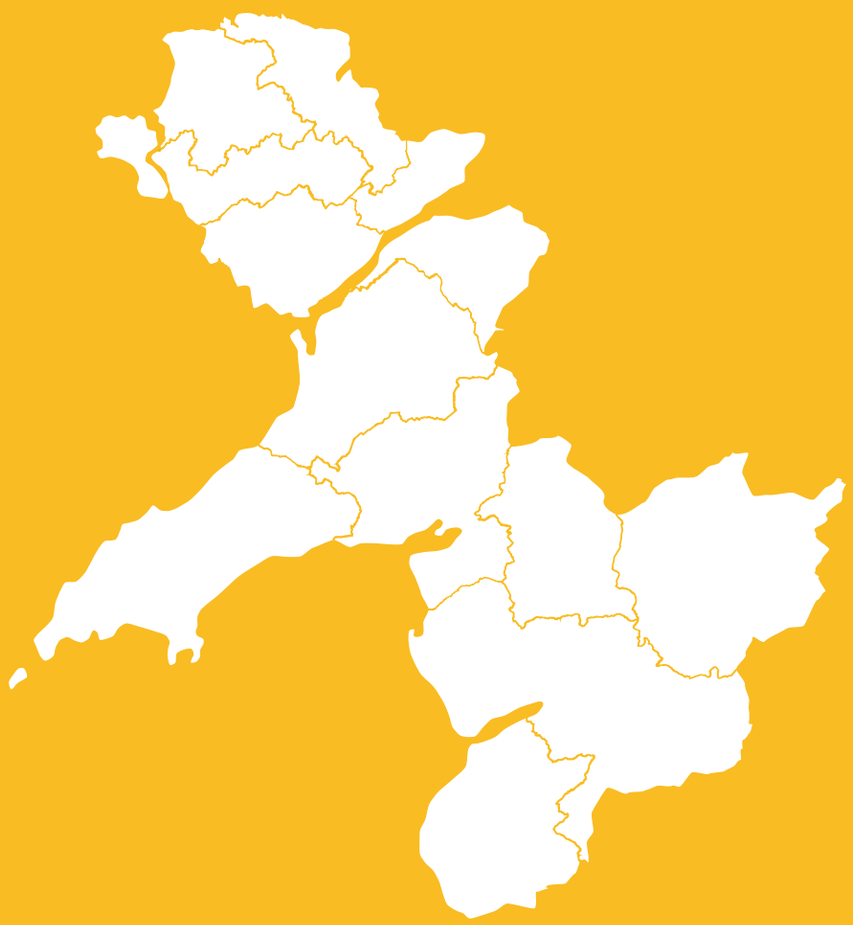
GWYNEDD & ANGLESEY
WELL-BEING PLAN



2018

GWYNEDD AND MÔN PUBLIC SERVICES BOARD

WELL-BEING PLAN

The Gwynedd and Anglesey Public Services Board is committed to achieving positive changes to ensure the best possible future for communities across both counties through this Well-being Plan. The aim is to make a real difference to the lives of residents and ensure that public service providers work together to achieve a common ambition for the whole region.

We have strong and proud communities, with a tradition of helping each other and working together. The role of these communities will be central to delivering the well-being objectives which have been set out in this plan.

Engaging with communities is core to the success of the plan, and the Board commits to providing clear guidance in order reach its objectives. As members, we will take collective responsibility for realising the plan and we will work with partners to improve the well-being of residents and our communities.

However, it is important to emphasise that this Plan should not be considered in isolation and it does not look to encompass all the services and activities of the public bodies working in Gwynedd and Anglesey. The individual organisations will continue to provide services which will deliver their own objectives as well as contribute to the well-being objectives of the Public Services Board.

Ffion Johnstone
Chair of the Gwynedd and Anglesey Public Services Board

WELL-BEING OF FUTURE GENERATIONS [WALES] ACT 2015

The aim of the Well-being of Future Generations Act (2015) is to improve the economic, social, environmental and cultural well-being of Wales.

The Act highlights seven well-being goals (see image below) and five ways of working in order to give public bodies a common purpose. It also tries to ensure that we are better at making decisions by placing a duty on organisations to think about the long-term, to collaborate and to consider people of all ages when resolving and preventing problems.

