Flintshire and Wrexham Public Services Board
Annual Report 2024/2025

Introduction from our Chair

The Public Services Board (PSB) is here to reflect on, and respond to, the needs of our local communities in the most effective way, and to maximise the impact of the resources we have, guided by the principles of the Well-Being of Future Generations Act (Wales) 2015. Since taking over the Chairship two years ago, I have been keen to ensure that the work of the Public Services Board focuses on its Strategic role - using our collective influence to make a real difference to the residents of Flintshire and Wrexham and the staff and volunteers who support them. My role as Chief Officer of Flintshire Local Voluntary Council affords me the privilege of promoting the great work that volunteers and community groups carry out in our local communities, working in partnership with and complementing the work of our statutory partners in supporting the residents of North East Wales.
As a PSB we have responsibility to improve the economic, social, environmental and cultural well-being of our area by working to achieve the well-being goals. We have a responsibility to:

- assess the state of economic, social, environmental and cultural well-being in our area - our Well-being Assessment and
- set objectives that are designed to maximise the PSBs contribution to the well-being goals - our Well-being Plan

What is important is what we do as a result of such assessments and plans. It is also important to distinguish between operational objectives and strategic influence, and we continue to have these discussions when we meet. Public Services are under increasing pressure due to rising and often more complex demands coupled with limited resources. As a Public Services Board, we have a duty to ensure that collectively we are maximising our ability to change things for the better. That is the aim of all Public Service organisations - we have to continue to ensure that our collective work (through the PSB) is effecting positive strategic change too.

Thank you for taking the time to read our Annual Report.

Ann Woods
Chair of Flintshire and Wrexham PSB,
Chief Officer, Flintshire Local Voluntary Council

17.09.2025

Introduction

This is the second annual report produced by the Flintshire and Wrexham Public Services Board. It highlights work that has been done during 2024-2025 to deliver the objectives in the Flintshire and Wrexham Public Services Board's Well-being Plan 2023-28. https://www.flintshire.gov.uk/en/PDFFiles/Policy-and-Performance/PSB/Flintshire-and-Wrexham-Public-Services-Board-Well-being-Plan-2023-2028.pdf

The Public Services Board (PSB) is a statutory strategic partnership established under the Well-being of Future Generations (Wales) Act 2015: https://futuregenerations.wales/discover/about-future-generations-commissioner/future-generations-act-2015/

The Act requires public bodies in Flintshire and Wrexham to work together and take a more co-ordinated and long-term approach. Informed by the sustainable development principle, they must act in a manner that meets the needs of today without compromising future generations.

In doing so, the PSB must assess the state of well-being locally and outline how it will help improve local well-being. The findings from the local Well-being Assessments conducted in 2022 have been used to inform objectives and produce a plan designed to improve local economic, social, environmental, and cultural well-being in Wrexham and Flintshire communities.

The Flintshire and Wrexham Public Services Board Well-being Plan 2023-28 seeks to address the key areas that pose the greatest need or challenge for our communities. The Plan describes where the PSB can make the greatest contribution, adding value to existing partnerships and core services.

Flintshire and Wrexham PSB

The Flintshire and Wrexham PSB includes the following organisations, who have all helped to develop and deliver the Well-being Plan for Flintshire and Wrexham:

- Association of Voluntary Organisations Wrexham (AVOW)
- Betsi Cadwaladr University Health Board (BCUHB)
- Coleg Cambria
- Department of Work and Pensions
- Flintshire County Council

- Flintshire Local Voluntary Council (FLVC)
- Natural Resources Wales
- North Wales Fire and Rescue Service
- North Wales Police
- Welsh Government
- Wrexham County Borough Council (WCBC)
- Wrexham University

Our Well-being Objectives, Outcomes and Actions

Well-being Objectives

Our Well-being Plan is shaped around two well-being objectives: :

- 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

As a partnership we are discussing how we can jointly embed these across our organisations.

Well-being Outcomes and Actions

Underpinning our well-being objectives are outcomes under three areas (children and people; our communities; and where we work). We have set actions to help ensure we achieve these, more information on these actions can be found following.

