



# ANGLESEY AND GWYNEDD WELL-BEING PLAN 2023-2028

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## 1. Foreword from the Chair of the Public Services Board (PSB)

**Our vision as a Public Service Board is to work together to ensure that our communities thrive and are prosperous in the long term.** The aim of the Well-being Plan is to set out how we are going to achieve this and make a real difference to the lives of the residents of Anglesey and Gwynedd. As public service providers we will work together to achieve a common ambition for the whole region.

The individual organisations will continue to provide services which will deliver their own well-being objectives as well as contribute to the well-being objectives of the Public Services Board. Engaging with communities is core to the success of the plan and the Board commits to providing clear guidance in order to reach its objectives.

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.

The objectives, and steps to deliver them, once finalised, should be linked and support each other due to their cross-cutting nature. All members of the PSB should be able to play their full part in achieving what we expect from the plan.

Since we started looking at what we could do to improve well-being in Anglesey and Gwynedd, the war in Ukraine and the cost of living crisis have made people's lives even harder. We will continue to work with our communities in implementing the well-being plan over the next five years.

**Aled Jones-Griffiths**

**Chair of the Gwynedd and Anglesey Public Services Board**

## 2. Background to the Well-being Plan

In 2015, the Welsh Government made a new law in Wales called the Wellbeing of Future Generations Act (Wales) 2015. This followed conversations with many thousands of people across Wales about the “Wales we want”.

This law puts the citizens of Wales at the centre of everything public services do to improve the economic, social, environmental and cultural wellbeing of Wales and has the sustainable development principle at its heart. This means that all public services need to work in a way that improves wellbeing for people today without doing anything that could make things worse for future generations of babies, children, young people, adults and older people, in other words all our families, young and old, and our friends and neighbours.

The Act highlights seven national well-being goals 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 seven national well-being goals are:

The Act places a duty on public bodies to work in a sustainable way and to utilise the following five ways of working:



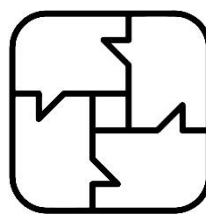
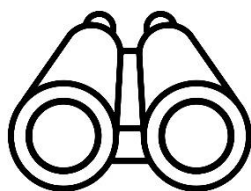
**Prevention**

**Long Term**

**Involvement**

**Integration**

**Collaboration**



In addition to setting expectations that public bodies work this way, 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. The Anglesey and Gwynedd Public Services Boards have decided to work together as one Board to ensure that public bodies across the area work together to create a better future for the people of Anglesey and Gwynedd.

The Public Services Board must assess the well-being of our area and create a Well-being Plan with the aim of improving the social, economic, environmental, and cultural well-being of our communities.

### **Anglesey and Gwynedd Public Services Board Membership:**

The Board's five statutory members are:

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

The invited members of the Board are:

- Public Health Wales
- Grŵp Llandrillo Menai
- Mantell Gwynedd
- Medrwn Môn
- Eryri National Park Authority
- Bangor University
- Welsh Government
- North Wales registered social landlords representative
- North Wales Police
- North Wales Police and Crime Commissioner
- Wales Probation Service

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

## **3. The local Well-being Assessments**

In May 2022, Local Well-being Assessments were published for Anglesey and Gwynedd. The Public Services Board has divided 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 are in Gwynedd and six are in Anglesey. The information brings together local data, key messages from engagement work carried out with communities and national research. Information Booklets for each area are available on our website. [www.llesiantgwyneddamon.org](http://www.llesiantgwyneddamon.org)

The assessment was just a starting point – an overview of well-being to accompany the area booklets which gave the Public Services Board a better understanding of Anglesey and Gwynedd. Having considered the data and the views of local people, the Board concluded that the main priorities for residents of Anglesey and Gwynedd from the assessment were as follows:

- Respond to poverty and the cost of living
- Improving the health and well-being of children and young people
- Improve mental health and well-being
- Climate change – support communities to reach net zero targets
- Promote the use of the Welsh Language
- Enable equal experiences and access to nature
- Future workforce planning that meets the needs of the community and the local economy
- Ensure housing for local people
- Influence the financial priorities of public bodies

Please refer to **Appendix 1** for further details on the key messages from the Well-being Assessments.

## 4. Our Well-Being Objectives:

Using the evidence in the Well-being Assessment, the PSB has identified **three Well-being Objectives**:

- We will work together to mitigate the effect of **poverty** on the well-being of our communities.
- We will work together to prioritise the well-being and achievement of **our children and young people to realise their full potential**.
- We will work together to support our communities to move towards **Zero Net Carbon**.