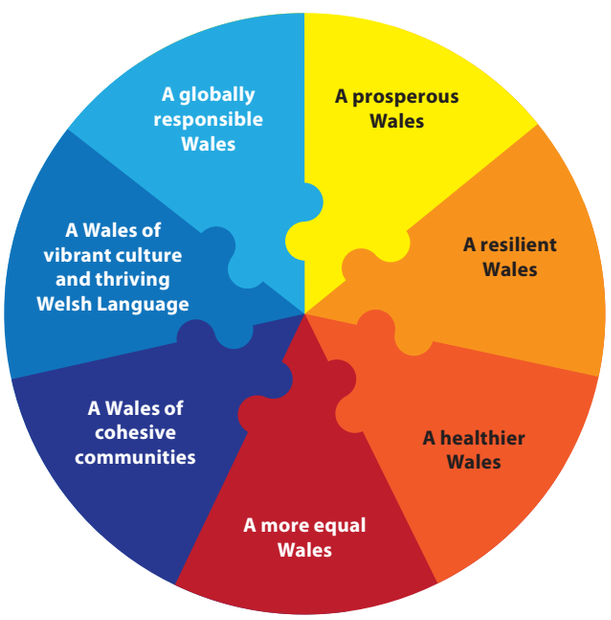
Together, the seven well-being goals and the five ways of working have been designed to support public bodies to meet the existing needs of their communities and ensure that the decisions of today do not harm future generations.

The Act has established a Public Services Board for every local authority area in Wales to ensure that public bodies work together to create a better future for the people of Wales. As part of this, the Public Services Boards must assess the well-being of their areas and create a Well-being Plan with the aim of improving communities.

The Boards must consider a host of other legislation which have also been created to improve public services, they include:

- Climate Change Act 2008
- Schools Standards and Framework Act 1998
- Childcare Act 2006
- Children and Families (Wales) Measure 2010
- Social Services and Well-being (Wales) Act 2014
- Crime and Disorder Act 1998
- Environment (Wales) Act 2016
- Planning (Wales) Act 2015

With all of this, the plan is being developed in a complex national and international context – with economic and political uncertainty placing added pressure on services, and having an impact on communities locally and across Wales.



PUBLIC SERVICES BOARD MEMBERSHIP

The Gwynedd and Anglesey Public Services Boards have decided to work together as one Board to deliver their objectives.

The statutory members of the Board are:

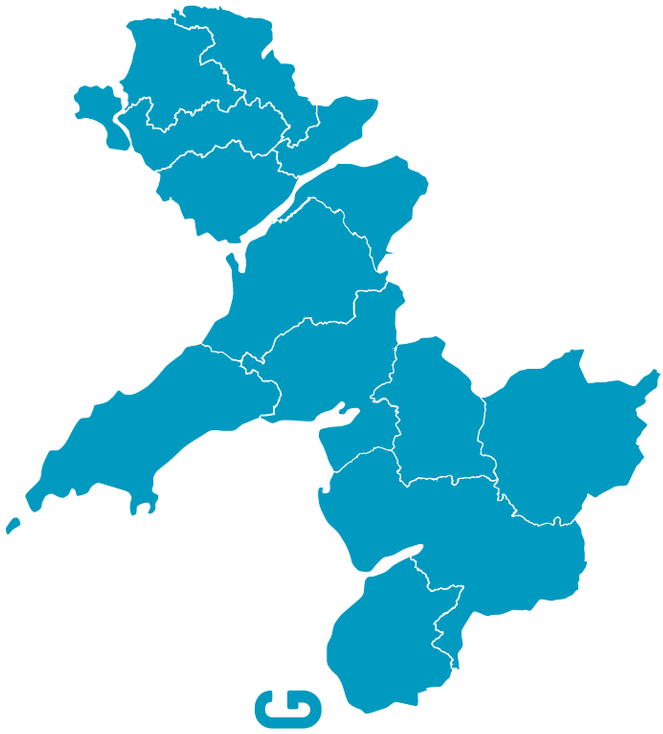
- Gwynedd Council and the Isle of Anglesey County Council
- Betsi Cadwaladr University Health Board
- North Wales Fire and Rescue Authority
- Natural Resources Wales

