



**Llywodraeth Cymru
Welsh Government**

Public Services Boards Proposal Form

Public Services Board (PSB): Gwynedd and Mon, Conwy and Denbighshire, Flintshire and Wrexham

Local Authority Area (s)/Region: Gogledd Cymru/North Wales

Total Funding Requested: £103, 892 per annum

Public Services Board

Contact details	
Please provide contact name, address and contact details of the Lead PSB Co-ordinator whose Local Authority will be the grant recipient for the funding.	
Contact Name	Nicola McCann Strategic Partnerships Advisor
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Requested Use of Funding

Section 1: About the Activity <i>(please complete for each individual activity- add more lines if required)</i>
1.1 Name of Activity
<i>Please provide a description of the activity (and the elements within the activity) and reasons the activity is required.</i>
<p>We have been building a strong partnership of professional officers across North Wales for a number of years now to support the development of our Public Services Boards and the delivery of our well-being plans. Our regional partnership is continuing to focus on building our systems leadership approach through collaborative research projects, ideas and innovation and strengthening community engagement and involvement.</p> <p>We are continuing to improve how we do things through aligning with the regional partnerships landscape, including the Regional Partnership Board, Community Safety Partnerships and Ambition North Wales. This will ensure we have an equitable distribution of resources and support across our region, and we continue to build our momentum.</p> <p>During 2022/23, Flintshire and Wrexham Public Service Boards formally merged as a single PSB, so we now have three strong PSBs across our region.</p> <p>Conwy and Denbighshire PSB is exploring the role it will play as a Leadership body, making evidence-based decisions and acting on recommendations made through quality research and engagement. Gwynedd and Ynys Mon will focus on ensuring that the Welsh language is at the heart of everything they do. And Flintshire and Wrexham PSB will look to how it can bring magic to partnership working.</p>

Across our PSBs we are increasingly committed to co-production. This means sharing power and responsibility between those who receive and those who deliver services: a shift from doing things *for* people, to *with* people – working together as equal partners. It is closely aligned with the 'involvement principle' of the Well-being of Future Generations (Wales) Act 2015 and is critical if we are to make a lasting and sustainable impact to well-being outcomes for people and communities across our region. Whilst we have structured this bid between building strategic capacity and delivering well-being, our two key aims are inherently interconnected and mutually reinforce each other.

Previous regional support grant funding has helped to align and strengthen our well-being assessments and inform the development of our well-being plans. Our focus is now shifting to informed collaboration across our region with our communities, partners and stakeholders to integrate and address the cross-cutting well-being objectives that each PSB has identified:

Gwynedd and Ynys Mon

- Mitigate the effect of poverty on the well-being of our communities.
- Prioritise the well-being and achievement of our children and young people.
- Support our communities to move towards Zero Net Carbon.

Conwy and Denbighshire

To Make Conwy and Denbighshire a more equal place with less deprivation, with a focus on four themes:

- Well-being – Communities are happier, healthier and more resilient in the face of challenges, such as the climate change and nature emergency, or the rising cost of living.
- Economy – There is a flourishing economy, supported by a skilled workforce fit for the future.
- Equality – Those with protected characteristics face fewer barriers.
- Housing – There is improved access to good quality housing.

Flintshire and Wrexham

- Build flourishing communities by reducing inequalities across environment, education, employment, income and housing.
- Improve community well-being by enabling people of all ages to live healthy and independent lives.

We will work together to deliver these objectives across the areas of children and young people; our communities; and our workforces.

Build strategic capacity and capability across the region

As we work together to build trust and buy in at all levels, we have structured our funding proposal bid into activities that will continue to accelerate and embed system change across our region at two levels:

- Our long-term approach to building our systems leadership capacity as we co-create what we do with our communities through the North Wales Insight Partnership.
- Developing our strategic partnership across our three PSBs.

The North Wales Insight Partnership (NWIP) is structured around communities of practice focused on research, engagement and systems change, with an effective Management Team from across the PSB organisations. The team managing the delivery of the Regional Support Grant Funding reports to the Management Team and learning from our support grant funding projects informs and shapes the NWIP agenda.

As we embark on the delivery cycle of our well-being plans we have identified an opportunity to co-design a leadership and changemaker programme for North Wales, working with leaders at all levels. This will enable us to work together to develop the rights skills, tools and behaviours to drive innovative system change that supports our communities.

Objectives for the Activity: *(objectives should be measurable – i.e. a breakdown of the key elements. These should be clear, concise statements indicating the requirements and expectations of the funding, should describe the 'outcome' rather than the process, and how the group of PSBs will work collectively to achieve these objectives)*

Our approach to shared planning and equal decision-making with the PSB, wider partners and communities all working together and at the same time, is called co-production. We are focusing on strengthening how we involve our communities in service design and delivery, supported by a growing community network of practitioners, trainers and facilitators enabled by the Co-production Network for Wales.

