

The Wellbeing Assessments For North Wales

VOLUME 2

# LLESIANT

SPRING 2022



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WREXHAM

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GWYNEDD

Glyndŵr University Press  
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## LLESANT

This magazine is a new and exciting collaborative project between Wrexham Glyndŵr University and Wrexham, Flintshire, Conwy & Denbighshire, Anglesey & Gwynedd Joint Public Service boards. Designed and Illustrated by 2022 Level 5 Graphic Design and Illustration students from the Faculty of Art, Science and Technology - FAST

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# In Wales, we are doing things differently.

We have a law that helps us all work together to improve our environment, our culture, our society, and our economy. For people, for our planet, for now and for our future. This is called the Wellbeing of Future Generations Act.

**There are 7 connected wellbeing goals for Wales:**



A Prosperous Wales



A Resilient Wales



A More Equal Wales



A Healthier Wales



A Wales of Cohesive Communities



A Wales of Vibrant Culture & Thriving Welsh Language



A Globally Responsible Wales

This is about ensuring that future generations have at least the same quality of life as we do now. The Act provides for better decision-making.

These five approaches are often referred to as:

## The five ways of working

- Take account of the long-term
- Help to prevent problems occurring or getting worse
- Take an integrated approach
- Take a collaborative approach
- Consider and involve people of all ages and diversity



There are several public bodies who are subject to the Act, including, Welsh Ministers, local authorities, local health boards, national park authorities, fire and rescue services, National Museum of Wales.

Each public services board must assess the state of wellbeing in their area - a wellbeing assessment. This wellbeing assessment is then used as a basis to develop the area's wellbeing plan.

## How we're taking this forward

We have developed the North Wales Research and Insight Partnership. The Partnership came to fruition in 2021 with a vision to collaboratively shape the North Wales we want to live in now and in the future by using evidence, insight, and two-way engagement to understand the challenges and opportunities, and co-produce approaches to address and harness them locally and regionally.

Alongside this, as a North Wales Public Services Board collective, we have recently been successful in becoming one of the Public Services Board Clusters to receive support from the Co-production Network for Wales for the next five years through the National Lottery Community Fund. This is to ensure we miss no opportunity to add value to our work through the effective application of the values, principles, and tools of co-production.

Co-production is about sharing power and responsibility between those who receive and those who deliver services: a shift from doing things for people, to with people - working together as equal partners. It is closely aligned with the 'involvement principle' of the Act, and integral if we are to make a lasting and sustainable impact to wellbeing outcomes for people and communities across our region.

# Wrexham

## Environment

- Climate change is the defining issue of our time.
- The ten communities that are at most risk of flooding are: Cefn Mawr-Acrefair, Wrexham, Bangor-is-y-Coed, Chirk, Rhosllanerchrugog, Llan-y-pwll, Penycae, Glyn-Ceiriog, Rossett and Burton, and Gwersyllt.
- **9.4%** of Wrexham County Borough has woodland cover – well below the national average (**14%**).
- Emissions in Wrexham County Borough have decreased since **1990**, although the rate of this reduction has slowed.
- There has been very little change in emissions from domestic and transport activity.



**Wrexham County Borough** is in the north-east of Wales. With a population of nearly **135,000**, the county borough has **68** schools. Over a third of employment is in the public sector, with manufacturing also important - Wrexham Industrial Estate, for example, is one of the largest in Europe.

## Culture

- **34%** of adults in Wrexham County Borough participate in sport on 3 or more occasions a week.
- **69%** of adults attended or participated in arts, culture, or heritage at least 3 times a year.
- Participation is higher in families with a child (5-10) and where one member of the household already engages in cultural activities.
- **74%** of people volunteer formally or informally.
- **89%** of people in Wrexham spent time outside recreationally. This is consistent across the age profile. If someone has a child under 16 in their household, the percentage increases to **93%**.
- **26.7%** of Wrexham County Borough's population speaks Welsh.