As well as the statutory members, the Board is duty-bound to invite other individuals and bodies to participate. The Gwynedd and Anglesey Public Services Board has invited the following organisations as guest members:

- Welsh Government
- North Wales Police
- Public Health Wales
- North Wales Police and Crime Commissioner
- Snowdonia National Park Authority
- Mantell Gwynedd
- Medrwn Môn
- Wales Probation Service
- Bangor University
- Cartrefi Cymunedol Gwynedd
- Grŵp Llandrillo Menai

There will be an opportunity to ask other bodies/ organisations/ partners to sit on the Gwynedd and Anglesey Public Services Board in the future as specific objectives and actions are identified.

ASSESSMENT OF LOCAL WELL-BEING



In May 2017, an Assessment of Local Well-being was published for Gwynedd and Anglesey. The Public Services Board decided to divide the two counties into 14 smaller areas and research was undertaken in order to understand and learn more about the well-being of those areas. Eight of these areas were in Gwynedd and six in Anglesey.

Once the data had been gathered and the research had been completed individual booklets were produced for each of the 14 areas. The booklets looked at well-being in the context of the four main headings of the Act – namely Social, Economic, Environmental and Cultural. 'Population and Language' has been included as an additional heading locally as the Board recognises the importance of this specific theme to the area.

Twenty-eight public sessions were held, two in each of the areas, to gather more information and to give residents an opportunity to voice their opinion. We asked if they recognised their area from the booklets, what was important to them, and what they liked about their community as well as what they would like to see changing. Residents were also asked what was important in terms of the well-being of the individual and the well-being of the community.

It was important that we heard various opinions from across the area, so sessions were held at schools and with community groups. In addition, regional discussions were held with representatives of harder-to-reach groups.

There was a social media campaign and articles appeared in local press and on partners' websites to promote the assessment, and to encourage residents to complete an on-line questionnaire about their areas.

The information booklets for each area are still available on the website.

www.LlesiantGwyneddaMon.org.

WWW.LLESIANTGWYNEDDAMON.ORG

WHAT IS WELL-BEING?

There isn't one specific definition of 'well-being'. There are frequent discussions about the meaning, but it can mean something different to everyone. Well-being can describe those things which affect how good an individual's life is. Our personal well-being can include feelings of happiness, quality of life and the concept of living life to the full. Our communities, culture, health, environment and economy all affect well-being and quality of life. What's important to personal well-being is also likely to change as people go through the various stages of life. It also follows that people's personal well-being has an impact on the well-being of their families, and the communities that they are a part of.

WHAT IS WELL-BEING FOR THE PEOPLE OF GWYNEDD AND ANGLESEY?

The following is a flavour of what the people across both counties said:

What's good about living in your area?

The fact that it has a high percentage of Welsh-speakers, and a strong sense of community is important to people. Several noted that being able to live in a safe area is also very important, as well as the natural environment and the views which surround them.

What's not so good?

A lack of good quality jobs is a concern for the residents of Gwynedd and Anglesey. It was also noted that the distance from services and facilities and a lack of suitable public transport is also a problem. Other factors which caused concern were high house and property prices and the appearance of streets in some towns.

What promotes your well-being and contributes to the quality of life in your area?

The opportunity to undertake outdoor activities, the natural environment, local facilities and a community spirit are all factors which have a positive impact on the well-being of the area's population. All of this, together with the support of family, friends and neighbours contribute to promoting well-being and improves the quality of life of the people of Gwynedd and Anglesey.

What would you change about your area to make it a better place to live?

The factors that residents would change about their area are public transport, more jobs with higher salaries, developing local activities and facilities, and improving the appearance of streets.

WHAT DID THE ASSESSMENT TELL US ABOUT THE WELL-BEING OF OUR AREAS?

The assessment was a starting point – an overview of well-being to accompany the area booklets which gave the Public Services Board a better understanding of Gwynedd and Anglesey.

