

- To gain an understanding of the structure and functions of the Public Services Boards.
- To explore the effectiveness of PSBs, resourcing and capacity.
- To gather evidence of issues or barriers that may impact on effective working, and examples of good practice and innovation.

1. Structure and functions of the Public Services Boards

- 1.1 In April 2016 the [Wellbeing 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 PSB for the Conwy and Denbighshire region.

Membership and meetings

- 1.2 The Conwy and Denbighshire PSB is chaired by the Area Director (Central) of Betsi Cadwaladr University Health Board and the vice chair is the Chief Executive of Conwy County Borough Council.
- 1.3 Membership of the Conwy and Denbighshire PSB comprise of the statutory members and invited participants specified by the Act. The following are the agreed nominated representatives for the Board:

Statutory Members	Nominated Representative
Betsi Cadwaladr University Health Board	Area Director of Central (representing the Chairman)
Betsi Cadwaladr University Health Board	Chief Executive
Conwy County Borough Council	Leader
Conwy County Borough Council	Chief Executive
Denbighshire County Council	Leader
Denbighshire County Council	Chief Executive
Natural Resources Wales	Head of Operations North (representing the Chief Executive)
North Wales Fire and Rescue Service	Chief Fire Officer
Invited Participants	Nominated Representative
Community & Voluntary Support Conwy	Chief Officer
Denbighshire Voluntary Services Council	Chief Executive Officer
National Probation Service	Head of Local Delivery Unit
North Wales Police	Superintendent
Police and Crime Commissioner Office	Chief Executive

Public Health Wales	Public Health Consultant (representing the Executive Director of Public Health)
Wales Community Rehabilitation Company	Head of Local Delivery Unit
Welsh Government	Senior Civil Servant

1.4 Although the Conwy and Denbighshire PSB decided to keep membership to the core members stipulated in the Act during the development of their well-being plan, membership will be reviewed to ensure there is sufficient representation to deliver the priorities.

1.5 The PSB hold quarterly meetings and since November 2017, PSB meetings are now open to the public.

Purpose and Priorities

1.6 The purpose of the board is to improve the economic, social, environmental and cultural well-being of the Board’s area by contributing to the achievement of the national well-being goals as specified within the Act.

- A prosperous Wales
- A resilient Wales
- A healthier Wales
- A more equal Wales
- A Wales of cohesive communities
- A Wales of vibrant culture and thriving Welsh language
- A globally responsible Wales

1.7 The overriding principle of the PSB’s activities is sustainable development. This means the PSB must act in a manner which seeks to ensure that the needs of the present are met without compromising the ability of future generations to meet their own needs. The Board use the five key ways of working to carry out sustainable development:

- Long Term
- Prevention
- Integration
- Collaboration
- Involvement

1.8 The PSB initially had two main tasks -

- To prepare and publish an assessment of the state of economic, social, environmental and cultural well-being of Conwy and Denbighshire, and
- To prepare and publish a Local Well-being Plan for the counties of Conwy and Denbighshire setting out local objectives and the steps it proposes to take to meet them.

1.9 The well-being assessment was published in April 2017 and was informed by data, national and local research and most importantly feedback from residents, visitors and businesses through the County Conversation during the summer and autumn 2016. The assessment is available to view on the Conwy and Denbighshire PSB website (<http://conwyanddenbighshirepsb.org.uk/wellbeing-assessment>).

1.10 The Conwy and Denbighshire Local Well-being Plan was approved in April 2018 and sets out the local objectives we as a Board will take to improve the economic, social, cultural and environmental well-being for the area. This is where the PSB feel they can make the greatest contribution without duplicating good work already taking place within existing partnerships and organisations. The priorities the PSB has opted to take forward are:

- People - Good Mental Well-being for All Ages
- Community – Community Empowerment
- Place - Environmental Resilience

1.11 The PSB have also committed to 4 additional principles which support the priorities -

- To address inequalities and treat everyone equally.
- To support and promote the Welsh Language.
- To support access to appropriate accommodation.
- To avoid duplication.

1.12 Please find the Terms of Reference for the Conwy and Denbighshire PSB and the Conwy and Denbighshire Well-being Plan (summary and technical versions) appended to this document for further information.

2. Effectiveness of PSBs, resourcing and capacity

2.1 In accordance with the Act, the Local Authority partners provide secretariat support for the Board. This support rotates between the two local authorities (Conwy County Borough Council and Denbighshire County Council) on a biannual basis.

2.2 An officer group has been established for the PSB which provides support for Board activities such as consultation and engagement, editorial input or data collection/analysis. Officers who support the board are undertaking work in addition to their usual job role.

2.3 The Public Services Board does not have any dedicated resource to deliver projects in support of their identified priorities and also considers that the creation of another 'layer' of work would not be effective. As the priorities are developed in more detail, the PSB will assess the allocation of staff capacity and or funding resources either from existing budgets or through grant applications. The board recognises it can most usefully provide leadership, scrutiny and promotion of work in

these areas among existing structures, and seek to consolidate and challenge those structures to meet the agenda that it has set out.

- 2.3 Welsh Government have provided a regional grant (based on local health board footing) to support PSB's to deliver their Well-being Plans. In North Wales this supports 4 PSB's. For 2018/19, in North Wales the grant will be used to -
- Ensure analytical capacity and arrangements to support the maintenance of the local well-being assessments.
 - Commission research around any identified gaps in our intelligence and analysis, including those outlined in feedback from the Future Generations Commissioner and Welsh Government.
 - Commission research into best practice interventions, helping identify potential steps in support of local well-being objectives.
 - Work collaboratively across North Wales on common themes.
 - Ensure that the good regional engagement and involvement work that has informed our assessments and plans can continue.
- 3. Evidence of issues or barriers that may impact on effective working, and examples of good practice and innovation.**
- 3.1 There is a real sense of willingness and support from PSB members to make progress against the PSB well-being objectives. All partners can see the potential collective and organisational benefit of the actions that have been agreed but there are organisational pressures and often different planning timetables that can sometimes restrict the capacity and resources of partners to contribute as fully as they'd like to the work.
- 3.2 In addition to organisational pressures, several PSB partners are members of multiple PSB's both regionally (such as North Wales Fire and Rescue Service, Betsi Cadwaladr University Health Board, North Wales Police etc) and nationally (such as Natural Resource Wales and Public Health Wales). As well as compounding the capacity and resource issue in supporting 4 PSB's across North Wales, this involves working to different local priorities.
- 3.3 The partnership landscape is complex within North Wales, as there are several regional strategic partnerships in operation (such as Regional Partnership Board, Safer Communities Board etc). Although this presents more opportunity for collaborative working, conversely there is a danger of duplication and / or too many priorities for partner organisations to focus on and allocate support and resources too.
- 3.4 The Conwy and Denbighshire PSB feel there is a need to better understand existing partnership arrangements locally and in time seek to consolidate and challenge those structures in order for the PSB to influence prioritisation and work going forward locally.

- 3.5 There is a concern there is limited resources and financial support to deliver the programme of work needed to achieve the local well-being priorities for the area.
- 3.6 The Act is about behaviour change (both individually and organisationally) and although the PSB wants to take different actions - there is uncertainty in how the PSB can influence, facilitate and support behaviour change to achieve our objectives, especially in the current economic climate of public sector squeeze.

Conwy and Denbighshire Public Services Board

Terms of Reference

1. Statutory Requirements

- 1.1 The Well-being of Future Generations (Wales) Act 2015 (“the Act”), places a well-being duty on specified public bodies to carry out sustainable development. Part 4 of the Act requires the establishment of Public Services Boards (PSB) whereby public bodies act jointly to contribute to the achievement of the well-being goals.
- 1.2 There must be a PSB for each Local Authority area in Wales. However section 47 of the Act permits two or more PSBs to merge if they consider it would assist them in contributing to the achievement of the well-being goals. Section 48 of the Act also permits two or more PSBs to collaborate if they consider it would assist them in contributing to the achievement of the well-being goals.
- 1.3 The powers granted in section 47 of the Act have been used to merge the separate PSBs of Conwy and Denbighshire into a single PSB for the Conwy and Denbighshire area (“the Board”). This decision has been taken by the Board with the understanding of risk that there is currently no provision within the Act to separate the Board.

2. Aim

- 2.1 The Board will aim to be ambitious, innovative and motivated to work together to find sustainable service solutions.

3. Purpose

- 3.1 To improve the economic, social, environmental and cultural well-being of the Board’s area by contributing to the achievement of the national well-being goals as specified within the Act, including:
 - A prosperous Wales
 - A resilient Wales
 - A healthier Wales
 - A more equal Wales
 - A Wales of cohesive communities
 - A Wales of vibrant culture and thriving Welsh language
 - A globally responsible Wales
- 3.2 The Board will adhere to the Sustainable Development Principle set out in the Act, which seeks to ensure that the needs of the present are met without compromising the ability of future generations to meet their own needs. The Board will focus on the five key ways of working:
 - Long Term
 - Prevention

- Integration
- Collaboration
- Involvement

3.3 The Conwy and Denbighshire PSB will be responsible for the following statutory requirements –

- Preparing, publishing and reviewing an assessment of the state of economic, social, cultural and economic well-being in Conwy and Denbighshire by April 2017.
- Preparing a local well-being plan for Conwy and Denbighshire, setting out local well-being objectives and the steps it proposes to meet them by May 2018.
- Taking all reasonable steps to deliver the local objectives within the local well-being plan.
- Publishing an annual report that sets out the Boards progress in meeting the local well-being objectives.

