

Report to	Conwy and Denbighshire Public Services Boards Joint Scrutiny and Overview Committee
Date of meeting	Friday 11th February, 2022
Lead Member / Officer	Fran Lewis, Conwy County Borough Council, (Head of Corporate Improvement & HR)
Report author	Hannah Edwards, Conwy County Borough Council (PSB Support Officer)
Title	Conwy and Denbighshire Well-being Assessment 2022 – engagement overview

1. What is the report about?

- 1.1 The report describes the engagement approach undertaken to inform the [Well-being Assessment](#), including an overview of the methods used and responses received (included a demographic breakdown).

2. What is the reason for making this report?

- 2.1 To provide the Joint PSB Scrutiny and Overview Committee with an overview of the engagement approach undertaken to inform the Well-being Assessment.

3. What are the Recommendations?

- 3.1 To receive, provide observations and support the report.

4 Report details

- 4.1 The [Well-being of Future Generations Act 2015](#) sets out a statutory requirement for each PSB to produce an Assessment of Local Well-being that “considers the state of economic, social, environmental and cultural well-being in its area.” It captures the strengths and assets of the people and their communities, outlining what is important

to people and communities in Conwy and Denbighshire in terms of well-being, now and in the future.

- 4.2 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.
- 4.3 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.'
- 4.4 Unfortunately this has contributed to a small response rate which has been a common picture across Wales (please see Appendix A for further information on the number of responses received and the demographic breakdown of our engagement).
- 4.5 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.
- 4.6 As part of our engagement approach, we initially reviewed as much information as we already had available from recent engagements and consultations. This was to help mitigate the low response rate and to also 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.
- 4.7 We also ran the County Conversation campaign across Conwy and Denbighshire, through virtual workshops and questionnaires (find further information in 4.7.1 and

4.7.2 below). 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.

4.7.1 **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.

4.7.2 **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 over 200 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 Councils.

- 4.8 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 as the Youth Council is in a period of review officers attended youth groups.
- 4.9 We held a regional interactive Community Voices forum where over 40 organisations attended. This workshop was commissioned via the North Wales PSBs and led by North West & North East Wales Regional Cohesion teams and Co-Production Network Wales. The purpose of the workshop was to engage with people where language, culture, social or physical differences may create barriers to being effectively heard. Additional workshops were offered to Deaf and Visually impaired forums.
- 4.10 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 attend the workshops.

5 What consultations have been carried out with Scrutiny and others?

- 5.1 Elected member engagement has taken place through various focus groups / virtual workshops as part of the County Conversation. We will continue as we present the findings from the Well-being Assessment which will be a key resources in developing the well-being objectives and plan.

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

- 6.1 The risk that the Assessment is too influenced by the national agenda and does not reflect the priorities for our local community – in response we prioritised the outputs of local engagement work over any national agenda.

7 Power to make the decision

7.1 Well-being of Future Generations (Wales) Act 2015

7.2 Section 21 of the Local Government Act 2000 and Sections 3.3 and 3.4 of the Joint Overview and Scrutiny Committee's Terms of Reference.