Children and Young People

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

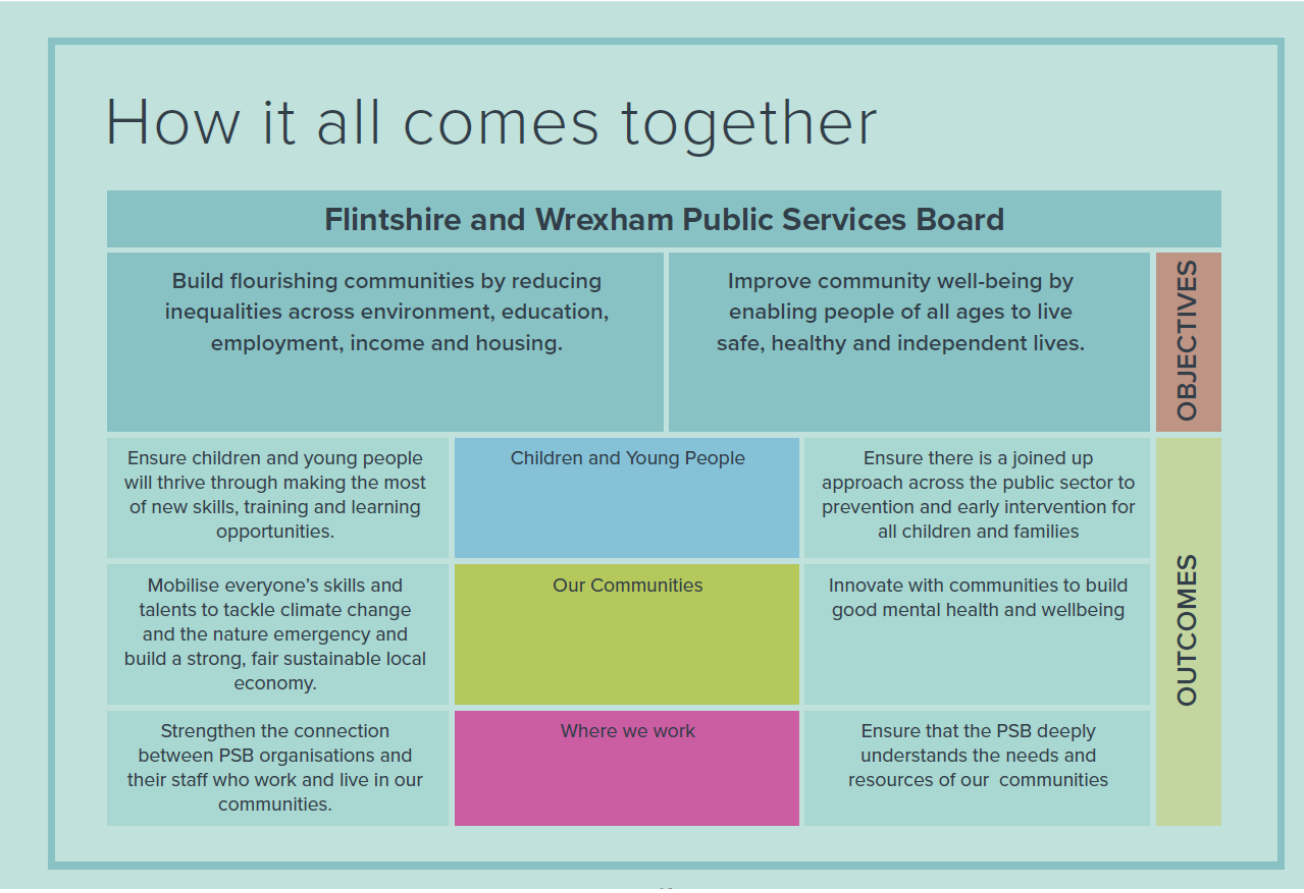
Our Communities

- 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



Progress in Achieving Our Well-being Objectives in 2024/25

In 2024/25, our three Outcome Boards have continued to work on our well-being outcomes for children and young people, our communities and our workforces (where we work). These Boards provide more detailed themed forums to explore how best the PSB can effect and action the PSB well-being objectives. This year the boards have been informed through guest speakers and are also continually assessing what is the most effective way to work together.

The PSB Outcome Boards are mindful of the opportunity to connect with Town and Community Councils, especially when partner organisations are delivering actions within their communities.