4. Principles

4.1 The Board will work to the following principles:

- **Respect** – all partners will respect each other.
- **Integrity** – all partners will make decisions with integrity, so they are consistent, principled and honest.
- **Mutual Accountability** – partners are accountable and responsible to each other for the delivery of jointly agreed and collectively owned outcomes.
- **Value** – each partner is equal on the Board and each member must value each other and their contribution.
- **Trust and Openness** – to ensure all partners are involved and that they have a participative approach.

5. Membership

Statutory Members

5.1 The Statutory Members of the Board are:

- Conwy County Borough Council
- Denbighshire County Council
- Betsi Cadwaladr University Health Board
- North Wales Fire and Rescue Service
- Natural Resources Wales

5.2 The following are the agreed nominated representatives of the Statutory Member organisations for the Board:

Statutory Members	Nominated Representative
Betsi Cadwaladr University Health Board	Area Director of Central (representing the Chairman)
Betsi Cadwaladr University Health Board	Chief Executive
Conwy County Borough Council	Leader
Conwy County Borough Council	Chief Executive
Denbighshire County Council	Leader
Denbighshire County Council	Chief Executive
Natural Resources Wales	Head of Operations North (representing the Chief Executive)

North Wales Fire and Rescue Service	Chief Fire Officer
-------------------------------------	--------------------

5.3 Statutory Members are collectively responsible for fulfilling the Board’s statutory duties. This means unanimous agreement of the Statutory Members is needed in relation to fulfilling their duties under the Act, as identified in paragraph 3.3.

Invited Participants

5.4 The Board has a statutory requirement to invite the ‘Invited Participants,’ who exercise functions of a public nature to participate in the Board’s activity.

5.5 Invited Participants will be asked to join the Board via a letter from the Chair setting out the reasons for the invitation and the expectations upon the invitee. An Invited Participant may participate in the activity of the Board from the day on which the Board receives its acceptance of the invitation.

5.6 Invited Participants are not required to accept their invitation and by accepting the invitation to participate in the activity of the PSB, they do not become a member of the Board. Invited Participants are entitled to work jointly with the Board through making representations to the Board about the assessment of local well-being and local well-being plan, taking part in Board meetings and providing other advice and assistance as required.

5.7 The following are the agreed nominated representatives of the Invited Participants which have accepted the invitation to participate:

Invited Participants	Nominated Representative
Community & Voluntary Support Conwy	Chief Officer
Denbighshire Voluntary Services Council	Chief Executive Officer
National Probation Service	Head of Local Delivery Unit
North Wales Police	Superintendent
Police and Crime Commissioner Office	Chief Executive
Public Health Wales	Public Health Consultant (representing the Executive Director of Public Health)
Wales Community Rehabilitation Company	Head of Local Delivery Unit
Welsh Government	Senior Civil Servant

Other Partners

5.8 The Board will engage with other key partners in Conwy and Denbighshire who exercise functions of a public nature and who:

- i. have a material interest in the well-being of Conwy and Denbighshire;
- ii. deliver important public services; and
- iii. are involved in the preparation, implementation and delivery of the Board.

5.9 The following organisations will be contacted to seek advice in such a manner and to such an extent as the Board considers appropriate. These partners include, but are not limited to:

Other Partners
Community Councils

Public Health Wales NHS Trust
North Wales Community Health Council
Snowdonia National Park Authority
Higher Education Funding Council for Wales
Higher Education / Further Education institutions (including Grŵp Llandrillo Menai)
Arts Council for Wales
Sports Council for Wales
National Library of Wales
National Museum of Wales
Registered Social Landlords
Welsh Ambulance Service NHS Trust

- 5.10 The Board may consider what other partners, if any, it wishes to invite to participate in its work and to what extent, provided that they fulfil the criteria set out at clause 5.5. This will be reviewed regularly to ensure the priorities identified by the well-being objectives are supported and resourced appropriately for delivery.
- 5.11 Other Partners will be asked to join the Board via a letter from the Chair setting out the reasons for the invitation and the expectations upon the invitee. Having joined the Board, partner organisations will become Invited Participants and will participate in meetings in the same way as Statutory Members.
- 5.12 Of the key partners identified in 5.9 above, the Board has initially identified one partner to become an Invited Participant – Public Health Wales; the nominated representative is set out in paragraph 5.7.

Information

- 5.13 The Board can require Invited Participants and other partners to provide information about any action they take that may contribute to achieving the well-being goals. However organisations are not required to provide information if:
- (a) they consider it would be incompatible with their duties, or
 - (b) it has an adverse effect on the exercise of their functions, or
 - (c) they are prohibited from providing it by law.
- 5.14 If an organisation decides not to provide information the Board has requested it must provide the Board with written reasons for its decision.

Substitute Representatives

- 5.15 A Statutory Member or Invited Participant of the Board is able to designate an individual from their organisation to represent them. The only restriction is that a directly elected mayor or executive leader of a Local Authority may only designate another member of that Local Authority's executive.
- 5.16 The person designated should have the authority to make decisions on behalf of their organisation.

6. Member Roles and Responsibilities

- 6.1 The roles and responsibilities of all Statutory Members and invited partners of the Board are:

- To provide strategic leadership for the development of the local assessment of well-being and local well-being plan and to be responsible for the successful delivery of the plan and public accountability for performance;
- To ensure that people who are interest in the improvement of well-being in the area are involved in the work of the Board;
- To ensure information is effectively communicated through their respective organisations;
- To embed the culture of sustainable development within their relevant public organisation;
- To ensure the Board's performance and risks are managed robustly;
- To ensure that the work of the Board is regularly presented for scrutiny;
- To ensure that decisions agreed by the Board are implemented (the decisions of the Board are not legally binding and it is therefore the responsibility of each member organisation);
- To contribute to the funding of the working of the Board if required and by agreement.

7. Chair and Vice Chair

7.1 The Chair will be elected every two years by agreement of the Board members. The Chair can either be a Statutory Member or Invited Participant. The role of the Chair will involve:

- Managing the Board agenda
- Reviewing the draft minutes
- Representing the Board at key events
- Managing any conflicts of interest
- Resolving disagreements
- Maintaining good order

7.2 The Vice Chair will be elected every two years by agreement of the Board members. The Vice Chair can be either a Statutory Member or Invited Participant. Good practice would be for the Vice Chair to be from a different partner organisation to that of the Chair. The role of the Vice Chair will be to take on the role of the Chair if the Chair is unable to perform their duties.

8. Meetings

8.1 Ordinary meetings of the Board:

- Meetings will be held as a minimum of quarterly, but may be more frequent should business require.
- An annual calendar of meetings will be set by the Administrative Support (as set out at clauses 11).
- The meetings will be held in a central location.
- Partners will provide the meeting rooms and refreshments at no cost.
- The Board will be a closed meeting. However an annual open meeting will take place to promote transparency.
- Statutory Members and Invited Participants can request that items are placed on the agenda with the Chair having final approval.
- Agendas, minutes and reports will be sent out electronically 7 days before the meeting. All documents will be bilingual unless they are working documents.
- Translation will be provided at all meetings.
- Minutes of the meeting will be sent electronically within 10 days of the meeting.
- All reports have to be provided electronically to the secretariat 15 days before the meeting.

8.2 Mandatory meetings of the Board:

- The Board must hold a ‘mandatory meeting’, chaired by the Local Authority, no later than 60 days after each subsequent ordinary election of councillors. Ordinary elections are where all seats on a council are up for election or re-election.
- Board members will appoint a Chair and Vice Chair at the mandatory meeting from the Statutory Members and the Invited Participants.
- At this meeting the Board will also:
 - a) Determine when and how often it meets
 - b) Review and agree the terms of reference

9. Sub groups

- 9.1 The Board is able to establish sub-groups to support it in undertaking its functions and the Board may authorise sub-groups to exercise a limited number of functions of the Board.
- 9.2 Each sub-group of the Board must include at least one Statutory Member of the Board, who may choose an appropriate representative to attend to contribute to the work of the sub-group. The sub-group may also include any Invited Participant or other partner.
- 9.3 Whilst sub-groups cannot themselves be authorised to finalise and approve the assessment of local well-being, or the local well-being plan, it is expected that they will play an important role in researching and developing those products in draft.
- 9.4 The Board **can not** authorise a sub-group —
- (a) to invite persons to participate in the Board’s activity;
 - (b) to set, review or revise the Board’s local objectives;
 - (c) to prepare or publish an assessment of well-being;
 - (d) to consult on an assessment of well-being or to prepare a draft of an assessment for the purposes of consulting;
 - (e) to prepare or publish a local well-being plan;
 - (f) to consult on a local well-being plan or to prepare a draft of a local well-being plan for the purposes of consulting;
 - (g) to review or amend a local well-being plan or to publish an amended local well-being plan;
 - (h) to consult on an amendment to a local well-being plan;
 - (i) to agree that the Board merges or collaborates with another Public Services Board.

