

Wrexham Public Services Board Annual Report 2018-19





Spring Fever
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Spring Fever
Black Culture

Wrexham Public Services Board

- our first year, 2018/19

It's been just over a year since we shared our five year well-being plan and so it feels like a good time to reflect on what we have done so far, and the challenges we still face.

Our plan was produced as a route map to improving everyone's health and well-being, opportunities across Wrexham. It's about moving together towards the 'Wrexham We Want', a place with a thriving Welsh culture, cohesive and resilient communities, and with great opportunities for all. A great place to live, work, play, be happy and be proud of.

It was written with our communities at the heart, and a commitment to do things a little differently from before. We identified themes that Wrexham people felt were important and we decided to really focus on a couple of these at a time, rather than try to do everything at once.

We've written this report to highlight how the five ways of working - involvement, collaboration, long term, integration and prevention are clearly at the heart of what we do.





Getting started

We have set up three new programme boards around -

- Children and young people are given a healthy start in life
- All people have the opportunity to learn and develop throughout their lives
- East Area Strategic Group (EAST) to take forward and implement Healthier Wales across North East Wales

These Boards have gathered together people with the skills and enthusiasm to get involved. And over the five years of the well-being plan we are also trying out different ways to deliver the other priorities that people said were important, so that we can align what we do as a PSB to the national well-being goals.

The leaders who sit on our Public Services Board are responsible for bringing things together and to make a start on the big issues that face us – tackling the climate crisis, reducing poverty, supporting our Welsh language and building community cohesion.

We're not about business as usual. We've got a long journey ahead and if we are going to be successful then we need to travel together. Partnership working takes time, commitment and then more time. We now have strong foundations in place, where we can make quicker progress in the areas where we can do things better. And we now have a clearer sense of the challenge ahead to improve everyone's well-being.





What have we learned so far?

We have learnt some lessons from our first year of the plan, which we will discuss at the PSB, with our partners and with our communities. Although we have made a good start at getting the conversation going around our well-being plan, this year hasn't come without its challenges:

- We've realised how difficult it is when trying to procure services and use different business processes and systems across different organisations - everyone has their own priorities and a day job to do. If it's hard for the PSB organisations, then it must often be impossible for our communities. We need to make this work better in the coming years.
- Sometimes working within our own organisations to manage deadlines and working reactively to what's happening right now makes it tough to keep a focus on the long term as much as we should.
- It is challenging when there is no consistent funding for PSBs as a strategic body. When funding becomes available, then usually timescales are tight, which goes against how we are trying in Wales to work for the long term.

- Building trust and commitment to partnership and aligning budgets is complex. New staff and new thinking means constantly building new relationships, which means investing in time and encouraging ideas and creativity, wherever it comes from.
- We need to broaden understanding across the community of what our well-being plan will do, and get more people to join us on the journey.
- Finally, we know we need to focus on being more preventative in how we do things so that we build resilient communities and build social return in investment. To do this needs a similar shift in thinking from national and strategic partners.



Delivering Our Plan

The three Boards have now met regularly over the first year to start to build momentum. We have forged links with the right people to get the job done and have expanded our membership as we have developed the actions further. A year in and we are updating what we need to do so that we continue to involve our communities and stakeholders to deliver on the seven well-being goals to achieve:

- A Healthier Wrexham
- A Resilient Wrexham
- A Prosperous Wrexham
- A Wrexham of Cohesive Communities
- A Wrexham of Vibrant Culture and Welsh Language
- A Globally Responsible Wrexham
- A More Equal Wrexham





Getting involved

In 2016 the Wrexham Senedd yr Ifanc worked to identify what is important for children and young people in Wrexham. They developed a consultation for young people aged 11-25 called 'Our future – the Wrexham we want' and 340 young people took part.

The results from this consultation highlighted issues for Wrexham around:

- Sleep
- Food and weight management
- Building life skills.


This work then shaped the programme boards who have been mapping current financial literacy and life skills programmes being delivered via the PSE curriculum. The PSB has started to work closely with Careers Wales to support development of advice and support via the Education Business Exchange programme.

Last year, the Senedd took the lead and developed an additional consultation 'Our Well-Being,' working with Public Health Wales and the PSB. The aim was to further inform the work that concern young people on Wrexham's Well-Being Plan. A pretty fantastic 1350 young people aged 11 - 18 shared their views with the Senedd on what life skills were most important to them.

In March 2019 we invited the Senedd together with Sally Holland – the Children’s Commissioner for Wales, and her team to take over our PSB meeting. The meeting was themed around how the Right Way guidance and the Senedd consultation findings could shape the work of the PSB.

