

**GWYNEDD COUNCIL'S RESPONSE TO THE STATUTORY CONSULTATION ON THE GWYNEDD AND ANGLESEY PUBLIC SERVICES BOARD DRAFT WELL-BEING PLAN**

As one of the key partners of the Gwynedd and Anglesey Public Services Board, Gwynedd Council is required to offer a formal response to the consultation on the Board's Draft Well-being Plan. Below, there are seven questions from the consultation to which you are requested to respond.

Draft Well-being Plan link:

<https://www.llesiantgwyneddaron.org>

Number	Question	Observations
1	<p><b>Taking Objective 1 and the priorities to achieve this objective into consideration, do you think it provides the Board with a focus to be able to improve social, environmental, cultural and economic well-being?</b></p> <p><b>Do you find any missing aspects that we should include in the plan, or have any general comments?</b></p>	<ol style="list-style-type: none"> <li>1. These priorities are consistent with the improvement priorities in the Gwynedd Council Corporate Plan with the exception of one, namely the effect of climate change. Of course, the Council has more improvement priorities than the Board.</li> <li>2. Limiting the Plan to a small number of priorities where we can make a difference is more sensible than promising and trying to do too much.</li> <li>3. We question whether 'the effect of poverty on the well-being of our communities' is the same as 'co-planning preventative services and activities to support families before the need for intense services arises'.</li> <li>4. It is considered that promoting the Welsh language, homes for local people and the effect of poverty on the well-being of our communities does place a focus on improving social, environmental, cultural and economic well-being of our communities.</li> </ol>

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		<ol style="list-style-type: none"><li>5. The affordability of homes for local people should possibly be considered as part of Objective 1 also, as well as education and skills as a key way of enabling people to come out of poverty.</li><li>6. There is no reference to economic development in the draft plan and, consequently, increasing the wealth of local residents is a weakness in the proposals. It is noted that a lack of well-paying jobs is a need and a priority for residents within the Plan but it is not addressed in the priorities.</li><li>7. As is noted in the Draft Plan, there is a link here with the work of the North Wales Economic Ambition Board, however, we will need to take action locally to ensure that the growth generated as a result of the Board's activities translates into prosperity for the residents and communities throughout Gwynedd and Anglesey.</li><li>8. The need to extend and increase the value of the activity of traditional sectors, particularly in rural areas, are fields which require the Board's attention (as is evidenced in the Council Plan) particularly in a period of uncertainty following the UK's decision to leave the EU.</li><li>9. Employment is the main factor which ensures that individuals and communities are lifted out of poverty and the circle of deprivation is broken. Increasing the wealth of the residents of Gwynedd and Anglesey would contribute to sustaining intrinsically Welsh communities and would be a key part of responding to the need for homes for local people.</li><li>10. In relation to the Welsh language, the current priority may be too inward-looking with too much focus on the public sector rather than facilitating the use of the language in a broader sense. A range of the Council's</li></ol>
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		<p>services contribute to securing the future of the language particularly in the context of ensuring appreciation and ownership of our unique culture and heritage. There is no reference to culture and the arts and their contribution to:-</p> <ul style="list-style-type: none"> <li>a) The well-being of individuals and communities and their understanding of their local areas.</li> <li>b) Employment opportunities - particularly within the cluster of creative industries in the area.</li> <li>c) Activities to create opportunities through culture in our communities of need.</li> <li>d) The prosperity of the Welsh language and its natural use in our communities as a result of the area's lively and dynamic culture.</li> </ul> <p>11. In the context of the effect of poverty, it is suggested that the balance should be changed to prioritise <b>preventing and lifting people out of poverty</b> rather than mitigating its effects. It is suggested that particular attention should be given to:-</p> <ul style="list-style-type: none"> <li>a) increasing employability and inclusion in the labour market;</li> <li>b) physical and community regeneration to ensure a supportive environment</li> <li>c) attractive, dynamic destinations for local people as well as tourists.</li> </ul> <p>12. There is a feeling that there should be collaboration between the main organisations on specific fields such as apprenticeships in order to address the "good quality jobs" priority</p>
2	<p><b>Taking Objective 2 and the priorities to achieve this objective into consideration, do you think it provides the Board with a focus to be able to improve social,</b></p>	<p>1. Under the second priority, one of the things noted in part 9 of the Plan (Ensuring an opportunity for every child to succeed) is that a lack of</p>