10. Wider Engagement

- 10.1 The Board’s citizen focus means it will engage in a purposeful relationship with the people and communities across Conwy and Denbighshire. It is vital that the Board takes account of the importance of involving people with an interest in achieving the well-being goals and of ensuring those persons reflect the diversity of the population of the area the Board serves.
- 10.2 The Board will take care to ensure the propriety and impartiality of the Board’s processes and be alive to the risks of any perception arising that a particular group is being afforded excessive access to, or influence over, a Board’s deliberations and activities.
- 10.3 The Board will take additional steps outside of meetings to ensure that public voice is heard and helps to shape both the well-being assessment and local well-being plan. This is expected to

include consultation and engagement exercises providing opportunities for people to raise and debate ideas through online and community engagement arrangements.

10.4 All engagement will comply with the PSB Engagement procedures as outlined in the communication plan in appendix 1.

11. Administrative Support

11.1 The Local Authorities must make administrative support available to the Public Services Board. This support will rotate between the two local authorities on a biannual basis. Conwy County Borough Council will provide administrative support for the first year of the PSB.

11.2 Administrative support will include:

- ensuring the Public Services Board is established and meets regularly;
- preparing the agenda and commissioning papers for meetings;
- inviting participants and managing attendance;
- minute taking;
- work on the annual report; and
- preparation of evidence for scrutiny.

12. Resources

12.1 It is for the Board to determine how it will resource the functions it has to undertake, which are a responsibility of all the Statutory Members equally. It is for the Board to determine appropriate and proportionate resourcing of the Board's collective functions. There is nothing to prevent Invited Participants or other partners providing advice, assistance, and resources to the Board for instance in the form of analytical or professional expertise. They are not required to provide financial assistance but may do so if they consider it is within their powers.

13. Decisions

13.1 Board decisions, in respect of the statutory responsibilities identified in paragraph 7, are only valid when made jointly and unanimously by all of the Statutory Members and with all Statutory Members in attendance at the meeting.

13.2 For all other decisions (which do not relate specifically to the statutory duties identified in paragraph 7) the PSB will operate on the basis of a consensus. However if a consensus is not reached, the decision will revert to the statutory members for resolution by vote (one vote per organisation).

13.3 However, Statutory Members will not and cannot work in isolation. Other bodies and organisations in the area have a significant contribution to make. All views will be taken into consideration before any decisions are made.

14. Quorum

14.1 The Board is quorate if all of the Statutory Members or their nominated representative(s) are present. For Statutory Members with more than one representative on the Board, the Board will be quorate if at least one representative is present.

15. Conflict of Interest

- 15.1 A conflict of interest for the purpose of these Terms of Reference, is defined as anyone who is in a position to directly or indirectly influence the outcome of the Board's business must ensure that their personal interests do not compete with their role on the Board.
- 15.2 All representatives have a duty to report any conflicts of interest which they may have.
- 15.3 The Chair will establish at the beginning of each meeting whether any conflict of interest exist and how it should be dealt with.

16. Disputes

- 16.1 All Members will work on the basis of co-operation and good faith and will arrange to discuss with each other as soon as possible any problems or disputes which arise and will attempt to resolve any difficulties through negotiation at an early stage. If the dispute is not resolved it may be referred to the Chair who, using all appropriate channels, shall seek to resolve any differences arising within the Partnership.
- 16.2 The Board will operate on the basis of a consensus or majority in respect of disputes.

17. Governance

Performance

- 17.1 Regular highlight reports and progress about PSB priorities will be presented to the Board.
- 17.2 An annual report will be produced and published.
- 17.3 A report must be prepared and published no later than 14 months after publication of the Board's local well-being plan and subsequently no later than one year after the publication of the previous report. A copy of the report must be sent to the following:
- The Welsh Ministers;
 - The Future Generations Commissioner for Wales;
 - The Auditor General for Wales; and
 - The Local Authority's relevant overview and scrutiny committee.

18. Governance

Scrutiny

- 18.1 The Board will be subject to scrutiny by the designated local government scrutiny committee of the local authorities. Section 35 of the Act provides that overview and scrutiny committees must have the power to review and scrutinise the decisions, actions and governance arrangements of the Board.
- 18.2 The Board will continue to be scrutinised through the existing arrangements of each Local Authority's Partnership Scrutiny and Overview Committees until an agreed process is implemented from May 2017.

19. Exit

- 19.1 Any Invited Participant not wishing to continue with the Board should give written notice to the Chair. The partner should endeavour to honour any decisions taken and commitments made.

20. Review of the Terms of Reference

- 20.1 These Terms of Reference must be reviewed at any Mandatory Meeting.
- 20.2 These Terms of Reference will be reviewed at least every two years. The Board may review and agree to amend these Terms of Reference at any time.



Conwy and Denbighshire Public Services Board

Well-being Plan (2018 – 2023)



Foreword

I am pleased, on behalf of partners on the **Conwy & Denbighshire Public Services Board (PSB)**, to introduce this Local Well-being Plan for our two counties. It is the culmination of work that began in April 2016, 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 last page of this document.

The PSB has afforded public services an exciting opportunity to come together to challenge serious problems in our community areas – the Well-being of Future Generations (Wales) Act 2015 has enabled us to do this more effectively. 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.

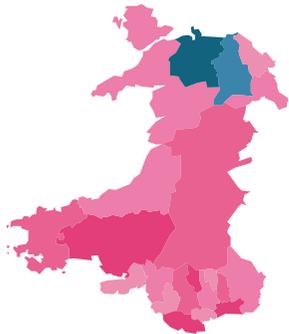


Conwy and Denbighshire PSB is made up of a number of public sector organisations which include:





Well-being is about being healthy and happy in all areas of your life. Good physical and mental health but also good relationships and resilient communities.



Every county in Wales has a Public Services Board where public bodies work together to focus on the well-being of future generations.

They were set-up under the **Well-being of Future Generations (Wales) Act 2015**. It has seven goals that all plans need to work towards achieving:

- A prosperous Wales
- A resilient Wales
- A healthier Wales
- A more equal Wales
- A Wales of cohesive communities
- A Wales of vibrant culture and thriving Welsh language
- A globally responsible Wales.



Conwy and Denbighshire services already work together to support people across our region.

So we took this opportunity to establish one single Public Services Board. This means we can use our resources better to meet needs now and in the future. We help services work together to improve:

- cultural well-being
- economic well-being
- environmental well-being
- social well-being.

This is our **Well-being Plan** – it sets out the challenges communities face which we feel we can really improve by working together.

The plan focuses on **3 priority areas:**

1. **People** – Supporting Good Mental Well-being for all ages
2. **Community** – Supporting Community Empowerment
3. **Place** – Supporting Environmental Resilience.

We have four principles that support these priorities:

- To tackle inequalities and treat everyone equally
- To support and promote the Welsh Language
- To support people so they can access healthy, safe appropriate accommodation
- To avoid duplicating work.

Well-being facts about Conwy and Denbighshire



Cultural Facts:



26% of the population speak Welsh

The combined population of Conwy and Denbighshire is

211,300



Young people leave the area for different reasons

- education
- employment
- social and lifestyle

Currently

12% are 75+

27% are under 25

By 2039

19% will be 75+

25% will be under 25

Social Facts:



40% of adults drink above the recommended guidelines at least once a week

Conwy & Denbighshire are ranked the **3rd** and **4th** highest in Wales for alcohol related hospital admissions

54-58% are obese or overweight

Young mothers

2014 conception rates for under 18's

30 per 1,000 in Conwy

31 per 1,000 in Denbighshire.
(25.4 per 1,000 in Wales)



Low birth weight in 2016

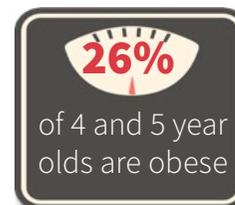
5.5% of all live births in Conwy

8.3% of all live births in Denbighshire

Immunisations

95% Conwy

96% Denbighshire



Breastfeeding

50% of infants are breastfed (57% in Wales)

37% receive breast milk at 10 days

30% at 6 weeks

Smoking mothers reduced from

14% to 5% during 2016-2017

Children 0-4 years living in poverty

30% in Conwy

31% in Denbighshire



Infant mortality

5.1 per 1,000 births in Conwy

4.7 per 1,000 births in Denbighshire

Adverse Childhood Experiences (ACE)

In Wales **1 in every 7** adults

have experienced four or more ACEs

Risk factors at the start of life:

- age of mother
- contact with alcohol, drugs or tobacco
- bad nutrition or diet
- inadequate antenatal care
- exposure to violence or abuse
- facing poverty or disadvantage
- inconsistent parenting
- poor language development
- poor attachment and bonding with an adult.



