

Thursday 30th March 2017

Dear Flintshire Public Services Boards Members and Support Team

Thank you for giving me the opportunity to provide feedback on your draft Assessment of Local Well-being sent to the office in February 2017.

The first thing I want to do is to make it clear that I fully appreciate the challenges that you have faced in the development of the assessment this time around, and I congratulate your team on their hard work and efforts.

My primary focus in providing this feedback is to help you consider how well your work so far will help you to set your collective objectives and undertake well-being planning. For me Public Services Boards (PSBs) are one of the biggest opportunities for the public sector in Wales to change the way we do things in Wales and to collaboratively make decisions and deliver services that will benefit future generations.

Your assessment is a key part of this, and whilst I appreciate that it may not be a full picture by the time you publish it, it is important that it sets out a clear and informed picture of the well-being of Flintshire, and your communities that is relevant now and into the future. **Your assessment should enable you to clearly identify key challenges for your area and communities, and to develop collective objectives that address these challenges.**

I attach a document that gives you detailed feedback on your draft assessment, and what you should think about building on both in the short-term as you move towards well-being planning and in terms of assessing well-being in the future.

During 2017-18 one of your key tasks will be to develop your collective well-being objectives as part of your well-being plan. The legislation requires you to seek my advice on how to take steps to meet your objectives in accordance with the sustainable development principle (five ways of working).

Below I set out some of the things I will be looking for as my office continues to work with you. In my view those PSBs who have shown they are already taking account of the five ways of working will be well placed to develop objectives and well-being plans, which will have benefits for all organisations involved in terms of maximising their collective contribution to the goals and addressing

intergenerational challenges.

You have taken an interesting approach to structuring your assessment, around 35 topics that combine key policy challenges and assets, and this should enable you to update the assessment and keep it as a live document. Some of these topics are considered within a broader narrative, enabling the exploration of inter-relationships with other topics or determinants of well-being. However in general I think your assessment could be strengthened by greater **integration** and more exploration of the relationship of policy/challenges between topics and within the context of the national goals. This will be particularly important in thinking about the relative roles of your different organisations in **maximising your contribution** to the goals.

I understand that much of your approach to **involving people and communities** in the development of your assessment has been based around existing mechanisms for engagement. As you move forward developing your assessment and moving toward well-being planning, it will be important for you to give careful consideration to involving people in ways that give you useful information and enable you to understand their lived experiences of the services you provide and what this means for their well-being. It will be important for you to make sure that you provide opportunities for a broad range of stakeholders and citizens to get involved in influencing the development of your objectives, and that you are able to demonstrate that their input has an effect on what you do.

There are some useful examples of using **long-term** data in your assessment, including data around flooding, ageing population, economic change and climate change and I thought your sections on 'what we know and can predict about the future' were interesting. Generally I believe that you need to give greater consideration to the long-term as you move towards well-being planning, in particular the potential impact of long-term trends on the 35 topics and the seven community areas.

A key element of the legislation is the focus on **preventing problems** from occurring rather than just responding to them. This is an area where I would encourage you to give detailed consideration to what the data and evidence is telling you, in order to make sense of key challenges you have identified.

And **collaboration** is key to all of this – you have made a useful start on this by collaborating with other PSBs on the provision and use of data. I think that you now have the opportunity to take your partnership working to a new level, collaborating with resources and finding new ways to deal with old problems. Your assessment should be helping you to identify the most fruitful opportunities to do this.

Your support team have worked hard to develop this assessment and the people who support your well-being planning will need your full buy-in and support. Key features of this are likely to be the leadership you show and your willingness to give people space and permission to explore new ways of addressing old problems. This cultural change is what the Well-being of Future Generations Act is all about.

In anticipation of the requirement for me to provide advice on how you should take steps to meet your collective objectives I would like to see further detail of how you will use your assessment as you move towards well-being planning. I would appreciate you letting my office know how you have responded to our feedback. With this in mind it will also be important for you to provide my feedback to the scrutiny committee that has the lead for scrutinising the work of the PSB. The need for a more constructive approach to scrutiny has been identified as an important part of maximising collective action at the local level.

