



Conwy and Denbighshire Public Service Board

Annual Report 2024 to 2025

This document presents the Conwy and Denbighshire Public Services Board (PSB) annual report for 2024 to 2025, as required under the Well-being of Future Generations (Wales) Act 2015.

Mae'r ddogfen hon ar gael yn Gymraeg. This document is available in Welsh. We are also happy to provide this document in large print, audio, and braille, please contact the Corporate Improvement and Development Team.

Annual Report 2024 to 2025: A Self-Reflection on The Year

We want to hear your views!

We value the rich diversity of Conwy and Denbighshire and believe it's essential for all voices to be heard and acknowledged. We want to hear from you about the things that affect you. Are our long-term goals right for your community, and are we doing the right things? For more information or to share your thoughts on anything in our [Well-being Plan](#), please contact us.

By email: countyconversation@conwy.gov.uk

By telephone: 01492 57 4000

Rydym yn croesawu galwadau ffôn yn Gymraeg a Saesneg. We welcome telephone calls in English and Welsh.

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

By Sign: British Sign Language users can contact us using a Sign Language interpreter through the InterpretersLive! service, provided by Sign Solutions – visit www.conwy.gov.uk/signing

By post: People and Performance Service
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We welcome correspondence in both English and Welsh. There will be no delay in responding to correspondence received in either language.

You can visit our website – www.conwyanddenbighshirepsb.org.uk – to find out more about us as a Board, as well as access our [Well-being Assessment](#) for Conwy and Denbighshire.

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1. Welcome to our Annual Report

This report is our self-reflection about the difference we have made in the second year of our [Well-being Plan](#) for 2023-2028. It is an opportunity to make sure that, as a Board, we are accountable to the public, and that we take time to self-assess what we have achieved and challenge ourselves as to the difference we are we making, and learn where we can make improvements in the future. All our work is aligned with the [Well-being of Future Generations \(Wales\) Act 2015](#) and the 5 ways of working.

2. Our priorities and how we will work

Our Well-being Plan focuses on making Conwy and Denbighshire a more equal place with less deprivation. We have identified 4 key themes to support our main objective:

1. **Well-being** – Communities are happier, healthier, and more resilient in the face of challenges, such as the Climate Change and Nature Emergency, or the rising cost of living.
2. **Economy** – There is a flourishing economy, supported by a skilled workforce fit for the future.
3. **Equality** – Those with protected characteristics face fewer barriers.
4. **Housing** – There is improved access to good quality housing.

Our Well-being Plan also outlines 9 principles we have agreed to apply in delivering the plan. We have in this year continued to apply these principles to shape how we work together as a partnership.

- **Leadership:** Provide strong shared leadership and responsibility for effective long-term change, using our collective voice as partners to influence and advocate on behalf of our communities.
- **Co-production:** Foster an environment and encourage strong networks that promote meaningful engagement and communication with our communities, supporting a culture where co-production and involvement thrives.

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- **Fairness:** Promote fairness, equality, and diversity through all of our work.
- **Informed decision-making:** Maintain effective governance that allows for strong, evidence-based decision making, acting on recommendations made through quality research and engagement.
- **Transparency:** Have clear and transparent performance management arrangements in place.
- **Assess:** Ensure that our activities and decisions are assessed for their impact in terms of the national Well-being Goals, the sustainable development principle, and five ways of working.
- **Reflect:** Use the advice given by the office of the Well-being of Future Generation's Commissioner, Natural Resources Wales, and others to focus our discussions as we take forward our steps.
- **Development:** Explore and support joint opportunities for training and workforce development, such as secondment opportunities between our organisations.
- **Language:** Support and promote the Welsh Language in all that we do, integrating the Welsh Language strategies of partners.

3. Progress this year

Our Well-being Plan was approved in March 2023 and we took the decision to use the first year of our Plan to explore different approaches to delivery and how we will work together. In our second year we have tried to focus more on the detail of our Well-being Plan and where the Board can make the greatest, meaningful difference.