35% of adults eat '5 a day' of fruit or vegetables

Well-being facts about Conwy and Denbighshire



Environmental facts:



Farmers manage over **75%** of the land

Woodlands cover **13.5%** of the counties



Nearly **26,000** properties are at a significant risk of flooding



Fuel poverty affects **7,600** households

Economic facts:



11% are self-employed
(compared to 9.2% in Wales)

38% are in public sector employment

38% people have either a NVQ level 4, a degree or higher qualification

15 million people visit each year. This brings in over **£1.2 billion** to the local economy

Wages

This area has lower average weekly wages for full-time jobs

- £469 – Denbighshire
- £485 – Conwy
- £498 – Wales
- £541– UK

Overall household income levels are below the national average

Education

Gaining level 2 key stage 4

53% Conwy

57% Denbighshire
(58% in Wales)

30% work in tourism related jobs



1. People – Supporting good mental well-being for all ages

We will look at ways partners can work together to make sure everyone has good mental well-being.



How things are

Some people with mental health issues don't ask for help.



In the UK each year:

25% of people will have mental health needs. The most common issues are anxiety and depression.

In Wales each year

20% of the NHS expenditure goes on mental health services. A large number of emergency and hospital admissions are related to mental health problems.

Mental illness

12.1 % of the population report being treated for a mental illness.



There were:

- **9.8%** in Conwy
- **11.6%** in Denbighshire.

Self-harm

The number of assessments for children and young people **more than doubled** between 2012–13 and 2015–16.

For young people under 18, the rate of admission for mental health is **30%** higher than the rest of Wales.



People living with dementia registered with GP surgeries:

2011 – **1,700** patients
2016 – **2,050** patients.

If nothing changes

We'll miss the opportunity to support the development of healthy adults.

We'll have about 1,000 more people with poor mental health by 2035.

Even more people won't seek help.

We'll miss opportunities to step in early and stop issues getting worse.

The well-being of some young people will get worse.

There will be more issues for services to deal with.

In certain areas, some families won't be able to get the same level of support.

Children will face health inequalities.



Next Steps



We will explore ways to:

- work together to support parents so children have the best start in life
- work together to support unpaid carers
- help young people learn life-skills and behaviours that support health and well-being
- encourage our partner organisations to give mental well-being training to their workforce
- support young people's well-being, aspiration, resilience and life-skills
- have more activities that bring generations together
- make the most of volunteer services
- use the environment to encourage mental well-being
- make the most of social prescribing – supporting people in their communities to improve well-being
- develop new ways of working to promote health and well-being
- help people be less reliant on health and social care services.



How this supports the
**Well-being of Future
Generations (Wales)
Act 2015**

- **A Healthier Wales**
- **A more Equal Wales**
- **A Wales of Cohesive Communities**

2. Community – Supporting community empowerment



We will look at ways for partners to work together to make sure we have strong, thriving communities.

How things are

People told us they value their communities. They value:

- community involvement
- services that promote well-being and independence.



They want advice and support to help groups to operate independently and successfully.

27% of Conwy & Denbighshire's population feel they're able to influence decisions affecting their local area (21% in Wales).

15-29 year olds:



3,500 leave every year

3,000 move in.

Unpaid care

£ There's a rise in unpaid care across the UK. Unpaid care is valued at

£132 billion per year.

That's close to the UK health spend of £134.1 billion each year.

Life expectancy

25% of our population are over 65 (20% in Wales).

Pensioners

17% of houses are occupied by a single pensioner.

40.9% of pensioners don't have a car. This brings a risk of isolation.

17% of houses are occupied by a single pensioner in this region. Many face fuel poverty.

Employment

50% of businesses found school leavers were unprepared for work.

If we had a job for everyone of working age, we'd need **13,500** more jobs in the region.

Housing

We need over **400** new homes each year. **314 were built in 2016.**



If nothing changes

By 2039:

- **19%** of the community will be 75+
- **24%** will be under 25
- lone pensioner households will increase by **3,600**.

Changes in funding and cuts mean:

- public services will find it more difficult
- facilities like libraries will have to depend on community support a lot more.

Services will have a lot more to do. As people are living longer there will be more:

- health problems because of unhealthy life choices
- illnesses like Type 2 Diabetes and joint problems
- people who need support to stay in their own home
- loneliness and isolation.

We'll have fewer young people living here. By 2039 only:

- **16.3%** will be 0-15
- **13.5%** will be 16-29.

This will impact our communities.

We'll have fewer people of working age to support the needs of older people.

Employers will face challenges. This includes Health and Social Care employers who need to replace an aging workforce.

There will be even more demand for housing.

Next Steps:



We will explore ways to:

- have communities that can meet the needs of all ages
- help older people to do what matters to them
- help services and communities work together better
- find affordable ways to support people to stay in their own home
- help people adapt their homes to meet their needs
- encourage people to plan and shape their communities
- help people to travel to work, education and services
- make superfast broadband and mobile networks available to everyone
- get support to the people who need training to use digital services
- give young people better career advice and mentoring
- offer young people the opportunity to develop skills through volunteering and work experience
- deliver extra homes across Conwy and Denbighshire
- connect people to accommodation they can afford
- support people to prepare for their later years.



How this supports the
**Well-being of Future
Generations (Wales)
Act 2015**

- **A prosperous Wales**
- **A resilient Wales**
- **A healthier Wales**
- **A more Equal Wales**
- **A Wales of Cohesive Communities**

3. Place – Supporting environmental resilience



We will look at ways partners can work together to develop environmental resilience in our communities. This includes preparing for and adapting to local climate changes in the future like flooding and reducing our carbon and ecological footprint.

How things are

25,773 properties are in high risk flood zones:



23% of properties in Conwy

28% of properties in Denbighshire.

75% of our land is agricultural land.



Biodiversity is suffering and in decline, including:



57% of plants

60% of butterflies

40% of bird species.

Economy

Agriculture contributes to our rural economy and employs:

20% of people in rural Conwy

15% of people in rural Denbighshire.

In 2015 **15 million** people visited Conwy & Denbighshire. This added **£1.28billion** to the local economy.

UK target

80% reduction in greenhouse gas emission by 2050.



If nothing changes

Our communities won't have the resilience to deal with the impacts of extreme weather from climate change. For example: the risk of flooding will continue or increase as extreme weather events become more frequent.

Biodiversity, plants and natural areas will continue to decline.

Habitats will suffer, which damages eco-systems.

Land-use sectors won't be able to cope with threats like the spread of new pests and diseases.

We'll fail our global targets to reduce greenhouse gas emissions.

We'll pass onto future generations a natural environment that's in a worse state than the one we inherited.

Next Steps:



We will explore ways to:

- improve how we manage against flood risk and other weather extremes
- help communities understand the value of the natural environment and how they can positively add to it
- be leaders in sustainability and supporting communities to develop renewable energy schemes
- have a natural environment that is thriving and resilient, and where wildlife flourishes
- work with communities on their place plans and help them consider green infrastructure
- buy in resources that are sustainable and locally produced
- explain how important it is that we address environmental issues like recycling, energy efficiency and carbon emissions
- improve the energy efficiency of our buildings
- produce less waste.



How this supports the
**Well-being of Future
Generations (Wales)
Act 2015**

- **A resilient Wales**
- **A healthier Wales**
- **A more Equal Wales**
- **A Wales of Cohesive Communities**
- **A globally responsible Wales**

Going forward

The next step is deciding what actions to take to reach our priorities.



Focus groups

We will set up groups for the priorities. Their experience and knowledge will help us develop an action plan.

These groups will also help make sure that people in communities can continue to get involved in decisions and their views are listened to.

Checking it's working

We will develop a performance framework. It will have indicators to show us how well we're doing or if something needs to change.

Scrutiny

The work we do is checked by a Scrutiny & Overview Committee in each Local Authority:

- **in Denbighshire it's the Partnership Scrutiny Committee**
- **in Conwy it's the Finance & Resources Scrutiny Committee.**

Reporting

The partners involved in this plan will report regularly to the Board. Then we will produce an annual report.

Join the conversation

Lots of people across Conwy and Denbighshire have already been involved in the Well-being Assessment. This helped us develop this plan.

We want people to have a say. There will be lots of ways to get involved including consultations, events and other activities. We also have a website where you can:

- read the Well-being Plan
- read the Well-being Assessment
- find the minutes from board meetings
- read newsletters
- find information about our partners.

You can also attend a meeting.

All PSB meetings are held in public – for a list of dates and venues go to: (conwyanddenbighshirelsb.org.uk/agendas&minutes)



Thanks for reading this!

The next step is deciding what actions to take to reach our priorities.



You can stay involved and share your views through the PSB website:

conwyanddenbighshirepsb.org.uk

Or



Public Services Board Development Officer
Conwy County Borough Council
Bodlondeb
Conwy
LL32 8DU

01492 574059

People with hearing or speech impairments can dial **18001** before the number they require.



We're happy to provide this document in large print, audio and braille.
This document is also available in Welsh.