I hope that our feedback is clear and useful at this stage. However, I must reiterate that I don't see the development of your assessment as a one-off event. Going forward I will be providing opportunities for PSBs to share learning and best practice which I hope you will be involved in, in order to provide the best platform for you to fulfil your ongoing obligations under the Act.

Kind regards



Sophie Howe
Future Generations Commissioner for Wales

Feedback from the Office of the Future Generations Commissioner on Flintshire Public Services Board Draft Assessment of Local Well-being

1. Introduction

The following report provides feedback to Flintshire Public Services Board from the Office of the Future Generations Commissioner for Wales on the draft of the *Flintshire Public Services Board - Local Assessment of Well-Being*, published in February 2017. This feedback is based on our project team¹ reviewing the following key documents and discussions:

- Flintshire Public Services Board - Local Assessment of Well-Being February 2017
- Flintshire Public Services Board - Local Assessment of Well-Being – Summary Draft - February 2017
- Flintshire Public Services Board - Assessment of Local Well-being 7 Area Profiles
- Phone discussion between the project team and members of the PSB team on 22nd March

It is intended that his feedback should be used to inform both the publication of the assessment in spring 2017 where possible and recognising the timescales that exist but it is more important that it informs on-going processes of developing your assessment and well-being planning.

The assessment has been reviewed by the project team using a set of criteria developed specifically to focus on aspects of assessment production, methodology and analysis and the requirements of the Well-being of Future Generations Act (WFG Act). These criteria enable us to review the wide range of approaches to local assessment of well-being that have been used across Wales. This has also enabled us to provide bespoke feedback to PSBs, highlighting strengths and potential areas for improvement. This consistent approach will also enable the office to identify key issues and highlight opportunities for shared learning, at a Wales-wide level, for the wide range of public sector organisations and other bodies involved in well-being planning.

¹ Dr. Alan Netherwood, Netherwood Sustainable Futures, Dr. Andrew Flynn, Cardiff University and Dr. Mark Lang, Mark Lang Consulting

While we understand that the well-being assessment is an ongoing process, and that further work will be undertaken in coming months, it is important that the following comments are noted and acted upon as the well-being assessment is developed, adapted and built upon to inform well-being planning across the PSB.

2. National well-being goals

One of the issues we have considered is how effectively the seven national well-being goals have been reflected in the assessment as the WFG Act requires PSBs to demonstrate how they plan to maximise their contribution to the goals. It is important that there is a clear link between the data in assessments, its interpretation and our understanding of all aspects of well-being in our communities. We understand that PSBs will develop different ways of reflecting well-being, in Flintshire's case through 35 well-being topics combining key policy challenges and assets.

We understand from our conversation that these topics were identified within the partnership. It would be useful for the assessment to explain why this approach has been taken and to provide some context for their selection as *the* key issues for communities across Flintshire. It would also be useful for the assessment to include a section to help the reader to understand more clearly how the various consultations have informed the selection of the topics.

For the PSB to understand how it can maximise its contribution to the seven national well-being goals, we think that the relationship between this 'frame' in the assessment and the national goals will need to be understood and clearly communicated. We can see from the summary document that the 35 topics have been included under broad headings for the seven well-being goals, but the significance of this could be clearer. What is this telling us about the contribution of these topics to the goals? How could the PSB make the greatest contribution in the areas identified? Which are the areas of PSB activity where there needs to be an improvement in contribution? Where are the opportunities to deliver multiple goals by addressing key issues? Are there any goals which the PSB don't contribute to through the 35 topics and need to understand how they *could* contribute.

It is also useful to see the matrix in 1.4 'map' well-being goals against the 35 topics. While there is clearly an implicit rationale for the 'mapping' we are not clear about the distinct contribution of each of the 35 topics to the goals. To make this table more meaningful it would be useful to see a narrative to describe each relationship. This could be included in an appendix. It would also be useful to understand what insight this exercise has provided for the PSB? We understand that issues are cross-cutting, but what

does this tell the PSB about the critical interconnections between the 35 topics (this is explored further in point 8 on *Integration* below).

