

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 on the [Conwy and Denbighshire PSB website](#)) 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 been developed?

The first step in the development of the Well-being Plan involved members of the Conwy and Denbighshire Public Services Board working together on developing the Well-being Assessment for the area, which is available to view on the [Conwy and Denbighshire PSB website](#). 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.

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 goals. Looking at future trends - and considering associated risks and opportunities – enabled us to cover the principle of prevention. Involvement was a key driving principle. We have invested a lot of time in holding discussions with our communities as well as focused workshops with professionals. We endeavoured to make these representative of our community areas (reflecting age, gender, social status, occupations, etc.), 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-

Conwy

- Roads & Transport (11.5%)
- Leisure & Hobbies (14.7%)
- Education & Schools (9.5%)
- Employment (6.5%)
- Technology (4.9%)
- Training & Skills (4.6%)
- Housing & Community facilities (7.5%)
- Protecting the Natural Environment (8.6%)
- Health & Social Care (11%)
- Feeling Safe, Crime & anti-social behaviour (9.3%)
- Culture & Language (7.2%)
- Business Opportunities & Business Development (4.5%)

Denbighshire

- Access to services
- Active lifestyles
- Education

- Employment and business opportunities
- Housing
- Entertainment Venues and Events
- Integrated Health and Social Care Services
- Natural Environment

The age range of respondents –

Conwy

- Under 34 (45%)
- 35-54 (23%)
- 55-75 (28%)
- 75 plus (4%)

Denbighshire

- Under 34 (16%)
- 35-54 (45%)
- 55-74 (34%)
- 75+ (5%)

The community areas of respondents (most common areas) –

Conwy

- Llandudno & Penrhyn Bay (25%)
- Conwy, Llandudno Junction, Glan Conwy & Deganwy (12%)
- Colwyn Bay, Old Colwyn, Mochdre & Rhos on Sea (19%)
- Abergele and Pensarn (9%)
- Llanrwst (5%)
- Llanfairfechan, Penmaenmawr & Dwygyfylchi (17%)

Denbighshire

- Prestatyn (7%)
- Rhyl (13%)
- Denbigh (11%)
- Ruthin (15%)
- Corwen (5%)
- Llangollen (5%)

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

Well-being priority

People: Supporting good mental well-being for all ages

Where this contributes to the 7 Well-being Goals

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

Where this links to the topics identified in the Well-being Assessment

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

How the Well-being Priority will contribute to the 5 ways of working

Preventative - Improving prevention and early intervention would give services a greater opportunity to provide earlier, higher quality care to those who need it.

Long Term - 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.

Integrated - 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).

Collaborative - 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.

Involved - 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.

Where this links in to partners Corporate Priorities

- Betsi Cadwaladr University Health Board
- Conwy County Borough Council
- North Wales Fire Service
- Public Health Wales
- Denbighshire County Council
- Welsh Government

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

Community: Supporting Community Empowerment

Where this contributes to the 7 Well-being Goals

- A prosperous Wales
- A resilient Wales
- A healthier Wales
- A more equal Wales
- A Wales of Cohesive Communities

Where this links to the topics identified in the Well-being Assessment

Topic 2 – reducing the outward migration of young people & young people seen as an asset

Topic 5 – Living in isolation and access to services

Topic 6 - Volunteering

Topic 17 – Improving skills for employment

Topic 27 – providing housing, including affordable housing

Topic 32 – Growth of new technology

Topic 33 – Equality & diversity / community cohesion

Topic 35 – Thriving culture

How the Well-being Priority will contribute to the 5 ways of working

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.

Long Term - Responsive to the continuing change of communities.

Integrated - Focussing on communities will draw out linkages between health, social, cultural, economic and environmental well-being.

Collaborative - This would require a collaborative approach from all PSB partners.

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

- Betsi Cadwaladr University Health Board
- Conwy County Borough Council
- Public Health Wales
- Denbighshire County Council
- Natural Resources Wales
- Welsh Government

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

Work happening through 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

Place: Environment resilience

Where this contributes to the 7 Well-being Goals

- A resilient Wales
- A healthier Wales
- A more equal Wales
- A Wales of Cohesive Communities
- A globally responsible Wales

Where this links to the topics identified in the Well-being Assessment

Topic 22 – Protecting the natural environment and biodiversity and building resilience

Topic 24 – Climate change and reducing carbon emissions

Topic 25 – Protection from flooding

How the Well-being Priority will contribute to the 5 ways of working

Preventative - Communities or areas would be better supported to deal with future climatic changes.

Long Term - Decisions and actions taken now will have long-term environmental and social impact.

Integrated - The environmental agenda is crucial across well-being objectives identified by several PSB partners.

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.

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

- Natural Resources Wales
- Conwy County Borough Council
- Welsh Government
- Denbighshire County Council

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)

Statutory Partnership:

- NW Regional Partner-ship Board (Regional)
- Leadership Group (Regional)
- Contest Boards (Regional)
- Police & Crime Panel (Regional)
- NW Regional Safeguarding Children's Board (Regional)
- NW Regional Safeguarding Adult's Board (Regional)
- North Wales Public Services Board (x4) - Wrexham PSB, Flintshire PSB, Conwy and Denbighshire PSB, Anglesey and Gwynedd PSB (Sub-regional)
- Conwy Local Action Group (Sub-regional)
- Safeguarding Adults Delivery Group (Sub-regional)
- Safeguarding Children's Delivery Group (Sub-regional)
- Community Safety Partnership (Sub-regional)
- Youth Justice Service (Sub-regional)

Multi-Agency Formal Partnership:

- North Wales Regional Leadership Board (Regional)
- NW Social Services Improvement Collaborative (Regional)
- Mental Health Partner-ship Board (Regional)

- North Wales Economic Ambition Board (Regional)
- Regional Skills Group (Regional)
- Local Authority Regional Collaborations. Adoption, Social Care Commissioning & Telecare (via NWSSIC), Emergency Planning, Parking, Waste and Minerals Planning, Highways Agency (Regional)
- Regional Pooled Budgets working group (Regional)
- Local Resilience Forum (Regional)
- Third Sector Liaison Group (Regional)
- Destination management Partnership (Regional)
- North Wales Safer Communities Board (Regional)
- Area Planning Board (Regional)
- Conwy Strategic Housing Partnership (Sub-regional)
- Conwy People's Partnership (Sub-regional)
- 3rd Sector Partnership (Sub-regional)
- Children, Young People & Families Partnership (Sub-regional)
- Community Led Innovation Forum (Sub-regional)
- Clwydian Range & Dee Valley AONB Partnership (Sub-regional)
- Older People's strategy group (Sub-regional)
- Denbighshire Carers Strategy Group (Sub-regional)
- Integrated Services Board (Sub-regional)

Informal Partnerships

- BCUHB Arts in Health & Well-being forum (Regional)
- Homelessness Forum (Sub-regional)
- Welsh Language Reference Group (Sub-regional)

Local Authority: Supported by WG

- GWE, the fully bilingual School Effectiveness and Improvement Service for North Wales (Sub-regional)