Conwy and Denbighshire Public Services Board:

Well-being Plan 2018 - 2023



Technical Document

A summary version of this document is also available

Foreword

I am pleased, on behalf of partners on the Conwy & Denbighshire Public Services Board (PSB), to introduce this Local Well-being Plan for our two counties. It is the culmination of work that began in April 2016, 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.

In this technical document we have outlined some of the highlights from our local assessment of well-being (which is available to view online [here](#)) and the conversations that we have had with our communities and stakeholders in the development of this Local Well-being Plan. We have then outlined the priorities the PSB will focus on to help address the issues that we have identified. This technical document is supported by a summary version of the plan.

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 Local Well-being 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 last page of this document.

The Well-being of Future Generations (Wales) Act 2015 has afforded public services with an exciting opportunity to come together to challenge serious problems in our community areas. We must of course be realistic about the financial constraints that our sectors are facing, but at the same time see this as 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 healthier, resilient and prosperous. We want to contribute to the Welsh Government vision of a more equal and globally responsible Wales, where we have cohesive communities and a vibrant culture.



Bethan Jones, Chair of Conwy and Denbighshire Public Services Board

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 to achieve the national [7 Well-being goals](#).

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

We also have a dedicated [website](#), where the public can access the Local Well-being Plan and Assessment, as well as the meeting minutes, papers for board meetings, 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 being 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 the Well-being Assessment for the area, which is available to view online [here](#). This joint approach was taken to ensure that the assessment was shaped using the expertise, knowledge and insight from all organisations.

The assessment aimed to capture the strengths and positives about Conwy and Denbighshire's people, communities and places. It also described the challenges and opportunities faced both now and in the future. The assessment was informed by data, national and local research and most importantly feedback provided to us from residents, visitors and businesses through the '**County Conversation**' which took place during the summer and autumn of 2016. The conversation was conducted on behalf of public sector organisations across Conwy and Denbighshire.

During the summer of 2016 we spoke to as many people as possible to ask their views about what works well in Conwy and Denbighshire and what we need to focus on now and for 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 engaged with a wide cross section of the community, including:

- Various community groups and forums - covering a range of community interests in a mix of urban and rural locations.
- Residents
- Persons with disabilities
- Business networks
- Faith groups
- Town & community Councils
- Young people (through youth school councils)
- North Wales Race Equality Network
- Other public sector partner organisations

In addition to engaging with the above groups, we used a variety of communication methods, including -

- Promoting the County Conversation via members of staff and through partner's internal channels and staff, such as the Conwy Bulletin, Denbighshire's County Voice newsletter, Business e-Bulletins and mailing lists.



- Social media and press releases were used to promote the County Conversation and to keep people updated about the comments we were receiving and to enable people to complete questionnaires online.

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 (please see appendix A). 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 the County Conversation develops over the next few years to improve the depth of consultation with some groups of people, who may have been underrepresented.

In early 2017 we began to discuss the findings of the well-being assessment in more detail, and identified the strategic issues where we can collectively make a difference. From this analysis, the board came up with a long list of strategic issues. A series of workshops were held in the summer of 2017 with various stakeholders in order to explore the issues in more detail. These workshops helped us to prioritise areas of greatest need along Social, Cultural, Environmental and Economic themes, and to develop potential solutions. As a result of this work, the draft well-being plan was written.

Consultation on the draft plan took place between October 2017 and January 2018. A further workshop was held in January 2018 where we analysed the feedback. This was done by considering the synergies between priorities, the impact the PSB could have, the long term implications and where work was already in place for this priority (to avoid duplication). This resulted in redefining the plan into 3 priorities which link to **People, Communities and Place**. These 3 priorities encompass the previously drafted 6 priorities, because it was agreed that the issues are so interlinked, they cannot be looked at separately.

Principles

Sustainable development is the overriding principle of Conwy and Denbighshire PSB's activities. This means acting in a manner which seeks to ensure that the needs of the present are met without compromising the ability of future generations to meet their own needs. We are also committed to applying the 5 ways of working (collaboration, prevention, integration, long term and involvement) to achieving Well-being priorities.

We have also committed to 4 additional principles which support the priorities. They are:

- ❖ To address inequalities and treat everyone equally.
- ❖ To support and promote the Welsh Language
- ❖ To support access to appropriate accommodation.
- ❖ To avoid duplication

The Public Service Board priorities have focused on areas where collaboratively, we can make a difference and have a long term impact. We do not wish to duplicate work. Our priorities are based on analysis of other partnership boards who are already working to improve the North Wales region. These partnership boards include a focus on education, community safety, economic growth and well-being. An outline of the partnership landscape for North Wales is included in appendix B.

People – Good mental well-being for all ages

This priority will focus on ways we can work together to ensure people of all ages enjoy good mental well-being. This is important so that all future generations -

- have a better chance of realising their individual potential;
- are equipped to cope with the normal stresses of life;
- can work productively;
- are doing things that improve their well-being;
- are capable of making a positive contribution to their community;
- have the knowledge and tools they need to stay independent for as long as possible into their later years and
- are informed about their own choices and take personal responsibility for their own health and well-being

What did our Well-being Assessment and County Conversation tell us?

- Each year an estimated 1 in 4 people in the UK will experience a mental health problem.
- The most commonly reported mental health issues are anxiety and depression in the UK.
- About 9.8% of Conwy CB's and 11.6% of Denbighshire's population report being treated for a mental illness - the Welsh average is about 12.1%.
- A large proportion of attendances at Emergency Departments and general admissions to hospital are related to mental health problems.
- Suicide rates in Conwy and Denbighshire are higher in comparison with other parts of Wales.
- The number of self-harming assessments for children and young people in North Wales has more than doubled between 2012/13 and 2015/16.
- For young people under 18, the rate of admission for mental health disorders in North Wales is 30% higher than Wales.
- Too much emphasis is placed on achieving targets rather than nurturing confidence and ambition in our young people.
- More resources need to be invested in education that delivers social and life skills (e.g. mental and emotional well-being, nutritional and financial awareness).
- Emotional resilience is an important part in young people's development and a positive adaption to enable people to cope, to flourish and to experience good health and social outcomes.
- Entrepreneurship needs to be better supported and social responsibility encouraged.
- People living with dementia registered with GP surgeries in Conwy and Denbighshire rose from 1,700 patients in 2011 to 2,050 in 2016.



Why mental well-being is a priority for us...

- The number of people with poor mental health will rise by about 1,000 by 2035.
- We'll miss opportunities to step in early and avoid issues getting worse.
- There will be more issues for families and services to deal with.
- The well-being of our young people will deteriorate.

Next Steps – We will explore ways to...

Short Term (1 - 5 years)

- Coordinate support for unpaid carers
- Coordinate support for parents to give their children the best start in life
- Encourage PSB organisations to roll out mental well-being training to their workforce (such as dementia friends and mental health First Aid).
- Investigate intergenerational activities
- Boosting volunteer services utilising people with capacity

Medium Term (1 - 15 years)

- Help young people to develop practical life skills and behaviours that contribute to good health and well-being.
- Maximising the use of the environment to encourage positive mental well-being
- Maximise the opportunities for social prescribing

Long Term (1 - 20 years)

- Develop new models to promote health & well-being so that people of all ages are less reliant on health and social care.

If we focus on this priority now, in the future we could have...

- More people experiencing good mental well-being and fewer people suffering anxiety and depression.
- Less self-harming and lower suicide rates.
- Less stigma around mental well-being.

Synergies with our other well-being priorities...

- ✓ **Community Empowerment** – working together to ensure we have strong and thriving communities across Conwy and Denbighshire.
- ✓ **Environmental Resilience** – working together to ensure our communities are prepared for future local climatic changes like flooding and carbon impacts.

Community – Community Empowerment

This priority will look at ways we can work collectively to empower communities. This is particularly important in a climate of declining funding, where the resilience of communities will play a more important role. We will support communities by working with them to develop the skills, structures and knowledge needed to develop their community to meet their local needs.

What did our Well-being Assessment and County Conversation tell us?

- 25% of the population are over 65, this is much higher than the Wales average of 20% and the UK average of 18%.
- 27% of our population are aged 25 and under, by 2039 we expect to have fewer young people living here (at 25%) - increasing the age structure gap we have from the ages of around 18 to 40.
- 3,500 people between 15-29 leave the area every year, with only around 3,000 moving in this compounds the skew towards older age groups within our population – young people leave for employment, learning, lifestyle or housing reasons.
- One in six households are occupied by a single pensioner.
- 40.9% of private pensioner households do not have a car, this brings a risk of isolation, inability to attend appointments, shopping and leisure activities
- Life expectancy is increasing, as is the % of elderly in our communities.
- There's a rise in unpaid care across the UK. Unpaid care is valued at £132 billion per year.
- Compared to other parts of the UK, Conwy and Denbighshire have low rates of crime and anti-social behaviour, although in the case of Denbighshire there are pockets with higher rates within parts of Rhyl.
- Domestic violence remains a key challenge to personal safety, as well as having an impact on communities, and is an important issue in the context of the Adverse Childhood Experiences (ACE) agenda.
- Only 27% of Conwy & Denbighshire's population feel that they are able to influence decisions affecting their local area – however this is higher than the Wales average of 21%.
- Communities value local physical assets to bring people together and foster community identity.
- There is a willingness within communities to explore alternative ownership / management arrangements. Residents feel that they would like to see more community run assets across the county, with improved access and facilities to make them multi-purpose, self-sustaining venues.
- People value community involvement, volunteering, and local services promote well-being and independence.
- More opportunities are needed for intergenerational activities in local communities that keep people connected and fit – volunteering was seen as a way to do this.
- Young people are frustrated volunteering is not co-ordinated.
- We need over 400 new homes each year - 314 were built in 2016.



