



# **Conwy and Denbighshire Public Services Board**

## **Well-being Plan 2023 to 2028**

This document outlines the Conwy and Denbighshire Public Services Board's Well-being Plan under the Well-being of Future Generations (Wales) Act 2015, which seeks to make Conwy and Denbighshire a more equal place with less deprivation.

## Contents

Introduction .....	4
How has the Well-being Plan been developed? .....	6
Well-being Statement and Our Objective .....	7
<b>How we will work</b> .....	10
<b>Well-being</b> – 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.....	12
<b>Economy</b> – There is a flourishing economy, supported by a skilled workforce fit for the future.....	18
<b>Equality</b> – Those with protected characteristics face fewer barriers. ....	23
<b>Housing</b> – There is improved access to good quality housing. ....	28
Delivery of the plan and monitoring progress.....	33

## Contact us

For more information on our Well-being Plan or the Conwy and Denbighshire Public Services Board, please contact us by:

**Post:** C/O Public Services Board Development Officer

Conwy County Borough Council

Bodlondeb

Conwy

LL32 8DU

**Email:** [countyconversation@conwy.gov.uk](mailto:countyconversation@conwy.gov.uk)

**Phone:** 01492 574059

BT Relay Service Customers with hearing or speech impairments can contact any Council service by dialling 18001 before the number they require.

**We are happy to provide this document in alternative formats on request, including large print, audio and braille.**

**We welcome correspondence in Welsh. We will respond to any correspondence in Welsh, which will not lead to a delay.**

## Introduction

The Conwy and Denbighshire Public Services Board (PSB) is pleased to present this Local Well-being Plan for our two counties. It is the culmination of work that began in 2021, and represents our conclusions on what we feel are the key areas that pose the greatest need or challenge for our communities, and where we feel the PSB can make the greatest contribution without duplicating good work already taking place within existing partnerships and organisations.

A lot of work has already taken place to get us to this point, but this is only the start of the PSB's journey. This plan is an outline of what it is we would like to achieve, but there is more work to be done to develop our programme of work, and we would welcome your input into this as part of our ongoing conversation with our communities. If you would like to be kept informed of our work, get involved or provide feedback to us, please see our contact details on the previous page.

A requirement of the Well-being of Future Generations (Wales) Act 2015, the PSB affords public services an exciting opportunity to come together to challenge serious problems in our community areas. To achieve this aim, the Board will play a greater **Leadership Role** with this Plan than perhaps its previous plan had allowed, tending to be too focussed on operational delivery. Through this approach it is hoped that the Board will provide strong shared direction and responsibility for effective long-term change, using our collective voice as partners to influence and advocate on behalf of our communities.

We must of course be realistic about the financial constraints that our sectors are facing, but at the same time see this as a chance to effect real change and remain open to working in different ways. All partners on the board are committed to working collaboratively to deliver sustainable and effective services that prevent problems emerging in the long-term. We want to support our communities to be prosperous, resilient and healthier. We want to contribute to the Welsh Government vision of a more equal and globally responsible Wales, where we have cohesive communities and vibrant culture.

## About the Conwy and Denbighshire Public Services Board

In April 2016, the Well-being of Future Generations (Wales) Act 2015 established a statutory board, known as a Public Services Board (PSB), in each local authority area in Wales. Conwy and Denbighshire have used the power within the Act to merge both of their separate PSBs into a single board for the Conwy and Denbighshire region.

The PSB is a collection of public bodies working together to improve the well-being of their county. This means that as a Board the Conwy and Denbighshire PSB must improve the economic, social, environmental and cultural well-being of the Conwy and Denbighshire area by working towards the seven national Well-being goals.

Membership consists of senior representatives from the organisations listed below. However, membership will be reviewed regularly to ensure that there is sufficient representation to deliver our priorities.

We also have a [website](#) where the public can access the Local Well-being Plan and Assessment, as well as meeting minutes and papers, newsletters, and find further information about our partners.

- [Betsi Cadwaladr University Health Board](#)
- [Community and Voluntary Support Conwy](#)
- [Conwy County Borough Council](#)
- [Denbighshire County Council](#)
- [Denbighshire Voluntary Services Council](#)
- [National Probation Service](#)
- [Natural Resources Wales](#)
- [North Wales Fire and Rescue Service](#)
- [North Wales Police](#)
- [Police and Crime Commissioner's Office](#) (for North Wales)
- [Public Health Wales](#)
- [Welsh Government](#)

## How has the Well-being Plan been developed?

The first step in the development of the Well-being Plan involved members of the Conwy and Denbighshire Public Services Board working together on developing our [Local Assessment of Well-being](#) for the area, which is available to view online. This joint approach was taken to ensure that the assessment was shaped using the expertise, knowledge and insight of all organisations.

