

Flintshire and Wrexham  
Public Services Board



**OUR  
WELL-BEING PLAN**  
2023 – 2028



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Mae'r ddogfen hon hefyd ar gael yn Gymraeg – gweler y dudalen Gymraeg ar ein gwefan.  
This document is also available in Welsh – see Welsh page on our website.

# Croeso!

Welcome to our journey to help improve local well-being across Flintshire and Wrexham. For a few years now, public sector organisations across our area have been working more closely with the third sector, businesses and communities.

It is only by working together that we will be flexible enough to deal with the most pressing current issues, such as the cost of living and the energy crisis, whilst also building our momentum to reduce the impact of inequality and the climate and nature emergency.

When we talk about our communities, we mean the rich mix of voices we work with, from places, ages, around beliefs or on-line. We all have a stake in a better place to live, both now and for the future that we want to see. This means our natural resources, nature and our communities exist in balance and we focus on building the local economy we need to support our next steps.

There are four pillars of well-being – environment, culture, society, and economy. These are intertwined, they are not separate. Across these pillars, there are common challenges of inequalities and social determinants of health. Unless we commit as a society to confronting these common challenges in a joined up way, we will continue to risk a decline in our well-being.

This five year plan shows how we believe that if we lift up our sights to think about how our life can be in 2050 and enable everyone to get involved in whatever way they can, then we can build our resilience and well-being.

We want our plan to be useful to our communities, partners and stakeholders – to set out a direction that will inform their plans – whether they are a large organisation or a local area. To provide a consistent knowledge base to inform our bus stop discussions and our pub arguments. And to point us in the right direction on our journey towards a fairer and greener place.



**Who are we?**

# Who are we?

The Public Services Board is where public sector organisations across Flintshire and Wrexham come together. We are working with our communities to change how we do things, to make sure we will be able to face the challenges ahead such as the climate and nature emergency, and how we ensure good mental health and wellbeing for all.

After working in partnership throughout COVID, the Public Services Boards of Flintshire and Wrexham have now come together as a single body. We are committed to working with energy and enthusiasm and listening to others. This means involving our communities, so they are always at the heart of our service design and the delivery of our services. This way, everyone can benefit fairly from our resources, our assets and accessible services. We are stronger together.

We have a strategic partnership with a strong focus on taking a shared approach to learning, decision-making and action. Together, our organisations employ lots of local people. Every member of the PSB is an anchor institution, here for the long term and working for our area, looking at how we use our resources better to build a fairer, healthier place. And how we can actively use our spending power to power the local economy and build well-being.

It is crucial that this plan listens to local people because they understand our history and our communities better than anyone. And so for this plan to work we need to build trust, add value and transform people's lives. From our roaring industry on Deeside to the roaring terraces of Y Cae Ras, we truly believe that working together is the key to unleashing our true aspirations.

## **Ann Woods**

*Chair Flintshire and Wrexham Public Services Board, Chief Officer Flintshire Local Voluntary Council*

## **Nina Ruddle**

*Vice-Chair Flintshire and Wrexham Public Services Board, Head of Public Policy Engagement, Wrexham Glyndwr University*

## **Neal Cockerton**

*Vice Chair Flintshire and Wrexham Public Services Board, Chief Executive Officer, Flintshire County Council,*

## **Get Involved**

In the future we will continue to use and share our evidence, intelligence and insight to inform how we work. If you'd like to join us then contact:

[sustainability@wrexham.gov.uk](mailto:sustainability@wrexham.gov.uk)

[corporatebusiness@flintshire.gov.uk](mailto:corporatebusiness@flintshire.gov.uk)





**What have we learned?**

# What have we learned?

To deliver sustainable change for Flintshire and Wrexham we will need to be bold. We will need to think about what will need to change in 5, 10, 15, 20, and 25 years to minimise the impact of inequality and the climate and nature emergency. We have to leave our home, our place and our world better than we found it.