Children and Young People Outcome Board

In this Board we are continuing our focus on prevention and early help as well as engagement and co-production. We feel this will make a real impact on our two well-being objectives.

There have been a number of partnership activities across Flintshire and Wrexham, many which have continued, these include:

- Supporting the Children's University initiative - helping over 1,100 children and young people and 51 schools to engage with learning outside of the classroom, with over 27,500 hours of learning and 660 children graduates, 4,000 parents celebrated with them and a research report is informing the next steps.
- Developing in partnership with Flintshire County Council, Betsi Cadwaladr University Health Board and Wrexham University a storytelling toolkit to engage children and young people, which we are hoping to pilot in future.
- In April 2025 Wrexham University hosted BOB Talks (renamed from TED Talks by Flintshire and Wrexham children and young people) with schools in Flintshire and Wrexham. Facilitating leadership skills coaching and encouraging sharing on what belonging means to them.
- Focus on supporting young people who are Not in Employment Education or Training (NEET) through the Prevention and Early Help Partnership at Wrexham Council. To develop opportunities and ambition for this group of children and young people.

Communities Outcome Board

The Communities Outcome Board is focusing on how we can build long term resilience. Working with communities to address the effects of long term climate change and the nature emergency where we live. Some of the activity includes:

- The Board has been leading the PSB's input into the regional approach to the Climate Change Risk Assessment. The Board took part in a Climate Change Risk Assessment Workshop conducted by the Flintshire County Council's Climate Change and Carbon Reduction Team, under the theme of 'How climate risks impact my services area'.
- Exploring the provision of social prescribing services (in line with BCUHB's North Wales review of social prescribing). This included a presentation from Public Health Wales regarding the Social Prescribing Report 2024 which provided a high-level overview of current social prescribing activity across North Wales and the associated challenges and opportunities that commissioners and providers of services face.
- We have worked with partners to share resources for trauma informed approaches across all PSB organisations.
- New Social Procurement Rules came into force in February 2025. FLVC has been leading on developing information to support organisations with the new Procurement Act 2023. The Act's objectives are intended to drive greater efficiency, transparency, and fairness in public sector procurement.
- Conversations have started through Coleg Cambria and WCBC with Community Shop CiC regarding the possibility of setting up a community shop.

Workplaces Outcome Board

In this Board we are continuing to focus on what PSB organisations can do to make the biggest impact to their communities, particularly active travel and foster friendly workplaces. The Board has agreed to focus on building a consistent and robust approach to active travel across our organisations. This has included:

- Working to implement the Healthy Travel Charter in PSB organisations and supporting PSB partners to extend the take up of the Charter. Involvement with external partners like Sustrans as well as building a strong regional framework through discussions with the PSBs across the region.
- Our active travel work can align with our emerging regional approach to tackling climate change and the nature emergency.
- The Board received a presentation from Cardiff and Vale University Health Board on the Health Travel Charter, its implementation, assessment and demonstration of progress.
- As a partnership we've committed our organisations to becoming Foster Friendly Employers. This means supporting our colleagues who already foster, and helping to promote and celebrate fostering. The 22 local authorities in Wales are working together to build a consistent approach, through Foster Wales. Flintshire and Wrexham Councils are happy to point PSB colleagues in the right direction. A small

action for our public sector organisations can have a massive impact, and really change lives.

- By working together, PSB partners are starting to understand foster carers' commitments and offering a flexible approach to their employees can help them to provide the best possible care for a child or young person locally, helping us to work together to support families and build thriving communities.

The work of the Outcome Boards are examples of how the PSB as a strategic partnership has influenced system change across partner bodies to contribute to wider well-being outcomes.

Community Safety Highlights

Community Safety cross cuts the priorities of the PSB. The following update provides an overview of the work undertaken by partners over the past 12 months.