Strategic

We will continue to build the effectiveness of how we work across our three PSBs by:

- Delivering a leadership and changemaker programme to meet development needs and build systems leadership capacity.
- Continuing to build a strong regional partnership at NWIP. This will continue to build our evaluative practice, so that PSB partners/strategic leaders/stakeholders/communities reflect on how we evaluate our impact (i.e. is it working) and how we evaluate our approach (i.e. how is it working).
- We will also continue to align the partnerships landscape through NWIP to reduce duplication and enhance their effectiveness and how we engage with our communities.
- Working across our PSBs to improve how we communicate – with each other and with our communities, through clearer branding, aligning our websites, a focus on impacts and identifying gaps for people wanting to engage with PSBs.

Partnership working

- Continue to build on our success with collaborative research projects to tackle the wicked issues across our three well-being plans.
- Develop co-ordinated activities to actively involve young people in well-being planning at scale, in a sustainable way, which builds a sense of ownership, efficacy and a sense of stewardship of the Well-being of Future Generations (Wales) Act 2015.
- We will expand our Future Leaders programme, to give young people the skills and the opportunity to reimagine the future of well-being for our public sector organisations.

- We will commission a regional data hub to align our PSB websites and link more clearly with partner organisations. This could be a place to build up intelligence and store and share best practice and act as somewhere to facilitate and enable discussions, debate and understanding.

Milestones and timescales for the Activity: *(Please indicated when this activity and its elements will commence and when they expected to be completed)*

Commencement will be from May 2023, after the three regional well-being assessments have been signed off and published.

We have a management team, which meets quarterly to monitor outcomes.

Completion of the milestone activities will be by the end of the each of the three financial years 2023/24 to 2025/26.

Deliverable and Measurable Benefits of the Activity: *(Please describe how the funding will support a programme of change to deliver well-being for the area)*

Delivering a leadership and changemaker programme.

Continuing to build a strong regional partnership at NWIP

A programme to improve how we communicate PSB activity across our region, with each other and with our communities.

1.2 Name of Activity

Please provide a description of the activity (and the elements within the activity) and reasons the activity is required.

Delivery of our well-being plans - across PSBs

In order to deliver our well-being plans we need to continue to work with communities to build a systems approach across our region. To do this will mean continuing to upskill our Boards and our organisations and the storytelling techniques that we have started to develop will help to bring a richer picture of impacts and experiences to help to bring raw data to life.

Strategic

- Enable Board development through work with external partners like Welsh Government, Data Cymru, the Co-Production Network for Wales and Future Generations Commissioner to build strategic capacity.
- Work with other partnerships such as the Regional Leadership Board, Regional Partnership Board and Ambition North Wales.

Partnership Working

Public Services Boards, working with partners as part of the NWIP, will work together to build peer support to explore:

- Options for resolving local and regional data gaps as identified by our well-being assessments. How do we deliver effective well-being outcomes, and the scope for co-production and involvement in that transition, is really important (and perhaps often overlooked) – our assessments have already started to develop this thinking.
- New ways to share experiences, learning and good practice and how we can understand and use data.
- Sense Making – we need to quickly build a common understanding of what we need to do next and ensure we have the skills and the capability to plan.
- How we will measure and demonstrate impact – monitoring, evaluating and demonstrating well-being outcomes.

Objectives for the Activity: *(objectives should be measurable – i.e. a breakdown of the key elements. These should be clear, concise statements indicating the requirements and expectations of the funding, should describe the 'outcome' rather than the process, and how the group of PSBs will work collectively to achieve these objectives)*

- Through our leadership and changemaker programme we will continue to develop skills and analytical capability to be able to understand and use evidence to inform how we work, so that as strategic bodies the PSBs are flexible, responsive and ahead of the game.
- Led by the Regional Engagement Network, we will ensure our communities can work with us and share learning through an engagement programme of communication and branding and aligned with our well-being hub.
- A regional solution to us sharing and updating data and insight to keep the well-being assessments live into well-being planning. We are increasingly developing innovative participatory techniques from community narratives to citizen's jury, and some form of online hub will be crucial to store and share our stories.
- We want to ensure that our rich assessments are open source and relevant, so as to be the definitive source of evidence and insight to inform future well-being planning across our region, whether at an organisational level or used by our communities at a local level.

Milestones and timescales for the Activity: *(Please indicated when this activity and its elements will commence and when they expected to be completed)*

Commencement will be from May 2023, after our three well-being plans have been signed off and published.

We have an existing grant management team, which meets quarterly to monitor outcomes and to integrate our work across the region.