A key aspect of our well-being assessment was to understand the big trends and drivers that are likely to shape the future in Flintshire and Wrexham. The assessment provided insight into how we can best prepare for the future, around people and population, planetary health and limits, inequalities and technology. We used a range of resources to shape our thinking, including the Future Generations Commissioner for Wales' Future Generations Report, Welsh Government's Well-being of Wales and Future Trends Reports, and Natural Resources Wales' North East Wales Area Statement.

The Flintshire and Wrexham PSB difference is the rich evidence we are building up through stories, narratives and experiences. By sharing conversations we learn about each other and how we can build a fairer place to live together. Our TrACE Community of Practice is bringing together people and organisations across North Wales engaging in 'trauma informed practice' to learn, share and innovate. It will help build strategic capacity and capability across the region and allow PSBs to understand many types of lived experience and actively enable community resilience.

Our Community Narratives programme is already building creative methods such as storytelling to record diverse voices and experiences of our communities. And in a Future Leaders workshop, young people from Ysgol Clywedog told us that decisions made today, on their behalf in this plan will shape their lives.

Young people from across Flintshire and Wrexham came together with GwE (the North Wales regional school improvement service) in November 2021 to deliver TEDx climate change talks. By being given space, they were able to talk about what issues that matter to them. We will continue to build on this with more events, co-creating ways to address the issues that our young people identify.

We can't create, deliver and measure the success of our wellbeing plan, without working with our communities, and learning from their rich stories and lived experience. This is why the Flintshire and Wrexham Public Services Board has committed to work with communities to co-create our actions.



What is the secret to  
how we do things?

# What is the secret to how we do things?

When we work together we can achieve so much more. We have been building a systems leadership approach for a number of years, and it really works. This means everyone committing to real change, and joining the movement to improve things, one person at a time. Everyone will have something to give. Everyone's voice is powerful, and working together will unlock that energy.

Our approach to shared planning and equal decision-making with the PSB, wider partners and communities all working together and at the same time, is called co-production. We are focusing on how we involve our communities in service design and delivery through a growing network of practitioners, trainers and facilitators at the Co-production Network for Wales.

Working with the other Public Services Boards across North Wales, this plan has been shaped through different involvement programmes with partner organisations and community groups. This work will grow over the next five years, and services may change, as communities' needs change.



## **Our formula means we will always:**

- Seek to build value as anchor institutions and community leaders
- Take a joined up approach to what we do
- Be bold and brave and not afraid to fail
- Use and share evidence, intelligence and insight to inform how we shape long term well-being.
- Be honest with our communities and stakeholders
- Ensure our PSB partner organisations are quick to act.
- Actively use our spending power to unleash community benefits and social value
- Be guided by the question 'So, what difference is this making?'



**What are we going to do?**

# What are we going to do?

Based on what we have learned over the last few years, from the COVID-19 pandemic and using evidence and data to guide us, we have produced two broad well-being objectives, which will help us all to work together to tackle inequality and improve well-being:

- **Build flourishing communities by reducing inequalities across environment, education, employment, income and housing.**
- **Improve community well-being by enabling people of all ages to live healthy and independent lives.**

Our well-being objectives have then allowed us to identify six outcomes where we really want to improve well-being. We will then bring it all together around three key themes: Children and Young People, Our communities and Where we work.

When we work with each other, we always start with a focus to build fairness and equalities into what we do from the very start. We will understand each other better through honest conversations, which discuss how the impacts of our actions may be vary across our communities.

Our Welsh language and culture connects us. It is not enough for us simply to set a target for using our language. We will do much more to build on our history, our welcome and our passion. By being curious we will build confident communities and make change happen.

It will be the job of the PSB to join the dots. That's the secret to our magic in Flintshire and Wrexham.





