

Thursday 16th March 2017

Dear Conwy and Denbighshire 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 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 Conwy and Denbighshire, and the communities in both areas, 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 showed 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 inter-generational challenges.

I wanted to start off by recognising and commending the innovative approach that you have taken to the format of your assessment online. Being able to choose how to view the information, and flick through it is helpful and I think this approach makes your work very accessible.

The approach that you have taken to structuring your assessment, around 36 well-being issues that combine key policy challenges and assets, is an interesting one and I think it will enable you to update the assessment and keep it as a live document. Whilst it is a good start that you have mapped the 36 issues against the seven well-being goals, you could build on this by providing more detail on the **integration** and interconnections between issues, and more detail on how tackling these issues could contribute to the goals. This will be particularly important in thinking about the relative roles of your different organisations in **maximising your contribution** to the goals.

I was pleased to see your approach to **involving people and communities** in the development of your assessment, through the County Conversations, engagement with harder to reach groups and your Life in Rural Conwy research. Your work to engage the third and private sectors was also notable, and your assessment builds in the qualitative information that you have gathered alongside quantitative evidence and data. It will be important for you to build on this as you move towards well-being planning, making sure that you continue to provide opportunities for a broad range of stakeholders and citizens to get involved in influencing the development of your objectives, and be able to demonstrate that their input has an effect on what you do.

There are some good 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 helpful. Your approach provides a good basis for greater interpretative analysis of what impacts wider trends might have on communities and citizens. I would like you to build on this to have a greater focus on the long term in your work going forward, and to explore which of your communities are particularly vulnerable to the long term trends you identify.

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 – it is clear that you have made an excellent start by producing one of the very few 'joint' assessments and it is clear that there has been a strong contribution from key partners in terms of data provision and in producing the analysis within the assessment. 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

CONWY & DENBIGHSHIRE Public Services Boards Draft Local Assessment of Well-being

1. Introduction

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

- Conwy & Denbighshire Assessment of Local Well-Being: Conwy & Denbighshire Public Services Board. February 2017
- Conwy & Denbighshire 11 Area Profiles
- a phone discussion between the project team and members of the PSB team on 17th February

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 ongoing 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. 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 Commissioner to identify key issues and highlight opportunities for shared learning, at a Wales-wide level, for the wide range of public sector and other bodies involved in well-being planning.

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.

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

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 which 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 Conwy & Denbighshire's case through 36 well-being issues, combining key policy challenges and assets.

We understand from the phone conversation that these 36 issues 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. Why are these 36 issues of relevance to well-being above others?

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. How could the PSB make the greatest contribution in the areas identified? Which are the areas of PSBs 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 36 issues and need to understand how they *could* contribute (e.g. the globally responsible Wales goal?) 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 useful to see the matrix in 1.4 'map' well-being goals against the 36 issues. While there is clearly an implicit rationale for the 'mapping' we are not clear about the distinct contribution of each of the 36 to the goals. To build on this it would be useful to see a narrative to describe each relationship. This could be included in an Appendix, or as part of the web pages (perhaps within the '*Browse by well-being theme*' tab?) 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 36 issues (this is explored further in section 8 on *Integration* below)?

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 and some further 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 about well-being? What can the PSB do itself to address data gaps? (see later comments on data gaps in 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.

We believe that the 11 Area Profiles available on the website provide an excellent overview of these localities and critical determinants of well-being, and should be given a higher profile in the main document.

While we understand, from the phone conversation and the information in Section 3, the difficulty in developing a local picture of well-being from a quantitative perspective, these 11 profiles show a high standard of interpretation of the 'locality' and provide an excellent basis to further understand the differences, assets and inequalities across Conwy and Denbighshire. A key question which should be addressed in producing the final assessment and plan is what common themes and differences are emerging from the *qualitative* data and interpretation for these 11 areas?

In the main document, LSOA and MSOA data has been used well in some of the 36 sections (poverty, flood risk and environmental assets) providing a clear insight at a place based level. Other sections provide little understanding of spatial differences across the diversity of communities in the area. Why is there such a gap in life expectancy between different parts of the area, what are the determinants? Are there differences in the viability of Town Centres? Are there particular areas where rural isolation is particularly acute? Are unhealthy lifestyles and obesity problems consistent across Conwy & Denbighshire or more prevalent in particular communities? Where is the voluntary sector most active?