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

The Public Services Board is an opportunity to share good practice, promote the language and ensure that residents of both counties have access to all public services through the medium of Welsh. An example of this is the work completed by the Welsh Language sub-group to encourage and empower customers to use Welsh when accessing public services. We will also explore solutions to encouraging Welsh speakers to seek jobs where Welsh is a key skill. Further actions in relation to the Welsh language are detailed beneath each of the objectives below.

For each of the objectives, the tables below give more information about why they have been chosen, what steps we are considering taking to deliver them and how they contribute to each of the Well-being Goals.

### **Well-being Objective 1: We will work together to mitigate the effect of poverty on the well-being of our communities**

#### **Ambition:**

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. We will work together to gain a detailed understanding of the implications of living in poverty in our different areas. We will continue to develop the Well-being Assessments to get a detailed picture of where the lack of access to services is more challenging due to poverty.

#### **What we will do over the course of the five-year plan:**

- We will work together to optimise the use of available data to gain a detailed understanding of the implications of living in poverty in our communities. This should include:
  - Understanding the groups in the population and geographical areas that are most impacted by poverty and the mechanisms through which this occurs
  - Mapping out support services (what is the offer of support now) to tackle poverty across both counties
  - Undertaking a gap analysis and identify contributors to support universal and targeted approaches
- We will act as a voice for those impacted by poverty and hardship in Gwynedd and Anglesey knowing what communities and citizens need and the information that partners hold.
- We will enact socially responsible public procurement, benefitting the local supply chain and promoting a circular economy locally.

- We will offer diverse, quality, well-paid jobs that are a key part of keeping people in their communities, and consequently have a positive impact on maintaining the Welsh language.
- We will commit to developing a fair work mindset, place fair work at the heart of policies and plans, create fair work and be exemplars of fair work in Anglesey and Gwynedd demonstrating the value of such an approach for business and the community and promote access to fair work for all.
- We will increase digital inclusion and promote resilience to cyber-crime by sharing information about online scams.

**How will we know that we are making progress?**

We are working on a suite of measurable indicators to accompany the detailed action plan in August 2023.

**Well-being Objective 2: We will work together to prioritise the well-being and achievement of our children and young people to realise their full potential.**

**Ambition:**

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. We will work to ensure that our children and young people have positive experiences during their childhood and give priority to supporting families to ensure that every child gets the best start in life. We will also ensure that there is a clear vision among the partners to ensure the best results for children and young people.

**What we will do over the course of the five-year plan:**

- We will scope the development of an Early Years Strategy and implement plans to address gaps in service provision and support to ensure every child has the best start in life
- We will promote strategies to support children, young people, and their families to maintain a healthy weight.
- We will act to pass on the Welsh language from one generation to the next by creating opportunities for children, young people, and their families to learn, hear, and use the language beyond the school gates.
- We will look to support opportunities for our young people to develop to be the leaders of the future.
- We will support the North Wales Vulnerability and Exploitation Board which works to protect the population of north Wales including specific work to protect young people.
- We will support the National Strategy for Violence against Women, Domestic Abuse and Sexual Violence.
- We will ensure that children, young people and their families, including those who are vulnerable or in our care, are resilient and prepared for employment, further education, or training. This includes looking at Green Skills and Welsh language skills for the future.
- We will ensure that key partners work together to ensure that rural communities are not deprived of social and cultural opportunities in Welsh.
- We will provide greater opportunities for quality volunteering, work experience and apprenticeships for children, young people and their families.
- We will raise awareness in the system about the impacts of Adverse Childhood Experiences (ACEs) and trauma, and the opportunities to prevent exposure, mitigate risks and address harms.
- We commit to being a Trauma Informed Public Service Board (PSB).

- We commit to promoting the Five Ways to Wellbeing framework for children, young people and their families in all that we do.

**How will we know that we are making progress?**

We are working on a suite of measurable indicators to accompany the detailed action plan in August 2023.

**Well-being Objective 3: We will work together to support our services and communities to move towards Zero Net Carbon**

**Ambition:**

We will work together locally to support our communities to reduce carbon emissions and try to mitigate the impact of climate change. The Board considers that protecting the natural environment is integral to achieving its priorities and will be a common theme that runs across all the well-being objectives.