The assessment aims to capture the strengths and positives about Conwy and Denbighshire's people, communities and places. It also describes the challenges and opportunities faced both now and in the future. It has been informed by data, national and local research, and most importantly feedback provided to us by residents, visitors and businesses through our 'County Conversation'.

During the summer and autumn of 2021, we spoke to as many people as possible to ask their views about what works well in Conwy and Denbighshire, and what we needed to focus on for the benefit of future generations. We asked people to talk about their experiences and their communities so that we could understand a bit more about local concerns and strengths. We also engaged with a wide cross section of the community, including:

- Community groups and forums, covering a range of community interests in a mix of urban and rural locations.
- Residents.
- Disabled people.
- Business networks.
- City, Town and Community Councils.
- Young people (through schools and youth school councils).
- North Wales Race Equality Network.
- Other public sector partner organisations.

Common to the rest of Wales, consultation and engagement work has proved challenging during the Covid-19 pandemic. Nonetheless, in addition to engaging with the above groups, we used a variety of communication methods to promote our County Conversation, including the use of internal partner channels and staff networks, such as

the Conwy Bulletin, Denbighshire's County Voice newsletter, Business e-Bulletins and mailing lists; but also through social media and press releases. We also monitored the County Conversation to ensure that we had received feedback from every age range, every geographic area of the county, and every subject interest area. Whilst we are confident that we have reached out to a wide cross section of the community, in terms of geography and protected characteristics, we feel that we can do more as we take our work forward to improve the depth of consultation with some groups of people who may have been underrepresented.

In early 2022 we began to discuss the findings of our Well-being Assessment in more detail, and identified the strategic issues where we could collectively make a difference as a group of partners. This work was supported by the [Co-Production Network for Wales](#). From our analysis, the Board came up with a long list of strategic issues. A series of workshops were then held in the summer of 2022 to prioritise areas of greatest need along Social, Cultural, Environmental and Economic themes, and to develop potential solutions. This was done by considering the synergies between priorities, the impact the PSB could have, the long-term implications, and where work was already taking place. This resulted in our redefining the plan into a single priority area focusing on **Conwy and Denbighshire being a more equal place with less deprivation**.

Further consultation was held with the public and partners on our draft plan between August and November 2022. This included discussions with the Well-being of Future Generations Commissioner's Office, and our Joint Overview and Scrutiny Committee for Conwy and Denbighshire. Having analysed all the feedback and finalised the final draft in November 2022, partner organisations then individually discussed and affirmed their commitment to our Well-being Plan prior to its final approval in March 2023.

## **Well-being Statement and Our Objective**

Our objective is to make **Conwy and Denbighshire a more equal place with less deprivation**. As described above, our Well-being Assessment, which examines data and the views of local people through the lens of the Well-being Goals for Wales, has supported the setting of this objective for our area. Our objective, therefore, directly contributes to the achievement of the national goals. This gives us confidence that we are

focusing our resources on delivering the right outcomes that will be of the greatest benefit to our communities.

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 lifetime, but that we will make sure that we are looking ahead to the needs of two, three or four generations in the future. The Public Services Board's work will focus on areas where collaboratively, we can make a difference and have a long term impact. We do not, however, wish to duplicate work. Our Plan is based on analysis of other partnership boards already working to improve the North Wales region, such as with community safety or economic growth.

It is important that **sustainability** and the Climate and Nature Emergency is embedded in everything that we do. People and communities must not be disadvantaged or left behind by the necessary changes that are coming because of Climate Change, and we must make sure that we adapt and collaborate to fully realise the opportunities ahead.

Sustainable development is the overriding principle of the Conwy and Denbighshire PSB's activities, and we are committed to applying the 5 ways of working (collaboration,



prevention, integration, long term and involvement) to achieving Well-being priorities. In developing our priority area, we focused on the **long-term** by looking at past, current and (predicted) future data trends, and also by discussing consultees long-term aspirations for each of the national well-being goals. Looking at future trends - and considering associated risks and opportunities – enabled us to cover the principle of **prevention**. **Involvement** was a key driving principle. We have invested a lot of time in holding discussions with our communities as well as focused workshops with professionals. We endeavoured to make these representative of our community areas (reflecting age, gender, social status, occupations, etc.). The development of our plan and its delivery could not, and will not be isolated to one Public Services Board partner alone; it will require the continuing **collaboration** and commitment of all partners to guarantee its success.

Further detailed planning will take place during the first year of the plan to define or work programme and timescales. This ‘detailed planning’ is one of the places where meaningful co-production and involvement can occur. Where there is time for people to be involved, and tangible, relevant discussions to involve them in. It should also be noted though that our objective is not considered to be short-term in nature, so delivery is likely to take place over the medium to longer-term. We must also accept, however, that not everything in the Plan is within the Public Services Board’s control, especially in the long-term. For example, the success of our economy will depend on more factors outside of our circle of influence, than within it.

