



Conwy and Denbighshire Public Services Board

Annual Report 2021/2022 - A Self-reflection on the year

1. Welcome to our fourth Annual Report.

This report is our self-reflection about the difference we have made in the fourth year of our [well-being plan](#). An annual report is essential to make sure that as a Board, we are accountable to the public and we can self-assess what we have achieved, challenge ourselves as to whether we are making a difference and consider what we can learn to improve for the future. All our work is aligned with the [Well-being of Future Generations \(Wales\) Act 2015](#) and the [5 ways of working](#).

You can visit our website to find out more [about us as a Board](#) and to learn more about our progress in the [first](#), [second](#) and [third](#) year of our plan.

2. Achievements this year

The last 2 years have been dominated by the global coronavirus pandemic. All PSB Member organisations over this time have responded to the pandemic - supporting communities and businesses, as well as adapting and creating new services to continue delivering public services. Through these extremely challenging times, our PSB members continued to work collaboratively on the COVID 19 response and that whilst that did not necessarily always take place in the PSB forum, it was a key focus of our Members.

Over the last year our primary focus and main achievement has been to review and update our local assessment of well-being for the region. The well-being assessment provides an assessment on the state of the economic, social, environmental and cultural well-being of the area. You can visit our website to find our [Well-being Assessment](#).

Our assessment provides a strong, broad body of research and analysis that gives a picture of the current and anticipated future of Conwy and Denbighshire. It was informed by data, national and local research and most importantly feedback provided to us from engaging with our residents, visitors and businesses.

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 contributed to a small response rate which has been a common picture across Wales. We attempted to mitigate this by mapping anonymise 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. You can read more about our engagement approach by visiting our [consultation and engagement section of our well-being assessment](#).

The assessment provides analysis across 60 strategic topics areas. As there is a huge amount of complexity and sometimes tension between topics areas, we have produced a summary for each of the seven well-being goals. We hope these summaries will support partners and communities in moving from a space with a vast amount of knowledge to a place where partners and communities can see the connections, the tensions, and the opportunities.

This also helped us identify a series of cross-cutting issues across Conwy and Denbighshire which we have outlined in our [executive summary of our well-being assessment](#).

We are extremely pleased to have produced this pieces of work against the continuing backdrop of COVID 19 and reduced research capacity across partners. This assessment will now help us to develop our next well-being plan and set our well-being objectives for the next 5 years (please see our Looking Forward section for further information).

3. Our priorities

Here’s an overview of our main achievements against our priorities over the last year –



- **Dementia support**

DVSC has continued to deliver its services online with [The North Wales Dementia Network](#) meetings and online training, with some training organised face-to-face. They have also been working closely with the local Action Groups to become fully constituted and register as a Dementia Friendly Community. In addition, they have been working with the local community to re-develop or provide alternative delivery of existing programmes, services, and activities so they can continue to support the local communities, along with delivering regular Dementia Friends awareness sessions across Denbighshire, both online and face-to-face to local groups and schools throughout Denbighshire.

• Digital Connectivity

This has been an area of focus for the PSB in light of the shift to working and learning from home as a result of the pandemic, including the increase in accessing services online. Digital connectivity helps to support communities to become more resilient in the fast evolving digital age. We have discussed and learnt about the various connectivity schemes taking place across North Wales and the great progress throughout Conwy and Denbighshire. Some of the schemes we've learnt about include:

- *Connecting the Last Few %* - this is a project under the North Wales Economic Ambition Board Digital Programme and aims to targets business and communities across North Wales that have not got access to universal superfast coverage.
- *LoRaWAN Project* – this is a project under the LEADER programme in Conwy County Borough Council. The project involves installing a network of sensors, facilitating change to knowledge, economic and business processes. They have been installed to measure footfall in a town centre, monitor river levels to alert in the event of a flood risk, measure-building temperatures, and monitor soil moisture to support horticultural work.
- *Fibre Community Partnerships (FCPs)* – these were set up by Openreach to support communities not on a rollout plan to get Broadband. Although some communities have been successful, the process has taken time (almost 2 years in some cases). Due to demand, Openreach has paused the creation of new FCPs until they've processed current requests.

The influencing and leadership role to ensure the work on digital connectivity progresses has been valuable to ensure communities understand the help and support available to them, as sometimes the process can be complex. However, it is evident that although the PSB can be a great influence, there is little control over some external factors that may put barriers in place for communities.

• Community Green Pledges

The scheme aims to encourage communities to reduce their environment impact and celebrate their success when they do so. We originally launched the scheme in January 2020 but owing to COVID, the scheme was then paused. It was relaunched in summer 2021, where we improved our website pages and made it easier for communities to sign up to the green pledges. We received 3 more communities' pledges. However more work is needed to promote the scheme with our communities and encourage people to *make the pledge to make a difference!*

• Common organisational environment framework –

Since this framework was developed, new groups have been established (e.g. North Wales Decarbonisation) and new reporting mechanisms (e.g. Welsh Government Carbon accounting).