**What we will do over the course of the five-year plan:**

- We will carry out a Local Climate Change Risk Assessment.
- We will seek to deliver decarbonisation activity within our services and communities.
- We will support the work on identifying our local energy networks.
- We will use our landscape to store carbon and mitigate the effects of climate change.
- We will promote and action the North Wales Healthy Travel Charter.
- We will promote green health opportunities through social prescribing.
- We will protect and enhance biodiversity and natural habitats, whilst increasing and encouraging equal access for everyone to our natural environment. This includes access to green countryside spaces, and blue coastal spaces.
- We will maximise the benefits that come with our unique natural assets and grow our sustainable tourism offer.
- We will work with and support communities who want to manage and improve their local environment and empower all, including young people, to improve community spaces.
- We will work together on actions arising from the Welsh Government's (draft) Strategy for public engagement to act on climate change.
- We will work together to increase and improve skills to have a trained local workforce that can respond to the needs of a green economy.

**How will we know that we are making progress?**

We are working on a suite of measurable indicators to accompany the detailed action plan in August 2023.

## 5. How we developed the Well-being Objectives:

Having considered the main messages highlighted in the Well-being Assessments, a series of workshops were held over the Summer of 2022 with the members of the Board. With the support of the Wales Co-production Network, the workshops gave members the opportunity to reflect on the previous Well-being Plan while considering the following questions:

### A. Looking back at the Well-being Plan 2017-22:

- How did we do against the two objectives/nine themes in the previous plan?
- What has changed and influenced the well-being of our communities in the last 5 years?

### B. Looking forward to the Well-being Plan 2023-28:

- Looking at the updated well-being assessments for 2022 what are the key priorities for the PSB?
- Are there priorities where action is already taking place effectively outside the scope of the PSB?
- What can we do to ensure that the PSB adds value together rather than working separately?
- What would ensure that the new Well-being Plan is a success?

As the Board considered the local objectives for the new plan the recommendations of the Future Generations Commissioner were followed including:

*'In setting its local objectives a board must also take into account the latest Future Generations Report as prepared by the Commissioner which will provide an assessment of the improvements public bodies should make in order to set and meet well-being objectives in accordance with the sustainable development principle.'*

The Public Services Board decided that the focus should be on those areas where collaboration is needed in order to make a real difference. Having analysed the main messages that emerged in the Well-being Assessment and considered the conclusions of research and other assessments they have prioritised three specific areas in order to realise this vision. In a period of significant reduction in public sector resources, we believe that these are areas where we can work together better to ensure the best results for the residents of Anglesey and Gwynedd.

## 6. The next steps

The Well-being Plan is a live document which will change and develop over time. Although the well-being objectives and what we will do to achieve these objectives have been set out here, this is only 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 well-being objectives. The Board's work will be regularly monitored by the Scrutiny Committees of Cyngor Gwynedd 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 developing the Well-being Plan. Many comments and points received have been incorporated into the final plan.

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](http://www.llesiantgwyneddamon.org)

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Phone number: 01766 771000

Please ask for:

Anglesey and Gwynedd Public Services Board Programme Manager

The Council's Business Support Service  
Council Offices, Shire Hall Street, Caernarfon, Gwynedd, LL55 1SH



## **APPENDIX 1 - Main messages from the 2022 Well-being Assessments :**

The booklets look at well-being in the context of the four main headings in the **Well-being of Future Generations (Wales) Act 2015** - namely Social, Economic, Environmental and Cultural. An additional heading has been added, namely 'Population and Language' as the Board recognises the importance of this specific theme for the area.

### **Population and Language:**

- More over 75s are anticipated in future which means that an ageing population needs to be supported and we must ensure that individuals stay healthy for longer for the benefit of the economy and health and care services.
- Anglesey and Gwynedd are considered strongholds for the Welsh language but there has been a decline in the percentage of speakers over the past decade.
- Our communities are concerned about the impact that migration, tourism, the availability of suitable and affordable housing for young people and families are having on the Welsh language.

### **Environmental:**

- The diverse natural environment of Anglesey and Gwynedd is an important resource. Coastline, lakes and rivers, marshes and forests have a positive impact on social, cultural and economic well-being.
- Climate change is a global challenge that is having an impact on the well-being of our residents. It leads to communities under high flood risk, exceptional weather and landslides and puts our nature and habitats under increasing pressure.
- Protecting nature and biodiversity is important for decarbonisation. In Anglesey and Gwynedd, there are diverse habitats and species that store the carbon that contributes to the level of greenhouse gases.
- Agriculture is an important sector in Anglesey and Gwynedd and our farmers need to be supported to develop more sustainable farming to contribute to decarbonisation.
- Maintaining a green future is a priority for the communities of Anglesey and Gwynedd. Residents have highlighted the appetite for eco-friendly areas that maximise our natural resources.