Building a picture of local well-being for the 36 issues 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.

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 the 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. An example of where you have done this well is where the Population Needs Assessment data has informed the 'Access to Services' section. We also understand from our conversation that the 'County Conversation' has provided valuable insight into public service needs.

While public services are considered specifically in Section 2.36 generally, the assessment would benefit from a more consistent consideration of what the implications are for public services for *each* of the other 35 issues. Is the current approach sufficient? Are more, new or adapted public sector services needed? Are there spatial variations in public services across the area?

An example of this is that there is still clearly a gap between skills and the needs of the local economy despite a huge effort from different sectors. This is good use of research - but could be strengthened from some early analysis on the implications for the public sector in developing skills and relevance to Conwy & Denbighshire in particular- is this about the public sector supporting skills developed in the rural economy, or developing skills to boost self-employment? The document does this well in sections on 'Ageing Well' and 'Unpaid Care' and other sections should replicate this level of analysis and interpretation.

There is clearly a lot of evidence here which 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 of 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?

The way the sections have been set out for the 36 issues 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; what people are telling us. This approach could be developed by considering further questions for the assessment and Plan such as: 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 a large amount of 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 36 issues under a number of common 'themes'

significance to Conwy and Denbighshire and the impact on well-being – some sections could be improved by more clearly interpreting the significance of the issue 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.

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 e.g. 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 36 issues – 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 has major social impacts on networks, cohesion, etc. which are not reflected in the assessment at present;
- for transport – road safety 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 Conwy & Denbighshire have on well-being?
- for 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 the Conwy & Denbighshire.

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 Conwy and Denbighshire? Are the schools adequate, 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 36 issues should provide information on what information is critical to understand the 'issue' and where gaps exist – this should be summarised and analysed (see section 11 below).

There are some good examples of where the assessment provides excellent interpretation, a clear understanding of how this applies within Conwy and Denbighshire with a good balance of quantitative and qualitative data to illustrate the challenges to well-being. All sections should aspire to the approach in the following sections: housing need; domestic abuse; local employment opportunities; child sexual exploitation. Of particular note are the sections on social care and health (which should be cross referenced with section 2.12) and agriculture and forestry.

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 Conwy & Denbighshire, however these issues are often *within* pieces of text and not drawn out sufficiently. 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, 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 could be brought together in a summary section on the main challenges to well-being.

While we understand that Brexit provides great uncertainty, the potential implications of Brexit, for example on rural funding, infrastructural funding and skills funding, is a key issue which will impact on Conwy & Denbighshire across the 36 well-being issues. It would be helpful to include some reflection on likely impacts on citizens as the PSB progress to well-being planning.

The assessment could be strengthened by focusing more clearly on the assets of the area. We recognise that the intention is to develop an understanding of what is good about living in Conwy and Denbighshire and that many of the 36 issues are seeking to develop your understanding of economic,

social, cultural and environmental assets. In addition to this there are other areas where you could develop your understanding of assets as the assessment and Plan develop including:

- 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.

This could be achieved by developing the qualitative approach already underway in the 11 Area Profiles and gathering this information, over time, to develop a more nuanced picture of well-being across the whole area than there is at present.

It would also be helpful to provide a greater understanding of how challenges manifest themselves in different areas of Conwy and Denbighshire, and which particular communities have resilience or are vulnerable to current and future trends. This should include critical energy, water and 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.

It is clear from the document and our conversation that a great deal of effort has been expended to inform the assessment through consultation with stakeholders, elected members and communities. The County Conversations, engagement with hard to reach groups and the Life in Rural Conwy research, together with officer engagement with partners has given a strong indication of well-being issues across the area. This has been well reflected under many of the 36 'issues' in the section "what are people telling us'. In general, the consultation has provided a clear indication of what matters to people for both well-being and public services.

During the phone conversation with the PSB team it was good to hear how much the assessment has acted as a catalyst to develop collaborative working across the PSB, including between the two Councils. It is clear that there has been a strong contribution from key partners in terms of data provision and in producing the analysis within the Assessment. Of particular note is the engagement across the voluntary sector which could be built upon to develop your understanding of assets highlighted in point 7 above.

