



Conwy and Denbighshire Public Services Board

Annual Report 2023 to 2024: A Self-reflection on the year

1. Welcome to our Annual Report.

This report is our self-reflection about the difference we have made in the first year of our new [Well-being Plan](#) for 2023-2028. It is an opportunity to make sure that, as a Board, we are accountable to the public, and that we take time to self-assess what we have achieved and challenge ourselves as to the difference we are making, and learn where we can make improvements in the future. All our work is aligned with the [Well-being of Future Generations \(Wales\) Act 2015](#) and the [5 ways of working](#).

You can visit our website to find out more [about us as a Board](#).

2. Our priorities and how we will work

Our Well-being Plan focuses on **making Conwy and Denbighshire a more equal place with less deprivation**. We have identified 4 key themes to support our main objective –

- **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.

Our Well-being Plan also outlines 9 principles we have agreed to apply in delivering the plan. We have used this year to focus on improving how we work together.

- **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.
- **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.

3. Progress this year

Our Well-being Plan was approved in March 2023 and we took the decision to use the first year of our Plan to explore different approaches to delivery and how we will work together. This has been a year of preparation for action – with impact to follow.

Our main achievements during 2023 to 2024 include –

- **Enhanced PSB structures and governance:**
 - Introduced informal meetings. This is an opportunity to facilitate networking for all our members, helping to build trust and speak candidly on issues and challenges we are facing. Also reviewed our Terms of Reference.
 - Discussed partner organisations' common risks and issues that may impact on the delivery of our Well-being Plan aspirations. We felt there is value in exploring these emergent risks and issues as a North Wales region with other PSBs.
- **Development of PSB knowledge / understanding:**
 - Arranged an Anti-Racism awareness session for PSB members across North Wales. The purpose is to build understanding of anti-racism, awareness of lived experience and the role of our senior leaders in fostering a culture of anti-racism. It will also help support the delivery of our Well-being Plan, where equality is a theme.
 - Carried out a Futures Thinking exercise, using the Three Horizons approach to consider the outcomes that we want to achieve in the future, and how we get there.
- **Development of 'whole-systems' & collaborative region-wide approaches:**
 - Received presentations on Whole Systems Thinking from Public Health Wales (both the local and national teams). This helped us explore the ways we can apply this approach towards our ambition to play a greater leadership role.
 - Following on from initial discussions, we undertook a systems mapping exercise to evaluate our next steps for delivering our Well-being Plan. This was to identify the system beliefs and goals we could take ownership of as PSB Members, and system structures and events for our organisations to take a lead on.
 - This approach is helping to ensure we get the most added value from the PSB and the transformative change we want to achieve.
- **Working with communities:**
 - Collaboratively developed and adopted a new engagement mission statement. We are working on developing a community engagement plan as part of our next steps.
 - We are currently working with Wrexham University to undertake an engagement project within two communities in Conwy and Denbighshire (Pensarn and Bruton Park in Rhyl). The project is ongoing and is using creative methods (such as artwork,

photography and video) to support communities tell their stories of what it looks and feels like to live in their community.

- Carried out engagement with diverse communities to understand the difficulties and explore the ways how public sector can help empower people into employment. A number of barriers and suggested actions were identified that are being taken forward. This work was undertaken regionally on behalf of the three North Wales PSBs.

➤ **Progression of key PSB initiatives:** Healthy travel charter, preparatory work for CCRA etc.

- Committed to progressing the Healthy Travel Charter within our organisations, by conducting a baseline assessment of organisations' current activity against the Charter commitments. This will also identify any gaps and opportunities for development – in line with existing organisational plans.
- We have undertaken some preparatory work in determining the best approach to undertaking the Climate Change Risk Assessment framework developed by Natural Resources Wales.
- Contributed to the Welsh language and employment project led by Gwynedd and Anglesey PSB through our partners.

4. Other Areas of Work

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

- Received a presentation on the Inverse Law Care programme from Betsi Cadwaladr University Health Board and discussed how the PSB can become more closely involved in this work as there are linkages with the PSBs' ambition of tackling inequality.
- Received a presentation of the Accelerated Cluster Development programme from Betsi Cadwaladr University Health Board and discussed as the PSB covers both counties using it as a forum to inform and influence developments.
- Reported our progress to the Joint Conwy and Denbighshire PSB scrutiny committee.
- Continued to work closely with Co-Production Network for Wales who offer bespoke support through their [Project Dewi](#) programme. They are pivotal to and are embedded in everything we do as a PSB - from working at officer level to facilitating a number of meetings and workshops.
- Attended the PSB Shared Learning Event in Wrexham.
- Linked in with the North Wales Insight Partnership – this is a useful forum to share information and learning.

5. Reflecting on this year and Looking Forward

We have used the first year of the Plan to explore our leadership role, how we can approach the Plan differently, and developing the detail to deliver the Well-being Plan. It has been useful to spend this time discussing where we can add most value and make a difference as a Board, while balancing this with the limited resources and capacity available to us.

Central to this has been improving our understanding of Whole Systems Thinking and how we can apply this approach to delivering our Well-being Plan. Following several workshops, supported by Public Health Wales, we have reviewed our Plan against the four systems levels to understand its balance and identify gaps. This mapping exercise resulted in us identifying 3 approaches we want to take to progress delivery of the Well-being Plan. These approaches / ways of working encompass the initial steps outlined in the Well-being Plan. We plan to use our forward work programme as a mechanism to set out how we deliver on this ambition.

- **Piloting** – we will select an area through which we can test a ‘whole systems approach.’ We have yet to agree an area, but have previously discussed taking a co-ordinated approach to information sharing using partners’ campaigns / offers (such as uptake of pension credit, flood awareness schemes).
- **Modelling** – we will develop a simple set of good working / cultural practices we can adopt and promote internally (through our organisations) and externally (to the wider public). Such as adopting green practices to our meetings and involve young people in our meetings.
- **Engaging** - With the PSB undertaking training, inviting in relevant experts, and drawing upon expertise from within our member organisations to advance understanding and inform wider decision-making.

We have also used this year to consider our engagement approach and worked closely with Co-Production Network for Wales to develop an engagement mission statement for the Board. Where we have committed to –

Everyone in Conwy and Denbighshire should know what their Public Services Board is, know how it is working to improve wellbeing for all, and have meaningful and accessible opportunities to be involved in shaping this work, wherever it will impact upon their lives.

One of the main positives of the PSB continues to be the relationships and networks built from bringing together various public and voluntary sector partners working in Conwy and Denbighshire. We therefore want to build on the mission statement going forward and develop an engagement plan. As part of this we have discussed some potential engagement actions that we as PSB members can take forward to promote the work of the Board.

We have also discussed Most Significant Change and potentially utilising this method as an evaluation tool. However we felt it was too early to begin this work and we needed to make more progress against the Well-being Plan before taking this step. We plan to revisit this approach as we move into our ‘delivery phase,’ as having a system in place to monitor and assess our progress will be essential.

One of the main challenges over the past year has been limited resources and capacity, this continues to have an impact on what we are able to achieve. We have also seen this have an effect on our partner organisations, with increased organisational pressures and demands leading to us having some attendance issues. This has caused some meetings not to be quorate and impacting on our ability to progress actions.

6. Get Involved

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

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

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

This document is also available in Welsh.