Our main achievements during 2024 to 2025 include:

Enhanced PSB structures and governance:

- We have continued to facilitate improved working relationships between Board members, supported by our informal / working meetings between each formal / public meeting. We have agreed our programme of informal and formal meetings for the year ahead, and this continues to provide an opportunity for members to get to know each other better, bearing in mind that many PSB members were new in 2022-23.

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- We confirmed the reappointment of Cllr Jason McLellan (Denbighshire County Council Leader) as PSB Chair, and Cllr Charlie McCoubrey (Conwy County Borough Council Leader) as Vice-Chair.
- We proactively addressed an issue with some meetings failing to be quorate, which temporarily caused a backlog of items needing ratification by the Board. There was unfortunately, an unavoidably a couple of meetings next to each other where some partners were suddenly unavailable. The Chair subsequently wrote to all partners reminding them of the legislative requirements for a PSB meeting to be quorate. There has not been a reoccurrence of the same issue since.
- The Board also satisfied performance requirements under the Well-being of Future Generations (Wales) Act 2015 by publishing its previous [Annual Report for 2023 to 2024](#). In January, the Board reviewed its Risk Register and agreed to remove the risk around future waves of Covid-19 impacting partner capacity. However, the Board agreed a new risk around the impacts of emergency events. A further risk has also been identified concerning staff capacity to deliver an update Well-being Assessment by the statutory deadline, which is May 2027.
- Working with Gwynedd County Council, the Board has received regular updates on expenditure and commitments made against the North Wales PSB support Grant, giving input on current and prospective projects. The grant is for £104k annually and must be spent to the mutual benefit of the three North Wales PSBs, with its main purpose being to strengthen community involvement and engagement.
- PSB Support Officers have also sought to initiate regional discussions about the possible benefits of a single North Wales PSB. Increasingly topics are being progressed on a regional basis, and there is a compelling case to argue that greater value would come from a regional PSB structure.

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Development of PSB knowledge / understanding:

- A regional anti-racism training session for PSB members was held in June 2024, which was valued by those present. However, we acknowledge that the session was not well attended, and attempts to arrange a subsequent regional session have unfortunately been unsuccessful. Nonetheless, we remain committed to this important agenda and are looking at alternative ways to enhance regional understanding of racism and the impact it has on people's lives.
- In December, the Board reflected on national Well-being Measures and agreed that inequality and prevention of homelessness is a topic worthy of further investigation.
- The Well-being of Future Generations Commissioner's Office was invited to the Board's informal meeting in January and gave a presentation that shared learning on the work of PSBs nationally.
- To support the Board's understanding of regional resilience, it has been agreed to invite a representative from the North Wales Councils Regional Emergency Planning Service (NWCREPS) to a future meeting to give an explanation as to their work and help member understanding of the regional infrastructure that is in place in support of emergency planning.

Development of 'whole-systems' & collaborative region-wide approaches:

- Building on the work considered in year 1 around applying a Whole Systems Thinking approach and the various mapping exercises carried out in support of the Board's forward work plan, in December, it was agreed to explore the use of sub-groups to investigate the contribution that the PSB could make to a small number of areas of challenge.
- In January – supported by the Well-being of Future Generations Commissioner's Office – the PSB revisited the findings of its Well-being Assessment to consider ongoing community risks and challenges, and reflected on gaps where the PSB could potentially add value. The PSB considered recommendations from officers for

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topics to take-forward through working-groups. It was agreed that organisational leads for Diversity, Equity and Inclusion be brought together to bring their learning to the Board, and make recommendations for where the PSB can strengthen involvement and add value to this important agenda. The Board opted to not progress with activity in support of Economic Well-being and Decarbonisation at this time, conscious of other regional work already taking place.

Working with communities:

- The Board considered a paper put forward by CoProduction Wales around engagement actions that members can take forward within their organisations to promote the work of the PSB. Partners were asked to take the suggestions back to their individual organisations and implement as they felt appropriate.
- The Board has continued to patronise work with Wrexham University to undertake an engagement project within two communities in Conwy and Denbighshire (Pensarn and Bruton Park in Rhyl). The project seeks to use creative methods (such as artwork, photography, and video) to support communities to tell their stories of what it looks and feels like to live in their community. The work in Bruton Park progressed quickly with positive output, but staffing issues caused significant delays to progress with the Pensarn work. However, the work having now taken place, the Board was provided with a presentation on the outputs of this work at its meeting in April 2025.