Below are the principles that we will apply to How We Will Work in delivering this Plan. This is followed by the four key themes that the PSB will take forward in support of its objective to make **Conwy and Denbighshire a more equal place with less deprivation**.

## How we will work

It is important to us that the PSB is set-up in the right way from the very start of this Well-being Plan, to ensure that it delivers the right benefits for our communities in the most effective and efficient way. In the undertaking of all our activities, the Public Services Board will work collectively in its partnership role to:

- **Leadership:** Provide strong shared leadership and responsibility for effective long-term change, using our collective voice as partners to influence and advocate on behalf of our communities.
- **Co-production:** Foster an environment, and encourage strong networks, that promote meaningful engagement and communication with our communities, supporting a culture where co-production and involvement thrives.
- **Fairness:** Promote fairness, equality and diversity through all of our work.
- **Informed decision-making:** Maintain effective governance that allows for strong, evidence-based decision making, acting on recommendations made through quality research and engagement.
- **Transparency:** Have clear and transparent performance management arrangements in place.
- **Assess:** Ensure that our activities and decisions are assessed for their impact in terms of the national Well-being Goals, the sustainable development principle, and five ways of working. This includes taking account of short and long-term needs, applying 'Futures Thinking' to identify and address root causes of the issues that we face, and preventing, rather than reacting to, high risk events wherever possible.
- **Reflect:** Use the advice given by the office of the Well-being of Future Generation's Commissioner, Natural Resources Wales and others to focus our discussions as we take forward our steps.

- **Development:** Explore and support joint opportunities for training and workforce development, such as secondment opportunities between our organisations.
- **Language:** Support and promote the Welsh Language in all that we do, integrating the Welsh Language strategies of partners.

We will apply these nine principles to all of our work as we take forward the steps that we have identified in support of our objective to make **Denbighshire and Conwy a more equal place with less deprivation**. These are things that we can do collectively over and above the existing roles and responsibilities of our individual members, and they will help us to define our actions and structure the detailed planning that will support this Plan's implementation. They will also help us to hold ourselves to account by monitoring and measuring our progress and success.

## **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.**

### **What do we know now?**

Our Well-being Assessment looks at [emerging threats to health and well-being](#). Issues of specific concern are:

- Developing resistance to antibiotics and other drugs and medicines.
- The potential for the rapid spread of infectious diseases in an increasingly interdependent and interconnected world (pandemics).
- The potential impact of Climate Change and extreme weather events on public health.
- The impact of Covid-19 on emotional and mental-health (restrictions, changed response and anxiety associated with infection, and loss of social support structures for people).
- Communities are facing significant challenges in meeting their living costs, with an increased risk of food and fuel poverty.
- Long-term predictions suggest that these issues will only increase or get worse over time.

Our communities expressed their desire to be supported and empowered to help tackle these issues with a community-led focus. One respondent said “I would like to see even more investment in resources to help the whole county tackle Climate Change and progress forward more quickly with carbon reduction solutions. I want to see Councils have the resources to help the community have an impact too, rather than just focusing on internal functions.”

### **What steps can we take?**

In support of this area, below are some of the steps that we can collectively take forward as partners on the Public Services Board during the five-year duration of this plan:

- Engage with residents to improve equal access and signposting to the right information, advice, assistance and services that support people with what they need to thrive, including education, health and well-being, and employment.
- Stimulate and support community groups to help people remain resilient; for example, supporting healthy lifestyles, or providing help with cost of living pressures.
- Work with our partners to provide information, advice and support to those at risk of fuel or food poverty, which may include reducing costs and maximising income. We will also start to identify steps to safeguard food and energy in the longer-term and protect our natural resources.
- Give support to sustainable and green transport plans that improve overall air quality, including active and healthy travel schemes that encourage walking and cycling.
- Decrease carbon emissions and energy consumption, and increase renewable energy capacity.
- Encourage and support communities to mitigate and cope with the impacts of Climate Change, bringing together the right expertise, including lived experience, to better inform delivery and decision-making. In particular, community engagement and an assessment of local Climate Change risk will help prioritise where adaption is needed.
- Addressing the Nature Emergency and the well-being needs of communities, protect, restore and enhance biodiversity and natural habitats, whilst increasing and encouraging equal access to our natural environment. This includes access to green countryside spaces, and blue coastal spaces.