This analysis would inform plan development and enable the PSB to understand the potential significance and impact of collective actions to *maximise* their contribution.

It is positive to see Section 5 also link to the national well-being measures. This clearly shows us there is wide variability of data availability at a local level. Again, some interpretation of this table would be useful. What does this tell us about what is needed at a national level for developing an evidence base of well-being? What can the PSB do itself to address data gaps (see later comments on data gaps in point 11 below)?

3. Data content – area and place

The WFG Act requires well-being assessments to focus on the area and ‘place’ and reflect the variety of communities across your area. We have considered the extent to which the data content of your assessment does this. While we understand from our phone conversation the difficulty in developing a local picture of well-being from a quantitative perspective, and that work is currently underway to develop the seven area profiles, this is an area where we would expect the assessment to develop.

In the main document, LSOA and MSOA data has been used well in some of the 35 sections (especially poverty) providing a clear insight at a place-based level. This data along with ONS data has also informed the seven area profiles. However, at present the seven profiles are not mentioned in the main or summary documents and currently comprise lists of available data with scope for greater interpretation to enable us to understand particular strengths and challenges in these areas. The current approach provides limited understanding of differences within areas or between areas, inequalities or particularly acute local issues.

The main document also could be strengthened to provide more understanding of spatial differences across the diversity of communities in the area. For example, why is there such a gap in life expectancy between different parts of the area and what are the determinants? Are there differences in the viability of farming and succession across Flintshire? Are there areas of Flintshire where rural isolation is particularly acute? Are unhealthy lifestyles and obesity problems across Flintshire or more prevalent in particular communities? Where is the voluntary sector most active and what do they do?

Building a picture of local well-being for the 35 topics could be addressed by simply asking the question

“Are there any significant and specific locality differences?” against each and asking authors or contributors to consider this question, as well as listing data sources and gaps.

We understand that there is already work underway on community resilience for Holywell and Halway and that there is an intention to develop this. We also understand that the seven areas were selected on existing town and community council ‘footprints’. Overall, we would hope to see progress in developing a more qualitative picture and an understanding of the assets and challenges of particular communities across Flintshire as part of the well-being planning process.

4. Data content – public service needs

We think it is important that you have a clear picture of the different needs of people and communities now and in the future, and that the implications of these needs are understood. We have considered the extent to which the data content of the assessment focuses on public service needs, within communities and for particular groups of individuals.

A priority for my office is encouraging public bodies and PSBs to make sure that they are firstly involving people and communities in ways that give them greater insights into people’s lived experiences of public bodies, and secondly acting upon these insights when they make decisions and deliver services.

The assessment could be strengthened to provide more insight into the potential implications of each of the 35 topics to the public sector, in terms of its role, the current level of support and future service needs. This is done well in relation to the health and social care agenda and other sections should replicate this level of analysis and interpretation (see comments in point 5 below).

Under many topics there is limited interpretation of the data to enable us to understand the sufficiency, pressure and need to adapt public services to meet demand. As well as a description of the current situation on poverty and flooding for example, what challenges do these issues pose for the public sector over the short, medium to long-term? What are the service, financial and spatial challenges, and how might they change over time in the Flintshire context?

You have clearly gathered a lot of evidence in the assessment process, and it could be brought together in a broader summary on the significant gaps in public service delivery and the challenges to services over the short, medium and long-term. Future versions of the Assessment should address this in order to inform the PSB on where collective action is needed.

5. Quantitative and qualitative analysis

We recognise the challenge of balancing data, insights and evidence to produce a rounded understanding of well-being of communities and individuals in the short, medium and long-term. One of our main considerations has been the extent to which both quantitative and qualitative analysis and methods in assessments provide a broad picture of environmental, economic, cultural and social well-being, together with initial commentary on the implications of this 'picture' for communities, i.e. what really matters?