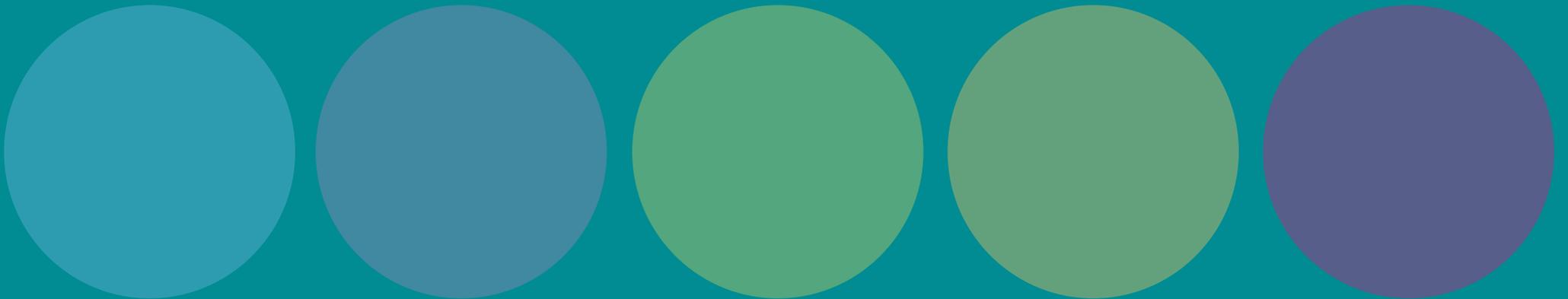
**How it all comes together**

# How it all comes together

Flintshire and Wrexham Public Services Board			
Build flourishing communities by reducing inequalities across environment, education, employment, income and housing.		Improve community well-being by enabling people of all ages to live safe, healthy and independent lives.	OBJECTIVES
Ensure children and young people will thrive through making the most of new skills, training and learning opportunities.	Children and Young People	Ensure there is a joined up approach across the public sector to prevention and early intervention for all children and families	
Mobilise everyone's skills and talents to tackle climate change and the nature emergency and build a strong, fair sustainable local economy.	Our Communities	Innovate with communities to build good mental health and wellbeing	OUTCOMES
Strengthen the connection between PSB organisations and their staff who work and live in our communities.	Where we work	Ensure that the PSB deeply understands the needs and resources of our communities	



**1. Build flourishing communities by reducing inequalities across environment, education, employment, income and housing.**



# Children and Young People

***Ensure children and young people will thrive through making the most of new skills, training and learning opportunities.***

Through our well-being assessment we found that for some key social determinants (employment, education, community safety and health) outcomes were poorer for people living in a low-income area. Whilst the overall qualification profile is increasing, inequality in educational attainment remains and households with a disabled person in the household, and people from Black, Asian and minority ethnic groups are at risk of income poverty. It is critical that we invest and innovate in how we prepare young people for their future, through learning, apprenticeships and building new experiences and lifeskills, learning to think and question and build resilience.

We have a real opportunity to redesign how we build and share spaces, services and ideas in our communities to build a sense of local pride.



# Our Communities

***Mobilise everyone's skills and talents to tackle climate change and the nature emergency and build a strong, fair sustainable local economy.***

