



Conwy and Denbighshire Public Service Board Annual Report 2025 to 2026

This document presents the Conwy and Denbighshire Public Services Board (PSB) annual report for 2025 to 2026, 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 2025 to 2026: 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
Performance and Improvement Team
Conwy County Borough Council
PO Box 1
Colwyn Bay
LL29 0GG

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.

Annual Report 2025 to 2026: A Self-Reflection on The Year

Contents

- 1. Welcome to our Annual Report4
- 2. Our priorities and how we will work4
- 3. Progress this year5
- 4. Reflecting on this year and Looking Forward11

Annual Report 2025 to 2026: A Self-Reflection on The Year

1. Welcome to our Annual Report

This report is our self-reflection about the difference we have made in the third year of our [Well-being Plan](#) for 2023 to 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.

Annual Report 2025 to 2026: A Self-Reflection on The Year

- **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 and third years we have focussed on the detail of our Well-being Plan and where the Board can make the greatest, meaningful difference.

Our main achievements during 2025 to 2026 include:

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

- The use of sub-groups has continued to be used as a model to investigate the contribution that the PSB could make to a small number of areas of challenge. This included the Diversity, Equality and Inclusion (DEI) sub-group which met in April 2025. Further details on progress against the priorities identified by this sub-group are included later, on page 9 of this report under the development of PSB knowledge and understanding.

Annual Report 2025 to 2026: A Self-Reflection on The Year

- Work to develop a Climate Change Risk Assessment for the region, within the limits of available resources has progressed with the establishment of a regional technical working group and a regional steering group, which include representation from key partners. Through regular meetings with researchers and close partnership working across the region, this work is progressing with the development of an analysis plan and draft outline of reports. Plans are in place to test the emerging findings during March and April 2026.
- The PSB reaffirmed its commitment to keep a watching brief on regional developments on food security in 2024-2025. Recognising that the region's Agri-Food System 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. In 2025-2026 the Board progressed discussions, receiving presentations on food partnership work taking place in Conwy and Denbighshire, and on regional work to support horticulture and local food production. Recognising the importance of collaboration at local and regional level, supporting local producers, and mitigating climate change risks, the Board plans to continue exploring this further with key partners.
- Partnership working to support regional collaboration and consistency in the approach to the next Well-Being Assessments has progressed over the year with regular meetings of officers from across the region. The north Wales regional Well-Being Assessments Data Group was established in January 2026 to facilitate a consistent collaborative approach to understanding Well-Being across the region. A regional task and finish group has also been established with the lead writers for the three Well-Being Assessments, they have committed to meet regularly to support consistency across the region, co-ordinate work on gathering data and intelligence, and to provide a steer for the data group. Plans for collaboration across the region on some of the engagement activity to support the Well-Being Assessment are also being taken forward and will progress into 2026 -2027.

Annual Report 2025 to 2026: A Self-Reflection on The Year

- The PSB continues 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, and to strengthen collaboration across the region. The PSB has been supporting the development of a regional website [Agenda.cymru](https://www.agenda.cymru/) for the North Wales Insight Partnership to raise awareness of the work of the Public Service Boards across the north Wales region.

Working with communities:

- The Board has continued to patronise work with Wrexham University to undertake an engagement project, Community Narratives, within two communities in Conwy and Denbighshire (Pensarn, and Bruton Park in Rhyl). The project used 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 and a final report has been produced.
- The Board received an update from Christy Hoskins, Betsi Cadwaladr University Health Board, and project participant Nigel Morgan on progress of the Bevan Exemplar recognised project; 100 Stories – Children and Young People’s transition to Adult Services. Members recognised the valuable insight this approach and project provide and committed to include learning from this in plans for the next local Well-Being Assessment. This project will remain on the Forward Work Programme following support amongst members for the early findings that were discussed, and to ensure that discussions continue. Members look forward to an invitation to the event planned for June 2026.
- The findings of the North Wales Bevan Exemplar Study in Conwy East and summary report of a co-production plan for Kinmel Bay was welcomed by the PSB. The project tested and evaluated 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. Whist

Annual Report 2025 to 2026: A Self-Reflection on The Year

many strengths concerning co-production locally were identified, there were also barriers to progress identified, and a suggested model for improving two-way dialogue. Although this work focussed on community engagement at micro-level in Kinmel Bay and Towyn, the value of applying this learning when further developing plans for the local Well-Being Assessment was recognised by partners.

