

## Appendix C

### How we've engaged to develop the well-being assessment

As per our last assessment, our aim this time was to also ensure our assessment was engagement led. Members of the public, community groups, young people, local businesses and staff working across our public sector partner organisations, have all contributed their experiences of visiting, living or working in Conwy and Denbighshire. This was via workshops and online surveys, where they discussed what was important to them and what needs to be improved.

Our approach to engagement, data and future trends analysis was intended to be highly interlinked. We explored what people were telling us and corroborated this in our research, trends and data. The approach is sound but has proved challenging while engaging in the midst of the Covid-19 pandemic. Most obvious was how to engage in a context of widespread homeworking, limited opportunities for public meetings and potential 'zoom fatigue.'

Unfortunately this has contributed to a small response rate which has been a common picture across Wales. We attempted to mitigate this by mapping anonymised engagement feedback from the last 2 years. Therefore although this has meant our engagement is not demographically or geographically representative as we intended, we have given equal weight to what people have told us, and have chosen to highlight this information throughout the assessment. However this is only the beginning of the conversation and we will continue to engage with people as we finalise the assessment and develop our well-being objectives and plan going forward.

Here is some of the engagement activity that informed our well-being assessment, including -

- reviewing as much information as we already had available from recent engagements and consultations. This was to avoid asking the same questions and repeat what may have already been asked of people. We looked internally across all services, spoke with our partners locally and considered recent regional and national surveys.
- running the County Conversation with people across Conwy and Denbighshire, through virtual workshops and questionnaires. Although slightly different engagement approaches were taken in both counties our questions were similar in order to share our engagement feedback. We followed the same structure by asking open questions with long-term thinking to allow for responses to offer a deeper insight and collect qualitative data.
  - **Virtual workshops** – Due to the Covid-19 pandemic all of the County Conversation focus groups were held virtually (in line with the Welsh Government restrictions that were in place at the time of the engagement).

In Denbighshire a number of public focus groups were held, with an independent facilitator, for different areas within the counties. For example, Denbighshire focused on their Member Area Groups (MAG) which are Rhyl, Prestatyn, Elwy, Denbigh, Ruthin and Dee Valley.

In Conwy the workshops were facilitated by Conwy staff and were open to both the public and staff members. These were held by theme and focused on Conwy's well-being objectives (including educated and skilled, feeling safe, housing, healthy and active, economy, environment, culture and voice). Each workshop had a listening

panel of senior officers and Elected Members. The focus here was on asking people about their experiences and listening to what they had to say. This was very much about a conversation – not a consultation at this stage.

Although the attendance at the virtual workshops was low in both counties, the sessions provided constructive and in depth quality feedback to our questions.

- **Questionnaires** – this was the most popular form of engagement and in the main the responses received were well considered and provided good quality, constructive feedback. We received around 270 online survey responses.

To ensure the survey was accessible to all members of the community, hard copies were available at all libraries across both counties. They were also available in One Stop Shops in Denbighshire.

The virtual workshops and questionnaires were promoted through press releases, targeted emails to our stakeholder distribution list, boosted posts on social media, and through Town and Community Councillors.

- Further virtual focus groups were held with the Youth Council and various secondary schools in Denbighshire to ensure young people's voices were heard. In Conwy the Youth Council is in a period of review. We have attended youth groups and have agreement that we can continue this conversation with them over the coming months.

The young people we spoke to in both counties were very engaged and gave mature responses. Many common themes emerged showing common interests and priorities among young people.

- A regional interactive community voice forum for representatives of 'seldom heard' groups was commissioned via the PSBs and over 50 organisations attended. Additional workshops were offered to Deaf and Visually impaired forums.
- Via PSB communication officer leads, staff were encouraged to complete the online survey as well as attend the virtual workshops. It was encouraging to see attendance from staff from various services within the councils which allowed for interesting discussions from varying perspectives. However unfortunately staff from other PSB organisations did not appear to attend the workshops.

Elected member engagement has taken place through various focus groups and will continue as we present the findings from the Well-being Assessment which will be a key resource in developing the well-being objectives and plan.

Representatives from all PSB partner organisations have had the opportunity to contribute to this assessment.