Also of note is engagement with the private sector in Colwyn Bay. It will be important to continue and build upon this private sector engagement for their insight into all aspects of well-being, but particularly in terms of small businesses, the agri-economy and the vibrancy of town centres.

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. It is important that the data listed in the assessment is explored across traditional policy and organisational silos, to interpret what this means for well-being in the area.

There is scope for greater consideration of data from each section (and within each section) alongside that of the others, and consideration of the inter-relationships between data. This is an area for you to give further consideration as you finalise your assessment for publication, and as you move toward well-being planning.

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 its 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.

There are some good examples in the assessment where long term data has been used around flooding, 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 variability in how this section has been filled in, but it provides a good basis for more interpretative analysis of what impacts wider trends might have on communities and citizens.

However there needs to be greater attention given to the potential impact of long term trends on the 36 issues and the Area Profiles and this is something we would expect to see develop as work on the assessment continues and you move toward well-being planning. i.e. which communities are particularly vulnerable/resilient in the long term, and how are they vulnerable or resilient?

A simple approach could be adopted to address this issue. Summarising the short, medium and long term challenges for each of the 36 issues, identifying where there are potential significant implications for the area, and gaps in your understanding of long term trends. This might help the PSB to prioritise critical challenges, knowledge gaps and where collective action is needed.

The Welsh Government will be producing their Future Trends Report in May 2017. The current plan is to include six key themes: Population, Economy, Natural Resources & Climate Change, Health, Land Use & Infrastructure & 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.

A more detailed analysis of key regional and cross border issues which affect Conwy & Denbighshire would be beneficial, to inform your well-being planning. The assessment could provide a clearer explanation of the areas' role and relationship with its neighbouring authorities, and within the region. It will also be important for PSBs to consider the conclusions of neighbouring local assessments of well-being as plan production develops, building on your collaboration to date.

Clearly there are a range of regional issues which have been highlighted throughout the assessment, including health and social care, landscape scale management, commuting, transport, economic development and others. We noted from the phone conversation the importance of the assessment informing the work of the different regional partnerships, 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 Conwy & Denbighshire could be strengthened as at present there are few indications of data gaps, nor is there much reflection on data quality. The assessment currently only highlights gaps under sections on 'futures', transport, culture and emergent risks.

We would encourage you to develop a broader understanding of data gaps and to summarise these for all 36 'issues', perhaps extending the section on "what we and other people know" to include

- what we need to know over the short term for the assessment
- what we need 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 36 issues, 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.

Clearly there are already elements of your approach which show how the five ways of working have been considered as part of the process of assessment development:

Long term – through the use of long term data under the 36 issues

Involvement – through the consultation work undertaken

Collaboration – through the PSB project team and the stakeholder engagement

Prevention – through the discussion of early intervention

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

It is important for the PSB to give this greater consideration as you move to well-being planning. You will need to use the five ways of working to influence your choice of well-being objectives in the well-being plan and to demonstrate 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 element of the assessment could be strengthened; both the document and associated web based material would benefit from being 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 developed. 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 clear 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. The body of work so far, and particularly the way it has been managed and structured should enable the PSB to add to the assessment over time and develop a broader understanding of well-being in the Conwy Denbighshire area.

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

well-being goals – a more detailed understanding of the relationship between the 36 issues identified and the seven national well-being goals.

area and place – build on the 11 area profiles to provide a clearer indication of locality specific and spatial differences in well-being across the area

interpretation and significance of the data and broader context – more explanation of how the 36 issues identified through the data impact on well-being of individuals and communities and their significance *specifically* to Conwy & Denbighshire. This should include a broader context for some of the issues identified (see comments under point 5)

integration across themes – a greater focus on the inter-relationships between the data gathered for the 36 issues 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 Conwy & Denbighshire's role within the North Wales region

future trends – greater attention given to the potential impact of long term trends on well-being in Conwy & Denbighshire as a whole and in the 11 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 Conwy & Denbighshire

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 Conwy & Denbighshire Assessment and throughout the well-being planning process.