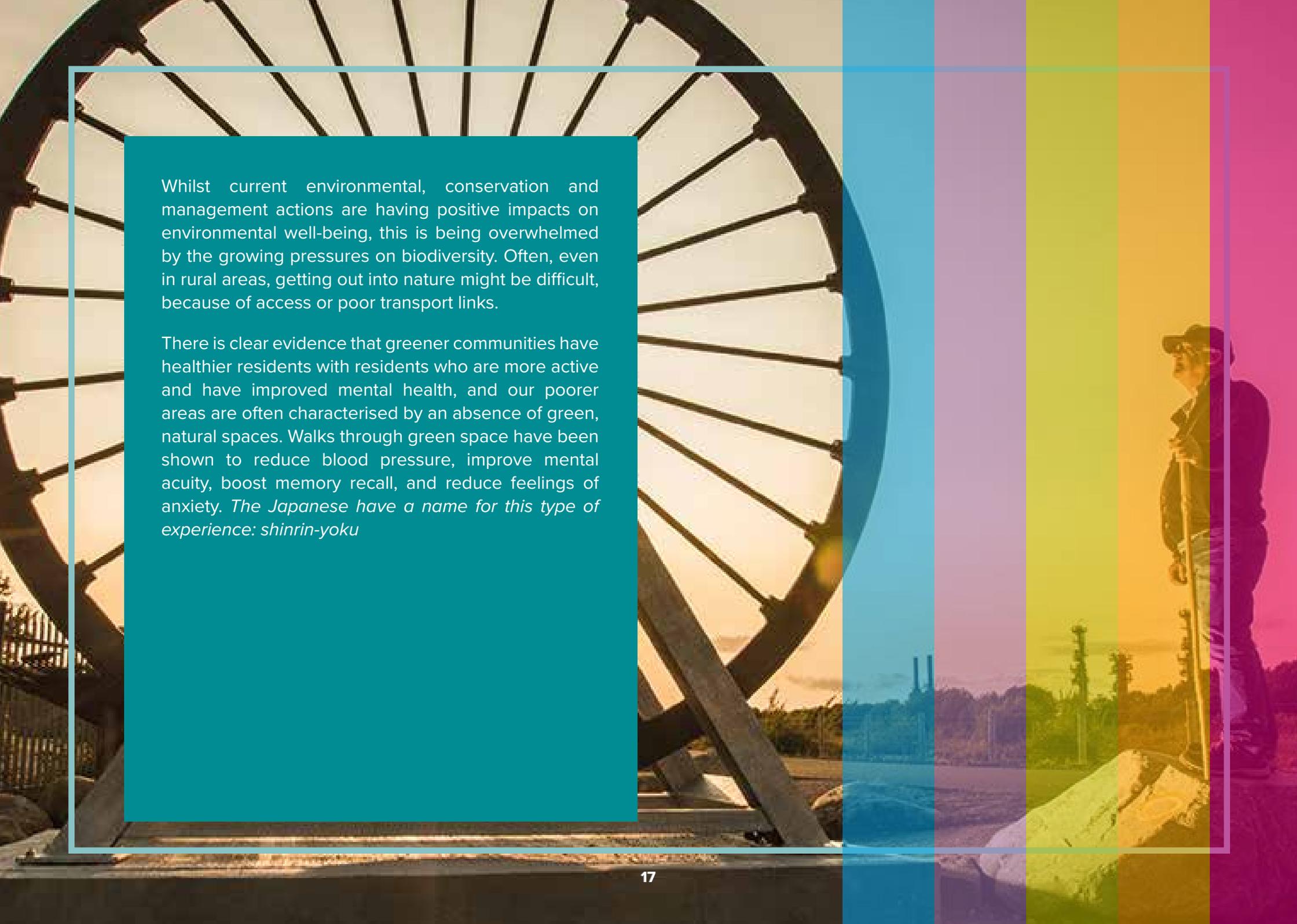
Climate change and the nature emergency is the defining issue of our time. We have a real opportunity to work together to engage with our natural environment to build positive health outcomes, including improved physical and mental health, and reduced risk of cardiovascular disease and other chronic conditions.

The effects of climate change are already here, from wilder winters to hotter summers. We must seize the opportunity to build a sustainable local economy, working across our region and across the border to grow local business, improve biodiversity and focus on developing green skills and infrastructure. This will help to mitigate the effects of climate change, adapt our communities to the impacts of a changing climate and support improved well-being outcomes.

Green skills will be a significant proportion of the future jobs market and so we need to provide the opportunity for everyone in our communities to get involved with the huge and varied opportunities in this sector. We will make clearer connections to local and regional partners across a range of areas such as energy, the economy and skills and work with these partnerships to take a fairer approach to measuring economic success, and to share our long term thinking.

In our future we see low carbon forms of active travel as being key to accessing a good range and quantity of well-paid, stable employment opportunities available, and we will promote the idea of the 20 minute neighbourhood where jobs, facilities and shops are easier to reach without sitting in congestion.

There is a need to ensure that a just transition to a net zero Wales is carefully managed to be both equitable and fair, so that we all share the load. The need to decarbonise our economy and communities will have impacts on industries, sectors of the workforce and socio-economic groups in different ways, depending on the pathways, policies, and actions we choose.



Whilst current environmental, conservation and management actions are having positive impacts on environmental well-being, this is being overwhelmed by the growing pressures on biodiversity. Often, even in rural areas, getting out into nature might be difficult, because of access or poor transport links.