Flintshire Community Safety Partnership (FCSP)

- Serious Violence Duty grant funding underpins the North Wales Serious Violence Strategy which includes raising awareness about the different aspects of serious violence, such as child criminal exploitation and coercion and control.
- The Youth Justice Service also led on a joint project funded by the Shared Prosperity Fund, with Action for Children, to deliver their 'Sidestep' Programme which intended to provided support to children and young people at risk of exploitation. The project also included community sports outreach through Aura Leisure and Libraries Limited and community theatre projects with Theatr Clwyd. The project aimed to support children at risk of exploitation and anti-social behaviour but to also strengthen links with community services and universal provision.
- Flintshire Youth Justice Services staff received training linked to toxic masculinity.
- Prevent continues to be a standing agenda item on the People Are Safe Board and Flintshire County Council's Corporate Safeguarding Board.
- In October 2024, the Flintshire Community Safety Partnership presented their progress report to Flintshire County Council's Corporate Resources Overview and Scrutiny Committee. Members were pleased to receive the report and commended the work of the partners.

Wrexham Community Safety Partnership

- Another successful round of the Home Office Serious Violence funding provided support to the **f**ormation of a Disruption Service for Wrexham; training for relevant staff on constructive dialogue with boys and men regarding misogyny, toxic masculinity etc ;

delivery of Don't Steal My Future training to 10 secondary schools in Wrexham covering key issues of consent and healthy relationships and a diversionary project supporting young people on the periphery of being involved in anti-social behaviour and serious violence.

- Wrexham Safety Advisory Group meets monthly providing advice and guidance to event organisers. It is a multi-agency meeting with representatives from North Wales Police, North Wales Fire & Rescue Service, Welsh Ambulance Service and various departments from the Local Authority. It has considered 26 events.
- Hafan y Dref welfare centre continues to operate in the City Centre on a Saturday night, reducing pressure on emergency services and providing medical and welfare care to people who find themselves vulnerable in the night time economy.
- North Wales Women's Night Safety Charter prepared and is now in the consultation phase – this is a charter for licensees to raise awareness of women's safety and how safe spaces can be provided. Funding was obtained via APB. The Charter is due to launch in 25/26.
- Ask for Angela Train the Trainer course provided to licensees and relevant staff with funding provided by the Regional Preventing and Reducing Harm Forum . This scheme aims to ensure that anyone who is feeling vulnerable or unsafe in a premises are able to get the support they need, by training staff in vulnerability management and what to do when someone 'Asks for Angela". The session will provide the resources needed to enable attendees to cascade this knowledge within their team and sector

Partnership working 2024/2025

Good communication and partnership working is fundamental to our approach locally. Embedding the five ways of working and the principles of the Well-being of Future Generations (Wales) Act 2015 can be demonstrated beyond the work to achieve our well-being objectives. Examples include:

- North Wales Fire and Rescue embedding the five principles throughout their Community Risk Management Plan 24-29, annual delivery plan, and departmental plans.
- Natural Resources Wales are using the learning from the Public Health Wales Shaping Places programme to see how this can be applied within its organisation, and hopefully with future work such as setting well-being plans. https://phw.nhs.wales/services-and-teams/wider-determinants-of-health-unit/shaping-places-for-well-being-in-wales

- The Partnership Landscape presentation from Regional Partnership Board (RPB) and FLVC / Flintshire and Wrexham PSB Chair at the October 2024 PSB meeting was an opportunity for our PSB partners to broaden their understanding of the RPB.
- The three PSBs across North Wales are supporting the climate change risk assessment process and working together to share best practice, learn from other areas and build a shared regional approach. This will inform the evidence data and insight to inform and shape our next Well-being Assessments in 2026/2027.

There are also a number of projects and initiatives which the PSB members have been involved in, including:

- Empowering Parents, Empowering Communities (EPEC) is a community-based project in Flintshire. It provides parenting groups that are led by local parents who have participated in an EPEC group and have undertaken the ten-week EPEC Parent Group Leader training.
- Wrexham Borough County Council helped promote the Adverse childhood experience (ACE) Hub Wales foundational course to support the trauma-informed Wales framework.
- Developing collaboration partnerships between third sector organisations and statutory services. Current examples include: Flintshire County Council work with Action for Children, the North East Wales Carers Information Service (NEWCIS) work with young carers, and both the Association of Voluntary Organisations Wrexham (AVOW) and FLVC have staff whose specific responsibility it is to link Health, Social Care and Third Sector.
- Natural Resources Wales (NRW) and BCUHB chair the North Wales Nature and Well-being Community of Practice to increase the links of protecting and enhancing the environment whilst bringing well-being to communities. This group has been about connecting environmental providers with the health sector.
- Wrexham County Borough Council (WCBC) and Natural Resources Wales (NRW) Chair the Wrexham Forest Partnership which involves bringing partners together in increasing tree coverage and enhancing green spaces through sharing our communications, work plans, evidence and best practice through connecting with communities to understand the importance of trees and green spaces for well-being.
- Public Health Wales (PHW) Healthy Weight Programme Team has worked with food partnerships in Wrexham and Flintshire and offered best practice guides to public sector organisations with their food and drink offer. The PHW team responded to four hot food takeaway change of use planning applications with their comments being included in case officer reports and recommendations to applicants.

