

Consultation on Flintshire and Wrexham's draft wellbeing plan

November 2022

Croeso!

Welcome to the latest stage on 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. As we rebuild our resilience after COVID-19, and face the cost of living crisis together, we want to co-produce a long-term plan to look at issues such as climate change and mental health and wellbeing.

The Flintshire and Wrexham Public Services Board has to publish a five year plan on how we will work to improve local well-being by May the 4th 2023. This won't be set in stone. Circumstances may change and as more people get in involved, bringing their passion, energy and vitality, we will make sure the plan evolves.

We will make sure that our culture and language are clearly embedded in everything we do, as we continue to build proud and resilient communities.

We see this consultation stage as an opportunity for you to give your thoughts on where we have got to so far, and where we are heading. Please let us know what you think before the 5th February 2023. Details of how you can get in touch are provided at the end of this document.



FLINTSHIRE PUBLIC SERVICES BOARD
BWRDD GWASANAETHAU CYHOEDDUS SIR Y FFLINT



Who are we?

The Public Service Boards are where the public sector organisations across Flintshire and Wrexham come together. It is a strategic partnership with a strong focus on taking a collective approach to planning, decision-making and action. Every member of the PSB is an anchor organisation working in our area, looking at how they use their resources more effectively to build improvements in well-being. Crucial to this work is the relationship with our communities, and how we work with them to add value and transform people's lives.

We're proud that in North Wales we are embracing the five ways of working (prevention, long term, collaboration, integration & involvement) in everything we do.

We want to change things for the better. The PSB will do this by bringing the magic of shared commitment by testing ideas, challenging impacts, undoing blockages and enabling co-production with our communities.

Based on what we have learned over the last few years throughout the COVID-19 pandemic and using evidence and data to guide us we have produced two broad objectives, which we feel, 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.

To support these broad objectives we have identified three areas to focus on: children and young people, communities and our workplaces.

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.
Ensure children and young people will thrive through making the most of new skills, training and learning opportunities	Ensure there is an effective approach to prevention and early intervention for children and families across the public sector
Mobilise everyone's skills and talents to tackle climate change and build a strong, fair sustainable local economy	Innovate with communities to build good mental health and well-being through feelings of community safety, security and belonging.
Strengthen the connection between PSB organisations and their staff who work and live in communities	Ensure that PSB deeply understands the needs and resources of their communities

What do we know?

We know that our well-being assessments are a line in the sand of where we were in January 2022. Life has already moved on with people in Wales now facing a cost of living crisis and economic turmoil across the world. As a PSB, we are committed to assessing the needs of our population on an ongoing basis. This will ensure we improve the data we are gathering about the wellbeing of our communities and the information reflects the most up-to-date needs of citizens.

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

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 and to provide 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](#).

New Approaches to designing and delivering well-being with communities

Working with all Public Services Boards across North Wales, we are planning a variety of regional engagement and involvement strands of work with partner organisations and community groups. Each strand is funded through the North Wales Regional Support Grant 2022-23, which is enabled by Welsh Government. This funding will allow us to work closely with community groups, listening to what really matters to them and designing services together. This work will be continual through the life of our Well-being Plan, and community services may change, as community needs change.

This 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 learning about co-production and the positive difference it brings to service design and delivery, by being part of an exciting network of practitioners, trainers and facilitators: **The Co-production Network for Wales**.

The Flintshire and Wrexham PSB is committed to embedding co-production with communities into the service design and delivery of all well-being planning in future, so that resources and services are accessible and in the heart of our communities, for all to enjoy.

Examples of co-produced regional engagement and involvement work happening now, or starting soon, in North Wales includes:

- **Community Narratives** – creative methods such as storytelling to record voices and experiences of diverse communities
- **Diverse Together Community Chats** – community engagement with a diverse range of community groups with the Community Cohesion team, and facilitating their input on themes of safety, equality and wellbeing.
- **The Future Leaders Programme** – will give young people the opportunity to become 'co-producers' in well-being planning, and test the concept of a Future Leaders Programme with the potential for scale across the whole of North Wales, and beyond.
- **Citizens' Jury for North Wales** – This method of inquiry is where a small group of people come together to assess evidence and deliberate on an issue, and these views help the PSB co-produce their Well-being Plans.

- **Trauma and Adverse Childhood Experiences (TrACE) Community of Practice** – 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 support community resilience.

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.

Our objectives

This section gives more detail about the two objectives that we are proposing will be at the heart of our well-being plan, the evidence that has informed each one, and some of the projects that the public sector organisations will work together on in partnership with communities and other stakeholders.