There is variability in how well each topic sets out the strategic context for the 'measures' it uses, and in the quality of interpretation of the data under each topic. There is a need for greater consistency throughout the 35 topics on why this issue is particularly important for Flintshire, the potential implications for community well-being, whether the current situation is being managed effectively, and the implication of this situation to public services.

The assessment would also benefit from evidence of how the consultations undertaken have informed the analysis. The population needs assessment has clearly informed some of the health 'topics'. What have the other consultations on the budget and hard to reach groups told us about people's well-being and public services?

The way the sections have been set out for the 35 topics is positive, providing a structure which can be populated with new data as it emerges, under the headings: *what is happening now, what we know or can predict about the future*. This approach could be developed by considering further questions for the assessment and your well-being planning such as: what have the consultations told us? What does this tell us about well-being? Are current approaches adequate? What further activity is needed? What collective action can address this issue?

Clearly there is variability in the quality of the input to this 'frame' at present, and in some areas needs to be improved (see specific comments below). The following paragraphs provide more specific feedback across all 35 topics under a number of common 'themes':

Significance to Flintshire and the impact on well-being – Some sections could be improved by more clearly interpreting the significance of the issue to the local area. These sections provide generic descriptions of *why* things matter, with limited interpretation for the locality, e.g.

climate change, fuel poverty, best start in life, dementia and healthy lifestyles, poverty and deprivation. How do these 'topics' manifest themselves in Flintshire and what are their implications to well-being for particular communities?

Focus on challenges and sufficiency of current approaches – Some sections could be improved by better describing the challenges to well-being as a result of the 'issue', rather than just describing the situation or why the issue matters. While this may be implicit, this needs to be made more explicit. For example, for poverty and deprivation, natural environment and flooding what are the specific challenges to well-being and are current approaches adequate to meet the challenges in the locality?

Broader context for the 35 topics – In many cases the indicator or measure is 'driving' the well-being narrative rather than supporting it. Some sections would benefit from providing a broader narrative on well-being under the 'issue', for example:

- for 'new technology' the 'service' issue is broadband connection for the economy, but clearly new technology can have major social impacts on networks, cohesion, etc. that are not reflected in the assessment at present;
- for transport – road maintenance is clearly important, but how resilient is transport infrastructure over the medium to long-term in the area?
- for volunteering – numbers are important but what does the voluntary sector offer and where?
- for culture - there is a strong focus on built assets but what impact does food, drink, farming, and events culture across Flintshire have on well-being?
- for the Welsh language – numbers speaking Welsh are clearly important, but there is little explanation of how critical this issue is to well-being and culture *specifically* in Flintshire.

Lack of interpretation of data – In a few cases, there is provision of data with no context or explanation, e.g. equal opportunities and cohesion. In others there is a performance focus especially in schools and recycling. What do these tell us about well-being in Flintshire? Are the schools adequate and what are the pressures on this service? What are the implications for community cohesion resulting from the available data? Are there problems with cohesion in particular communities? These sections could be improved by some interpretive narrative.

Knowledge gaps – All 35 issues should provide information on what information is critical to understand the 'issue' and where gaps exist. This should be summarised and analysed (see point 11 below).

There are some good examples of where the assessment provides excellent interpretation, a clear understanding of how this applies within Flintshire with a good balance of quantitative and qualitative data to illustrate the challenges to well-being. Of particular note is the level of analysis on retention of young people, the ageing population, mental health, social isolation, housing need, skills and tourism. There are however a number of topics which need to be improved to provide a clearer understanding of their significance, including fuel poverty, flooding, climate change and the natural environment and biodiversity where there is very little information, local interpretation or understanding of the key challenges for Flintshire.

We would expect to see a greater degree of consistency in the provision and use of both quantitative and qualitative data in all of the above areas as well-being planning progresses in Flintshire.

6. Key challenges

It is important that well-being assessments, in assessing the state of well-being, focus on key challenges to well-being over the short, medium and long-term, as well as the positive attributes and assets in the area. This includes the trade-offs between different well-being goals, tensions, assets and deficits within the area.