Having considered the data and the views of local people, the Board concluded that the key messages of the assessment were as follows:

1. THE NEED TO MAINTAIN A HEALTHY COMMUNITY SPIRIT
2. THE IMPORTANCE OF PROTECTING THE NATURAL ENVIRONMENT
3. UNDERSTANDING THE EFFECT OF DEMOGRAPHIC CHANGES
4. PROTECTING AND PROMOTING THE WELSH LANGUAGE
5. PROMOTING THE USE OF NATURAL RESOURCES TO IMPROVE HEALTH AND WELL-BEING IN THE LONG-TERM
6. IMPROVING TRANSPORT LINKS TO ENABLE ACCESS TO SERVICES AND FACILITIES
7. THE NEED FOR GOOD QUALITY JOBS AND AFFORDABLE HOMES FOR LOCAL PEOPLE
8. THE EFFECT OF POVERTY ON WELL-BEING
9. ENSURING AN OPPORTUNITY FOR EVERY CHILD TO SUCCEED

These are the main messages, but the Board acknowledges that other important factors have not been highlighted. It is possible that one of the reasons for this is that the action already taken is effective and has a positive impact on residents' lives.

The Board will review the data in the Assessment regularly and will respond to any significant changes which have not already been identified as priorities within this plan.

Similarly, the Board will work to get a more detailed understanding of future developments and challenges which could influence well-being in the area. These include Wylfa Newydd, leaving the European Union and the effects of climate change, such as flooding.

DEVELOPING THE PLAN

HOW WERE THE WELL-BEING OBJECTIVES AGREED UPON?

With nine main messages highlighted in the Well-being Assessment, a series of workshops were held throughout the summer of 2017 in order to listen to views about which areas to prioritise. The workshops were open to public bodies, the third sector, town and community councils and community groups.

Eighteen workshops were held in total, two for each of the messages.

The workshop looked at each one from the perspective of:

a) ambition
b) the Board's influence
c) confirming whether the message should be a well-being goal
d) how Board members should work together to make a difference to residents

A summary of the responses was submitted to the Public Services Board and it was decided which areas should be prioritised for this Well-being Plan.

1. THE NEED TO MAINTAIN A HEALTHY COMMUNITY SPIRIT

It is clear that there is a healthy community spirit in Gwynedd and on Anglesey – with each of the 14 areas saying that this was central to their well-being. It is important that this spirit is nurtured and promoted to create prosperous and sustainable communities and areas which are confident to face the challenges of the future.

The Board sees healthy communities as a basis to achieving its goals over the coming years, therefore members will work together to reinforce the strengths within our communities.

The work of delivering the priorities and maintaining healthy communities will happen hand in hand with those communities.

2. THE IMPORTANCE OF PROTECTING THE NATURAL ENVIRONMENT

The natural environment of Gwynedd and Anglesey is very important to the well-being, culture, health and economy of the area. We have special habitats across both counties which are important natural assets and are a home to a variety of wildlife, which contribute to the well-being of the area and the wider population. Wide areas of Gwynedd and Anglesey have also been designated due to the importance of the landscape or conservation which reflect the value of this natural environment.

Our climate is changing and it will continue to do so – causing the sea level to rise and more extreme weather events such as flooding. This will affect the well-being of communities and the services which are provided, **therefore, this will be a priority area for the Board.**

The Board considers that protecting the natural environment is a key part of delivering its priorities and it will be a common theme that runs across all the well-being objectives.

3. UNDERSTANDING THE EFFECT OF DEMOGRAPHIC CHANGES

The population of Gwynedd and Anglesey is ageing, with the number of young people in our communities declining. The demography of the area will change significantly and the nature and needs of our society will be very different as a result.

The Board is keen to improve its understanding of how this change will affect the well-being of communities and individuals. It is possible many older people will continue to work and contribute in full within their communities. However, we also acknowledge that older people are more likely to need more care and support and we'll need to plan for this. We understand that an older population does not necessarily mean an unhealthy population, but we must acknowledge that there will be an increased demand for services due to the ageing population.

4. PROTECTING AND PROMOTING THE WELSH LANGUAGE

Data about the Welsh language clearly shows the decline that has occurred over the last 30 years in the number of Welsh-speakers. The 11% fall in numbers in Gwynedd between 1981 and 2011 is higher than that for the same period across Wales. Gwynedd and Anglesey are the two counties in which the Welsh language is strongest and is used daily by a vast majority of the population. However, if the decline continues, some areas could be at risk of losing the language for future generations.