[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.

Our assessment found that for four key social determinants (employment, education, and community safety) and health outcomes were poorer for those living in 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 in innovation and preparing young people for their future, and that there is a good range and quantity of well-paid, stable employment opportunities available.

What we could do...

Education

- Improve learning opportunities for children and young people through the Children’s University for Wrexham and Flintshire

Employment

- Support the Future Leaders programme and align with Future Generations Leadership Academy

Communities – prosperity and fairness

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

Climate change **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. We must take the opportunity to develop a sustainable local economy, growing local business and focusing on developing green infrastructure to help to mitigate the effects of climate change and support improved well-being outcomes.

What we could do...

Place

- Work together to enable a climate change social movement
- Sign-up to the North Wales Healthy Travel Charter
- Create access to affordable, good quality, healthy food
- Work together to build resilient and cohesive communities, reducing discrimination and building opportunity.

Employment

- Implement a volunteering policy to provide opportunities for those currently excluded from the workplace to build their experience
- Take a joined up approach to training and recruitment of Welsh speakers to promote the benefits of speaking and using our Welsh language more regularly
- Actively build career pathways at all levels, prioritising those from the most deprived communities and publish progress

Where we work

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

Our assessment identified the key role that the public sector has to build strong communities, through its spending power, and role as anchor institutes. Co-producing projects with communities and stakeholders will encourage a diversity of voices from our communities. Employees who work for PSB organisations already invest their time in their communities, for example as school governors 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.

What we could do...

- Commit to a staff volunteering policy that allows individuals and teams to commit a proportion of their work time to supporting local organisations, and encourages secondments, joint posts and collaboration

- Identify where organisations can change systems so that recruitment practices enable diverse and thriving workplaces.

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

Children and Young People

Ensure there is an effective approach to prevention and early intervention for children and families across the public sector.

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. All PSB members will need to work with the wider system 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 balance the needs of our older population and creating an environment for healthy ageing.

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.

Community Safety

Community Safety is about reducing and tackling crime and disorder within the county. It relies upon working in partnership with our agencies and communities to make the areas in which we live safer. As a Public Services Board we work in partnership to implement strategies that are in line with legislation and wider priorities.

What we could do...

Prevention and Early Intervention

- Work towards a system wide approach to prevention and early intervention for children and families

Healthy Weight

- Commit to taking a leadership role in the Whole System Approach to Healthy Weight. Obesity, unhealthy diet and inactivity are some of the biggest risk factors for years lived with disability in Wales.

Communities – prosperity and fairness

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 impacts of COVID-19. In particular, we know from Wrexham’s population needs assessment that the current medical model of mental health service delivery in Wrexham may be preventing further opportunity to co-produce community based and accessible mental health services. So there is a real opportunity to ensure that access across Flintshire and Wrexham is better designed to ensure accessible, integrated, and seamless services for citizens.

What we could do...

Mental Health and Wellbeing

- Support the Good Mental Health social movement across Wrexham and Flintshire that promotes the active use of the 5-ways to wellbeing

Green Health

- Optimise green health opportunities through social prescribing in Wrexham and Flintshire

Where we work

Ensure that the PSB understands the needs and resources of their communities

Our assessment found a mixed picture of engagement with our communities and stakeholders. We found that by committing to better, open conversations and actively seeking out seldom heard voices and stories and lived experience that the PSB must work with communities and services users on the design, delivery and ownership of the services they need.

What we could do...

- Work with communities and the Adverse Childhood Experiences hub, to become trauma informed organisations
- Address barriers to using public services faced by disabled people
- Commit to becoming Foster Friendly organisations to improve opportunities for our looked after children

What next?

We will reflect on comments, challenges and ideas we receive in this consultation stage as we continue to co-produce our well-being plan. To deliver sustainable change for Flintshire and Wrexham we have to be bold – we need to think about what will success look like in 5, 10, 15, 20, 25 years and how do we get there.

We're proud that in North Wales we have use the five ways of working to shape how we do things. As we go forward it will be job of the Public Services Board to work with communities, stakeholders and businesses to bring the magic.

Get Involved

PSB organisations, partners and communities are coming together to change our ways of working and co-create better outcomes with communities. In the future we will continue to use and share our evidence, intelligence and insight to inform well-being planning. Join us.

If you'd like to comment on our shared objectives, and the actions we are shaping with communities, then please get in touch with the team before 5th February 2023.

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