

# Appendix 1 – Conwy and Denbighshire Public Services Board: Well-being Plan 2023 to 2028

## What we want: Conwy and Denbighshire to be a more equal place with less deprivation

### What does this mean?

Our [assessment of local well-being](#) detailed some sixty topics on a range of subjects, arranged by the seven national well-being goals. Fourteen of these were highlighted as areas of particular concern or opportunity. ‘A more equal Wales’ came out most strongly as commonly connecting well-being assessment themes, aligned with the following root causes that we have identified as contributing to socio-economic disadvantage and inequality in our counties:

- The cost of living
- A need for greater physical and digital infrastructure
- Lack of confidence and aspiration
- Skill and employment opportunity gaps
- The availability of healthy housing
- Access to services
- Anti-social behaviour
- The impact of Covid-19

Our plan will seek tackle deprivation and issues relating to poverty in Conwy and Denbighshire in the long-term, including **Social, Environmental, Cultural, and Economic** inequality. This aspiration means we may not see the benefits of our plan within its life-time, but that we will make sure that we are looking ahead to the needs of two, three or four generations in the future.

It is important to us too that **sustainability** and the climate emergency is at the fore of everything that we do. Individuals and communities must not be disadvantaged or left behind by the necessary changes that are coming because of Climate Change, and we must ensure that we also capitalise on the opportunities ahead.

## **What we will do?**

The Public Services board will work collectively in its partnership role to:

- Provide shared leadership and responsibility for effective long-term change.
- Create a strong network that fosters the environment and culture for co-production and community involvement to thrive.
- Use our collective voice as partners to influence change and advocate on behalf of our communities.
- Ensure that we only make evidence-based decisions, informed by shared engagement and understanding.

## **What does success look like?**

As we've said, although our plan may not see immediate short-term benefits as we work towards longer-term sustainability, we know we will have been successful if:

- Communities are more resilient in the face of challenges, such as climate change or the rising cost of living.
- There is a flourishing green economy, supported by a skilled workforce.
- There are more people in well-paid work.
- Those with protected characteristics face fewer barriers to work.
- There is improved access to good quality housing.
- There is improved access and signposting to services that support individuals with what they need to thrive.
- The Public Services Board acts on recommendations made through quality research and engagement.