To avoid duplication of effort and ensure we focus where we can add value working collaboratively or address gaps, the sub group reviewed and updated the outputs under the two commitments – 1 Carbon and 2 Climate Risk Resilience. This was reported verbally at the September 2021 meeting and finalised via email following the meeting.

There was a commitment from the group to look at tackling different aspects of the climate and nature emergencies, but effort has since focused on the well-being assessment.

• **Community wealth building and progressive procurement pilot project**

Four workshops have taken place with CLES (Centre for Local Economic Strategies), and our Local Authority partners (Conwy County Borough Council and Denbighshire County Council). This was to analyse procurement data and review their procurement policies and procedures, with the aim of supporting decarbonisation of their supply chain. Areas of focus include: working collaboratively with suppliers to better understand their actual carbon emissions; embedding consideration of carbon impacts into contract terms and conditions and performance standards; and integrating carbon reduction into procurement policies, strategies and procedures. As part of this work, they met with Manchester City Council to learn how they have integrated decarbonisation into their procurement practices.

The final draft report from CLES has now been received and is currently being reviewed by the working group. The findings of the project will be shared with our partners on the Board.

Are we making a difference and what can we learn to progress in the future?

As we emerge from the pandemic it is vital that we reflect if priorities are still relevant. Whilst we agreed as a Board that they were still appropriate, progress has been limited this year as partners continue to focus on renewal and pandemic backlogs. However, given the excellent network of collaborations across the region, we have also ultimately struggled to find a space where the PSB could most add value. Rather than viewing this as a negative, it is a reflection of the positive collaboration ethos in the region. In that respect, the PSB is reviewing its role and will now move to a leadership rather than delivery role.

4. Other Areas of Work

We're still working collaboratively with other partnerships and national bodies, to avoid duplication and to share ideas. This year we have -

- considered the [Procuring Well-being in Wales](#) report.
- participated in a community wealth building and progressive procurement pilot project with the Centre for Local Economic Strategies (CLES).
- reflected on the findings of the Welsh Parliament Public Accounts Committee review into the [Barriers to the successful Implementation of the Well-Being of Future Generations \(Wales\) Act 2015](#).
- participated in Welsh Government's working groups to discuss support for developing well-being assessments.
- talked to the North Wales Economic Ambition Board.
- reported our progress to the Joint Conwy and Denbighshire PSB scrutiny committee, who after a resumed meeting virtually in January 2020.
- reviewed key risks in the area and discussed what we can all do to help each other. We've developed a risk register to help us monitor our local risks.
- consulted the Joint PSB overview and scrutiny committee on our draft well-being assessment (both on the development process and findings).
- been involved in the establishment of the North Wales Research and Insight Partnership.
- continued to work with Co-Production Network for Wales, who have supported us during the development of our well-being assessment (and well-being plan going forward).

5. Reflecting on this year & Looking Forward

Last year we continued to work with Glyndwr University to review our role and purpose as a Board and discussed how we could work better together going forward. The PSB sits amongst a number of collaborations across North Wales and we have used these workshops to consider how we can continue to make a meaningful contribution to the partnership landscape without duplicating the work of other partnerships.

We also used this time to reflect on our approach to developing and delivering our Well-being Plan - exploring what worked, what didn't and how we could do things differently this time.

One of the main positives of the PSB has been the relationships and networks built from bringing together various public and voluntary sector partners working in Conwy & Denbighshire. We're pleased that with the introduction of virtual meetings, we were able to maintain these relationships during COVID 19. Although we will continue meeting virtually, we now feel it's time to start meeting up in person too. This is important for us to continue developing as a Board.

One of main challenges has been finding where we can most add value and make a difference as a Board, while balancing this with the limited resources and capacity available to us. Given that the Board is made up of senior representatives of key public and third sector organisations in the area, we plan to use this opportunity to take more of a leadership approach to delivering our Well-being Plan.

We are currently in the early stages of developing our plan and having conversations as a Board about where we can make the greatest contribution without duplicating good work already taking place within existing partnerships and organisations.

As part of developing the plan, we want to build on our engagement work and continue to engage in a purposeful relationship. We want to ensure that the public and professional voice is heard and helps shape our well-being plan going forward. It is vital that we take account of the importance of involving people with an interest in achieving the well-being goals.

6. Get Involved

We want you to stay in touch & get involved in our work. You can:

- Come to one of our meetings, all the [dates and agendas](#) are published on our website
- Follow us on social media through [Facebook](#) and [Twitter](#)
- Stay involved and share your views through our [website](#)
- Email us at countyconveration@conwy.gov.uk
- Write to us at C/O Corporate Improvement and Development Team, Conwy County Borough Council, PO Box 1, Conwy, LL30 9GN
- Call us on 01492 574059 (BT Relay Service Customers with hearing or speech impairments can contact any Council service by dialling **18001** before the number they require).
- British Sign Language users can contact Conwy County Borough Council using a Sign Language interpreter, through the InterpretersLive! service, provided by Sign Solutions – visit [Conwy's InterpretersLive! Service](#) for more information.

We are happy to provide this document in large print, audio and braille.

This document is also available in Welsh.