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	<p><b>environmental, cultural and economic well-being?</b></p> <p><b>Do you find any missing aspects that we should include in the plan, or have any general comments?</b></p>	<p>educational attainment has an impact on well-being. One of the fields which is crucial for this is post-16 education and discussions are underway between the authority and further education organisations to discuss the current provision. Should this come under the umbrella of the Public Services Board?</p> <p>2. It is suggested that education and skills should be included as part of Objective 2, as it is a means of ensuring a good quality of life.</p> <p>3. It is believed that the emphasis on health and care for adults together with the welfare and success of children and young people is right; nevertheless, it should be noted that securing employment and good salaries are key factors in trying to improve health and living standards. The following specific observations should be noted:</p> <p>a) In relation to health and care for adults, the Board has a key role to ensure appropriate opportunities to enable residents to live healthy lives. To this end, the provision of specific facilities, as proposed by the Council's Leisure Service, together with access to the coast and countryside is crucial.</p> <p>b) In relation to the welfare and success of young people, it should be noted that working with children and young people to increase ambition and prevent them from being exempt from the labour market is key in order to reduce the need for intense services now and in the long term.</p> <p>c) The important role that culture, the arts and heritage play in promoting health and well-being activities for adults, children and young people should also be noted.</p>
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3	<p><b>Which priorities do you think we should concentrate on first?</b></p>	<p>1. It is difficult to identify a priority that 'comes first' to all intents and purposes. If the field has been noted in the Plan, should it not be addressed? Would it not be better to consider which bodies need to be around the table and choose an individual or operational board to lead on the work that needs to be done? This body could develop specific schemes to be submitted before the Public Services Board.</p>
4	<p><b>How can you and your community help us achieve the well-being objectives?</b></p>	<p>1. The Education Department can provide inclusive education, which ensures an opportunity for <b>every</b> child and young person to fulfil his/her full potential and thrive.</p> <p>2. Council Services and their programmes and projects have a key role to play in delivering the well-being objectives.</p>
5	<p><b>Where do you feel the joint influence of the Board members can be used?</b></p>	<p>1. The main opportunities for the Board to add value is by:-</p> <ul style="list-style-type: none"> <li>a) ensuring a clear agenda which has been shared among the partners</li> <li>b) ensuring better co-ordination and collaboration among partners' services</li> <li>c) expressing and protecting Gwynedd's unique needs on a regional and national platform.</li> </ul> <p>2. This is an opportunity to jointly plan consistent Welsh-medium services across the public sector services.</p> <p>3. The Board can respond to poverty and the effects of poverty on our communities and ensure the welfare and success of children and young people in the counties.</p>

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		<p>4. It is believed that there should be collaboration between the main organisations on specific fields such as apprenticeships in order to address the "good quality jobs" priority</p>
6	<p><b>We want people to stay involved in developing the plan further - how can we do this?</b></p>	<p>1. In order to develop the Plan further, there is a need for regular communication and social media can be used widely.</p> <p>2. The input of children and young people can be ensured through School Councils and other relevant Users' Groups.</p> <p>3. It is believed that it would be beneficial to ensure and facilitate better ownership of the Plan within organisations such as the Council and that it is incorporated into work programmes.</p> <p>4. It is believed that a formal internal structure and mechanism is needed for the Councils and partner bodies on an 'operational' level to progress the objectives as this is currently lacking.</p> <p>5. Empowering communities should be a field of priority i.e. see what the community can provide and then build from that. Supporting community companies, community energy etc. would help to strengthen the economy.</p>
7	<p><b>Do you have any further comments about the Gwynedd and Anglesey Draft Well-being Plan?</b></p>	<p>1. There is currently no substance to the Plan as it does not note specifically what is intended to be done to realise the priorities.</p> <p>2. The plan would be better if it noted an action plan to realise the objectives. Are there procedures in place to provide an action plan as soon as possible?</p>

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		<ol style="list-style-type: none"><li>3. It is suggested that, if it is not possible to include specific action steps in the plan, there may be a need to note how it is intended to reach that point.</li><li>4. In accordance with the Equality Act 2010 an Equality Impact Assessment needs to be carried out on the Board's plans and equality features must be considered in their entirety as defined in the Act not only the deprived communities as referred to in the draft plan.</li><li>5. There is a need to look at alternative ways of addressing the priorities e.g. areas of the UK have seen budget cuts but an increase in community satisfaction - investing in projects to tackle loneliness which has led to a reduction in the use of medication. Social investment.</li></ol>
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