The Board understands the importance of the Welsh language in terms of the social make-up and cultural identity of the area. We must ensure that residents can and choose to live their lives through the medium of Welsh and that they can access community services and activities in Welsh. **This is therefore a priority for future joint working.**

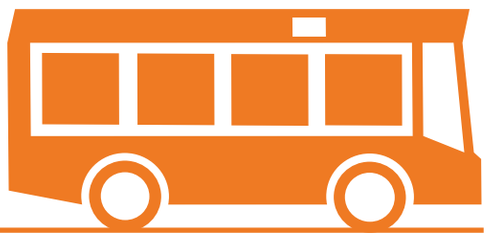
5. PROMOTING THE USE OF NATURAL RESOURCES TO IMPROVE HEALTH AND WELL-BEING IN THE LONG-TERM

Our information shows that the health of the population of Gwynedd and Anglesey is not as good as it could be. For example, **52%** of adults and **30%** of children aged 4-5 in Gwynedd are obese or overweight. The picture on Anglesey is similar with **58%** of adults and **29.6%** of children aged between 4 and 5 overweight or obese. Children and adults should be enabled to be more active, particularly in the outdoors, we should do this by promoting and improving access to natural green spaces.

People need to be encouraged to take responsibility for their own health and to take part in activities which will prevent illness in the future.

Due to the need to improve the population's physical and mental health and the long-term effect this will have on well-being, **health and care will be a priority for the Board.**

6. IMPROVING TRANSPORT LINKS TO ENABLE ACCESS TO SERVICES AND FACILITIES



The lack of access to services was one of the issues raised most frequently during the Well-being Assessment consultation. It's clear that this is a matter of concern and has a significant effect on the well-being of individuals. So, services need to be planned locally and target the well-being areas.

A specific plan for the region has been developed by the North Wales Ambition Board which includes a Local Transport Plan. The Public Services Board believes that the best way of securing improvement is by supporting the work of the Ambition Board. The Board will put a formal structure in place in order to collaborate and influence the work of the Ambition Board.

7. THE NEED FOR GOOD QUALITY JOBS AND AFFORDABLE HOMES FOR LOCAL PEOPLE

GOOD QUALITY JOBS

The need for good quality jobs was one of the main messages of the consultation. Our information shows that the median weekly salary in Gwynedd (**£347 per week**) is lower than the same figure for Wales as a whole. The money that people in Gwynedd have to spend after taxes and the costs of running a home is **£14,640** per head per annum which is **£662** less than for Wales as a whole. The picture is slightly better on Anglesey with the median weekly wage **8%** higher than the same figure for Wales.

During the consultation, many residents said that this was one of the reasons why young people leave their communities and identify this as an important issue in terms of the general well-being of the area.

The Board fully understands the need for good quality sustainable jobs. We also recognise the work that's happening on this across the region under the leadership of the North Wales Ambition Board. The Ambition Board is in the process of creating a growth bid which will address this matter. Therefore, as with transport, the Public Services Board will collaborate and support the work of the Ambition Board in order to ensure the full benefits for Gwynedd and Anglesey.

AFFORDABLE HOMES FOR LOCAL PEOPLE

Given the median property price and median household income, **60%** of Gwynedd families are priced out of the housing market. This percentage varies from area to area with the highest percentage in Llŷn where **73%** of families have been priced out of the market. On Anglesey **64%** of families are priced out of the housing market with this as high as **72%** in the Lligwy and Twrcelyn area.

Residents believe that this is another reason for the outward migration of young people and this has a negative effect on the well-being of those communities. People are keen to see more affordable houses to support and maintain strong and healthy communities.

The Board will prioritise this over the next period and it will work with partners to find an achievable solution for the problem.

8. THE EFFECT OF POVERTY ON WELL-BEING

Evidence shows clearly that living in poverty has a detrimental effect on individuals' well-being – in the short-term and long-term. Poverty is caused by a lack of resources, the most obvious of which is income, but it also includes the lack of ability to obtain goods and access basic services.

The data gathered highlights issues such as the difference in the educational attainment of pupils who receive free school meals and those who pay. On Anglesey the gap is **25%**, and in Gwynedd it is **36%** - this compares to **33%** across the whole of Wales. In addition to this, **18%** of Anglesey households and **21%** of Gwynedd households are in fuel poverty, both higher than the Welsh figure of **14%**.