After the workshop the young people said:

‘Being asked to play a major role in developing a project on very current issues we previously found was a sensational experience. We are very proud we managed to prove that improvement is needed regarding young people, sleeping and the use of technology, healthy eating and knowing what direction independent skills should be taught. We hope to see effective actions from the results including promotion of the ‘Night Light’ and better knowledge of connections with a good night’s sleep and technology. We hope young people’s futures in Wrexham are made easier through the teaching of necessary life skills to include awareness of healthier eating.’



‘WE HOPE YOUNG PEOPLE’S FUTURES IN WREXHAM ARE MADE EASIER THROUGH THE TEACHING OF NECESSARY LIFE SKILLS TO INCLUDE AWARENESS OF HEALTHIER EATING.’



‘I really enjoyed developing and running with the ‘Our Well-Being’ Consultation. We had amazing amount of young people taking part with amazing results. They were very interesting findings. It was a great opportunity to be able to promote these findings with professionals from the PSB and Sally Holland.’

‘Working with the PSB built my confidence because the room was filled with professionals who will support the work we have done.’

The individual partners have now resolved to test out how they could embed a children’s rights approach across how they work. The PSB and the Senedd will take responsibility for bringing them together to focus on progress, barriers and opportunities.

Fit for our future – long term

The Wrexham PSB has started to build links with the regional skills partnership in order to understand what jobs will be at risk in the next ten years, and what skills will be needed for the future. The programme boards are trying to develop an understanding of future trends, so that North Wales can continue to take advantage of sustainable growth opportunities in the future.

The PSB partners have committed to endorse and promote the Wrexham Employer pledge. This innovative project is bringing the public, private sectors together with communities to develop apprenticeships, increase the availability of part time work and encourage the employment of over 50s.

The lifelong learning programme board is supporting the University of the Third Age which is thriving in Wrexham. The recent [U3A report](#) on social isolation identified the potential intergenerational benefits that the Wrexham PSB could achieve through the delivery of the well-being plan.





The Wrexham Green Infrastructure Project will improve green space within some of the most deprived wards in Wrexham. Focusing mainly on communities in Caia Park and Plas Madoc, the project will make a series of environmental improvements, targeting large areas of open space and leading to multiple benefits such as increased respect and a sense of ownership of the environment, health and social improvements, community cohesion and resilience of local ecosystems.

- Create dense, structural tree planting to reduce the noise and air pollution effects of heavy traffic along a key arterial transport route into Wrexham.
- Develop volunteer networks within Wrexham to engage the community in caring for and improving the environmental quality of their green space.
- Build new partnerships with North Wales Wildlife Trust and Keep Wales Tidy.



Doing things right – prevention

In this last year we have engaged to explore possible partnerships to offer free fruit to children in a community healthcare setting. We have started to work with Betsi Cadwaladr UHB charitable funds (Awyr Las) and BCUHB catering to take forward a pilot. If this is successful then it will grow and evolve such that other settings seek to provide a similar offer for children/ families. Coleg Cambria has fitted six water fountains on their Wrexham campuses and has developed a Free Fruit Friday initiative. We will deliver accessible fountains at other public locations in the coming year, subject to funding. We enabled Refill to visit businesses in the town centre to encourage them to be part of their scheme to provide free water to refill reusable bottles.

The East area of North Wales has approximately 29% of women commencing pregnancy classified as obese. To complement existing community midwifery training and resources which support eating well, being active and healthy pregnancy weight gain, we have engaged with local GP clusters to plan how we share resources and support through our primary care teams.

Come and Cook has continued to be delivered across the county by Dietetics, the Health Improvement Team at BCUHB and Flying Start. We are keen to explore how we can support families and individuals moving on from needing to access food donations, such as through foodbanks and build sustainable partnerships, including those working with the homeless.





The Adult Community Learning (ACL) Partnership has developed a very thorough overview of opportunities available across Wrexham, linking in with the majority of providers, and has successfully focused on the delivery of Essential Skills. The 19/20 ACL programme has been co-produced with learners, and we are exploring options with DEWIS to engage people in education opportunities, volunteering and other opportunities.

Last June saw the start of Alyn Waters junior parkrun, a free timed 2km event for children aged 4-14 which takes place every Sunday. The set up costs were supported by the Together in Wrexham grant. The event is completely volunteer organised and led and so far 175 different volunteers have helped out at the events that have taken place. The junior parkrun is now averaging around 40 park runners and 20 volunteers a week. The event is really inclusive and there is no pressure to run or to complete the event in a set time, the emphasis is on encouraging all juniors to complete the event in a way that makes it fun.