Completion of the milestone activities will be by the end of the each of the three financial year 2023/24 to 2025/26.

Deliverable and Measurable Benefits of the Activity: *(Please describe how the funding will support a programme of change to deliver well-being for the area)*

An engagement programme of communication and branding.

A regional solution to storing, updating and sharing data, evidence and insight.

1.3 Name of Activity

Please provide a description of the activity (and the elements within the activity) and reasons the activity is required.

Support delivery of well-being plans – our communities

Our work in 2023/24 through to 2025/26 will continue to align our strategic work with the NWIP, which supports our three PSBs, and also the long-term support that the Wales Co-Production Network has been bringing to the region to transform how we place our citizens at the heart of well-being planning.

We are now at the stage to co-create our well-being plans with our communities. The journey we have been through together in the last couple of years means that we have built a rich and dynamic understanding of our places and our communities. We have strengthened our understanding of the root causes of the cross cutting wicked issues we will need to tackle together.

Public involvement, engagement and co-production are not new in Wales. The analysis and interpretation of research data or consultation data is, however, still largely left in the hands of 'the experts'. This is problematic if it means some perspectives and ways of interpreting data are not available to those making policy or service decisions.

An additional issue with most current public involvement work is that the voices most often heard are those of people who self-select to become involved. This is problematic democratically as most of the population remain unheard and disengaged. It also presents difficulties in treating the findings as evidence.

As we have consulted on our well-being plans we have all had feedback from Town and Community Councils saying that they would like to be further involved with delivery in the future. As they are at the appropriate level within their communities. Thus, there is a real opportunity to align well-being plans so that we deliver exactly what our communities have identified.

Strategic

- Work with strategic partnerships across the region to ensure we deliver a co-ordinated set of well-being actions at a local level.

- Support the approach to well-being planning across each PSB, making use of support from the North Wales Public Service Lab, Bangor University and the Co-production Network for Wales.

Partnership working

- Community Narratives – building on the innovative approach we developed to inform our well-being plans, we will continue to capture and share our stories and our history.
- Further community engagement will unpick some of the common themes across the well-being plans, sense check and update assessment data and support co-production of our next Well-being Plans with citizens.
- Regional engagement approach for organisations, led by NWIP.
- Discuss and test how we can communicate, debate and share with each other.
- We will continue to build our TrACE community of practice, led and inspired by children and young people – bringing our skills, energy and knowledge together to build a strong trauma informed community of practice across North Wales. As a key engagement theme we will actively share the ACE hub toolkit and the support needed to build a consistent approach across organisations, communities and schools.
- Pilot a model to engage with Town and Community Councils to support them as they produce their local plans.

Objectives for the Activity: *(objectives should be measurable – i.e. a breakdown of the key elements. These should be clear, concise statements indicating the requirements and expectations of the funding, should describe the 'outcome' rather than the process, and how the group of PSBs will work collectively to achieve these objectives)*

Our research into a citizen's jury has found that there is already a lot of high-quality engagement work in North Wales. Introducing an element of deliberation could build on existing work with existing groups. We need to increase data literacy across our communities, improving the accessibility of existing information and identifying the information citizens themselves would need in order to deliberate on issues. This reinforces the need for a well-being hub to underpin and share what we know.

Our community narratives project involves working with citizens in one community (initially) in each local authority area across North Wales to define their community and support them in describing, through creative methods (art, photography, film), what it looks and feels like to live/work there. From this, we will have a more holistic, richer, and creative understanding of the community. The creative output from the project can be exhibited locally, used to aid the Public Services Board's well-being planning and act as a tool to encourage further conversations with citizens. Again, we would see an online web-based solution as the way to store and share our stories.

We will discuss and test how we can communicate, debate and share with each other from simpler websites to clearer information, to mentoring and support.

Milestones and timescales for the Activity: *(Please indicated when this activity and its elements will commence and when they expected to be completed)*

Commencement will be from May 2023, after our three well-being plans have been signed off and published.

We have an existing grant management team, which meets quarterly to monitor outcomes and to integrate our work across our region.

Completion of the milestone activities will be by the end of the each of the three financial year 2023/24 to 2025/26.

Deliverable and Measurable Benefits of the Activity: *(Please describe how the funding will support a programme of change to deliver well-being for the area)*

A programme of community engagement and capacity building from citizens jury, community narratives and mentoring to understanding evidence.

A pilot engagement programme with Town and Community Councils to support them as they produce their local plans.

A regional approach to communicating well-being that is co-created with our communities.

Finance

Section 2: Activity costs and finance.