There is clear evidence that greener communities have healthier residents with residents who are more active and have improved mental health, and our poorer areas are often characterised by an absence of green, natural spaces. Walks through green space have been shown to reduce blood pressure, improve mental acuity, boost memory recall, and reduce feelings of anxiety. *The Japanese have a name for this type of experience: shinrin-yoku*

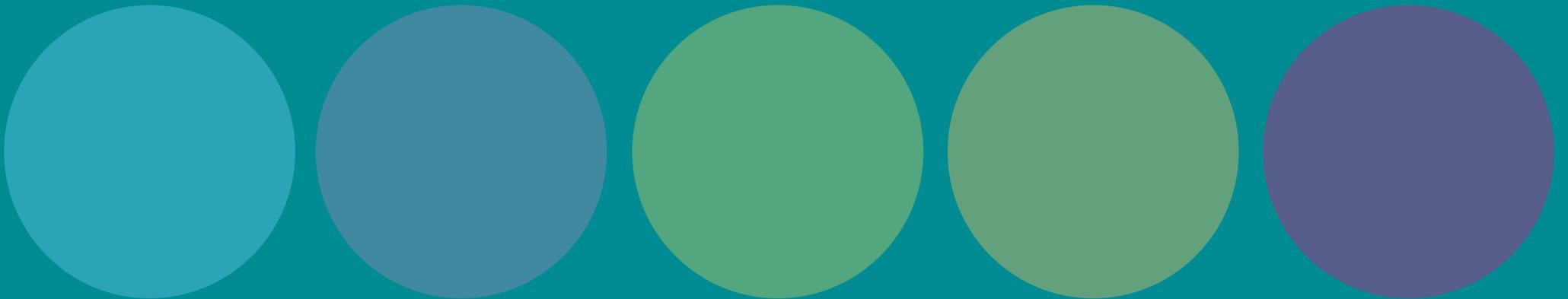
# Where we work

***Strengthen the connection between PSB organisations and their staff who work and live in our communities.***

Our assessment identified the key role that the public sector has to build strong communities, through its spending power, and our role as anchor institutions. Collectively we are a large and diverse employer, from hospital porters to firefighters to our army of carers.

Co-producing projects with communities and stakeholders will encourage a diversity of voices from our communities and means we identify what's important to local areas and prevent little problems from growing. Employees who work for PSB organisations already invest their time in their communities, as school governors, sports coaches or organising local Eisteddfodau. By working together, the PSB organisations will do much more to co-ordinate and support colleagues to develop a sense of belonging for all communities, reinforcing our Welsh culture and providing a warm welcome to asylum seekers, refugees, and migrants.

**2. Improve community well-being by enabling people of all ages to live healthy, safe and independent lives.**



# Children and Young People

***Ensure there is a joined up approach across the public sector to prevention and early intervention for all children and families.***

Preventing the need for people to require health and social care support, and intervening early when help and support is required, is the most effective way to improve the wellbeing of our population. Taking this approach is particularly important at a time when NHS and social care services are overwhelmed with demand. We can ensure that we respond to the changing profile of Wrexham and Flintshire, areas where the age profile of the population is growing increasingly older. Keeping active and busy can stop people from feeling lonely - the wisdom, experience and time of our older people is one of our best kept secrets.

Adverse Childhood Experiences are stressful experiences that children can be directly or indirectly exposed to while growing up, and these are connected to all the social determinants of health (well-being). Our assessment has identified that we need to focus on reducing these negative experiences otherwise they will continue to affect our population throughout their lives, leading to poor health, social problems and early death.

All PSB members will need to work together to ensure that prevention is embedded across everything they do, with a strong focus on early years, where we know investment will achieve the biggest return in long-term health and wellbeing outcomes. This will also complement the needs of our older population, creating an environment for healthy ageing.



# Our Communities

## *Innovate with communities to build good mental health and well-being*

For North Wales, there is a higher rate of mental health problems than for the rest of Wales, and this is without us fully understanding the long term impacts of COVID-19. We know from Wrexham's population needs assessment that there are further opportunities to co-produce community based and accessible mental health services to positively change the model of mental health service delivery in Wrexham. A community of practice approach will share best practice and help us to make the most of opportunities for upstream prevention. And there is a real opportunity for us to have healthy green spaces and accessible, integrated, and well-designed services that work for everyone across Flintshire and Wrexham.