## **Who will be involved in delivering our steps?**

All PSB partner organisations and potentially others including:

- Citizen Advice
- North Wales Social Care and Well-being Improvement Collaborative
- Third sector organisations

## **What levels of prevention might our steps achieve?**

Secondary prevention: Targeting action towards areas where there is a high risk of a problem occurring. A targeted approach, which cements the principle of progressive universalism.

## What could success look like?

Short-term (1 to 5 years)	Medium-Term (5 to 10)	Long-Term (10+ years)
<p>Our understanding of the impact of climate change on our communities improves.</p> <p>When faced with an emergency climate event, harm to people or property has been reduced through clear advice and support.</p> <p>Residents are also able to access the advice and support that they need to support their health and well-being, and alleviate the impact of the rising cost of living.</p> <p>There is enhanced biodiversity and increased equal access to green countryside spaces and blue coastal spaces, benefitting the well-being of residents.</p>	<p>Carbon emission from our estates decreases, and natural habitats are resilient.</p> <p>Hardship arising from poverty is alleviated, and the number of those facing fuel and food poverty decreases.</p> <p>The use of sustainable and active travel schemes increases.</p> <p>Planned and coordinated community engagement that is meaningful.</p>	<p>Disruption from climate events is less prevalent.</p> <p>People and communities thrive, and are resilient to challenges.</p> <p>Long-term challenges are recognised and planned for.</p>

## Links to other themes in our Well-being Plan

**Economy – There is a flourishing economy, supported by a skilled workforce fit for the future:**

Having a healthy economy, where people are in secure and rewarding employment, improves wellbeing and builds social and economic resilience.

**Equality – Those with protected characteristics face fewer barriers:**

Ensuring people from diverse backgrounds, seldom-heard groups and those at a socio-economic disadvantage are heard and help shape decisions and services, improves wellbeing and builds social and cultural resilience.

**Housing – There is improved access to good quality housing:**

Good quality, affordable and energy efficient housing improves individual and community wellbeing and builds resilience against the rising cost of living, fuel poverty and climate change.

**How we will apply the 5 ways of working**

**Collaboration**

Each PSB organisation recognises its individual and collective role to provide the advice and assistance our communities need to build their resilience and thrive.

**Involvement**

The PSB will continue to involve and engage with our communities to explore what information and support they need to build their social, cultural, economic and environmental resilience.

**Integration**

The PSB recognises that social, cultural, economic and environmental wellbeing are cross-cutting and will take an integrated approach to supporting its communities in building resilience and reducing deprivation in these areas.

**Prevention**

The PSB will support our communities to become more resilient and better prepared to respond to social, cultural, economic and environmental changes, preventing further declines in mental and physical wellbeing.

## **Long-Term**

The PSB will support our communities by taking a balanced approach, ensuring that improving community wellbeing in the short term does not compromise building further resilience and reducing deprivation in the long term.

## **How our steps will maximise our contribution to the Well-being Goals**

### **Prosperous**

By supporting access to advice, information and assistance that our communities need, the PSB will help alleviate the impact of the rising cost of living, maximise income and improve overall contribution to the local economy.

### **Healthier**

By supporting access to advice, information and assistance that our communities need, the PSB will help people become better informed to make healthier lifestyle choices, leading to healthier lives.

### **Resilient**

By supporting and influencing Climate Change mitigation and adaptation in our communities, the PSB will help people be better equipped and prepared for the impacts of climate change.

### **Equal**

By supporting equal access to information, advice and services, the PSB will help our communities access the information and help they need in a way that does not create disadvantage.

### **Cohesive Communities**

By continuing to involve and engage our communities, the PSB will help people feel connected and able to contribute to their communities in a range of ways.

### **Culture and Welsh Language**



Our communities can access support in their language of choice. The PSB will encourage and improve the use of Welsh language in everyday life.

### **Globally Responsible**

Each PSB organisation recognises its individual and collective role to reduce greenhouse gas emissions and use of natural resources and protect the natural environment and habitats. The PSB will support our communities to help mitigate the global impacts of Climate Change.

## **Economy – There is a flourishing economy, supported by a skilled workforce fit for the future.**

### **What do we know now?**

Our Well-being Assessment looks at [employment opportunities](#) in our counties. It tells us that:

- It is not just the number of available jobs that is important, but also the types of employment opportunities on offer, and how well employers keep-up with changes in the global economy, as well as local priorities. Secure, well paid employment affects not just the economic well-being of people and communities, but can also help with mental well-being as it fosters a sense of purpose and a sense of belonging within society.
- In addition to the mismatch between the number of jobs and number of working residents, the area has a significantly lower than average weekly wage for full-time jobs – £451 in Conwy, and £501 in Denbighshire (compared to £540 for Great Britain as a whole).
- There are also higher proportions of part-time jobs on offer in the area than the national average – 46% of employees in Conwy and 39% of employees in Denbighshire are part-time, compared to 32% across Great Britain and 35% in Wales.

