

Wrexham's Well-Being Assessment Summary

The Well-being of Future Generations Act

Wales faces some big challenges now and in the future. Things like poverty, economic issues, an ageing population and climate change. The *Well-Being of Future Generations Act (Wales) 2015* is a new law that aims to get public services and communities working together to tackle these challenges and improve the long-term future of Wales.

The Act sets out *seven well-being goals* covering things like employment, the environment, health, equalities, communities, culture, Welsh language, and our impact around the world:

The Seven Well-Being Goals for Wales	
1. A prosperous Wales	Where there is a strong economy, everyone has jobs and there is no poverty
2. A resilient Wales	Where we look after the natural environment and are prepared for environmental changes like floods
3. A healthier Wales	Where peoples' physical and mental well-being is looked after and everyone is healthy
4. A more equal Wales	Where everyone has an equal chance whatever their background or circumstances
5. A Wales of cohesive communities	Where communities are attractive, safe and well-connected and people live happily together
6. A Wales of vibrant culture and thriving Welsh Language	Where there are lots of opportunities to take part in different things, Welsh heritage is promoted and protected, and lots of people can speak Welsh
7. A globally responsible Wales	Where when we do things to improve Wales, we think about the impact on other people around the world

The Act, which is legally-binding for national government, local government, local health boards and other specified public bodies, details how these public bodies must work together to improve the well-being of Wales. It states that public bodies must produce a 'Local Well-Being Assessment', and use that assessment to set local well-being objectives and produce a 'Local Well-Being Plan', to improve the well-being of their area.

Public Services Boards, the partnership of organisations that provide public services across an area, are the driving force for delivering assessments and plans at a local level. In Wrexham County Borough the Public Services Board (PSB) includes the council, health services, fire and rescue services, Natural Resources Wales, the police, probation services, Glyndŵr University, Coleg Cambria, AVOW and Welsh Government.

This report provides a summary of the PSBs first part of that process - *Wrexham's Well-being Assessment*. The full version of Wrexham's Well-being Assessment is available at www.wrexhampsb.org/the-wrexham-we-want

Wrexham's Well-being Assessment

The assessment is based on data, research and consultation responses.

In Autumn 2016 the PSB launched 'The Wrexham We Want', the consultation process to support implementation of the Well-Being of Future Generations Act locally. The consultation asked everyone "what do you want Wrexham to be?" It also asked what might get in the way of this happening, and what public services and communities need to do to make this happen. The answers people gave to this and other consultations have been combined with other data gathered and research findings, to produce *Wrexham's Well-Being Assessment*.

The assessment outlines what is important to Wrexham. It highlights the challenges and the issues, the things that affect people and the things that people care about. It groups together the findings under each of the seven well-being goals. However it is recognised these are complex and overlapping issues, many of which contribute to more than one well-being goal, as detailed in Appendix 1.

The PSB will use the assessment to develop a plan to set out how everyone will work together to achieve well-being for the people and communities of the County Borough. However before the PSB develops the new '*Wrexham Well-being Plan*', they need to make sure the assessment has identified Wrexham's strengths and weaknesses and pinpointed the issues and challenges that local people really care about.

Therefore the next stage of 'The Wrexham We Want' consultation is to check the well-being assessment is right. When the PSB knows that 'Wrexham's Well-Being Assessment' has identified the things that really matter, it will develop a list of priorities for Wrexham (and check that you're happy with them); before developing a plan to improve them. *Wrexham's Well-Being Plan* will set out how everyone will work together to create 'The Wrexham We Want'.

Phase 1 - 'The Wrexham We Want' Consultation

The first phase of 'The Wrexham We Want' consultation was carried out during October and November 2016 to inform the Well-Being Assessment. Social media, surveys, market stalls, focus groups and workshops were used to gather people's thoughts on the seven well-being goals and people's aspirations for the County Borough, as well as views on what could get in the way of these being achieved and what public services and communities can do to make them a reality.

People were asked how strongly they agree that Wrexham is a place that reflects each of the seven well-being goals set out in the Act. They were asked to score each goal on a scale of 1 to 10, where 1 = strongly disagree and 10 = strongly agree. The results indicated that respondents feel Wrexham still has a long way to go to achieve each of the seven well-being goals. Being 'A Globally Responsive Place' was the goal Wrexham is perceived to be furthest from achieving (score 3.89) followed by being a 'Prosperous Place' (score 4.09) and being a 'Healthier Place' (also 4.09). Being 'A Place with a Vibrant Culture' (score 5.35) was the goal Wrexham is perceived to be nearest to achieving followed by being a 'Resilient Place' (score 5.17). However these goals still received low agreement scores overall.

Feedback gathered about people's aspirations for the County Borough was analysed to summarise the key future aspirations for Wrexham. Overall 44 future aspiration themes were identified. The table below highlights the future aspirations for Wrexham that came out as the top priorities overall, as they were identified by the greatest number of respondents:

Aspiration	Description	Frequency
Create a thriving town-centre	Regenerate town-centre, reduce empty shops, increase variety of shops, improve layout and have a mixed economy	218
Tackle and reduce anti-social behaviour	Including drink, drugs, begging and homelessness	91
Listen to and act on public opinion	Listen to the wants and needs of local people, take into account the interests of whole County Borough, improve/change, politicians, and political structures/processes	77
Make Wrexham attractive	Improve appearance and cleanliness	62
Provide more 'things to do'	Activities / events / festivals / cultural activities – and in particular for children and young people	47
Encourage community spirit and pride	Encourage community spirit, empowerment and a sense of pride	41
Improve public	Improve public transport - accessibility,	41

transport	availability and connections in and outside Wrexham	
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Wellbeing Goal 1 – A Prosperous Wrexham – *where there is a strong economy, everyone has jobs and there is no poverty.*

Key Challenges and Issues	What We Know and What You've Told Us
Improving education and school achievement	Although achievement in schools at Key Stage 4 (i.e. the final 2 years of high school) is improving in Wrexham, it is still below the Welsh average. In recent consultations some people expressed concerns about the quality of education in Wrexham, and suggested that there is a need for improvements to be made.
Tackling poverty and deprivation	A household is said to be in poverty if the total annual household income is below 60% of the average for Great Britain. It is estimated that around 26% of households in Wrexham are living in poverty, with more than 6,000 children living within these households.
Improving skills for employment	The working age population in Wrexham has qualification levels that are generally similar to the Welsh average, and have been improving year-on-year. Wrexham is slightly better than the national average at providing apprenticeships and work-based learning programmes for those aged 16-24.
Local employment opportunities	In terms of employment, Wrexham has a complex pattern of people commuting both into and out of the area for work. Average weekly wages for full time work in Wrexham are below the national average (at £486 compared to £540 per week which is the GB average). Significant numbers of people are employed in manufacturing and the public sector (both significantly higher than the national averages). There is concern about an over reliance on public sector employment, as continued financial pressures on public spending continue to put some of these jobs under threat. Employment was a significant concern to people in recent consultations.
Supporting small businesses	There are a high proportion of businesses in the area which are relatively small in size. It is estimated that 74% of businesses employ fewer than four people, and a further 14% employ between five and nine people. Since 2011 the number of small businesses in the area has increased by around 9%.

Key employment sector – social care and health	The health and social care sector provides over 10,750 jobs in Wrexham. However across North Wales there are significant difficulties in recruiting GPs and nurses – which is a concern for the future. There are also key changes which are likely to present challenges to the health sector; for example, ageing population, political decisions, and changing technology.
Key economic asset – Wrexham Industrial Estate	There are around 25 different industrial estates and business parks in Wrexham, of which Wrexham Industrial Estate is the largest. There are around 360 businesses providing employment for around 10,000 people in a range of business sectors (e.g. finance, automotive, engineering, food and drink). At the moment, more than £1 million a day is being invested into the Estate, and it is expected to create an additional 2,500 jobs over the next 3 years.
Key economic asset – HMP Berwyn	Along with the benefits which the construction of HMP Berwyn has already brought to the area (including £30 million spend on local businesses and employment opportunities for local people); there will be continued economic benefits from the prison once it opens (in Spring 2017). These include the opportunity to supply goods and services to the prison, as well as opportunities within the hospitality sector to provide accommodation and food services to prison visitors.
Key asset – Wrexham Glyndŵr University	Wrexham Glyndŵr University is the only university in North East Wales and plays a key role in Wrexham and the wider region. It is estimated that it contributes millions of pounds every year to the local economy. There are nearly 6,800 students at Glyndŵr, both local learners and those from around the world, which helps to bring in new ideas and talent, as well as promoting Wrexham as a place. Glyndŵr is the number one university in North Wales for students who achieve employment after graduation.
Wrexham Town-Centre	Wrexham is the largest town in North Wales, with a healthy mid-market retail offering, and the presence of a range of regional services (e.g. Wrexham Maelor Hospital and Glyndŵr University). In recent consultations people have expressed concern about the town-centre, and when asked for aspirations for Wrexham, by far the most commonly occurring response related to having a ‘thriving town-centre’. Changes in modern retail, the way people shop and wider economic changes mean that town-centre regeneration needs a different way forward. Public sector partners, local businesses and the wider community have worked together on a ‘town-centre masterplan’ which aims to address the need for a new town-centre heart with a diverse range of shopping, leisure, arts and cultural attractions.

Wellbeing Goal 2 – A Resilient Wrexham – *where we look after the natural environment and are prepared for environmental changes like floods.*

Key Challenges and Issues	What We Know and What You've Told Us
Protecting the natural environment and biodiversity creating resilience	The area of Wrexham has a diverse landscape with a number of outstanding areas (including Chirk Castle and the Glyn Ceiriog Valley). There are many areas of green space including seven country parks, two National Nature Reserves and 20 sites of Special Scientific Interest. Compared to other areas of Wales, the County of Wrexham is largely urban with small blocks of farm/woodland and some larger rural estates.
Protection from flooding	Across Wrexham there are 1,610 properties considered to be at risk of flooding, with the main sources of risk including river flooding, surface water flooding, sewer, ground water and ordinary watercourse flooding.
Supporting the rural economy	Farmers manage 75% of the total land in Wrexham, which has an impact on tourism, woodland management, food industries etc. In particular many of our areas of outstanding natural beauty (which are responsible for attracting visitors to the area) are maintained and managed by our farmers. The continuation of European funding currently received to support farming is unknown as a result of the recent Brexit vote.
Climate Change and reducing carbon emissions	The UK is using 17% less energy than it did in 1998, and more of the energy we are using is from renewable sources (that means any source of energy that occurs naturally and is not exhaustible, such as wind, solar, tidal and hydro power). Welsh Government has set targets to reduce carbon emissions by 3% every year, with public sector organisations being expected to lead by example. Carbon emissions from Council owned housing was reduced by almost 11% between 2014/15 and 2015/16.

Wellbeing Goal 3 – A Healthier Wrexham – *where peoples’ physical and mental well-being is looked after and everyone is healthy.*

Key Challenges and Issues	What We Know and What You’ve Told Us
Giving every child the best start	Whilst there has been a general downward trend over the last 20 years, the number of teenage conceptions in Wrexham is still slightly above the national average; as is the percentage of new born babies who are underweight, which can cause health problems in later life. There are more 5 year olds in Wrexham with missing or filled teeth than the average for Wales.
Encouraging healthy lifestyle choices	Only around a third of adults in Wrexham meet recommended levels of physical activity, and eat the recommended intake of fruit and vegetables. 42% of adults in Wrexham report that they drink more alcohol than the recommended guidelines. Wrexham is rated 2 nd in Wales for the number of referrals to health services related to substance abuse (including drugs and alcohol).
Tackling obesity	Almost 60% of adults in Wrexham are overweight or obese. More than 27% of 4-5 year olds in Wrexham are overweight or obese (1% higher than the Welsh average), with boys more likely to fall into this category than girls.
Supporting those with poor mental health	Around 11.6% of people in Wrexham report that they have been treated for a mental illness (slightly lower than the Welsh average of 12.1%). However the suicide rate in Wrexham is slightly higher than the average for Wales. Whilst there is no data available just for Wrexham, the number of assessments for children and young people who are self-harming has more than doubled over the last 3 years.
People living in isolation	The number of single person households in Wrexham has increased, and is predicted to increase further in the future, with the most significant increase being in the number of lone pensioner households. Living in isolation can have a detrimental impact on people’s health and well-being.
Supporting people living with dementia	Evidence shows that the number of people in Wrexham with dementia has increased over the last 5 years, and is predicted to rise by a further estimated 60% over the next 12 years. This increase is largely due to the growing number of older people in the population, and increased life expectancies.
Supporting carers	More than 15,000 people in Wrexham provide unpaid care; with almost 30% of these carers providing 50 or more hours of care per week, with the majority of these carers thought to be aged over 50. Consultation data suggests that people in Wrexham think that more needs to be done to support older people and their carers.
Longer life expectancy	Life expectancy for people in Wrexham continues to increase, however so does the number of people who suffer

	<p>with ‘chronic conditions’ (e.g. high blood pressure, diabetes and lung disease). As a large proportion of these conditions are experienced by older people, it is expected that the growing population of older people will result in significant increased demand on health and social care services in the future.</p>
Increasing pressure on the health service	<p>Many of the issues discussed elsewhere in this assessment, such as the ageing population, increasing number of carers, social isolation and living in deprivation, are increasing the pressure on health services. Whilst the number of people attending the Emergency Department at Wrexham Maelor Hospital has remained fairly constant, there has been a decline in the number of people who are seen within 4 hours. Data suggests that more needs to be done to ensure that people are not attending Emergency Departments, when they would be better treated elsewhere (e.g. GP Surgery).</p>
Emerging threats to health and well-being	<p>In thinking about the wellbeing of future generations, it is important to note the potential impact of new diseases (there have been 40 newly identified diseases in the last generation). In a world which is increasingly well connected (e.g. increased levels of international travel), there is also the increased ability for the spread of diseases (both old and new).</p>

Wellbeing Goal 4 – A More Equal Wrexham – *where everyone has an equal chance whatever their background or circumstances*

Key Challenges and Issues	What We Know and What You've Told Us
Growing up with deprivation	In general, those pupils who receive free school meals (i.e. those families on the lowest income) don't achieve as well in school as those who don't receive free school meals. This attainment gap is bigger in secondary school pupils than primary.
Ability to support those in housing need	There are more than 13,000 dwellings in the social housing sector in Wrexham (i.e. provided by the Council or housing associations); however there is a shortage of one-bedroom properties available, which has the biggest impact on some of the most vulnerable people in society (e.g. those with mental health issues and veterans). A significant decrease in the social housing stock over the last 25 years has meant that criteria for eligibility have become more stringent. Comparing average house prices with average wages in Wrexham seems to show that entering the housing market as a homeowner is well out of the reach of the average household. Consultation findings show that people are concerned about homelessness and also about the availability of affordable housing in Wrexham.
Tackling fuel poverty	Households are considered to be in fuel poverty if they have to spend more than 10% of their household income on fuel to keep their home in a 'satisfactory' condition. National research shows that those most effected by fuel poverty are pensioners living alone (that is approximately 13.5% of the population of Wrexham), and single parent households (approximately 7% of the population of Wrexham).

Wellbeing Goal 5 – A Wrexham of Cohesive Communities – *where communities are attractive, safe and well connected, and people live happily together.*

Key Challenges and Issues	What We Know and What You've Told Us
Transport and road safety	Geographical access to key services forms part of the Welsh Index of Multiple Deprivation (including: pharmacies, GP's, schools, libraries, leisure centres, post offices and shops). It is estimated that there are around 8,000 people in Wrexham who live in areas amongst the 10% most deprived in Wales (for access to services). Consultation tells us that people are dissatisfied with their current access to public transport, and also feel that the conditions of roads around Wrexham are poor.
Growth of new technology	The areas of Wrexham and Flintshire have a lower internet take-up than the national average. It is estimated that only 80% of premises in Wrexham can receive reliable 3G coverage from all 4 main mobile providers, with no areas receiving reliable 4G coverage for all providers.
Meeting housing needs	The number of new homes being created in Wrexham is falling below what Welsh Government predicts we will need to meet future needs. The biggest increase is in the private rental sector, as there has also been a reduction in the availability of social housing. The type of housing required needs to reflect the trends in population (e.g. single person households and smaller families).
Tackling domestic abuse	Whilst it is widely accepted that many incidents of domestic abuse go unreported, in 2015/16 there were 380 domestic crimes with violence reported. Over 50% of these cases involved children under 16 in some way. There were also 280 sexual offences recorded in the same period. Around 80% of victims in both categories were women.
Drug abuse and anti-social behaviour	Drug abuse is sometimes visible in public places and is of concern to the public. Consultation results tell us that the public of Wrexham are concerned about reducing crime and the fear of crime, with many people suggesting the substance misuse has a significant role to play in this issue. People have expressed particular concern about the prevalence of substance misuse and antisocial behaviour in the town-centre.
HMP Berwyn – community integration	HMP Berwyn will take its first prisoners in February 2017, and be at full capacity in February 2018. Whilst the prison itself will be operated by the public sector, around a third of services will be outsourced, including health and education services. The location of a prison in Wrexham will make the logistics of prison visits easier for the family and friends of offenders across North Wales, and could have positive well-being impacts for these visitors and the prisoners.
Volunteering	The umbrella organisation for the voluntary sector in Wrexham is called the Association of Voluntary

	Organisations in Wrexham (AVOW). In 2014/15 AVOW identified placements for 358 volunteers, and provided training courses for nearly 200 participants. They also awarded certificates to recognise over 6,000 hours of volunteering activity. In 2012/13, the Office for National Statistics estimated that volunteering contributes about £24bn to the UK economy every year.
Community spirit, empowerment and a sense of pride	Recent consultations have shown that the public feel that more needs to be done to encourage people to get on better within their communities, and to empower communities to take action and take more pride in where they are from. As well as this, people felt that as members of their community they could volunteer more, and play a more active role in making improvements to their own lives, and people around them.
Making Wrexham attractive	Recent consultations have shown that people feel it is very important to make Wrexham more attractive – including keeping it clean and tidy. A large number of concerns related to the town-centre, although people felt that if the County Borough as a whole was made more attractive (and maintained more effectively) it could do more to attract visitors to the area, and inspire a greater sense of pride amongst Wrexham residents.

Wellbeing Goal 6 – A Wrexham with a vibrant culture and thriving Welsh Language – *where there are lots of opportunities to take part in different things, Welsh heritage is promoted and protected, and lots of people can speak Welsh*

Key Challenges and Issues	What We Know and What You've Told Us
Promoting the Welsh Language	It is estimated that just under 13% of the population in Wrexham speaks Welsh (the average for Wales is 19%), with the highest levels being found in rural areas of the county. In the 2015/16 school year, 8 out of 59 primary schools were first language Welsh or bilingual schools; and only 1 of the 9 secondary schools provided Welsh medium education.
Supporting tourism	Over recent years the levels of tourism in Wrexham have significantly increased. Tourism assets include: the Pontcysyllte Aqueduct (with its World Heritage Status), and sites such as Erddig Hall, Chirk Castle, St. Giles and the Overton Yew Trees, and industrial heritage sites such as Minera Quarry, Brymbo, Glyn valley Tramway Trust and the resources of Wrexham County Borough Museum and archive. It is estimated that the County Borough attracted over 1.86 million visitors in 2015, and that tourism brought around £11.9 million into the local economy.
Thriving culture	National evidence suggests that access to the arts and cultural activities can have a positive impact on: individual wellbeing, community wellbeing, education and the economy. In Wrexham, it is estimated that around 2,450 people are employed in this sector. Having more activities and things to do was highlighted by many people in recent consultations.

Wellbeing Goal 7 – A Wrexham which is Globally Responsible - *where when we do things to improve Wrexham, we think about the impact on other people around the world*

Key Challenges and Issues	What We Know and What You've Told Us
Promoting recycling and reducing waste	Around 80,000 tonnes of everyday household waste is generated in Wrexham every year. 56.4% of this waste was recycled in 2014/15 (which is just higher than the Welsh average). Whilst recycling rates have improved significantly over the last 10 years (when recycling rates were only around 14%), there is further work to be done for Wrexham to meet its target of 70% recycling.
Energy and carbon emissions in housing and transport	There has been considerable investment in the energy efficiency of Council owned homes, as well as improvements for others through other schemes designed to improve energy efficiency and tackle fuel poverty. The forthcoming Local Development Plan will set out a framework for building communities which reduce energy demands. Public sector partners continue to work together to identify a sustainable travel plan for Wrexham, which will meet the needs of the area over the next thirty years.

The Future of Public Services in Wrexham

The Well-being of Future Generations Act outlines five key ways of working for public service organisations, these are:

- Prevention
- Involvement
- Long-term
- Integration
- Collaboration

Public service organisations will look to improve their performance in these areas; however in Phase 1 of 'The Wrexham We Want' consultation we asked people to state how well they feel that public service organisations currently practice each of these. The results indicate that people feel that all PSB partners have a long way to go to achieve these ways of working.

In particular Phase 1 of 'The Wrexham We Want' highlighted a concern that public service organisations need to do more to listen to, and act upon, public opinion.

In terms of general satisfaction with public services, the data available seems to show that generally there appears to be an improvement in satisfaction with public services; however there are some concerns with satisfaction with Council services.

Expectations of, and demands on public services continue to rise, and are expected to increase in coming years. In times of continuing austerity (and spending cuts for public service organisations) the population of Wrexham continues to grow, people are living longer and key services are expected to deliver continually improving outcomes.

Appendix 1

Prosperous (1)		Resilient (2)		Healthier (3)		More equal (4)		Cohesive (5)		Culture (6)		Global (7)				
<u>Wellbeing Goal 1 - Prosperous</u>										1	2	3	4	5	6	7
1	Improving education and school achievement															
2	Tackling poverty and deprivation															
3	Improving skills for employment															
4	Local employment opportunities															
5	Supporting small businesses															
6	Key employment sector – social care and health															
7	Key economic asset – Wrexham Industrial Estate															
8	Key economic asset – HMP Berwyn															
9	Key economic asset – Wrexham Glyndŵr University															
10	Wrexham Town Centre															
<u>Wellbeing Goal 2 - Resilient</u>										1	2	3	4	5	6	7
1	Protecting the natural environment and biodiversity creating resilience															
2	Climate change and reducing carbon emissions															
3	Protection from flooding															
4	Supporting the rural economy															
<u>Wellbeing Goal 3 - Healthier</u>										1	2	3	4	5	6	7
1	Giving every child the best start															
2	Encouraging healthy lifestyle choices															
3	Tackling obesity (including childhood obesity)															
4	Supporting those with poor mental health															
5	People living in isolation and their access to services															
6	Increase in the number of people living with dementia															
7	Supporting carers															
8	Healthy life expectancy for all															
9	Increasing pressure on the health service															
10	Emerging threats to health and well-being															
<u>Wellbeing Goal 4 – More Equal</u>										1	2	3	4	5	6	7
1	Growing up with deprivation															
2	Ability to support those in housing need															
3	Tackling fuel poverty															
<u>Wellbeing Goal 5 – Cohesive Communities</u>										1	2	3	4	5	6	7
1	Transport and road safety															
2	Growth of new technology (including internet access and social challenges such as cyber bullying)															
3	Housing and the increasing reliance on renting in the private sector															
4	Tackling domestic abuse															
5	Impact of drug abuse and anti-social behaviour															
6	Integration of HMP Berwyn															
7	Volunteering															
8	Community spirit, empowerment and a sense of pride															
9	Making Wrexham attractive															
<u>Wellbeing Goal 6 – Vibrant culture and thriving Welsh language</u>										1	2	3	4	5	6	7
1	Promoting the Welsh language															
2	Supporting tourism															
3	Thriving culture															

<u>Wellbeing Goal 7 – Globally Responsible</u>		1	2	3	4	5	6	7
1	Promoting recycling and reducing waste							
2	Energy and carbon emissions in housing and transport							