The Board will prioritise this area of work in order to get a detailed understanding of the implications of living in poverty. We will continue to develop the Well-being Assessment to get a better picture of the area and where the lack of access to services is more challenging due to poverty.

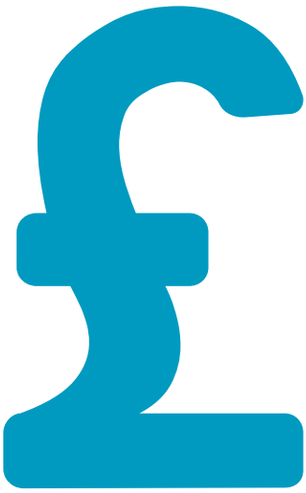
9. ENSURING AN OPPORTUNITY FOR EVERY CHILD TO SUCCEED

A lack of educational attainment can have an impact on the well-being of individuals throughout their lives, so we need to ensure that every pupil has an opportunity to succeed.

Health data also shows that obesity is a problem, and this can have a long-term effect on the well-being of children and young people.

There is clear evidence about the long-term detrimental effect of negative experiences in childhood and how this can affect the well-being of people throughout their lives. The need to ensure that our children and young people have positive experiences during their childhood is therefore important.

The Board will give priority to supporting families to try to ensure that every child has the best start in life. We will also work with key partners to deliver the best possible results for children and young people.



OUR WELL-BEING OBJECTIVES

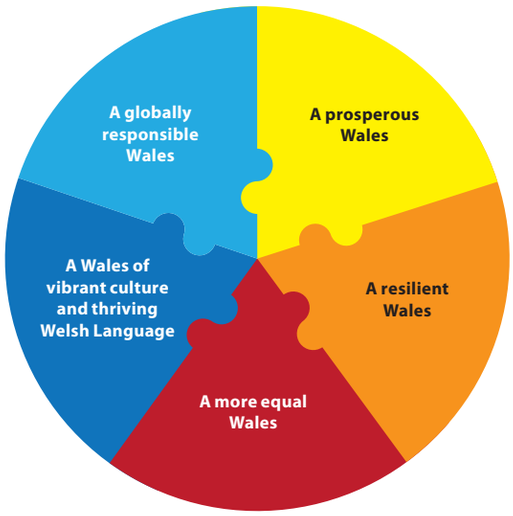
Having looked at the key messages of the Well-being Assessment, and considered findings of other research and assessments such as The Regional Population Assessment, two well-being objectives have been agreed. The Public Services Board has also decided it should focus on areas that need collaboration to secure the best possible results for the people of Gwynedd and Ynys Môn. So, six areas have been prioritised in order to achieve the two well-being objectives.

The images alongside the objectives below show how each will contribute towards achieving the national well-being aims.

1 COMMUNITIES WHICH THRIVE AND ARE PROSPEROUS IN THE LONG-TERM

TO REALISE THIS OBJECTIVE, WE WILL PRIORITISE:

- **The Welsh language:** We will work together to increase the use of the Welsh language within public bodies in Gwynedd and Anglesey. We will promote the use of Welsh as the preferred language of communication between public bodies across both counties.
- **Homes for local people:** We will work with the housing sector to ensure more suitable and affordable homes in the right places to meet local needs. We will work together to ensure that homes are of high quality and meet the needs of residents.
- **The effect of poverty on the well-being of our communities:** We will develop a detailed understanding of how poverty affects the area and look to ensure that the work happening across public bodies is more effective in mitigating the long-term effects of poverty.

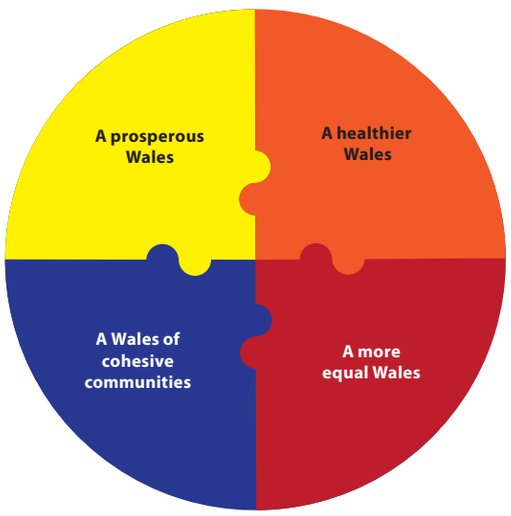


- **The effect of climate change on the well-being of communities:** We will work together locally to mitigate the effects of climate change on our communities.