Within the current economic climate, jobs and employment was an area of focus throughout our engagement. One respondent gave the following feedback when asked what could be improved in the area to meet future well-being goals: “help and support to get people into jobs and keep jobs. Would like to see more permanent lower level jobs in the area and not just seasonal work. More initiatives where Councils provide employment experience for people with limited work experience and employment experience for people with a disability.”

### **What steps can we take?**

In support of this area, below are some of the steps that we can collectively take forward as partners on the Public Services Board during the five-year duration of this plan:

- Work collaboratively with communities and partners to deliver projects and initiatives that will stimulate economic growth in specific sectors, including the green economy. This includes Ambition North Wales and the North Wales Growth Deal projects.
- Maximise the benefits that come with our unique natural assets and grow our sustainable tourism offer.
- Work with partners (including school, colleges and universities) to ensure that people of all ages, including those who are vulnerable or in our care, are resilient and prepared for employment, further education, or training. This includes looking at Green Skills for the future.
- Provide greater opportunities for quality volunteering, work experience and apprenticeships.
- Collectively promote public and third sector jobs to help with recruitment and retention.
- Enact socially responsible public procurement, benefitting the local supply chain and promoting a circular economy locally.
- Working regionally and within the context of the Wales Transport Strategy, we will enable those at a socio-economic disadvantage to access education, employment, services and activities.

## **Who will be involved in delivering our steps?**

All PSB partners and potentially others including:

- Schools, colleges, universities and youth services
- Careers Wales
- Department of Work and Pensions
- Partnerships, such as the Regional Skills Partnership, Ambition North Wales, North Wales decarbonisation ambition board.

## **What levels of prevention might our steps achieve?**

Secondary prevention: Targeting action towards areas where there is a high risk of a problem occurring. A targeted approach, which cements the principle of progressive universalism.

## What could success look like?

Short-term (1 to 5 years)	Medium-Term (5 to 10)	Long-Term (10+ years)
<p>Those in need of employment are supported into work.</p> <p>There is an improved skills offer that enables people to access better paid employment.</p>	<p>Businesses are attracted to, and thrive in Conwy and Denbighshire, utilising the strong skills base, and giving people the right opportunities for work. This includes a low carbon, regenerative economy, and sustainable green jobs.</p>	<p>Our green, sustainable economy flourishes.</p> <p>The average household income increases.</p>

### Links to other themes in our Well-being Plan

**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:**

Ensuring people have access to the information and assistance they need to help with the rising cost of living and food and fuel poverty and safeguarding food and natural resources in the long term, helps to improve the resilience of our local economy.

**Equality – Those with protected characteristics face fewer barriers:**

Ensuring people from diverse backgrounds, seldom-heard groups and those at a socio-economic disadvantage have equal access to employment, learning and healthcare, helps to improve the resilience of our local economy.

**Housing – There is improved access to good quality housing:**

Sufficient provision of good quality, affordable, energy efficient housing, where people can live independently and healthily, helps to improve the resilience of the local economy.

## **How we will apply the 5 ways of working**

### **Collaboration**

Each PSB organisation recognises its individual and collective role to promote public and third sector jobs to help with recruitment and retention.

### **Involvement**

The PSB will engage with other agencies and partners to ensure a skilled and resilient workforce and stimulate growth in key sectors, including the environmental sector.

### **Integration**

The PSB recognises that a flourishing local economy has a direct impact upon social, cultural and environmental wellbeing and will take an integrated approach to supporting its communities in building resilience and reducing deprivation in this area.

### **Prevention**

The PSB will support our communities to become more resilient and better prepared to respond to economic changes, building a sustainable workforce by preventing rising unemployment and attracting young people to work in the region.

### **Long-Term**

The PSB will support our communities in building a sustainable workforce with a strong skills base, supporting a thriving economy which attracts businesses to the region, giving people the right opportunities for work.

## **How our steps will maximise our contribution to the Well-being Goals**

### **Prosperous**

By ensuring people of all ages are prepared for employment, further education or training, the PSB will help people acquire the skills and knowledge to get good quality jobs, which support local communities and the wider economy.

### **Healthier**

By working with our communities and partners to build a sustainable workforce, the PSB will help people have access to secure and rewarding work and skills opportunities, contributing positively to their physical, mental and emotional well-being.

### **Resilient**

By working with our communities and partners to stimulate economic growth in key sectors, the PSB will help to build a resilient workforce and flourishing economy.

### **Equal**

By working with our communities and partners to provide equal opportunities for employment, further education and training, the PSB will help people of all abilities and backgrounds have the opportunity to achieve their potential.