Why community empowerment is a priority for us...

- Individually Public Service Board partners have done a great deal on the subject of community resilience. This has been, however, with mixed success, and we recognise that by working together we can take a more strategic approach to community empowerment, and make better use of our combined resources.

Next Steps – We will explore ways to...

Short Term (1 - 5 years)

- Support people to plan and shape their communities.
- Target those most likely to be digitally excluded so that they have the skills and means to use digital services.
- Provide young people with effective career advice and mentoring.
- Offer young people the opportunity to develop skills for life and work through volunteering opportunities and meaningful work experience.

Medium Term (1 - 15 years)

- Better enable people to travel to work, education and services.
- Make superfast broadband and mobile networks available to everyone.
- Support young and old people to access appropriate accommodation that they can afford.
- Support people to prepare for their later years.

Long Term (1 - 20 years)

- Deliver extra homes across Conwy & Denbighshire.

If we focus on this priority now, in the future we could have...

- Thriving community groups and assets that meet local needs.
- Services that work together better.
- Services that are better value for money.
- People getting involved and having a say in improving services.

Synergies with our other well-being priorities -

- ✓ **Good Mental Well-being** – working together to ensure people of all ages have good mental well-being
- ✓ **Environmental Resilience** – working together to ensure our communities are prepared for future local climatic changes like flooding and carbon impacts.

Place – Environmental Resilience

This priority will look at ways partners can work together to develop environmental resilience in our communities. This priority considers several aspects of environmental resilience, including the need to better prepare and adapt, at a local level, to the impacts of climate change i.e. flooding, and how we can work together to address other priority matters of environmental concern such as reducing our carbon and ecological footprints.

What did our Well-being Assessment and County Conversation tell us?

- The threat of flooding and water management is a key environmental issue in Conwy and Denbighshire.
- There are an estimated 12,500 properties at severe risk from flooding and 21,000 at low or medium risk.
- 75% of our land is agricultural which is predominately managed by farmers.
- Woodlands cover around 13.5% of the counties of Conwy and Denbighshire – similar to the Wales average.
- The two counties rely heavily on the natural environment in many aspects. For example, agriculture and tourism are major economic drivers which rely on, and can significantly impact, the natural environment - 15 million people visited Conwy & Denbighshire adding £1.28billion to the local economy.
- Agriculture contributes to our rural economy and employs 20% of people in rural Conwy and 15% of people in rural Denbighshire.
- Biodiversity is suffering and in decline, including –
 - 57% of plants
 - 60% of butterflies
 - 40% of bird species
- More needs to be done to encourage younger people to get involved with the environment and that communities should be supported to help protect the environment.
- People were concerned that we do not over-develop (especially house building) and that we need to balance nature conservation and development, conserving what is rare and unique.
- Carbon emissions are rising – the UK has a target to reduce greenhouse gas emissions by 80% by 2050.
- Fuel poverty affects 7,600 households in the region.
- We need to stop looking at the natural environment in traditional ways (in silo), and understand its fundamental importance in delivering wider benefits to society i.e. helping to alleviate impacts of climate change, improving health.



Why environmental resilience is a priority for us...

- Having a healthy and resilient natural environment is essential to deliver maximum environmental, economic, cultural and health benefits for the communities of Conwy and Denbighshire.

Next Steps – We will explore ways to...

Short Term (1 - 5 years)

- Ensure we have communities that understand the value of the natural environment & how they can positively contribute.
- Focus on sustainable procurement and local produce.
- Promote the importance of addressing environmental issues e.g. recycling, energy efficiency, carbon emissions.
- Improve the energy efficiency of our buildings.

Medium Term (1 - 15 years)

- Have communities which are better prepared for weather extremes.
- Produce less waste.
- Work at a community level to better green infrastructure that can improve both the natural environment and community well-being.
- Be seen as leaders for sustainability such as supporting the development of community lead renewable energy schemes.

Long Term (1 - 20 years)

- Encourage a thriving and resilient natural environment where wildlife flourishes.

If we focus on this priority now, in the future we could have...

- Communities that understand and value the importance of the natural environment and the essential services it provides for society.
- A natural environment that is being managed in a sustainable way whilst wildlife and nature are flourishing.
- A natural environment that is providing the maximum benefits to our residents across the social, environmental, economic and cultural spectrum.

Synergies with our other well-being priorities -

- ✓ **Good Mental Well-being** – working together to ensure people of all ages have good mental well-being.
- ✓ **Community Empowerment** – working together to ensure we have strong and thriving communities across Conwy and Denbighshire.

How we plan to develop the actions

The next stage in the development of the Well-being Plan is to establish reference groups for each of the priorities to support us to develop the action plan for the Well-being Plan. We have been in regular discussion with the Well-being of Future Generations Commissioner's Office and constructive feedback has been received on the progress made to date. We have also reviewed both the local comments received, the recently published National Report published by the Commissioner 'Acting Today for a Better Tomorrow' and correspondence received from other Commissioners.

We have already undertaken a great deal of engagement to understand the views of citizens and communities, but we recognise that we need to establish an ongoing conversation and undertake further work to better understand the 'lived experience' of our communities. The next stage of the Well-being Plan needs to explore and use qualitative place data to improve the Board's knowledge of the community areas. Only by looking at service provision from different perspectives can we truly consider the opportunities for well-being and challenges we need to address. We will work with the reference groups to develop more detailed the action plans which can consider actions in the short, medium and long term which are required to achieve the future state we aspire to. The action plan will use the five ways of working within the Well-being of Future Generations (Wales) Act 2017 as a basis – **long term, prevention, integration, collaboration and involvement**. It is important that the actions developed challenge business as usual, investigate policy tensions, research good practice and develop new approaches.

We also need to better understand the data and future trends of the well-being priorities identified. This will help us to understand the current situation and the scale and nature of the response required. We will use the recently published future trend report to consider predicted trends for the region.

Well-being Statement

The Conwy & Denbighshire Public Services Board's well-being objectives will contribute to the achievement of national well-being goals because they have been developed and prioritised by examining local information in relation to each national well-being goal, and seeking local views on priorities for achieving community well-being in line with the national goals. This gives us confidence that we are focusing our resources on delivering outcomes that will be of the greatest benefit to our communities. Please see appendix C which provides further detail on how we believe our Well-being Priorities will contribute towards the requirements of the Act.

The sustainable development principles were central to the work done to identify our priorities, and will be central to the planning phase as we agree what actions will be taken in support of each priority. In developing our priorities 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 goal. 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.), and also jointly (**collaboratively**) commissioned regional consultation work with hard-to-reach groups.

These principles will also be central to the process for planning our actions in support of our well-being objectives. Delivery of the objectives would not be isolated to one Public Service Board partner alone and will therefore require **collaboration**. We will form reference groups for each objective. These groups will consist of key stakeholders, who are mostly likely to be professionals but will also consist of service-user representation.

It's not yet possible to be specific about when these objectives will be delivered, but detailed planning will take place during 2018 / 2019. It should be noted though that these objectives are not considered to be short-term in nature, so delivery is likely to take place over the medium-long term.

Delivery of the plan and monitoring progress

The delivery of this Plan will be monitored by the PSB through regular highlight and progress reports about the PSB's Well-being priorities presented to the Board. A performance management framework will be developed for the delivery of the Well-being Priorities.

We will design indicators that are suitable to the Well-being Plan and relevant to our local area using as a starting point the National Well-being Indicators set by the Act. Together these will help us evaluate and refine our plan and ways of working.

Scrutiny

At the time of drafting this Well-being Plan, the Conwy and Denbighshire PSB continues to be scrutinised through a designated Scrutiny & Overview committee in each Local Authority – in Denbighshire this is by the Partnership Scrutiny Committee and in Conwy by the Finance & Resources Scrutiny committee. The designated scrutiny committees are each responsible for taking an overview of the overall effectiveness of the Conwy and Denbighshire PSB by reviewing or scrutinising the decisions made or action taken by the Board; and by reviewing or scrutinising the Board's governance arrangements.

However these scrutiny arrangements may change during the lifetime of the Well-being Plan, as discussions are taking place on whether this is the most appropriate arrangement for the board.

Annual Report

As part of our monitoring arrangements we will produce an Annual Report detailing the progress made by the PSB to achieve and deliver on each of their Well-being priorities.