2 HEALTHY AND INDEPENDENT RESIDENTS WITH A GOOD QUALITY OF LIFE

TO REALISE THIS OBJECTIVE, WE WILL PRIORITISE:

- **Health and care of adults:** We will work with the Regional Partnership Board to ensure that the services planned for the older population meet local needs. We will collaborate locally to plan a wide range of preventative activities for adults to enable them to live healthy and independent lives.
- **The welfare and achievement of children and young people:** We will plan preventative services and activities together to support families before the need for intensive intervention arises. We will encourage children, young people and their families to improve their health so that they can live healthily and independently within their communities in the long-term.



HOW WE'LL WORK IN THE FUTURE?

The Gwynedd and Anglesey Public Services Board will operate in line with seven principles. Five of these are national sustainable development principles and two have been added by the Board locally. These principles will help us to work together, avoid repeating past mistakes and get to grips with some of the challenges we will face in the future.

THE WELSH LANGUAGE

The Welsh language will be a golden thread running through the plan. We will promote the use of the language in all aspects of our work and will work with communities to develop services and activities through the medium of Welsh.

EQUALITY

We will continue to target local and national resources to tackle inequality and disadvantage in order to close the gap between the most privileged communities and the most deprived communities.

LONG TERM

We will continue to gather data to ensure a better understanding of how communities look now and how they will look in the future as a result of factors such as demographic changes. We will also look at which national and regional changes are on the horizon and try to analyse the effect on our communities. By doing so, we can work together as partners and residents to plan services for the future.

PREVENTION

We will use trends data to identify the problems which will face our communities in the future and will develop and implement plans to prevent them. We will work with communities to enable them to do more to prevent issues from developing and support programmes which can make a real difference in the long-term.

COLLABORATION

We will try to remove the barriers which prevent effective collaboration. We will also share information and good practice between Board members and our residents about what is being done to realise objectives and priorities. We will consider the Board's membership regularly and will ensure that the right partners are included in order to achieve our objectives.

INTEGRATION

We will work in a way which will contribute to more than one goal where appropriate and in accordance with Welsh Government's national well-being objectives. We will try to integrate services if evidence shows that this gets the best results for our communities. We will consider other local and regional strategies and plans which work towards the same or similar goals and work together in order to achieve them.

INVOLVEMENT

Our residents and our communities have an important role to play when planning services for the future and we will ensure that their perspectives and experiences are central to the process of planning the work of the Board. We will adopt the National Participation Standards for all ages and ensure that the Board works within those standards. We will ensure that people can communicate with us in their preferred language and medium.

THE NEXT STEPS

The Well-being Plan is a live document which will change and develop over time. Although the well-being objectives and the priority areas have been set out here, this is an overview of what we intend to do. Further work will be carried out to develop specific work programmes.

The next step will be to draw-up detailed work programmes and identify **Short**, **Medium and Long-Term** actions for the six priority areas.

The Board's work will be regularly monitored by the Scrutiny Committees of Gwynedd Council and the Isle of Anglesey County Council. An annual report on the progress of this plan will also be produced.

Members of the public have had the opportunity to share their views throughout the process of the developing the Well-being Plan. Many comments and points received have been incorporated into the final plan. Some matters identified have not been included as yet, however, we will be addressing these over the coming year.

Although the formal consultation period has now ended we are still keen to hear your views. To have your say, or if you would like to receive more information about the Gwynedd and Anglesey Public Services Board, please visit www.llesiantgwyneddamon.org.

FOR MORE INFORMATION...

01766 771 000
post@llesiantgwyneddamon.org

Ask for
Gwynedd and Anglesey Public Services Board Programme Manager

Or contact:
The Council's Business Support Service
Council Offices
Shire hall Street
Caernarfon
Gwynedd
LL55 1 SH