### **Social:**

- There is concern about the level of obesity in 4-5 year olds across the region, with the highest percentage of all North Wales region counties here in our area. Evidence suggests that the percentage is likely to rise as a result of the impact of Covid-19 and lockdown.
- Covid-19 is likely to have a long-term impact on population health. This includes an impact on mental and physical health (for example, Long Covid) and exacerbating a number of existing health inequalities.
- The lack of public transport was highlighted as a huge challenge for rural communities. The frequency of bus services meant that it was difficult for residents to get to facilities and services, and likely to have a worse impact on some groups, for example, disabled people, young people and older people.
- Community spirit is one of the main assets of both counties and this has been highlighted in the willingness of residents to help each other during the Covid-19 period.

- The lack of digital connection is a barrier for the people and businesses in the county. Working and teaching remotely during the Covid-19 period has highlighted the importance of broadband availability.

#### **Economic:**

- Changes in work sectors and work pattern are anticipated into the future. There is a need to ensure accessible opportunities for all in occupations such as science and technology.
- A high percentage of people in Anglesey and Gwynedd work in the skilled trades occupations (which include farmers and agri-workers). Brexit and the reduction in grants and financial support has had an impact on this sector.
- Poverty in all its forms is a concern across both counties. We have one of the highest percentages in Wales of fuel poverty. Response to the draft booklets highlighted concern about poverty, at a time when the cost of living in all its forms is rising.
- Low-wage jobs are a major concern and securing high value jobs is a priority for communities and residents of both counties. As well as its impact on the economy, it also makes it difficult to keep young people in the county, thereby affecting the Welsh language.
- House prices and affordability are a key concern of local communities across both counties and have a negative impact on the social, cultural, linguistic and economic well-being of areas. Another concern highlighted by communities is the second house / holiday homes situation. One indicator is the increase in 'hate crime' reported by the Police.
- Tourism contributes to the economies of Anglesey and Gwynedd and is an important work sector, but also an additional challenge for local services and nature. Covid-19 had a negative impact on the country's accommodation and food sector as a result of the restrictions, which has been more pronounced in tourism-dependent areas.
- There is concern about the state of the local economy of 'the high street' or 'town centre'. This has been highlighted in Bangor, Holyhead and several other towns.
- Compared to the all-Wales figure, a high percentage of year 11 school leavers in our area are NEET (known not to be in education, employment or training).
- Childcare provision is important for the economy of our areas. A lack of sustainable provision is affecting communities in some areas of both counties and there is also concern about the availability of Welsh-medium childcare.

#### **Cultural:**

- The natural environment is a vital resource that contributes to well-being and health as they enable our residents to be active in the open air.
- A lack of activities for children and young people is a concern for the communities of Anglesey and Gwynedd with a perception that this can lead to anti-social behaviour.
- Green spaces are vital to the wellbeing of our residents, but they need to be made available so they can be used by all.
- World Heritage Sites offer an opportunity to build pride in local areas and history (the Slate Landscape and Castles of Edward I), but there is concern of its impact on tourism and the need to deliver benefits to local communities.
- Residents expressed pride that we have a strong, vibrant culture which is reflected in many societies, eisteddfodau, Young Farmers Clubs, shows and concerts that are held locally.

Link to the website: [www.llesiantgwyneddamon.org](http://www.llesiantgwyneddamon.org)

## Appendix 2: How we'll work in the future

The Gwynedd and Anglesey Public Services Board operates in line with seven leading principles. Five of these are the national sustainable development principles (**the five ways of working**) 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.

<b>The Welsh language</b>	<i>The Welsh language is a golden thread running through the plan. Indeed, it is a theme that underpins all the Board's work and we 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.</i>
<b>Tackle inequality</b>	<i>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.</i>
<b>Thinking long term</b>	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.
<b>Preventing problems</b>	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 that can make a real difference in the long term.
<b>Better collaboration</b>	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.
<b>Promoting integration</b>	We will work in a way that will contribute to more than one goal where appropriate and in accordance with Welsh Government's national wellbeing 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 that work towards the same or similar goals and work together in order to achieve them.
<b>Involve our communities</b>	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.