More than 8,000 people have been involved in Play projects this year. This included a comprehensive play satisfaction questionnaire completed by over 1,200 year 5 children, a further 500+ parents, professionals and children who were involved in the Play Sufficiency Assessment 2019, over 2,500 individual children who have attended community council funded play schemes, and more than 4,000 people who went to Playday 2018.

Doing things better – integration

The Local Public Health Team has conducted a rapid literature review looking at sleep and attitudes to weight and food, and then used this information to support the formulation of questions and the consultation that has been designed by the young people. The Local Public Health Team are looking at the findings that this consultation report generated, comparing these with other data and evidence sources and will then make some recommendations for the Healthy Start Board to consider.

Our new Play Pledge for Wrexham commits high level support across Wrexham Council in protecting and improving children’s play as well as agreeing to form a professionals play partnership to make this happen. We have built strong links with Wrexham Football Club to promote health and wellbeing through the club’s interaction with young people and families.

We have also created new links with Glyndŵr University to build on as we progress into the next year. This is looking to link the students on the Universities Public Health programme with issues that require some form of research, evidence or data.





Working together

Wrexham Glyndŵr University has led on a regional project to identify how we increase the amount of community and voluntary activity and share good ideas across the region. If we map it out we can capitalise on the opportunity for staff who work across the public sector to formally get involved with their communities. We have been working with Datris, a Welsh technology company to identify the amount of community involvement across Wrexham, so that the PSB is able to support grass roots initiatives. We have now identified more than 1800 clubs, groups and societies across the County Borough, showing that community vitality is flourishing, but could do with support. Through mapping these groups onto DEWIS we can start to increase opportunities for people to get involved with where they live, building their resilience and well-being.

This work has revealed that we often underestimate how much community work is happening where people don't see themselves as volunteers in the traditional sense, from coaches at the local U11s football team, to organising the annual Visit My Mosque event that successfully took place in Wrexham in March 2019.

The Local Authorities and the Health Board were successful in applying for Transformational Funding within Healthier Wales. There are four projects which will benefit people who live in Wrexham-Learning Difficulties, Mental Health, Child Development and Community Transformation. The first three of these are being implemented mainly across a North Wales footprint, with some local variation.



The Community Transformation programme has been the focus of the early work of the EAST programme board. The programme sets out an exciting new approach to co-ordinating local agencies to provide focussed support to residents most at risk of experiencing a health crisis. This has been developed with the input of local authorities, the third sector, GPs and the Health Board. The next step will be to ensure that the benefits can be realised for Wrexham residents.

Local partners BCUHB, Home Start and the National Trust have worked together this to secure National Lottery funding to develop the Camp at the Castle Scheme that has allowed several families to access a weekend's holiday in the beautiful location of Chirk Castle, centred around outdoor play.

A North East Wales Green Infrastructure map has been produced by Cofnod (the North Wales Ecological Record Centre) and identifies existing Green Infrastructure in Wrexham, Denbighshire and Flintshire. Cofnod has developed a participative display which is used to educate the public and to start discussion about where we live.

A new Children and Young People's Wellbeing Network has been established by the Association of Voluntary Organisations in Wrexham in collaboration with the wider third and public sector organisations. The aims of the network are to share news and information, discuss issues of common interest, identify opportunities to work together, and learn from each other's knowledge and experience. The network will also be utilised as a communication channel for representatives on strategic partnerships and can be used as a consultation point with the third sector.