Other Areas of Work

We are still working collaboratively with PSB members, other partnerships and national bodies, to avoid duplication and to share ideas and take forward initiatives that support local Well-Being. This year this has included:

- The Board has continued to receive regular updates and provide a steer on work being led by Betsi Cadwaladr University Health Board on the [North Wales Healthy Travel Charter](#). The working group established in March 2025 continue to meet, with several PSB partners progressing their plans to sign-up to the charter.
- The PSB received a presentation on local Play Sufficiency Assessments and agreed on the importance of including the views of children and children's play needs within the next Well-Being Assessment. Discussions also included social media and barriers to play, inequality of access to play, and good practice in relation to active travel supporting access to a natural play space, as well as considering play needs in planning decisions and in preparing Local Development Plans.
- The PSB discussed concerns relating to national plans for funding which will follow the Shared Prosperity Fund, including the Local Growth Fund proposals which are currently out for consultation. PSB members recognised the risks to the third sector and potential negative impact on well-being and agreed to share their concerns in their consultation responses.
- The PSB received a presentation on the Regional Wellbeing, prevention and anchor framework which has been developed by the Regional Partnership Board. The Board recognised the synergy between this framework and the current local

Annual Report 2025 to 2026: A Self-Reflection on The Year

Well-Being Plan. PSB members welcomed the invitation to attend an event in March, which will help shape how this framework can be further developed and taken forward.

- The PSB have continued to work closely with Co-Production Network for Wales who offer bespoke support through their National Lottery funded [Project Dewi](#) programme. They are pivotal to and are embedded in everything we do as a PSB, from working at officer level to facilitating meetings and workshops. The five-year funding for this project, which commenced in March 2021 ends in February 2026, although the PSB hope to continue working in close partnership with the Co-Production Network for Wales.

Development of PSB knowledge and understanding:

- Following the regional anti-racism training session in June 2024, the Conwy and Denbighshire PSB hosted a Diversity Equality and Inclusion (DEI) sub-group meeting in April 2025. Actions for further leadership training identified in partnership with the North Wales Public Sector Equality Network (NWPSSEN) are being taken forward, in March 2026 the PSB committed to complete a training needs analysis that will inform priorities for DEI training. The PSB have committed to work in close partnership with NWPSSEN, formalising this within their updated Terms of Reference and inviting their chair to attend meetings. PSB members were also invited to a Belong Network training event around safety, tension monitoring, misinformation and capacity building in October 2025. The event was commissioned by North East Wales Community Cohesion, following [The State of Us report](#). At their March 2026 meeting the PSB received an update on the development of a north Wales Community Cohesion Strategy for all partners to identify a collaborative approach to addressing and alleviating community tension and polarisation. PSB members are keen to engage with and support this work, including the task and finish groups which are to be established for each priority of the strategy. We remain committed to this important agenda and continue to engage with partners to explore ways to enhance regional understanding of racism and the impact it has on people's lives.

Annual Report 2025 to 2026: A Self-Reflection on The Year

- To support the Board's understanding of regional resilience, a representative from the North Wales Councils Regional Emergency Planning Service (NWCREPS) provided a presentation on their work and the regional infrastructure in place to support emergency planning. Discussions included examples of responses to local significant events within recent memory, lessons learnt, and good practice in preparing for and responding to incidents.

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 and work programme for the year ahead.
- In March, Cllr Julie Fallon, Leader of Conwy County Borough Council, was appointed as the PSB's Vice-Chair, filling a vacancy left by her predecessor.
- The Board satisfied performance requirements under the Well-being of Future Generations (Wales) Act 2015 by publishing its previous [Annual Report for 2024 to 2025](#). In April 2025, the Board reviewed its Risk Register with the inclusion of an additional risk concerning staff capacity to deliver an updated 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 just under £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. Confirmation of a small 2% uplift in this grant for 2026-27 has been received, which will increase the funds available to just under £106k. The PSB have agreed that the priority for expenditure next year will be to support the development of the Well-Being Assessment.

Annual Report 2025 to 2026: A Self-Reflection on The Year

- PSB Support Officers have continued 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. Plans for a regional collaborative approach to the development of the local Well-Being Assessments have been supported, to include pooling research capacity amongst partners to establish a regional data set to be utilised by the north Wales PSBs. The north Wales regional Well-Being Assessments Data Group was established in January to facilitate a consistent collaborative approach to understanding Well-Being across the region. Further to this the PSB have also supported the exploration of a coordinated approach across the region to engagement for the Well-Being Assessment, with this activity expected to take place May – July 2026.

4. Reflecting on this year and Looking Forward

We have continued in our third 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. However, we have this year developed more opportunities for greater regional collaboration and streamlining, making best use of our limited capacity and funding. For example, although this is still work in progress, the pooling of expertise and partnership working to progress regional working with researchers to support the development of a Climate Change Risk Assessment.

Crucially this year we have progressed our focus on key areas where we have identified that we can realistically play a part to hopefully deliver some improvements. We have continued working in partnership and bringing together knowledge and expertise from

Annual Report 2025 to 2026: A Self-Reflection on The Year

across our organisations to progress our forward work programme. Building on work that we discussed and developed in years one and two, in particular our three approaches to progressing our Well-being Plan:

- **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.