# Where we work

## ***Ensure that the PSB deeply understands the needs and resources of our communities.***

Our assessment found a mixed picture of engagement with our communities and stakeholders. This is especially true for disabled people. We found that by committing to better, ongoing conversations and actively seeking out seldom heard voices, that the PSB must work with communities and services users on the design, delivery and ownership of the services that they need.

Our Diverse Together Community Chats programme is enabling engagement with a diverse range of community groups around safety, equality and wellbeing. We know that our older population is increasing and we need to work with other partnerships to ensure our approach benefits all parts of our communities.

The PSB has committed to work with communities to enable these conversations and often, it will be our Town and Community Councils who will be a close ally on the ground through their local plans.

We are looking into how a Citizens' Jury for North Wales could work. This is where a group of people come together to assess evidence and deliberate on an issue such as climate change and the nature emergency, and these solutions could help us to deliver things differently in the future.



A photograph of a cable-stayed bridge at sunset. The bridge has a central pylon and multiple stay cables. In the foreground, there are several high-voltage power line towers and a large, dark wooden post on the right. The sky is a mix of orange, yellow, and blue, and the bridge and towers are reflected in the water below.

**How will this plan  
change things?**

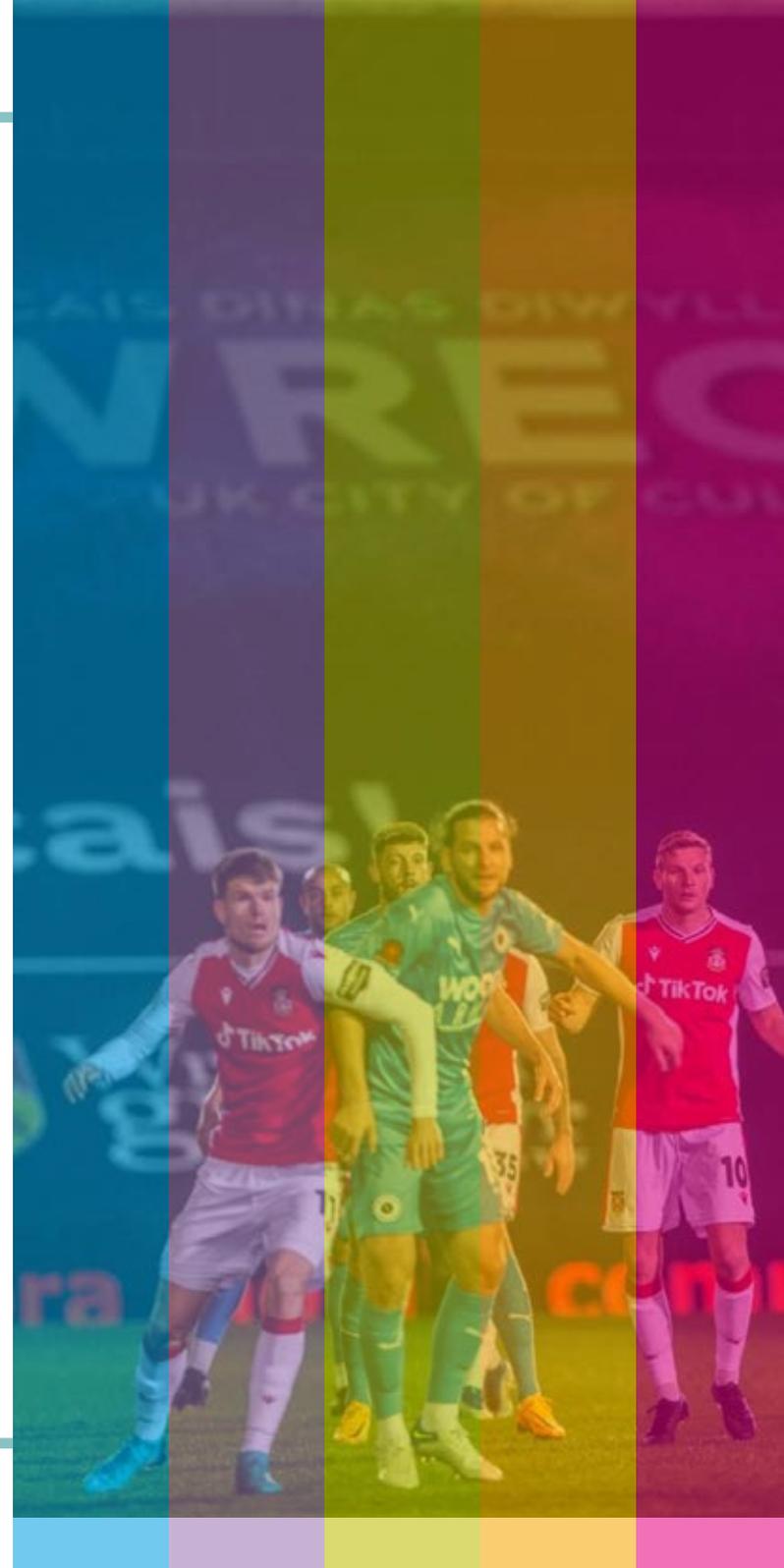
# How will this plan change things?