## What can we do?

- Retaining, protecting, promoting, and improving access to green space.
- Promoting and improving re-use and recycling.
- Educating and promoting the benefits of a good environment, leading by example.
- More community events.
- More support for the Welsh language.
- Recognition and support for other cultures
- Promoting local and Welsh history and culture



## Society

- Wrexham's population is expected to decrease by **1.5%** up to **2028** and Wrexham County Borough is the only local authority area in Wales where migration is not projected to add to our population between **2018-2028**.
- Wrexham County Borough will experience the biggest decrease across Wales in the number of children and young people (0-15 years old) - down **8.6%**.
- We will experience an increase in the number of people who are 65 years or older.
- Life expectancy is increasing - demand for health and social care is going to increase.
- **19%** of children in North Wales who are 10+ years old have mental health problems. This is higher than the Welsh average of **14%**.



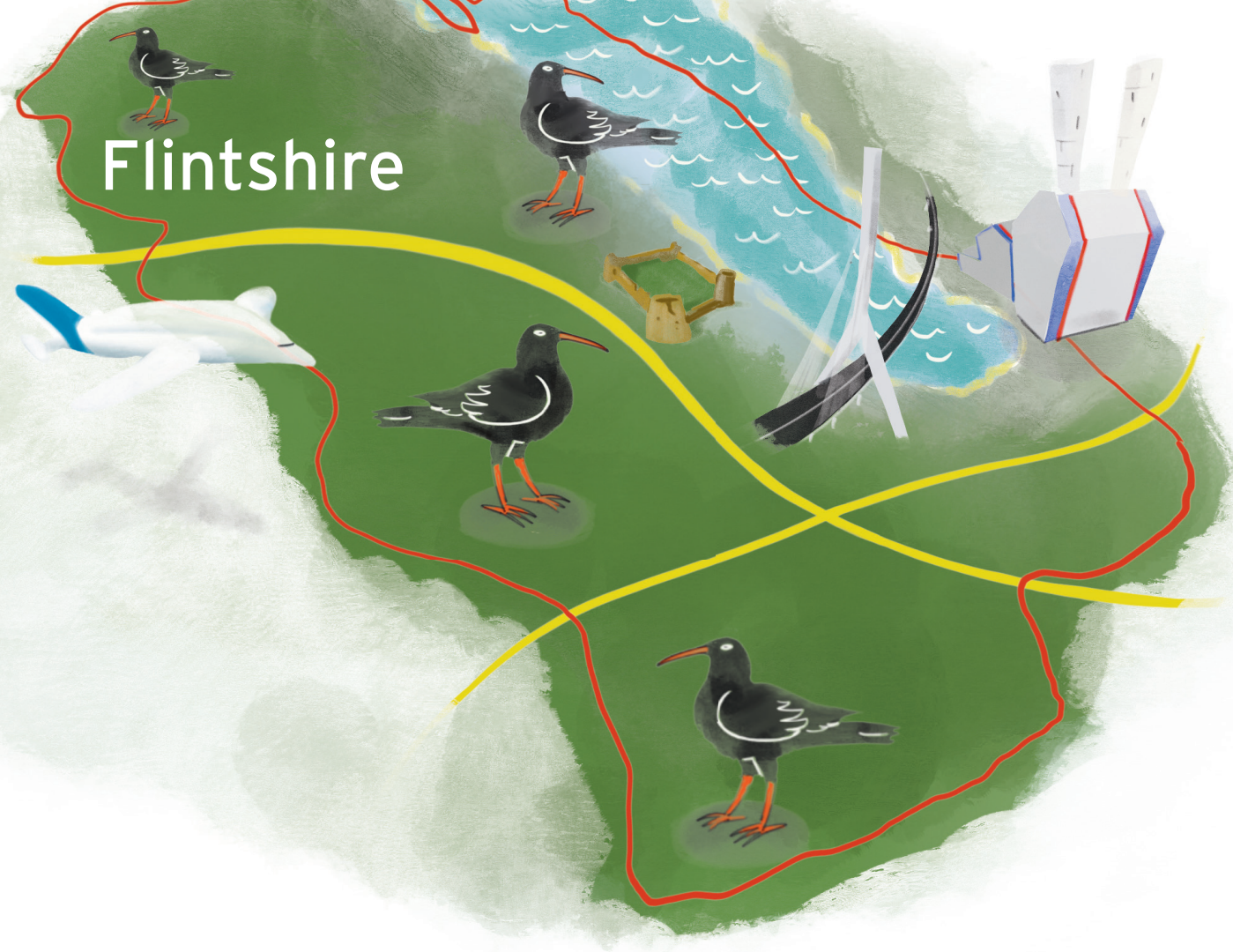
## Economy

- Manufacturing, retail trade, and human health and social work are the sectors which employ the most people in Wrexham County Borough.
- Wrexham County Borough has one of the highest rates of productivity in Wales.
- The accommodation and food sectors have been most negatively affected by Covid-19.
- The agricultural and food, automotive, steel and manufacturing, and tourism sectors have been hardest hit by Brexit.
- There are 6 Lower Layer Super Output Areas in Wrexham County Borough that are in the **10%** most deprived in Wales.
- For four of the types of deprivation (employment, education, health, and community safety), there is a clear relationship between being in a low-income area and being in areas with other worse outcomes.