As described earlier points in this document the assessment in places provides a very strong narrative on key challenges to Flintshire. However, these issues are often *within* pieces of text and could be more clearly drawn out. More interpretation, as stated, would help to bring out key tensions, trade-offs and challenges. For example, the impact of Brexit, climate change, austerity, welfare reform, the ageing population, health trends, rural accessibility are referred to many times, in many different contexts. There is some very rich data in the assessment, which should be brought together in a summary section providing a strategic overview of these broader determinants of well-being. This strategic overview would provide more context to the 35 topics that have been selected.

For example, while we understand that Brexit provides great uncertainty, the potential implications, for example on rural funding, infrastructural funding and skills funding, is a key issue which will impact on

Flintshire across many of the 35 well-being topics. The assessment would be strengthened with reflection on likely impacts on citizens as the PSB moves toward well-being planning.

We also believe that the assessment could be developed to focus more clearly on the economic, social, cultural and environmental assets of the area, and what these assets provide for community well-being. Clearly Deeside is a strategic asset which brings economic well-being, but what other assets can contribute to well-being in Flintshire?

- economic assets from an ageing population, in terms of skills, volunteering, retirement spend, tourism
- the strength of the community sector in supporting social well-being - the nature of social networks, the social fabric of towns and towns and villages
- the role of the non-monetary economy in social well-being, physical assets, food banks, community asset transfer etc. and levels (and strength) of unpaid care
- the vibrancy of culture around the arts, language, social networks, cultural activities, local food and drink, agricultural shows, information networks and volunteering

The assessment could also be strengthened (as stated in point 3) by providing a greater understanding of how challenges manifest themselves in different areas of Flintshire, and which particular areas have resilience or are vulnerable to current and future trends. This should include critical energy, water, transport infrastructure. This type of information is of key relevance to the PSB, service delivery and future community well-being.

7. Engagement, involvement and collaboration

The WFG Act clearly indicates that collaboration and involvement are two of the five ways of working which PSBs need to consistently apply to their work. As a consequence, we have been particularly interested in the level and method of engagement, involvement and collaboration across the partnership in producing the assessment, including engagement with communities, public, third sector and private sector organisations.

We note from the document and the phone conversation with the PSB team that this has been an 'engagement-led' approach and that consultation on the council budget with harder to reach groups and through the Population Needs Assessment have been underway in Flintshire. We also understand that further consultation has taken place with stakeholder organisations during February.

While we understand the rationale for this approach in order to minimise the number of consultations being run with the public, as stated in point 5 above, it is unclear at present how community views have informed the narrative or analysis around the 35 topics which frame this assessment, and it would be helpful if this was more clearly explained. Were people asked about well-being or council services? Were they asked about their communities or did these consultations focus on individual service needs? Were they asked about current delivery of services or aspirations for their future well-being? How many people, businesses and groups were involved in these consultation activities?

It is unclear at present the extent to which the public and communities have actually been engaged in consultation on their *well-being over* and above a discussion on the provision of public services. We would expect the final assessment document to provide us with a clearer explanation of how the consultations and the public have helped to shape the analysis and will be engaged in your well-being planning from hereon in.

It is positive to hear how much this assessment has acted as a catalyst to develop collaborative working across the PSB, and how the assessment it is already becoming useful in discussions within Flintshire Voluntary Council. It is clear that there has been a strong contribution from key partners in terms of data provision for the assessment. We would encourage further collaborative effort in coming months to address the issues highlighted in this feedback as well-being planning progresses in Flintshire

8. Integration

One of the key aims of the WFG Act is to develop integration at all levels across the public sector. We believe it is important to understand the inter-relationship between environmental, social, economic and cultural well-being. As a result we have been keen to consider the level of integration between traditional policy and organisational silos in producing the assessment.

As outlined in point 5 above, there are some excellent examples of where authors/contributors have considered the 'topic' within a broader narrative, enabling them to explore the inter-relationships between other 'topics' or well-being determinants. Of particular note are the sections on housing, retention of young people and rural isolation. However, in many 'topics' there is scope for greater consideration of data alongside data in other sections and for the inter-relationships to be considered.