Progression of key PSB initiatives:

- The Board has continued to receive regular updates and provide a steer on work being led by Betsi Cadwaladr University Health Board on the Healthy Travel Charter. There is now a working group in place to take this work forward, with their first meeting taking place in March 2025.
- After careful discussion over several meetings, in September the Board agreed a proposal by Natural Resources Wales and Betsi Cadwaladr University Health Board

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(Public Health) to support work to develop a Climate Change Risk Assessment for the region, within the limits of available resources.

Other Areas of Work

We are still working collaboratively with other partnerships and national bodies, to avoid duplication and to share ideas. This year we have:

- Received regular updates and provided input to the Shaping Places Wales project, which is being led by Public Health Wales.
- In November, the Board considered food security as a topic. Recognising that this is an issue that needs a regional approach to maximise benefit, the PSB committed to consider what further role it can play to help with food security, considering its relationship to the Corporate Joint Committee, Ambition North Wales, and work with the Third Sector. The Board reaffirmed this commitment in January, agreeing to keep a watching brief on regional developments in support of the region's Argi-Food System, and to play its part when partner understanding of the present landscape is clearer.
- Received a presentation and agreed to facilitate / support the implementation of the national social prescribing framework for Wales.
- The Board also considered and supported a paper from the Health Board on how the PSB can participate in the discovery phase of the 'Well North Wales' programme through a Bevan Commission Exemplar Project. The project aims to test and evaluate an approach to working more closely with local partners to engage collectively with our communities to build local intelligence and to understand what matters, helping to inform Community Well-being Plans. The PSB advocated that the project involved both Conwy and Denbighshire counties equally and requested that an interim report on progress be brought to the Board, prior to final findings being reported in September 2025.

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- Continued to work closely with Co-Production Network for Wales who offer bespoke support through their [Project Dewi](#) programme. They are pivotal to and are embedded in everything we do as a PSB, from working at officer level to facilitating a number of meetings and workshops.
- Continue to support the work of the North Wales Insight Partnership, with PSB members attending a number of regional networking meetings. This is a useful forum to share information and learning.

4. Reflecting on this year and Looking Forward

We have continued in our second year to invest time to consider how the Public Services Board (PSB) works, and where it can best add value, keeping in mind the desire to expand the Board's leadership role. It has been useful to spend this time discussing where we can add most value and make a difference, while balancing this with the resources available to us.

One of the main positives of the PSB continues to be the relationships and networks built from bringing together various public and voluntary sector partners working in Conwy and Denbighshire. One of the main challenges, however, continues to be lack of funding and limited capacity, which has an impact on what we are able to achieve as a partnership. We have also reflected this year on the suitability of our present structure and feel that there are opportunities potentially being missed at present for greater regional collaboration and streamlining.

Crucially this year we have identified certain key areas where we can realistically play a part to hopefully deliver some improvements. The introduction of a sub-group structure will help with this, and the choice of workstream – looking at where the PSB can strengthen involvement and add value to Diversity, Equity, and Inclusion – is an exciting opportunity, bringing together knowledge and expertise from across our organisations and beyond. Piloting this approach will hopefully allow us to establish a good working model for future activities that the PSB can drive forward through its forward work programme. This again is building on work that we discussed and developed in year 1, in particular our 3 approaches to progressing our Well-being Plan:

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- **Piloting** – We will test a ‘whole systems approach’ to a topic, taking a co-ordinated approach to information sharing.
- **Modelling** – We will develop a simple set of good working / cultural practices we can adopt and promote internally (through our organisations) and externally (to the wider public).
- **Engaging** - With the PSB undertaking training, inviting in relevant experts, and drawing upon expertise from within our member organisations to advance understanding and inform wider decision-making.