- Households with a disabled person in the household, and people from Black, Asian and minority ethnic groups are at risk of income poverty.

## What can we do?

- Provide opportunities for more community projects and events.
- Investing more in improving community cohesion, including using education.
- In Wrexham County Borough, the current medical model of mental health service delivery may be preventing further opportunities to co-produce community-based and accessible mental health service.
- Improving the look, feel and layout of Wrexham Town Centre.
- Providing support, advice, training, and opportunities appropriate to their needs.
- Supporting and encouraging business and industry.
- Ensuring good job opportunities.

# Flintshire



**Flintshire** is a county in North East Wales. It borders with Denbighshire, Wrexham County Borough and Cheshire, England.

In **2019**, it had a population of **156,000** and this is projected to increase in coming years. Manufacturing is key locally, making up over **28%** of Flintshire's employment.

## Interconnections and root causes



8 FLINTSHIRE

The four pillars of wellbeing:

- **Society**
- **Economy**
- **Culture**
- **Environment**

These are intertwined and inevitably there are interconnections. To help identify opportunities to improve wellbeing in Flintshire the Wellbeing assessment sought to identify interconnections and root causes.

This identified three main areas:

- **Inequalities**
- **Social determinants of health**
- **Adverse childhood experiences**

These themes, along with the broader findings of the assessment, will be a key consideration as Flintshire's Wellbeing Plan is developed.





## Society

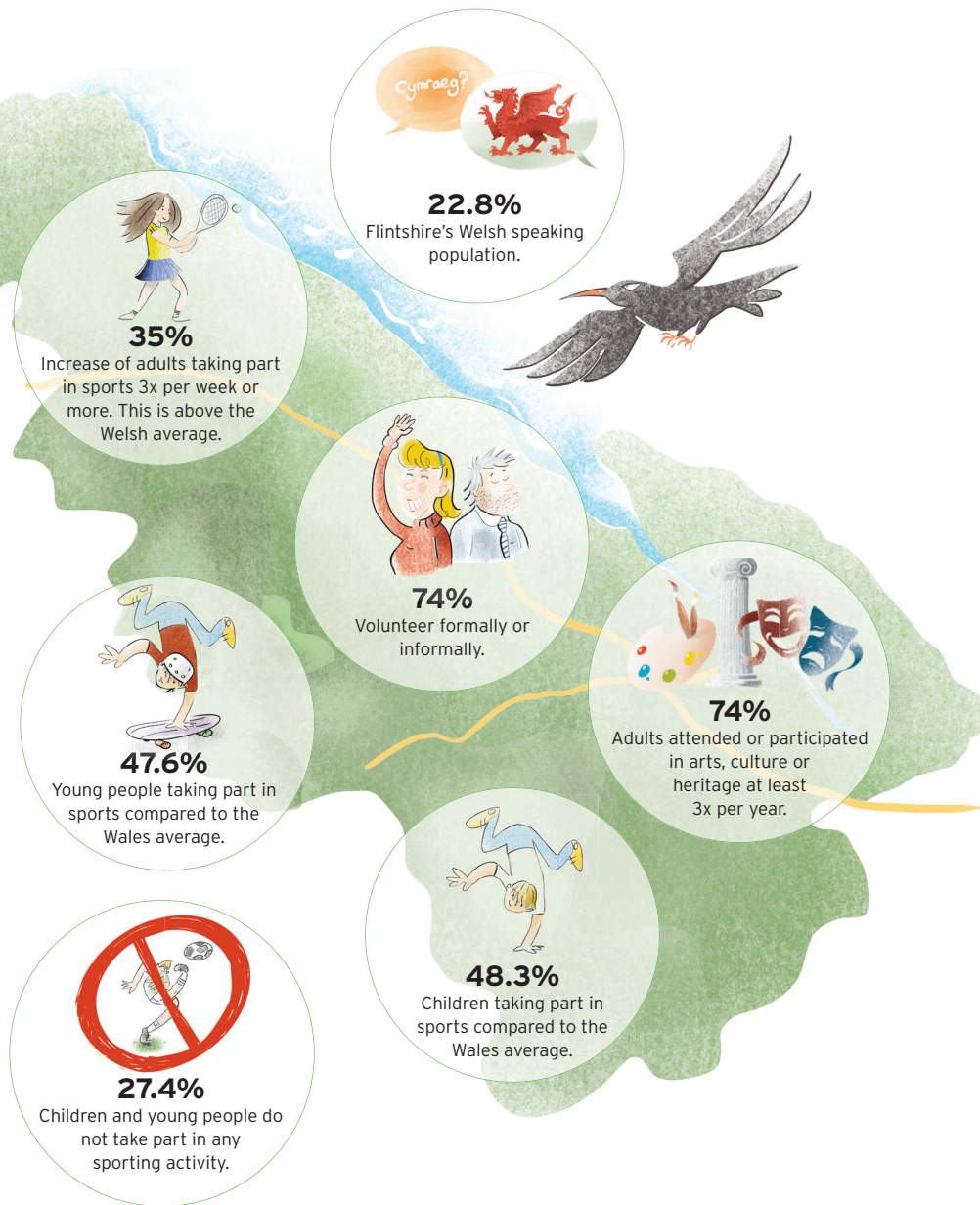
- From **2019** the resident population in Flintshire was **156,100**.
- In Flintshire, during the period up to **2028**, the population is expected to increase by **2.1%**.
- During the period up to **2028**, Flintshire will see a small decrease in the number of children and young people, 0-15 year olds.
- Projections indicate an ageing population up to **2043**.  
**Life expectancy is increasing.**
- Childcare in Flintshire is well located, reliable and of good quality with some recognised gaps and pressures.
- Demand for health and social care is going to increase and the number of children becoming looked after is increasing.
- Females in Flintshire have a higher life expectancy than men. Women are in ill-health longer.  
**Mental wellbeing of children and young people may become a growing concern.**

## Economy

- Manufacturing, retail trade, health and social work are the sectors that employ the most people in Flintshire.
- Between **2001** and **2019** Flintshire saw a **2%** increase in the number of jobs.
- The COVID-19 pandemic and Brexit have short, medium and long term implications for the economy which will affect wellbeing.
- Three Lower Layer Super Output Areas in Flintshire feature in the **10%** most deprived in Wales.
- In North Wales the most redundancies notified following COVID-19 were in the manufacturing, accommodation and food services sectors, with Flintshire significantly affected.
- Unemployment has fallen - the proportion of people unemployed in Flintshire from October **2021** was **3.9%**.  
**Trends indicate increasing living costs, squeezed living standards and high rates of in work poverty, amongst others.**



## Culture



## Environment

- Climate change is one of the defining issues of our time.
- North Wales can expect to see more intense rainfall and flooding as well as hotter and drier summers.
- Citizens and stakeholders have made it clear that they are concerned about flooding and coastal erosion. Managing the existing and future risk within the Dee catchment is key.
- There are a number of communities at risk of flooding in Flintshire with some identified as preliminary significant flood risk areas.
- Flintshire's woodland cover is **9.8%**, well below the national average of **14%**.
- In Flintshire there is pressure on how land is used.
- Flintshire supports a rich variety of ecosystem types.
- The majority of the protected sites in the region are in below standard condition.
- Emissions in Flintshire have decreased since **1990**, although the rate of this reduction has slowed.



# Conwy & Denbighshire

"Conwy and Denbighshire have a joint Public Service Board to work together on shared goals across the two counties. Conwy County Council is within the North-west of Wales, Denbighshire County Council is a neighbouring county towards the North-east. Conwy is estimated to have a population of **118,200** people and Denbighshire over **96,000**. Combined the two counties have **120** schools in the area. In Conwy, the proportions of employment in tourism related sectors are high and within Denbighshire this is true for accommodation and food services."

## Environment

The total woodland cover in Conwy and Denbighshire is **14.5%** which is equivalent to the Wales average.

Conwy and Denbighshire have a relatively high proportion of their woodland designated as Ancient Woodland, estimated at **30%**.

Around **22%** of land across Conwy & Denbighshire are protected sites, designated for natural conservation.

Over **34,000** properties in the Conwy and Denbighshire PSB area are currently at some level of flood risk; this number is almost certain to increase as climate accelerates.



Designated  
Ancient  
Woodland

# Culture

The proportion of people aged over 65 has increased in Conwy from **24.3%** in **2010** to **27.9%** in **2020**. The proportion of people aged over 65 has increased in Denbighshire from **20.9%** in **2010** to **24.3%** in **2020**.

(HMRC) data shows that there are **4,061** children in Conwy County Borough and **3,560** children in Denbighshire who are living in poverty. This is **19.1%** and **18.4%** respectively of all children in families which are eligible for child benefit, and is slightly below the average for Great Britain.

There is a difference of 12 years of healthy life expectancy for males in Denbighshire's most deprived areas when compared to the least deprived (the widest gap for the whole of Wales), and **6.5** years for women. The gap for men in Conwy is **6.9** years and **5.2** for women.

Just over **10%** of people in both counties experienced hunger because they did not have enough to eat, mainly due to struggle or worry; **5%** were hungry.

Crime and incident data from North Wales Police shows that domestic crime increased by **15.2%** in Conwy during **2020** to **2021** (2,255 incidents, up from **1,957** during **2019** to **2020**). In the same period, domestic crime increased by **15.2%** in Denbighshire (**2,122** incidents, up from **1,871** during **2019** to **2020**).



By 2039 those aged 65 and over will make up 33% of the population, those aged 25 will make up only 23%

# Society

## Education

The attainment gap between those receiving free school meals and those who don't is over **29%** in both areas (**28%** compared to **57%**). The all-Wales attainment gap is **32%** (for Key Stage 4).

Overall, our last assessment showed that both Conwy County Borough and Denbighshire had attainment levels several percentage points below the Wales level. Conwy County Borough's levels are lowest of the two, though have seen a 3 percentage point improvement since **2012** whereas Denbighshire levels have stayed around the same.

## Jobs

There are approximately **81,000** PAYE jobs within the area (**41,000** in Conwy County Borough and **40,000** in Denbighshire) and **95,200** working residents (**51,700** in Conwy and **43,500** in Denbighshire).

We have a skilled and educated workforce with **36%** of people either having a NVQ level 4, degree or higher.

The current employment rate is higher than it has been for a while and likely to stay higher, particularly in more deprived areas, for the short term.

## Identity

More people say they can speak Welsh than the average across Wales (Wales average was **29.1%**, Conwy County Borough at **41%** and Denbighshire **31.9%**).

As is the case nationally, more people say they can understand spoken Welsh than those that can read and write in Welsh.

The current employment rate is higher than it has been for a while and likely to stay higher





# Economy

## Tourism

Estimated that tourism brought in around **£1.28** billion to the local economy in **2019** (**£996.18** million to Conwy County Borough and **£552.35** million to Denbighshire).

The two counties are estimated to have attracted over **15** million visitors in **2019** (**9.79** million to Conwy County Borough and **5.99** million to Denbighshire).

## Connectivity

**3.27%** of areas in Conwy had speeds of 10 megabits per second (mbps) or below. Denbighshire had **4.34%** of areas with 10mbps or below - below 10mbps is considered to be very poor.

## Household

Notwithstanding some limitations to the latest data we have about fuel poverty at a local level, as at **2018**, **12%** of households in both Conwy and Denbighshire are considered to be in fuel poverty.

In Conwy County Borough the average house price is currently **6.8** times the average household income of **£29,450** and 11.7 times the lower quartile household income of **£17,200**.

In Denbighshire the average house price is currently **6.4** times the average household income of **£28,100** and **11.1** times the lower quartile household income of **£16,300**.



Tourism is estimated to have brought in around **£1.28** billion to the local economy



## Environmental



**11,285 properties in Gwynedd are currently at risk of flooding.**

The communities of Porthmadog, Tremadog, Bangor, Pwllheli, Dolgellau, Bala, Fairbourne and Tywyn have been identified as being at high risk of flooding.

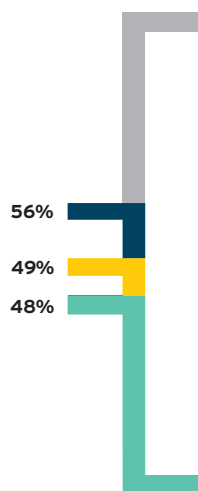


**2,826 properties in Anglesey are currently at risk of flooding.**

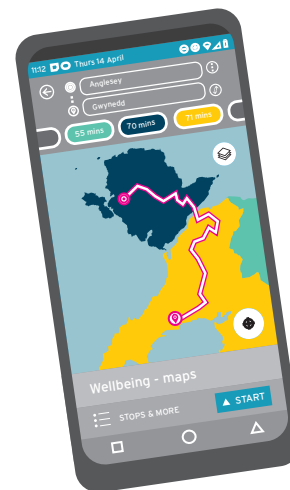
The community of Llangefni has been identified as being at high risk of flooding.



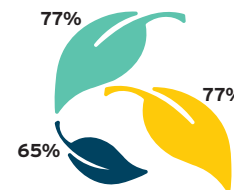
## Cultural



In 2018, 56% of Anglesey's children and 49% of Gwynedd's children were participating in a sporting activity 3 or more times a week compared to 48% in Wales.



Return public & private travel time to a sports facility is higher in both **Gwynedd** & **Anglesey** compared to the rest of **Wales**.



Proximity to accessible natural green space is the same for **Gwynedd** and the whole of **Wales** at 77%. Whilst, in **Anglesey** this figure is lower at 65%.



# Economics

## Percentage of households priced out of the market.



Households priced out of the market in Wales as a whole.



Households in Anglesey priced out of the market.

- The highest percent in Lligwy & Twrcelyn (69%).
- The lowest percent in Caergybi & Ynys Cybi (55%).

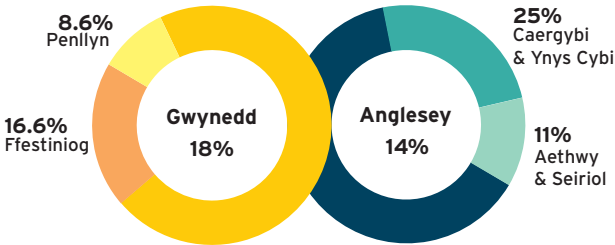


Households in Gwynedd priced out of the market.

- The highest percent in Llyn (69%).
- The lowest percent in Penllyn (41%).



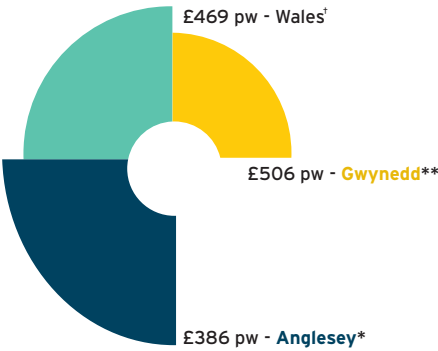
## Primary school pupils claiming free school meals (2020)



In 2020, 18% of primary school pupils in **Gwynedd** claimed free school meals with the **highest percentage** in Ffestiniog (16.6%) and **lowest** in Penllyn (8.6%).

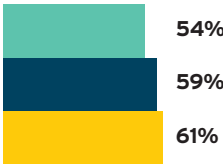
In 2020, 14% of primary school pupils in **Anglesey** claimed free school meals with the **highest percentage** in Caergybi & Ynys Cybi (25%) and **lowest** in Aethwy & Seiriol (11%).

## Median weekly wage



<sup>†</sup>Whole of Wales  
<sup>\*</sup>16% lower than<sup>†</sup>  
<sup>\*\*</sup>27% higher than<sup>†</sup>

## Companies that remain in business for at least 3 years or more.



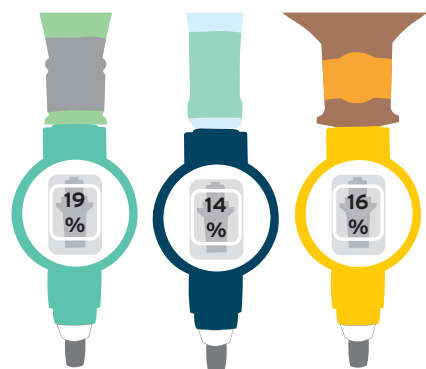
## Annual income available to spend after costs for home and taxes.



\*£266 (More than rest of Wales)  
\*\*£1,322 (Less than rest of Wales)



## Social & Health



### Weekly alcohol consumption

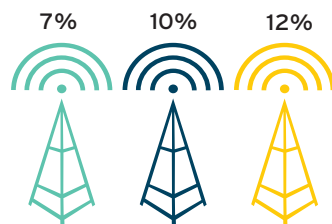
In **Gwynedd** 16% of the population consume more than 14 units of alcohol a week. In **Anglesey** it's 14%. Each county consumes less than **Wales** as a whole, at 19%.



### Crime

In **Anglesey**, Caergybi and Ynys Cybi has the highest crime rate while Talybolion has the lowest.

In **Gwynedd**, Bangor has the highest crime rate while Tywyn has the lowest.



### Broadband connectivity

Figures from 2019 show that 12% of **Gwynedd** and 10% of **Anglesey's** population have a higher percentage of broadband unavailability at 30Mb/s when compared with **Wales** as a whole (7%).

## Population characteristics



### Life expectancy in both Anglesey & Gwynedd is higher than Wales as a whole.

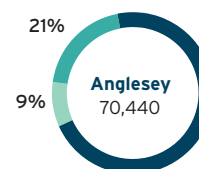
Over the next 20 years a large increase of 48% is expected in the older population (75 years+). A decrease is anticipated in all other age groups.

### Welsh speaking population

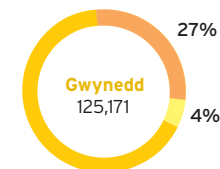
The proportion of Welsh speakers in **Anglesey** is 57%, which is much higher than the percentage for **Wales** (19%) but lower than **Gwynedd** (65%).



### Population statistics



- Anglesey population
- Highest percentage Canolbarth Môn & Llifon
- Lowest percentage Talybolion



- Gwynedd population
- Highest percentage Caernarfon
- Lowest in Penllyn (4%)