Ongoing Conversation

During the development of the Well-being assessment, engagement through the County Conversation was an important part of gathering views on well-being from the local communities. We want to continue engaging in a purposeful relationship with the people and communities across Conwy and Denbighshire as well as the workforce of all 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 those persons reflect the diversity of the population of the area the Board serves.

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. This will include consultation and engagement activity to provide opportunities for people to raise and debate ideas through digital and public / professional engagement arrangements. The creation of reference groups for each priority will ensure meaningful engagement takes place with the right people. The groups will also consider the views of experts in the respective fields as well as learning from good practice elsewhere to inform the PSB's work.

We have developed a communication plan to ensure key people, organisations and partnerships are kept informed of PSB developments.

The Conwy and Denbighshire PSB also have a dedicated [website](#), where the public can access the Well-being Plan and Assessment, as well as the meeting minutes, papers for board meetings, newsletters and find further information about our partners. All our formal meetings are held in public and are open for anyone to observe. For a list of dates and venues please visit the PSB website.

Additionally 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 internal engagement as well as promoting PSB activities.

Contact Us

For more information on our Well-being Plan or the Conwy and Denbighshire Public Services Board in general, please get in contact with us on -



C/O Public Services Board Development Officer
Conwy County Borough Council
Bodlondeb
Conwy
LL32 8DU



countyconversation@conwy.gov.uk



01492 574059

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



This Document is also available in Welsh.

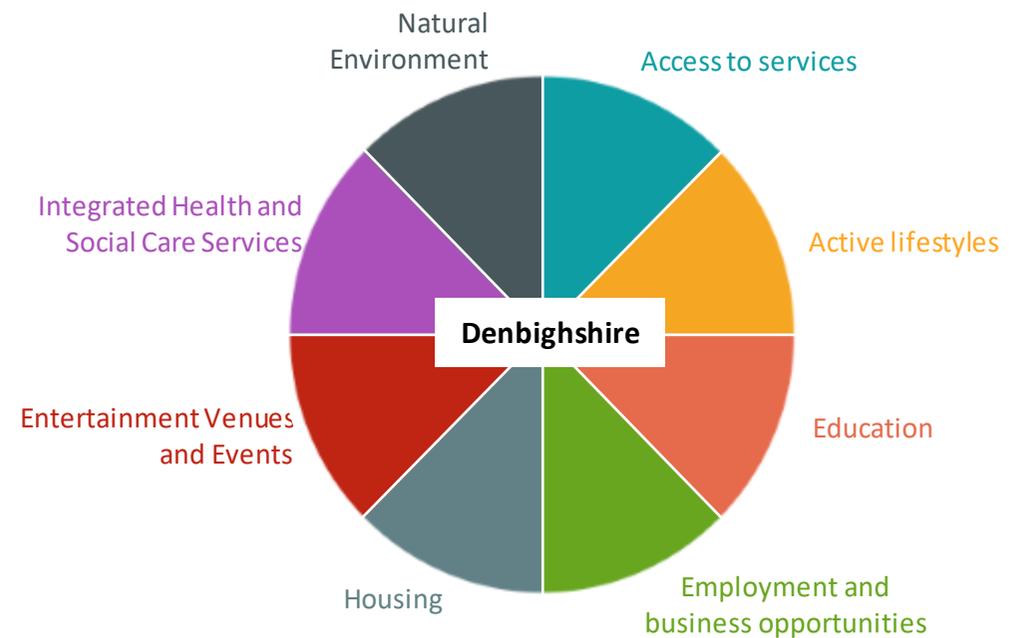
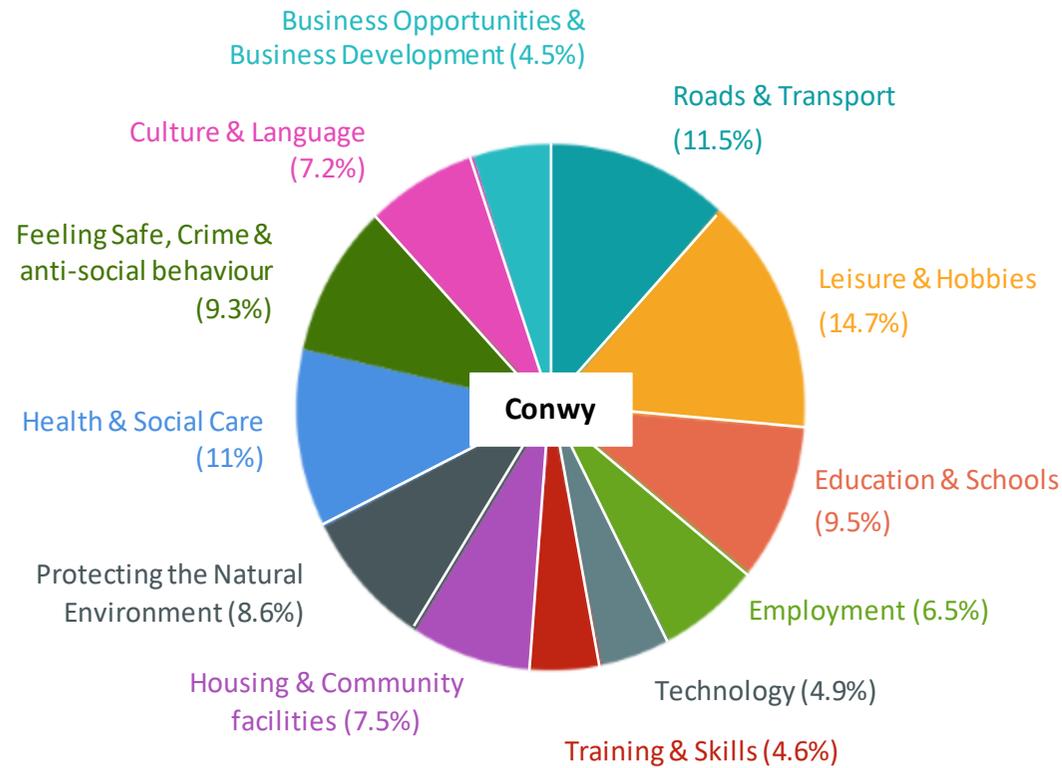
We are also happy to provide this document in large print, audio and braille.

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

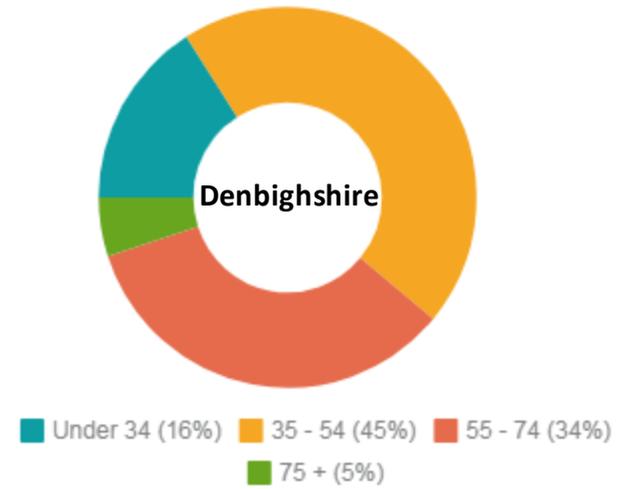
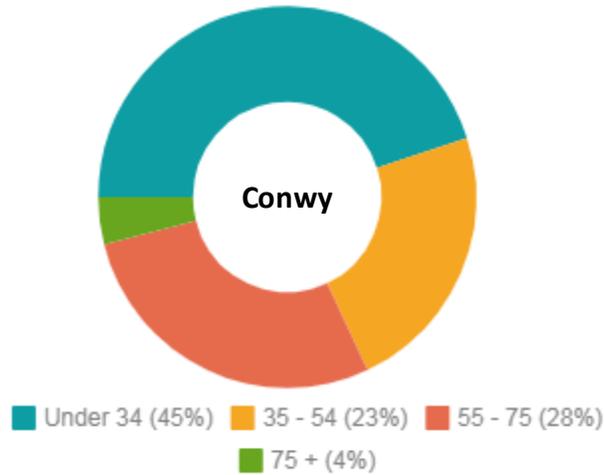
Please contact the Public Services Board Development Officer for further information

Appendix A – Monitoring for the County Conversation (Summer 2016)