In general, there is scope for greater integration and more exploration of the relationship of policy/challenges between each theme, for example, rural isolation and mental health, economic development and flood risk, new technologies and community cohesion, tourism and environmental assets.

These inter-relationships need to be explored and acknowledged as part of a wider effort to interpret the data gathered so far. This is something for the PSB to consider as an important issue as it develops well-being planning.

9. Foresight and future trends

One of the key challenges from the legislation is to consider the short, medium *and long-term* well-being throughout the assessment and plan process. We are interested in the level of foresight and use of future trends analysis in producing the assessment and recognition of the well-being of future generations. We understand from the phone conversation that there is an opportunity to develop the assessment to include more analysis of the impact of future trends on well-being and we would encourage you to pursue this within the PSB and regionally.

Generally, there needs to be greater attention given to the potential impact of long-term trends on the 35 topics and the area profiles and this is something we would expect to see improve as the assessment and planning develop, i.e. which communities are particularly vulnerable/resilient in the long-term, and how are they vulnerable or resilient?

There are some good examples in the assessment where long-term data has been used around flooding, the ageing population, economic change and climate change. It is positive to see the section on '*What we know and can predict about the future*'. There is wide variability in how this section has been filled in, and in many cases, not filled in, with sections citing statutory frameworks, planned interventions rather than a forward focus on key challenges to well-being over the medium to long-term.

Authors of these sections should be encouraged to interpret the data to provide a clearer message on the longer-term implications of the 'issue' for well-being in Flintshire. We would also encourage you to identify gaps in your understanding of long-term trends (see comments in point 11).

The Welsh Government will be producing their Future Trends Report in May 2017. The current plan is to include 6 key themes: population, economy, natural resources and climate change, health, land use and

infrastructure and societal change. As it develops your assessment will need to take account of data included in this, but should aim to provide a clearer emphasis on long-term challenges to well-being in the initial assessment published in the coming months.

10. Cross boundary issues

Integration and collaboration are central to public bodies applying the sustainable development principle to their activities. One of our aims has been to review the extent to which the assessment has considered cross-boundary issues for regional and national action.

Clearly there is a range of regional issues which have been highlighted throughout the assessment, predominantly in terms of economic development and transport with a clear explanation of Flintshire's role in terms of the North Wales Economic Ambition Board and Mersey Dee Alliance and Deeside.

Despite this, we believe that a more detailed understanding and analysis of key regional and cross-border issues which affect Flintshire would be beneficial in informing the well-being plan process. The assessment could provide a clearer explanation of **the areas' role and relationship** with its neighbouring authorities and within the region, in terms of social care provision, landscape management, flood risk management, biodiversity housing and infrastructural resilience in terms of water, transport, energy and waste infrastructure.

It will also be important for PSBs to consider the conclusions of neighbouring local assessments of well-being as plan production develops, and to consider the strategic work of Mersey Dee Alliance partners in these topic areas.

We noted from the phone conversation the importance of the assessment in informing the work of the different regional partnerships, including the Regional Leadership Board and in turn feeding new information from this regional activity back into the assessment. Clearly, the PSB has a major role in facilitating information and planning at these different levels of governance.

11. Data quality and data gaps

The WFG Act intends that well-being planning will be a continuous process where the evidence base will be gradually improved over time, to enable public bodies and others to understand and plan for well-

being in their communities. We are keen to understand the approach of PSBs to data quality and data gaps during the assessment and data issues moving forward.

This is an area where the assessment process in Flintshire could be strengthened as at present there are few indications of data gaps, nor is there a reflection on data quality.

We would encourage you to develop a broader understanding of data gaps and to summarise these for all 35 topics, perhaps focusing on

- what we need to know over the short term for the assessment
- what we need to know to develop our understanding of well-being as a PSB

An overall analysis of this type will also be important to understand if there are any patterns in data needs from across the topics, and how these gaps can be best addressed. This would be beneficial for the PSB to understand how it might improve its understanding and where resources may be needed.