### **Cohesive Communities**

By working with our communities and partners in providing opportunities for employment, further education and training, the PSB will help support people to live and work in their communities, enhancing the local economy.

### **Culture and Welsh Language**

By working to maximise the benefits of our unique natural assets and sustainable tourism, the PSB will help protect the region's culture and heritage, including the Welsh language.

### **Globally Responsible**

By working with our communities and partners to develop a strong local economy, including the green economy and socially responsible procurement, the PSB will help the local economy mitigate the global impacts of climate change.

## **Equality – Those with protected characteristics face fewer barriers.**

### **What do we know now?**

Our Well-being Assessment looks at [equality and diversity](#) within our communities in Conwy and Denbighshire. It tells us that:

- Those from diverse backgrounds or with a disability often face barriers to employment learning and health care. Our population is becoming more diverse and we need to reflect this in the services that we deliver, to ensure equality of access and opportunity for all.
- We need to better reflect the diversity of our populations when involving people in decision making, ensuring representation from all groups.
- People with protected characteristics are more likely to live in the most deprived 10% of Lower Layer Super Output Areas (LSOA) in Wales. They are most likely to suffer from socio-economic disadvantage, and will have been disproportionately affected by the impact of the pandemic. They are also, therefore, vulnerable to inflationary cost of living pressures.
- The impacts of Climate Change will also increase inequalities within our communities.

Our engagement from seldom heard groups suggests that we need to work collaboratively to ensure we do not overburden the same communities with numerous requests for the same, or similar information and that we feedback regarding the actions taken on the basis of their engagement.

### **What steps can we take?**

In support of this area, below are some of the steps that we can collectively take forward as partners on the Public Services Board during the five-year duration of this plan:

- Support the Welsh Government's Anti-Racist Wales Action Plan, to help realise the vision of Wales as an anti-racist nation and understand what that looks like for our communities.

- Reduce inequalities by ensuring that the experiences of people from diverse backgrounds, seldom-heard groups, and those at a socio-economic disadvantage are heard and inform decision making and shape our services.
- Address the emotional burden of those living with the effects of poverty and social exclusion, treating them with the respect and dignity they deserve.
- Working with our partners and networks, we will work to address gaps in our Well-being Assessment, commissioning quality research and engagement.
- Foster community cohesion by ensuring people are protected from harm, abuse and exploitation.
- Ensure that the transition to a net zero Wales is equitable and fair.

### **Who will be involved in delivering our steps?**

All PSB partners and potentially others including:

- Citizen Advice
- Joseph Rowntree Foundation
- North Wales Social Care and Well-being Improvement Collaborative
- Third sector organisations

### **What levels of prevention might our steps achieve?**

Primary prevention: Building resilience – creating the conditions in which problems do not arise in the future. A universal approach.

### **What could success look like?**

<b>Short-term (1 to 5 years)</b>	<b>Medium-Term (5 to 10)</b>	<b>Long-Term (10+ years)</b>
Challenges facing community cohesion and personal safety, and gaps in service or advice provision that	The co-production and shaping of services through the involvement of those from seldom-heard groups is embedded practice.	Inequality is removed from service provision, allowing everyone to access the services that they need to thrive.



Short-term (1 to 5 years)	Medium-Term (5 to 10)	Long-Term (10+ years)
<p>disadvantages those with protected characteristics or those who are at a socio-economic disadvantage, are identified with any immediate solutions put in place.</p> <p>We better understand and act upon the disproportionate impacts of climate change on those experiencing deprivation, and manage our transition to a net zero Wales fairly and equitably.</p>	<p>People are confident that public services will act to protect and help them.</p> <p>The most vulnerable communities who are exposed to multiple health inequalities are surrounded by an environment that makes managing and taking actions to improve health and well-being easier – for example, reducing communities’ exposure to air pollution and flooding.</p>	<p>All residents are safe from harm, abuse or exploitations.</p> <p>Those experiencing deprivation are safeguarded from the impacts of Climate Change.</p>

## Links to other themes in our Well-being Plan

**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:**

Ensuring people from diverse backgrounds, seldom-heard groups and those at a socio-economic disadvantage have fair and equal access to the information and assistance they need to help with the rising cost of living and food and fuel poverty and safeguarding food and natural resources in the long term, helps to reduce inequalities and remove barriers.

**Economy – There is a flourishing economy, supported by a skilled workforce fit for the future:**

Ensuring people from diverse backgrounds, seldom-heard groups and those at a socio-economic disadvantage have equal access to employment, learning and healthcare, helps to reduce inequalities and remove barriers.

## **Housing – There is improved access to good quality housing:**

Ensuring people from diverse backgrounds, seldom-heard groups and those at a socio-economic disadvantage have fair and equal access to good quality, affordable, energy efficient housing, where people can live independently and healthily, helps to reduce inequalities and remove barriers.

## **How we will apply the 5 ways of working**

### **Collaboration**

Each PSB organisation recognises its individual and collective role to reduce inequalities and ensure that people from diverse backgrounds, seldom-heard groups and those at socio-economic disadvantage have the opportunities to inform decision-making and shape services.

### **Involvement**

The PSB will continue to engage and ensure that the lived experience of people from diverse communities inform decision making and shape our services.

### **Integration**

The PSB recognises that equality of access for our communities is integral to delivery of our priorities and therefore underpins delivery of our Wellbeing Plan.

### **Prevention**

The PSB will work with our partners and networks to carry out quality research and engagement to address gaps in our Wellbeing Assessment with the aim of continuing to prevent future inequalities and remove barriers.

### **Long-Term**

The PSB will work with partners, networks and communities to ensure inequality is removed from service provision, allowing everyone to access the advice, assistance and services that they need to thrive.

## **How our steps will maximise our contribution to the Well-being Goals**

### **Prosperous**

By removing barriers and reducing inequalities, the PSB will help people of all abilities and backgrounds have the opportunity to achieve their potential.

### **Healthier**

By involving and engaging with people from diverse communities in decision making and shaping services, the PSB will help people face fewer health inequalities.

### **Resilient**

By working with our communities and partners to reduce inequality and remove barriers, the PSB will help to address social exclusion, making communities more resilient.

### **Equal**

By working with our partners to reduce inequality and remove barriers, the PSB will support our communities and all those who live in them, irrespective of background or circumstances.

### **Cohesive Communities**

By working with our partners to protect people from harm, abuse and exploitation, the PSB will help to foster community cohesion.

### **Culture and Welsh Language**

By working with our partners to reduce inequality and remove barriers, the PSB will help to support the diverse cultures within our communities and protect the Welsh language.

### **Globally Responsible**

By supporting our communities to respond to the impacts of climate change, the PSB will help to ensure the steps taken to reduce greenhouse gas emissions are fair and proportionate.

## **Housing – There is improved access to good quality housing.**

### **What do we know now?**

Our Well-being Assessment looks at the [provision of housing](#) in our counties. It tells us that:

- Good quality and low carbon housing is vital for individual and community well-being, providing security, privacy, good health, and space for personal identity, growth and development.
- Demand for homelessness support has increased significantly in recent years, which includes the overall amount of casework involved in preventative work. As finances are squeezed and costs rise, we will see further rises in homelessness numbers.
- A person's physical environment, including access to green space, plays a key role; with poor health associated with homelessness, poor quality accommodation, and fuel poverty. Risk factors for poor mental health disproportionately affect people from higher risk and marginalised groups, including homeless people. A recent study found more patients who died by suicide were reported as having economic problems, including homelessness (Centre for Mental Health and Safety, 2016).
- In the year ending March 2021, 439 new homes were built in the area (310 in Conwy County Borough, 124 in Denbighshire), despite Local Development Plans (LDPS) predicting an annual new dwelling requirement of about 950 homes would be required across the two local authorities.
- Access to affordable housing was particularly highlighted as a concern among residents through our County Conversation. In August 2021, the average house price for a property in Conwy County Borough was £202,485, and £181,538 in Denbighshire.

This direct quote taken from the online analysis, where the respondent was asked what could be improved, gives a flavour of the feedback and concerns given throughout the engagement and in particular the public and councillor focus groups. "More availability of affordable housing for local people. House prices have increased rapidly over the last year and are out of reach of many, including young people who are unable to stay in their communities."

## **What steps can we take?**

In support of this area, below are some of the steps that we can collectively take forward as partners on the Public Services Board during the five-year duration of this plan:

- Support the Welsh Government's Rapid Rehousing approach to prevent homelessness and ensure that any instances of it are rare, brief, and unrepeated.
- Review the amount of available housing in our county to ensure that there is quality provision that meets the needs of residents, assisting them to lead independent lives in appropriate accommodation for as long as possible.
- Identify the barriers related to people's immediate environment, such as green and blue spaces, that affects their quality of life and civic participation.
- Work with our communities to identify and overcome barriers to housing, ensuring equal access to advice and information on available options and routes to housing.
- Advocate standards of housing that supports the good health of people and families living in them, including promotion of low carbon housing that are affordable to run and resilient to the impacts of Climate Change.
- Bring together new and old partners to review innovative approaches to housing provision and upgrading.

## **Who will be involved in delivering our steps?**

All PSB partners and potentially other bodies, including:

- Welsh Water
- Registered Social Landlords
- Healthy Housing
- Private Rented Sector
- Energy saving trust Wales
- Building Control

## **What levels of prevention might our steps achieve?**

Tertiary prevention: Intervening once there is a problem, to stop it getting worse and prevent it reoccurring in the future. An intervention approach.

## What could success look like?

Short-term (1 to 5 years)	Medium-Term (5 to 10)	Long-Term (10+ years)
<p>Residents are better informed about housing options and routes to housing.</p> <p>Safe housing.</p> <p>Those facing homelessness are helped into accommodation within a reasonable timeframe.</p>	<p>The number and quality of housing increases.</p> <p>Instances of homelessness reduce.</p>	<p>Housing need will be met.</p> <p>Instances of homelessness will be rare, brief and unrepeated.</p> <p>Homes are more energy efficient.</p>

## Links to other themes in our Well-being Plan

**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:**

Ensuring people have access to the information and assistance they need will help them access the right housing solutions which enhance their quality of life and wellbeing.

**Equality – Those with protected characteristics face fewer barriers:**

Ensuring people from diverse backgrounds, seldom-heard groups and those at a socio-economic disadvantage are involved in decision making and shaping services and are not socially excluded will help them access the right housing solutions.

**Economy – There is a flourishing economy, supported by a skilled workforce fit for the future:**

Ensuring a sustainable and skilled workforce will help provide the housing sector with the resources it needs to meet the housing demand.

## **How we will apply the 5 ways of working**

### **Collaboration**

Each PSB organisation recognises its individual and collective role to help our communities access good quality housing and support homelessness prevention.

### **Involvement**

The PSB will engage with other agencies and partners in this area to support access to quality housing and homelessness prevention.

### **Integration**

The PSB recognises that access to good quality housing has a direct impact upon social, cultural, economic and environmental wellbeing and will take an integrated approach to supporting its communities in building resilience and reducing deprivation in this area.

### **Prevention**

The PSB will work with partners and networks to help reduce and prevent homelessness and remove barriers which negatively impact people's quality of life and civic participation, further preventing wellbeing decline.

### **Long-Term**

The PSB will work with partners, networks and communities to ensure housing provision is sustainable and has a positive impact on people's lives.

## **How our steps will maximise our contribution to the Well-being Goals**

### **Prosperous**

By supporting the provision of good quality housing which people can afford, the PSB will help improve people's quality of life.

### **Healthier**

By supporting the provision of good quality, affordable housing, the PSB will help to improve community well-being, security, privacy, good health, and space for personal identity, growth and development.

### **Resilient**

By supporting the provision of good quality, affordable housing, the PSB will help to reduce deprivation associated with homelessness and poor quality housing, making communities more resilient.

### **Equal**

By supporting equal access to housing related advice, information and assistance, the PSB will help to reduce housing related inequalities and remove barriers.

### **Cohesive Communities**

By supporting the provision of good quality, affordable housing, the PSB will help people being able to stay and live in their local community.

### **Culture and Welsh Language**

By supporting local people to stay in their local communities, the PSB will help protect and conserve the Welsh culture and language.

### **Globally Responsible**

By supporting the provision of good quality, energy efficient housing, the PSB will help people play their part in reducing global greenhouse gas emissions and mitigate climate change.



## **Delivery of the plan and monitoring progress**

In its Programme Board role, the delivery of this Plan will be monitored by the PSB through regular highlight and progress reports to its meetings. As part of our monitoring arrangements, we will produce an annual report detailing the progress made by the PSB to achieve and deliver the Well-being Plan. Reporting will focus on activities discussed by the Board, and the progress of any sub-groups (to be determined) set-up to deliver on specific streams of work. The Well-being Assessment sets the baseline for the success of this plan, and we will use indicators already highlighted there to measure the progress of our activities.

A Joint Overview and Scrutiny Committee also exists between Conwy and Denbighshire, and is responsible for scrutinising the effectiveness of the PSB's governance, the decisions that it makes, and the actions that it takes. The intention is to place responsibility for challenge and accountability locally.

### **On-going conversation**

Engagement through our County Conversation was an important part of gathering local views on well-being within communities. We want to continue engaging with people and communities across Conwy and Denbighshire in a meaningful way, as well as with the workforce of our organisations. It is vital that we take account of the importance of involving people with an interest in achieving the well-being goals, and of ensuring that those persons reflect the diversity of our populations.

We will take additional steps outside of meetings to ensure that the public and professional voice is heard and continues to help shape the Well-being Plan going forward. Each PSB partner organisation has its own mechanism for engagement, including digital engagement through social media. The PSB has committed to sharing key messages between PSB organisations on engagement events, as well as promoting PSB activities. However, we will also explore opportunities to engage cohesively as partners around our shared themes, and enabling a more holistic approach to action.

All our formal meetings are held in public and are open for anyone to observe. For a list of dates and venues please visit [our website](#).