The subjects people wanted to speak about -

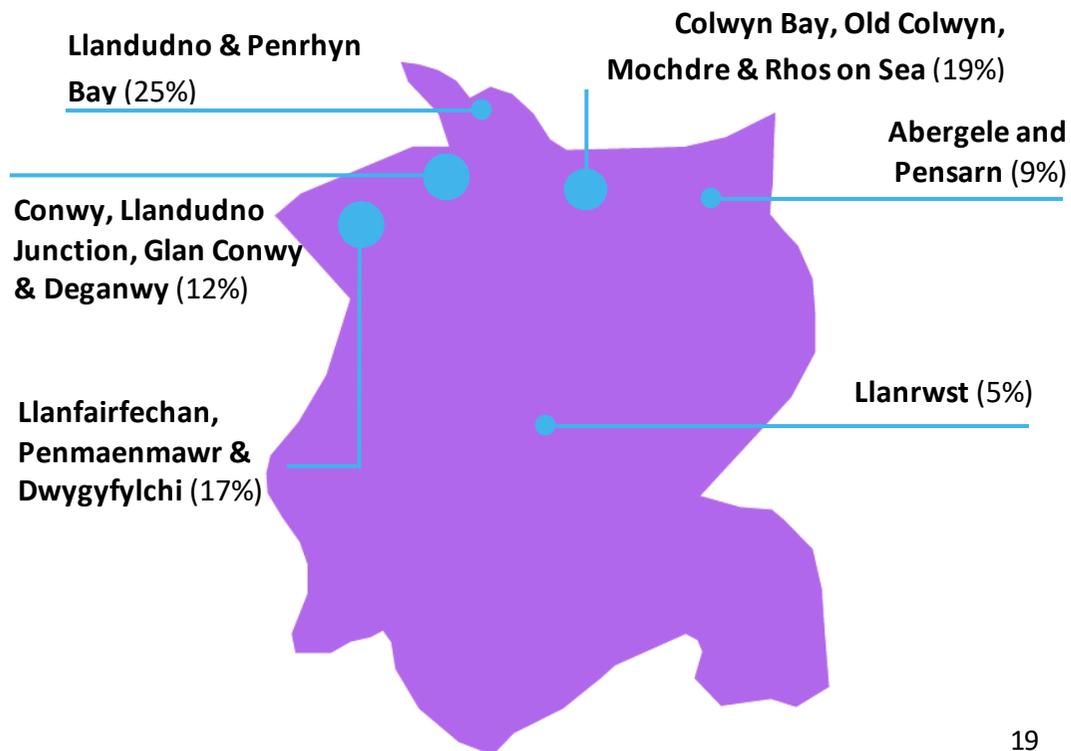


The age range of respondents -

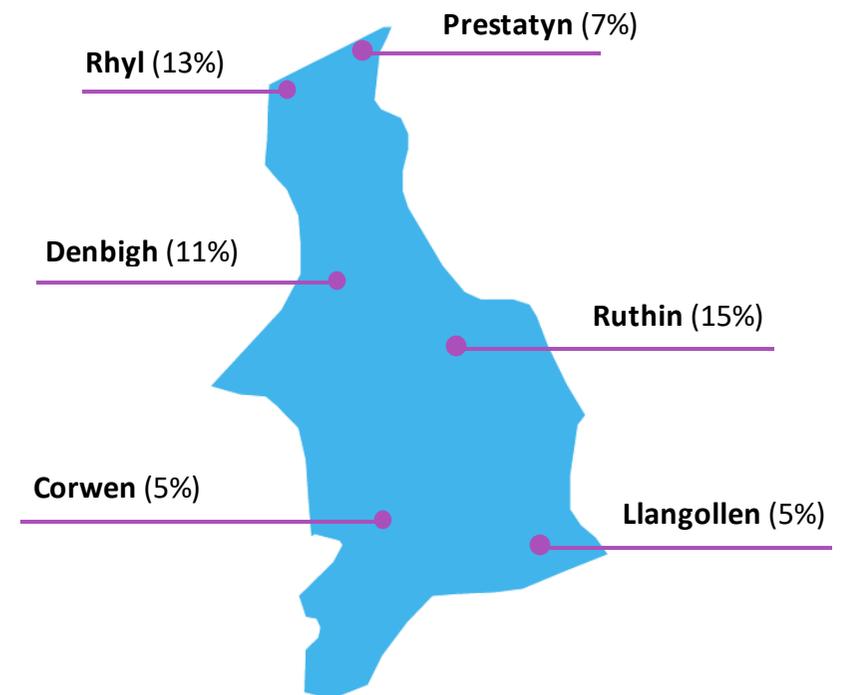


The community areas of respondents (most common areas) -

Conwy



Denbighshire



Appendix B – How our Well-being Priorities contribute to the requirements of the Well-being of Future Generations (Wales) Act 2015

Well-being Priority	Where this contributes to the 7 Well-being Goals	Where this links to the topics identified in the Well-being Assessment	How the Well-being Priority will contribute to the 5 ways of working	
<p>People: Supporting good mental well-being for all ages</p>	<p>A Healthier Wales</p>	<p>Topic 1 – Giving every child a best start Topic 3 – Ageing Well Topic 5 – Living in isolation and access to services Topic 6 – Volunteering Topic 9 – People make healthy lifestyle choices Topic 10 – Tackling Obesity Topic 11 – Supporting those with poor mental health Topic 12 – Increasing pressure on health & social care Topic 16 - School achievements & wider social development / employability skills / life skills</p>	<p>Preventative</p>	<p>Improving prevention and early intervention would give services a greater opportunity to provide earlier, higher quality care to those who need it.</p>
	<p>A more Equal Wales</p>		<p>Long Term</p>	<p>Improved mental well-being brings significant benefits for health and quality of life, for individuals and for communities and may lead to a reduction in the demand and use of support services in the long run.</p>
	<p>A Wales of Cohesive Communities</p>		<p>Integrated</p>	<p>Poor mental health has been reported as an amplifying factor in a range of areas of public sector work (such as homelessness presentations, incidents of domestic abuse, substance misuse cases (including alcohol), reports of anti-social behaviour, dealing with poor parenting skills, increased risk of fire incidents and supporting people into work).</p>
	<p>Collaborative</p>		<p>Because poor mental health impacts across such a wide range of public service delivery, cross-agency approaches are needed to help those with poor mental health. In particular a joined-up approach would help prevent people from falling through the support gaps which can exist between the trigger points for different levels or types of support.</p>	
	<p>Involved</p>		<p>It will be essential to engage, involve, educate and work with other agencies and individuals to improve mental well-being – including young, older people, parents and families.</p>	

Where this links in to partners Corporate Priorities



Is there any work already taking place on this priority elsewhere (including any partnership/collaboration work)?

Work is ongoing on this proposal with the North Wales Social Care and Well-being Service Improvement Collaborative through the Regional Partnership Board. There is also a regional mental health strategy

Well-being Priority	Where this contributes to the 7 Well-being Goals	Where this links to the topics identified in the Well-being Assessment	How the Well-being Priority will contribute to the 5 ways of working	
Community: Supporting Community Empowerment	A prosperous Wales	Topic 2 – reducing the outward migration of young people & young people seen as an asset	Preventative	This will support communities becoming more resilient and empowered to develop their locality as needed, while seeking to prevent social exclusion and community fragmentation.
	A resilient Wales	Topic 5 – Living in isolation and access to services Topic 6 - Volunteering Topic 17 – Improving skills for employment	Long Term	Responsive to the continuing change of communities.
	A healthier Wales	Topic 27 – providing housing, including affordable housing	Integrated	Focussing on communities will draw out linkages between health, social, cultural, economic and environmental well-being.
	A more equal Wales	Topic 32 – Growth of new technology Topic 33 – Equality & diversity / community cohesion	Collaborative	This would require a collaborative approach from all PSB partners.
	A Wales of Cohesive Communities	Topic 35 – Thriving culture	Involved	It is crucial to involve, engage and work with people and communities in the development of localities.

Where this links in to partners Corporate Priorities



Is there any work already taking place on this priority elsewhere (including any partnership/collaboration work)?

Work happening though the development of 'Place Plans' within both local authorities – these are planning documents prepared and led by communities to enable residents to have a greater say on developments within their local area. Local Place Plans need to conform to the Council's Local Development Plan (LDP) which controls planning across the county. They must contribute to community needs and allow for the delivery of beneficial, locally "owned" projects.

Well-being Priority	Where this contributes to the 7 Well-being Goals	Where this links to the topics identified in the Well-being Assessment	How the Well-being Priority will contribute to the 5 ways of working	
Place: Environment resilience	A resilient Wales	Topic 22 – Protecting the natural environment and biodiversity and building resilience Topic 24 – Climate change and reducing carbon emissions Topic 25 – Protection from flooding	Preventative	Communities or areas would be better supported to deal with future climatic changes.
	A healthier Wales		Long Term	Decisions and actions taken now will have long-term environmental and social impact.
	A more equal Wales		Integrated	The environmental agenda is crucial across well-being objectives identified by several PSB partners.
	A Wales of Cohesive Communities		Collaborative	This would require all partners to collaborate in the co-design of the engagement & information packs and in the longer term any local catchment projects developed.
	A globally responsible Wales		Involved	It is crucial to involve and engage with people and communities in the creation on the community plans and educate communities & individuals in respect of climate change & what this may mean for their community.

Where this links in to partners Corporate Priorities



Llywodraeth Cymru
Welsh Government



Is there any work already taking place on this proposal elsewhere (including any partnership/collaboration work)?

None identified.

Appendix C – Partnership Landscape (working diagram of strategic partnerships)

KEY: Statutory Partnership Multi-Agency Formal Partnership Informal Partnerships Local Authority: Supported by WG Regional Sub-regional → Reporting / Communication

