



Report to	Conwy and Denbighshire Public Service Boards (PSB)
Date of meeting	Monday 13 th December, 2021
Lead Member / Officer	Graham Boase, Denbighshire County Council Chief Executive
Report author	Nicola Kneale, DCC Strategic Planning Team Manager and Shannon Richardson, Strategic Planning and Performance Officer
Title	Conwy and Denbighshire Well-being Assessment 2021 - Consultation Approval

1. What is the report about?

- 1.1. The launch of the consultation on the Conwy & Denbighshire Public Services Board's (PSB's) Well-being Assessment 2021, produced in line with the Well-being of Future Generations (Wales) Act 2015.
- 1.2. Please note that this paper is about the launch of the consultation on the Well-being Assessment. There will be an opportunity for PSB to discuss its content and reference its findings during the PSB's Well-being Plan Development Session on 31 January 2022.

2. What is the reason for making this report?

- 2.1 This report describes the process that's been undertaken to refresh the Well-being Assessment since its first launch in 2017, and the next steps for launching the consultation.

3. What are the Recommendations?

- 3.1. It is recommended that the PSB considers and approves the launch of the consultation on the Conwy & Denbighshire Public Services Board's (PSB's) Well-being Assessment;
- 3.2. That PSB understands and agrees the approach to launching the public consultation for the Well-being Assessment;
- 3.3. That PSB also considers the feedback received from the Future Generations Commissioner on the previous Well-being assessment that asked us to be more explicit about PSBs response to the Well-being Assessment.

4. Report details

- 4.1. Work has been on-going with PSB partners across Conwy and Denbighshire since January 2021 to review the existing Conwy & Denbighshire PSB Well-being Assessment. Feedback on the research and analysis has been received from Glyndwr University and Co-Production Wales. The journey has not started with pre-conceived ideas or abstract data analysis, but with extensive engagement both with local communities and the staff who work in the different public sector organisations.
- 4.2. By undertaking research across a number of topics aligned to the seven national well-being goals, we have identified a series of cross-cutting topics of prominence across the counties of Conwy and Denbighshire. These are listed in Appendix A, the Executive Summary.
- 4.3. The whole Well-being Assessment is a strong, broad body of research that illustrates a current and anticipated future picture of Conwy and Denbighshire with reference to anticipated opportunities and challenges. This information will be housed on the Conwy & Denbighshire PSB's website in a Wikipedia-style format, as per its previous iteration. This format has previously been praised for its accessibility, ability to be refreshed, and therefore its overall capacity to be a valuable, practical planning asset for public, private and third/grassroots sectors in the county, therefore the format is

retained. The Assessment's content is currently being translated and online publication is being prepared, and should be complete early January 2022.

- 4.4. In practical terms, we will consult on the content of the Assessment by publishing the Executive Summary (Appendix A) and providing links to the online assessment.
- 4.5. In line with statutory deadlines, we plan to launch the Well-being Assessment consultation from January 2022 to March 2022 for a period of 8 weeks. Once any feedback from the public has been considered and changes actioned accordingly, the final assessment will be presented back to the PSB meeting on March 23rd 2022. This will allow for sufficient time to meet the statutory deadline for publishing the Well-being Assessment on May 5th 2022.
- 4.6. The proposed questions for the consultations are documented in our communications plan and are as outlined below:
 1. Do you think that the information presented within the Well-being Assessment is accurate?
 2. Do you feel there is anything that needs to change within the Well-being Assessment?
 3. Do you feel there is anything missing that should be included within the Well-being Assessment?
 4. How do you see this resource being of use to you?
- 4.7. A communications plan has been developed to ensure that we do a press release, publish the consultation on our organisational websites, post on social media, email all key stakeholders, notify talking newspapers, establish an online survey (and make paper copies available). Please see appendix B for further information. The statutory & non-statutory consultees include:
 - The Future Generations Commissioner
 - Conwy & Denbighshire PSB Members and Officers
 - Other partners e.g. Snowdonia National Park Authority and the Arts Council
 - Joint Conwy & Denbighshire PSB Scrutiny Committee

- Relevant third sector organisations
- Members of the public
- Local Businesses
- Trade Unions
- City, Town and Community Councils
- Conwy & Denbighshire Partnerships
- North Wales wide partnerships e.g. RPB and NWEAB
- North Wales PSB Officers

4.8 The Future Generations Commissioner and Welsh Government provided critical feedback on our previous assessment. Where we have been able to, we have addressed – or begun addressing – areas that they felt could be enhanced or clarified. Overall, they commended our web-based approach and we have continued with that. We have in places, had to remove embedded graphics or charts to meet accessibility standards. Please see Appendix C for full comments about our progress on the Commissioners feedback.

4.9 Since the production of the first Well-being Assessment in 2017 research capacity within teams in both Conwy and Denbighshire has significantly reduced. Despite this the teams have produced a high quality strategic document on the current position of both counties. If there were more research and engagement capacity in the public sector, there would be the potential to further strengthen the Assessment by looking into weaker areas and any gaps in knowledge, and better understanding the determinants of inequality in terms of well-being.

4.10 During the development of the plan, we identified engagement with seldom heard groups to be a particular weaker area. Therefore, we commissioned engagement and held an interactive community voices forum to give voice to seldom heard groups. This regional collaborative approach has potential through community cohesion teams, to develop further to strengthen relationships with ‘seldom heard’ communities and to create an ongoing conversation and feedback. Please see Appendix D for further information on our engagement approach.

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

- 5.1. There is a risk that this valuable resource isn't used to its full potential by partners. In addition to consultation, we will therefore devise a programme of publicity to ensure colleagues from all sectors are aware of the Assessment and where to find it, and how it can aid informed decision-making.
- 5.2. There is a risk that this is not kept up-to-date by partners, thus undermining the site's usefulness, and also meaning that a large scale review will be required in the future. Regular communication between PSB support officers, supported with clear direction from the PSB should mitigate against this risk.
- 5.3. As noted under paragraph 4.9 there is potential for PSBs to consider a regional approach to research, data and analysis which could potentially mitigate this risk.

6. Power to make the decision

- 6.1. Well-being of Future Generations (Wales) Act 2015