand. We will mitigate this by working smarter with existing well-being teams and working with the 3 rd sector.
The attractiveness of the area	None identified

Connected communities	None
Rural resilience	None

A Conwy & Denbighshire of vibrant culture and thriving Welsh language

Overall Impact	Neutral
Justification for impact	Some people are concerned about not being able to access services/support through the medium of Welsh. Many people value Welsh language and culture as an asset. The current set of priorities have the potential to make communities more attractive places in which to live and work - this could stem the outward migration of young (Welsh-speaking) people, and also attract people into the communities. The overall impact remains to be seen and is, therefore, neutral.
Further actions required	The impact of our work must be monitored as we progress. Any projects taken forward should be impact assessed for their impact on the Welsh language.

Positive impacts identified:

People using Welsh	Offering more opportunity and better infrastructure in our communities may mean some of our local Welsh speakers stay in the area, and may also attract others.
Promoting the Welsh language	Support for the Welsh language is a principle that will underpin all the work that we do, and our commitment to providing a bilingual service is captured in the Welsh Language policies of partners.
Culture and heritage	At present there tends to be an outward migration of young people, particularly from rural communities. It is hoped that work to support communities will improve the viability of our rural communities as places to live and work. It remains to be seen whether this can affect the outward migration of young (Welsh speaking) people.

Negative impacts identified:

People using Welsh	If the area's a more attractive place to live and work it's possible that non-Welsh speakers will move to the area. If they do not use Welsh the language risks being diluted.
Promoting the Welsh language	Encourage people to learn Welsh and by producing all of our information bilingually it will raise awareness of the Welsh language.
Culture and heritage	None

A globally responsible Conwy & Denbighshire

Overall Impact	Positive
Justification for impact	<p>Our work to reduce carbon will have an impact on global plans to reduce carbon consumption and increase energy generation. Plans to promote local produce will also contribute positively here.</p> <p>Using our collective procurement power to commission low carbon and ethical products / services.</p> <p>The Social Value Policy published by North Wales Police will also lead the North Wales Public Sector in embracing Social Value and building an enhanced and strengthened local economy, creating economic growth, jobs and opportunities for local people.</p>
Further actions required	None identified.

Positive impacts identified:

Local, national, international supply chains	This is a feature of the environmental position statement to look at procurement from a carbon and ethical perspective.
Human rights	None identified.
Broader service provision in the local area or the region	<p>A greater focus on well-being could impact on health services, housing, education, welfare, and environmental groups. Approaching these issues as a partnership will bring benefits.</p> <p>The social prescribing work will link people into community groups and activities. There is potential to develop networks and broader service provision through stimulating community involvement.</p>

Negative impacts identified:

Local, national, international supply chains	None identified.
Human rights	None identified.
Broader service provision in the local area or the region	None identified.