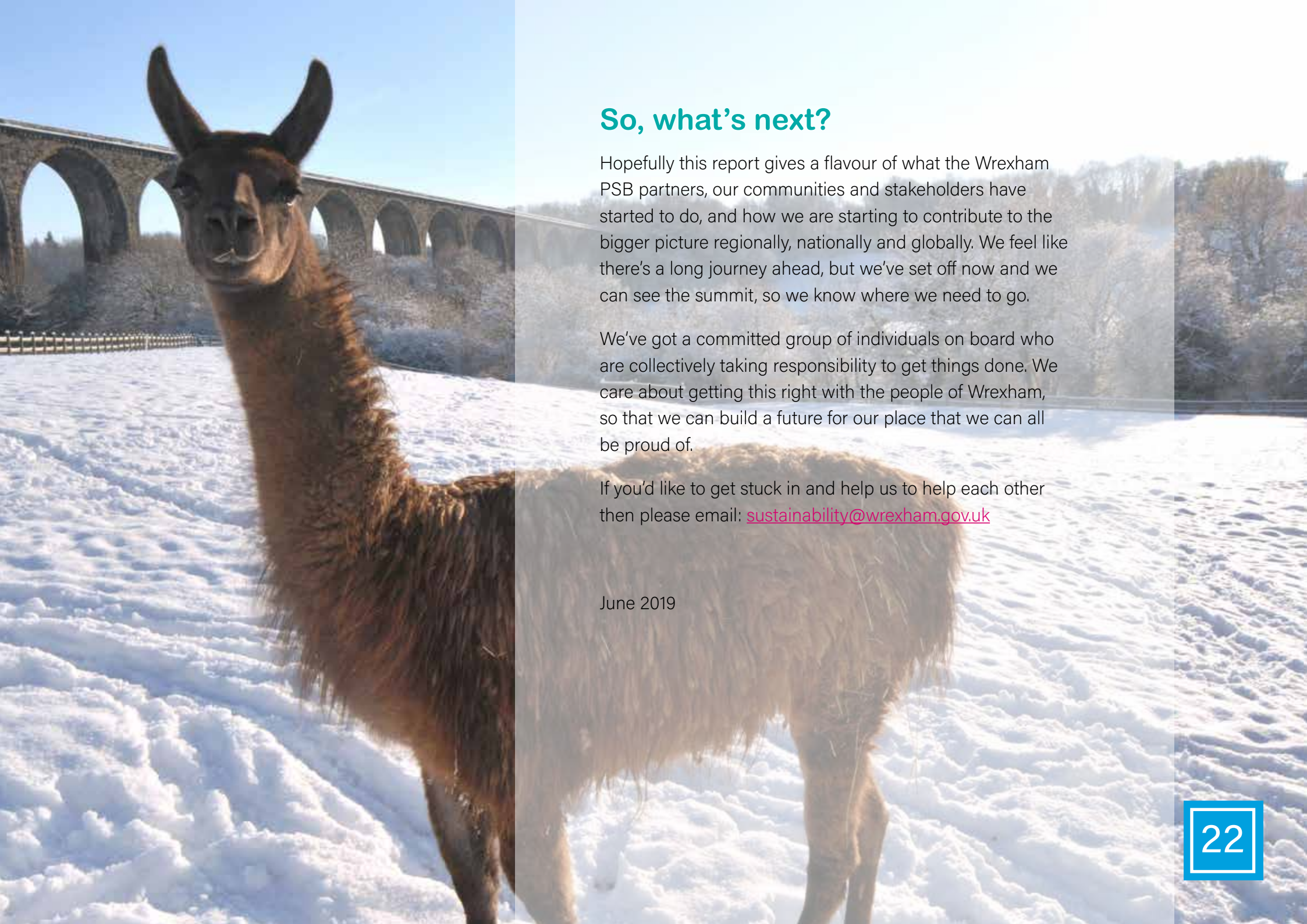
Our cross cutting ambition

There are four cross cutting themes that pull our well-being plan together. These long-term wicked issues require a new way of doing things, and a whole community and partnership response, which we can co-create as we build resilient communities.

- **Climate Change - Wrexham PSB is leading a programme to develop a regional climate change framework. Working with Natural Resources Wales, this framework will be a way to bring together the four PSBs across North Wales, and to enable organisations, stakeholders and communities to work together to develop a solid response to the most critical challenge we face.**
- We have agreed to work with the Senedd yr Ifanc on the climate change framework, so that children and young people are the ones who shape their future and have a real say in decisions about their lives that will affect them.

- Poverty – the PSB is well placed to identify and highlight the local issues of poverty, and to develop an integrated and ambitious approach to improving well-being. We want to have an honest conversation across the community about what this means and what the upstream barriers to well-being are, from income to learning to health. It could take us a generation to turn around, but we will develop ways to ensure that everyone has the opportunity to be their best.
- Community cohesion. Wrexham is a vibrant and tolerant place where different communities try to get along and where new friends are welcome to get involved and bring the noise. We have an established and strong community safety partnership and an effective track record of support agencies, PSB partners and communities working together. We are developing multi agency community care hubs across Wrexham which will be responsible for signposting and social prescribing to improve well-being.
- Welsh language. The Learning programme board has been identifying opportunities to develop the Welsh Language across the public sector in Wrexham. Building on the excellent start that schools make, Coleg Cambria is the lead on ensuring that PSB members take advantage of workplace training, from online courses to intensive work based Welsh training.





So, what's next?

Hopefully this report gives a flavour of what the Wrexham PSB partners, our communities and stakeholders have started to do, and how we are starting to contribute to the bigger picture regionally, nationally and globally. We feel like there's a long journey ahead, but we've set off now and we can see the summit, so we know where we need to go.

We've got a committed group of individuals on board who are collectively taking responsibility to get things done. We care about getting this right with the people of Wrexham, so that we can build a future for our place that we can all be proud of.

If you'd like to get stuck in and help us to help each other then please email: sustainability@wrexham.gov.uk

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