Research, evidence, community stories, techniques and training for community engagement are shared at the **North Wales Insight Partnership (NWIP)** which is a collaborative working space for the PSBs, partners and community voices across the region. We're proud that we routinely use the five ways of working (prevention, long term, collaboration, integration and involvement) to shape how we work.

We will work with our communities and stakeholders to gather their thoughts and their experiences, so that we can celebrate and share our success, learn from how we are working and provide a way to get everyone involved so that we push each other to be our best selves.

We include Welsh Government and the Office of the Future Generations Commissioner in our discussions at NWIP. This means that we can work collaboratively at different levels, ensuring that our national policymakers understand the voices and ideas from our communities.

So showing impact and sharing what we do will be more than just an annual report or a set of performance measures. We will use our two connected well-being objectives as a means to frame conversations that will explore how we can best share stories and keep our poetry and our songs thriving.





# Our Public Services Board actions

# Our Public Services Board actions

From the stillness of Moel Famau to the gentle Ceiriog Valley, we need to work together to protect our most distinct and precious things, which are the places we call home. Through our shared commitment, by testing ideas, challenging impacts, and enabling co-production with our communities we will keep changing things for the better and the long term.

We will set up three Boards responsible for delivering real improvements in well-being for children and young people, our communities and our workforces and they will co-ordinate our delivery teams. Some of the projects that we will work on first are shown below. But these are just the beginning of our shared task.

These Boards will join the dots, act as a focus point for anyone who wants to get involved and help to share the impact of how we are doing things.

Each of our projects will have clear plans that focus on what we want to achieve. Doing this means there will be a consistency across what we do, and we will be able to identify cross cutting measures and where there are multiple benefits from working together (and unintended consequences if we don't.)

## **Children and Young People**

- Expand the Children's University for Wrexham and Flintshire programme
- Create an programme of engagement and co-creation
- Develop our joined up approach to prevention and early intervention
- Support the community based Healthy Weight programme

## **Our Communities**

- Expand our community based climate change action
- Increase active travel through the North Wales Healthy Travel Charter
- Develop a programme to make sure that good quality and healthy food is affordable and accessible
- Co-ordinate a programme to build future skills and green opportunities
- Support the TrACE community of practice
- Promote health and biodiversity opportunities through local social prescribing and enhancing green infrastructure.



## Where we work

- Develop better ways to communicate between organisations and our communities.
- Ensure organisations manage their premises and working practices to address the climate and nature emergencies
- Use our spending power to build community well-being benefits
- Commit to a volunteering policy that supports local communities.
- Identify where organisations can use their recruitment practices to enable diverse and thriving workplaces.
- Highlight the barriers to using public services faced by disabled people
- Become foster friendly organisations

## Partners

These are the Flintshire and Wrexham Public Services Board Partners. These organisations have helped to develop and deliver the Well-being Plan for Flintshire and Wrexham:



