

CONWY AND DENBIGHSHIRE PUBLIC SERVICES BOARD

Minutes of a meeting of the Conwy and Denbighshire Public Services Board held in Council Chamber, County Hall, Ruthin and by video conference on Monday, 25 September 2023 at 2.00 pm.

PRESENT

Members:

Councillor Jason McLellan (Chair)	Denbighshire County Council
Councillor Charlie McCoubrey	Conwy County Borough Council
Graham Boase	Denbighshire County Council
Martin Cox	Natural Resources Wales
Helena Kirk	North Wales Housing Association
Siwan Jones (on behalf Louise Woodfine)	Betsi Cadwaladr University Health Board (Public Health)
Wendy Jones	Conwy Voluntary Support Conwy (CVSC)
Tom Barham	Denbighshire Voluntary Services Council (DVSC)
Carol Marubbi	Town and Community Council – Conwy representative

Officers:

Emma Lea	Betsi Cadwaladr University Health Board
Fran Lewis	Conwy County Borough Council
Mike Corcoran	Co-Production Network for Wales
Iolo McGregor	Denbighshire County Council
Helen Miliband	Natural Resources Wales
Iona Hughes	Natural Resources Wales
Helena Belmans	Betsi Cadwaladr University Health Board
Kath Jones	Denbighshire County Council
Rhodri Tomos-Jones	Denbighshire County Council
Hannah Edwards	Conwy County Borough Council

1 WELCOME AND APOLOGIES FOR ABSENCE

Apologies were received from –

Helen MacArthur - North Wales Fire and Rescue Service
Kevin Jones - North Wales Fire and Rescue Service
Rhun ap Gareth - Conwy County Borough Council

Due to the apologies received from statutory partners, the meeting would not be quorate. Any actions / recommendations proposed will be considered and approved at the next PSB meeting in December.

2 MINUTES OF LAST MEETING

The minutes of the Conwy and Denbighshire Public Services Board meeting held on 17 July 2023 were submitted.

RESOLVED that the minutes of the meeting held on 17 July 2023 be received and approved as a correct record.

3 MEETING ACTION TRACKER

The Chair, Councillor Jason McLellan, presented the meeting Action Tracker.

- The Chair and Tom Barnham (DVSC) have met to discuss involving third sector partners in the PSB and suggested exploring best practice elsewhere.
- The support with the collation of information for the active travel charter would be presented to the PSB in December.
- The engagement with the national whole system leadership cohort would also be discussed in December.
- The findings of collating the risks and issues from across North Wales PSBs would be presented at the December meeting.
- Development of an engagement plan was in progress and will be discussed later on in this meeting.
- Members queried whether the PSB would benefit in the future of having a strategic discussion on the proposed national park in North Wales.

4 INVERSE CARE LAW

Helena Belmans, Betsi Cadwaladr University Health Board on the Inverse Care Law programme in North Wales, introduced a presentation

In August 2021, an Inverse Care Law (ICL) programme was initiated by the Health Board. The concept of the Inverse Care Law dates back to 1971 by Julian Tudor Hart. It describes how those most in need of healthcare were least likely to receive it, and in contrast, those with the least need of healthcare tend to access healthcare services more effectively, leading to inequalities in health.

The BCUHB Inverse Care Law programme takes a place-based approach by bringing together partners (health sector, local government, industry, voluntary and third sector, citizen voice) on a primary care cluster footprint to facilitate joint working on the broader determinants that cause health inequality.

It was through this facilitation the ICL would encourage that partnership to identify where the health inequality presents itself in the cluster area and enable them to shape the collective action that is needed to tackle the causes of health inequality. The programme aimed to enable a place-based, partnership approach to address health inequalities across North Wales by building on shared capabilities, assets, insights, and relationships across sectors to grow, implement and share local innovation

The ICL view primary care as advocates for the health of their population. An essential element of our programme is dovetailing the approach to the ambitions of the Strategic Programme for Primary Care's Accelerated Cluster Development programme in supporting effective collaboration at the community level to assess population needs.

Therefore, the ICL was looking to test the proposed transformation approach with three primary care clusters during 2023/24, which we have termed our 'innovator clusters'. In November 2022, the primary care clusters of Anglesey, Central & South Denbighshire and Northwest Flintshire were confirmed as the three innovator clusters. The board were informed that these three regions were chosen as they responded to the letters of interest, which were sent to 14 clusters.

The proposed transformation approach was developed during 2022 and brings together elements of change management, improvement methodology and behaviour change. The approach would take each innovator cluster through a facilitated self-reflection process with three distinct but linked workshops:

The first workshop (Building the team: what is our 'why'?) would bring together an understanding of health inequalities in North Wales and its causes whilst providing the headspace for connection with other organisations to appreciate what different sectors can bring to the table.

The ICL would introduce our self-reflection toolkit, which will enable the cluster to reflect on their local situation in addressing inequalities and participation in community-based systems of support. It works through six foundations on which to build effective system-wide action in reducing inequalities. It operates through a series of questions and prompts to encourage engaging in particular ways of thinking to stimulate conversation.

The second workshop (Our community: what is our starting point?) would continue to work on the six foundations. The ICL would also enable the partnership to understand where efforts might need to be directed by looking more in-depth at the local environment and needs on how health inequalities show up, providing an enhanced way of insight, including the quantitative and qualitative information to help identify health inequality and support action planning, this was about understanding local insight (data, analysis, insights, community stories) to help teams gain knowledge and insight on the health inequalities at place-level. Alongside this, understanding the assets within the cluster would be an important facet of this so that the partnership recognises the available resources.

Lastly, the third workshop (Tackling health inequality together: let's do it!) This workshop will provide the headspace for partners to identify ideas, projects, and actions they can take to tackle health inequality, resulting in identification of a first round of collaborative initiatives.

The ICL would look to understand the resources needed to support those activities. It is the resultant plans from this work that will inform the Health Board's initial Health Inequalities Intervention & Innovation Plan (HIIP). It would describe the local changes that our innovator clusters would test, the benefits the partnership would look to achieve for their local population and how this will be evaluated.

The board thanked Helena Belmans for the presentation; they suggested that once all the workshops have been carried out, Helena return to the PSB to update the board on any findings. The board also agreed that the ICL dovetailed nicely with the PSB's well-being plan and would be beneficial to keep an eye on the matter. The chair of the PSB, Councillor Jason McLellan expressed interest in attending the workshops, and Helena stated that the invitation would be circulated to members.

The board members supported the Inverse Care Law programme in North Wales, and it would be good for as many stakeholders to be involved with the process as possible.

RESOLVED that the PSB note the content of the presentation.

5 COMMUNITY ENGAGEMENT PLAN DEVELOPMENT

Mike Corcoran, Co-Production, gave the board a presentation updating them on the Community Engagement Plan Development.

Everyone in Conwy and Denbighshire should know what their Public Services Board was, how it was working to improve well-being for all and have meaningful and accessible opportunities to be involved in shaping this work, wherever it would impact their lives.

In pursuing this mission, the PSB must:

- Engage with its communities - including everyone who lives and works in the area and the people and organisations representing them.
- Engage with its partners - inclusive of all organisations, groups, and networks with a shared commitment to improving wellbeing in the area
- Engage with its workforce - inclusive of all staff at all levels.

At all times, our work would be undertaken in accordance with the 'Involvement Principle of the Wellbeing of Future Generations (Wales) Act 2015. If successful, our engagement should:

- Enable improved diversity and representation - with more people contributing to the PSBs' work and barriers to participation being removed
- Enable improved trust and relationships - between people, their PSB and its member organisations with regular feedback and continuous dialogue
- Enable more significant impacts - with more being achieved by doing things together, reducing duplication and consultation fatigue
- Deliver mutual benefit - of value to the PSB and all those who engage with it.

The board were given multiple case examples of community engagement through the presentation; these included –

- Online Presence - If someone searched for Conwy and Denbighshire PSB online today, would they get a fair and accurate impression of our work and activities, and would they feel encouraged to support and become involved in

work? Does our online presence facilitate the receiving, as well as sharing, of information, and do we utilise our online presence to communicate how people's input into the work of the PSB was making a real and tangible difference? Does our online presence reach everyone in our community, or could the use of new tools, platforms or approaches help to broaden and enhance the PSB's reach?

- Workforce Development - What proportion of the staff within our PSB member organisations would know what the PSB is, what it does, and what the significance of their organisation's membership of the PSB means for them? Were there any ways in which a lack of workforce knowledge regarding the work of the PSB was hindering the delivery of the well-being plan? Were their opportunities missed for a more significant proportion and diversity of our workforces to be involved in delivering our well-being plans, enhancing their impact? What measures (for example, training) were in place to inform our workforce about the work of our PSB?
- Working in Partnership - Do all PSB members feel equity around the PSB table, with roles and responsibilities proportional to their size, capacity, and remit? Do they feel fully supported and resourced to fulfil these roles? How does the PSB engage with non-members, what were the PSB's goals and objectives, and was such engagement proactively sought? To what extent was the work of the PSB influenced by the work of its partners, and to what extent did the PSB influence the work of its partners? Do working practices, cultures, and existing infrastructure (communication, data sharing, etc.) help or hinder partnership working?
- Action Planning - How would the Wellbeing Plan be translated into actual, tangible actions which would directly impact the lives of people in Conwy and Denbighshire? Where was local knowledge and lived experience essential to complement professional and technical expertise in designing and delivering new solutions to complex challenges in delivering the Wellbeing Plan? How do we intend to involve people in designing and delivering actions, and how would these opportunities be made appealing, meaningful, and accessible to all in our community, those who may face the most significant barriers to participation?
- Diversity and Representation - To what extent does diversity within the PSB reflect the diversity within Conwy and Denbighshire? To what extent do our current consultation and engagement activities reach everyone within Conwy and Denbighshire? Were there communities with whom we were failing to engage? For whom may our existing engagement practices likely present barriers to participation, and how can these be overcome

The board discussed the following further –

- The board were thankful for the comprehensive presentation and would strive to ensure the topic of community engagement would be kept at the forefront of the PSB's agenda and would not be missed.
- The board also agreed that raising awareness of the PSB inside the organisations representing the board and the residents of both Denbighshire and Conwy was highly important.
- The board highlighted the timings of both Conwy and Denbighshire wellbeing plans and corporate plans, and the PSB's plans were not in tandem, which

causes issues of having shared narratives between the parties; they suggested this could be something which could be looked at moving forward.

- The board suggested persistent updates on the engagement plan and a holistic approach to ensure that the work was carried out and nothing was missed.

RESOLVED that the PSB note the Community Engagement Plan Development presentation.

6 EMPOWERING DIVERSE COMMUNITIES INTO EMPLOYMENT: ENGAGEMENT FINDINGS AND NEXT STEPS

Fran Lewis (FL), Conwy County Borough Council (CCBC) introduced the Empowering Diverse Communities into Employment report (previously circulated). The report summarises the engagement, which took place between June and August 2023, on empowering diverse communities into employment – specifically concerning employment in the North Wales public sector.

The work focused on engaging residents, service users and interested parties across North Wales (both individuals facing barriers to employment and professionals working with individuals facing barriers to employment) as part of a conversation to make sure that public sector organisations are welcoming and inclusive of everyone in their recruitment and retention processes. The work was carried out in collaboration between the two North Wales Community Cohesion teams and members of the North Wales Public Sector Equality Network.

FL informed the Board that a range of issues were identified and these have been grouped in to four overarching themes, including:

- Language Barriers
- Qualifications and Experience
- Cultural Differences
- Access and Processes

Several recommendations have been identified to address the barriers to employment. A full list can be found in the report, but some suggestions included:

- Maintaining an ongoing dialogue about barriers to employment – to encourage any issues to be shared, so that employers are more aware of the barriers which can be a catalyst for change
- Anchor organisations (e.g. LAs, Health and Ambulance, Police, Fire and Rescue, Universities and Colleges) working together to create opportunities to enable people to get on the employment ladder, including volunteering, apprenticeships, placements and shadowing
- A diversity event across North Wales, inviting people and employers. It can be formal/informal but give opportunity for people to socialise and gain information
- Active/pro-active work to attract staff from diverse backgrounds through how we promote vacancies and to which groups as opposed to simply posting an advert online / Consider advertising in different places (e.g. places of worship, physical locations) rather than just online or on an organisations own website

- Staff Networks, Buddy Systems for new recruits
- Sharing of a 'Welcome to North Wales' welcome pack for people unfamiliar with the UK and the region

FL confirmed that consideration is been given how to continue and build on this conversation, without burdening participants too much and risking 'engagement fatigue'. While work to improve recruitment processes is a constant process, propose to revisit the topic within the next 12 months, in order to provide an update on the actions that have been taken in response to the information that has been shared.

It is intended that through sharing the report with participants and through public sector networks across North Wales - public sector organisations can use the valuable feedback and insights to take actions to continue working towards making public sector organisations, as employers, more welcoming and inclusive of all the communities that they serve.

The board discussed the following further –

- The board queried whether the report had been circulated further to other organisations, and officers informed the board it was being discussed firstly at PSB, then it would be shared; additionally, the next steps would be to bring in recruitment leads into the discussion and then progress the matter further. Also looking to access further funding from the North Wales PSB support grant to undertake follow up engagement work with these diverse communities, and explore options to work with interested groups and organisations to carry out work on our behalf.
- The board members were supportive of the regional approach to the matter. They suggested working closely with other PSBs and sharing practices; also, they would take the information back to their respective organisations and circulate the information.

RESOLVED the board support, in principle, the recommendations set out within the report; however, they would need to be formally agreed upon at a quorate meeting of the PSB.

7 FORWARD WORK PLAN

A copy of the Public Services Board forward work programme was presented.

- The board suggested receiving an update regarding the Community Narratives engagement work taking place in Rhyl and Pensarn.
- The board requested they receive an update on the Inverse Care Law in the New Year once all the workshops had been carried out.

RESOLVED that the forward work programme be approved.

The meeting concluded at 4:25 pm