(Please list all activities and elements, costs per activity and the part of financial year you will be claiming – e.g Name of Activity 1.1 - £??? – claiming period)

We have tried to separate the Bid areas as far as possible. However, our partnership work is increasingly interconnected, with a strong focus on how we can ensure everything that we do is led by and shaped by our communities. Working through a regional lens helps PSB organisations add value to all well-being outcomes and shape lasting change across our region and Wales. Until our workstreams are fully costed these figures are only indicative but they do show the expected allocation between each Bid area, as follows:

1. Build strategic capacity and capability across the region - £20k
 - Delivering a leadership and changemaker programme.
 - Continuing to build a strong regional partnership at NWIP.
 - A programme to improve how we communicate PSB activity across our region, with each other and with our communities.

- 2a. Support delivery of well-being plans – across PSBs - £20k
 - An engagement programme of communication and branding.
 - A regional solution to storing, updating and sharing data, evidence and insight.

- 2b. Support delivery of well-being plans – across communities - £64k
 - A comprehensive programme of community engagement and capacity building.
 - A pilot engagement programme with Town and Community Councils.
 - A regional approach to communicating well-being that is co-created with our communities.

Total Cost of all activities £ 103,892

(if the total cost is over the awarded funding please complete the box below)

Match funding: *(if the total cost of activities above exceeds the awarded funding please provide details of where the other funding has been made available from)*

Because of the robust partnership working we have now put in place across the region, we fully expect that each of our PSB partners organisations will identify matched funding and new opportunities (either in kind, capacity or resource) throughout the year as we align our strategic partnerships, share good practice across our region and continue to nurture a spirit of energy and innovation.

As a region we are building on the notion of straightforward matched funding to assessing collaboratively what assets and contributions can we each bring to a partnership. Therefore

adding lasting value to resources and capacity and embedding the determination to make a difference.

We will work hard to do this; through building effective networks across the region, we can align different funding streams. For example, around PSB, systems thinking and support for communities, to deliver a streamlined approach and realise multiple benefits.

Partnership Working

Section 3: Partnership Working

Partnership working: *(please provide information on those partners you will work with on the activities within this proposal. i.e., RPB, Schools, Private Sector etc and how you've worked together)*

Led by our Public Services Boards across the region, this bid has been co-ordinated through the *North Wales Insight Partnership*. The Partnership came to fruition in 2021 with a vision to collaboratively shape the North Wales we want to live in now and in the future. This will be achieved by using evidence, insight, and continual engagement to understand the challenges and opportunities, and co-produce approaches to address and harness them locally and regionally.

The Partnership embodies new ways of working to:

- **Integrate** our approaches, evidence, and resources across all 'systems', working together to understand the challenges and opportunities at a local and regional level
- **Involve and work alongside our communities** engaging all groups in two-way meaningful and co-produced approaches to achieving our well-being goals
- Meet the needs of the current and future generations by taking a **long-term, preventative** approach
- Focus on understanding **root causes of key challenges** and how these are **interconnected** to inform our approach to tackling them
- Develop leaders' ability to be **evidence and insight informed**

Alongside this, as a North Wales Public Services Board collective, we are working closely with the Co-production Network for Wales for the next five years through the National Lottery Community Fund. This is to ensure we miss no opportunity to add value to our work through the effective application of the values, principles, and tools of co-production.

Good Practice

Section 4: Good Practice Examples

Good Practice Examples: (please provide good/best examples – this could be within your local area, across your region, cross border, or national working – please add lines for each example)

We were able to deliver a series of innovative engagement projects during 2022/23 to inform our well-being plans and are sure that other PSB clusters have done likewise. We would be keen to work with Welsh Government on good practice exchange to share this learning and to co-ordinate how we communicate with our communities and stakeholders in an accessible and consistent way.

- Our regional support funding projects for 2022/23
- Our three well-being plans and how we will deliver these
- We are working with children and young people to start to develop different communicating techniques from TEDx talks to the Llesiant magazines that were developed by design students to explain our well-being assessments
- Our innovative approach to regional partnership that works through the NWIP. We would be keen to discuss and share best practice as part of an Evaluation Community of Practice for Wales.

Declaration

Section 4: Declaration

Please read this carefully before signing

We understand that if we give any information that is incorrect or incomplete, funding may be withheld or reclaimed, and action taken against us, and that the Department may use data collected to investigate cases of alleged fraudulent use.

We are content for all information supplied in this application to be shared in confidence with any individuals who may be involved in considering the case for application.


We understand that applications must be signed by an authorised signatory. We confirm that we are authorised to sign this application.

Please confirm that your organisation has the power to enter into and to perform the activities for which funding is being applied for.

YES NO

We declare that the information we have given on this application form is correct and complete. We also declare that, except as otherwise stated on this form, we have not started the project which forms the basis of this application and no expenditure has been committed or defrayed on it.

Signature	
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