- Flintshire County Council's Ageing Well Engagement Officer worked with the Age Friendly Holywell Group to develop a strong community connection with North Wales Police. Achieving two successful grant funding applications with support from the Police & Crime Commissioner, who attended one of the group's events with Police Community Support Officers. The Commissioner and officers were able to see how the funding is enabling older people, and those living with dementia, to enjoy regular social participation in a friendly and supportive environment. https://www.northwales-pcc.gov.uk/pcc-visits-dementia-friendly-group-helping-support-people-condition-and-their-families-across
- Project SEARCH is a supported employment internship programme in Flintshire that provides work experience, combined with training in employability and independent living skills, for individuals with learning disabilities and/or autism. Flintshire County Council, BCUHB and Clwyd Alyn Housing Association are collaborating to deliver these two programmes which support the well-being objectives by enabling people of all abilities to live independent lives and by reducing inequalities across education, employment and income.
- North Wales Police attended the Coleg Cambria Bersham Road site with members of the local council to raise awareness of Ending Men's Violence Against Women.
- Coleg Cambria has supported a wide range of volunteering with local groups including AVOW and FLVC and to date £35k funds have been raised and 3,107 hours of volunteering time to support the community across Wrexham and Flintshire.
- Social Prescribing enables people to access information and support within their community to promote greater safety, independence, and wellbeing. It can help to reduce demand on health and social care services and contributes to building more resilient communities and a healthier Wales. Social Prescribing Services are provided through collaboration between the local authority, health board and voluntary sector in Flintshire. The social prescribing team within the Single Point of Access (SPoA) model, provide specialist community knowledge and information to assess person-centred needs and connect people to community groups, activities, and services to meet these needs. The successful outcomes delivered and increasing demand has seen the service develop to include specific family support and community wellbeing services.

Working better, together

There have been a number of examples throughout the year where the PSB has instigated, facilitated, and supported involvement and co-production activities – where the voices of

citizens (especially young people) have directly shaped the PSBs work. For example, three key successes include:

- **The '100 Stories' Project:** In June 2024, young people who had participated in BCUHB's '100 Stories' project across North East Wales, joined Wrexham and Flintshire PSB for a workshop – celebrating their successes, discussing their challenges, and identifying opportunities for action through conversation. The session was designed around the needs of young people, brought together multiple stakeholders, and allowed people to directly connect with the PSB. Good Practice Exchange: 100 Stories Project | Audit Wales
- **The Future Leaders Programme**: Throughout the autumn and winter of 2024, in partnership with Xplore Science Discovery Centre, PSB partners visited schools across North East Wales. They joined in workshops with school students, raising awareness of the work of the PSB, and discussing the issues which matter most to young people in the area. The workshops provided an opportunity for young people to provide insight and feedback relating to the contents of the PSBs wellbeing plans.
- **Diverse Together Conference April 2025**: Led by North Wales Community Cohesion Team, with the support of all three North Wales PSBs, the conference was an exemplar of an inclusive, accessible and co-produced event. The event was well attended by PSB members, member organisations, and wide-ranging community groups from across Wrexham and Flintshire who spent the day engaging in discussions, directly related to the PSB's wellbeing agenda.

Next Steps

The purpose of our strategic partnership is to add value to how our individual partner organisations work. Our forward workplan for 2025/2026 is being developed to build on existing projects and each of the key workstreams will be progressed through the their respective Outcome Boards.

Edited by Nicola McCann and Michael Cantwell