This would enable the PSB to build on existing work and plan for improving data quality during the next year and beyond, helping PSB partners to build in data research and management into their business and corporate planning. It would also provide an indication to Welsh Government, the office and Data Unit Wales on PSB needs.

12. Use of the sustainable development principle

The statutory guidance places a responsibility on PSBs to *maximise* their contribution to the well-being goals by utilising the sustainable development principle in the way that they operate. We have been keen to understand how the sustainable development principle and five ways of working have been utilised during well-being assessments.

There are activities which demonstrate the sustainable development principle:

Long-term – through the use of long-term data under the 35 topics

Involvement – through the consultation work undertaken

Collaboration – through the PSB project team and the stakeholder engagement

Prevention – through the discussion of early intervention especially in terms of early year's development

However, there is little evidence that the sustainable development principle has been applied as a *modus operandi* to this assessment (see comments on *Integration* in point 9). There is no reference to the sustainable development principle and 5 ways of working as set out in the statute.

It is important for the PSB to utilise this principle to influence their choice of well-being objectives in the well-being plan and to demonstrate that in choosing those objectives:

- that preventative measures have been considered
- that collaborative approaches have been explored
- that the right individuals and bodies have been involved
- that an integrated approach has been adopted
- that the long-term impacts on communities have been considered

This is an area where we would expect to see the assessment process improve between now and plan production.

13. Looking forward to plan production

A critical issue for our review of this assessment was whether the documentation was clear about how the work would be carried forward to develop local objectives and plan production.

This is another area where the assessment could be strengthened. Both the document and associated web-based material need to be more explicit about the next steps, how individuals and organisations can remain involved, the timetable, and what the plan is intending to do. Importantly, this explanation needs to communicate how the material collected in the assessment is going to be used to formulate objectives for the PSB.

14. Overview

The documentary analysis above has identified a number of areas where we believe the assessment could be strengthened, both in the short term, before its publication and over the medium-term as the response analysis develops and the plan is produced. In addition to this we organised a phone call to discuss the assessment with members of the PSB team who had been involved in the process. The aim of the phone call was to provide us with an opportunity to clarify/explore particular issues that our initial review has highlighted and to enable the PSB to flag up issues which are part of the broader context of assessment production.

A number of clear, recurring broad themes have emerged from our review and the conversation. It is evident that this has been a huge undertaking over a relatively short period of time, and that partners have put a great deal of effort into producing the draft assessment. Of particular importance for the office is that the assessment describes how engagement and consultation has informed your understanding of well-being in the area.

We believe the following issues need to be tackled to improve the assessment:

Strategic context – setting a broader strategic context for Flintshire over the short, medium and long-term to provide the ‘setting’ for the topics

Well-being goals – a clearer understanding of the relationship between the 35 topics identified and the seven national well-being goals

Area and place – a greater understanding of well-being within areas of Flintshire, its towns, rural areas, and coastal areas to better reflect the key issues for well-being in different localities – and to develop the seven area profiles to help in this process

Interpretation and significance – more explanation of how the 35 topics impact on well-being of individuals and communities and on public services and their significance *specifically* to Flintshire.

Integration across themes – a greater focus on the inter-relationships between the data gathered for the 35 topics and the implications of this for well-being

Challenges and assets – provide a clearer synthesis of short, medium and long-term challenges to well-being and broader understanding of economic, social and cultural assets and their role in well-being across the area.

Regional context – a greater understanding of Flintshire’s role within the North Wales and in the Mersey Dee Alliance region

Future trends – greater attention given to the potential impact of long-term trends on well-being in Flintshire as a whole and in the seven community areas

Moving forward – provide a clearer description of how the assessment data is intended to be used, how data gaps are to be managed and how well-being planning will progress in Flintshire

It is recognised that some of these may be addressed in the PSBs proposed activities between now and the final publication of the assessment.

We hope that the issues raised above will inform this collaborative work so that these elements are reflected more strongly by the PSB in the final Flintshire Assessment and throughout the well-being planning process.