



Prestatyn Town Council

Well-being of Future Generations

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INTRODUCTION

Wales faces a number of challenges now and in the future, such as climate change, poverty, health inequalities and jobs and growth. To tackle these, the Well-being of Future Generations Act has been introduced to ensure that relevant public bodies work together to achieve Seven Well-being Goals.

The Seven Well-being Goals

A prosperous Wales.	An innovative, productive and low carbon society which recognises the limits of the global environment and therefore uses resources efficiently and proportionately (including acting on climate change); and which develops a skilled and well-educated population in an economy which generated wealth and provides employment opportunities, allowing people to take advantage of the wealth generated through securing decent work.
A resilient Wales.	A nation which maintains and enhances a biodiverse natural environment with healthy functioning ecosystem that support social, economic and ecological resilience and the capacity to adapt to change (for example climate change).
A healthier Wales.	A society in which people's physical and mental well-being is maximised and in which choices and behaviours that benefit future health are understood.
A more equal Wales.	A society that enables people to fulfil their potential no matter what their background or circumstances (including their socio economic background and circumstances).
A Wales of cohesive communities.	Attractive, viable, safe and well-connected communities.
A Wales of vibrant culture and thriving Welsh language.	A society that promoted and protects culture, heritage and the Welsh language, and which encourages people to participate in the arts, and sports and recreation.
A globally responsible Wales.	A globally responsible Wales. A nation which, when doing anything to improve the economic, social, environmental and cultural well-being of Wales, takes account of whether doing such a thing may make a positive contribution to global well-being and the capacity to adapt to change (for example climate change).

Reference; National Assembly for Wales Senedd Research - www.assembly.wales/research
Research Briefing: The Well-being of Future Generations Act
<https://www.assembly.wales/research%20documents/18-033/18-033-web-english.pdf>

Conwy and Denbighshire Public Service Board

The Act is all about improving the social, economic, environmental and cultural well-being of Wales and requires that Wales' public bodies think more about the long-term, work better with people, communities and each other, look to prevent problems occurring and take a more joined-up approach which will help us to create a Wales that we all want to live in, now and in the future.

Under the Act, Public Service Boards have been established in each of the 22 Welsh counties comprised of senior representatives of the larger public bodies operating in the area.

Conwy and Denbighshire County Councils have established a Joint Public Service Board for the two counties.

Initially each Board was required to undertake an assessment of their area and then determine local priorities with actions to achieve the seven Wellbeing Goals.

The Public Service Boards Well-being Assessment for Prestatyn is;

A prosperous Wales.

Prestatyn's economy is characterised by many [small businesses](#) and strong business networks. Major employment sectors are in the Public sector (2538), Wholesale and retail trade (1202), Construction (610), Accommodation and Food (591) and Manufacturing (587). [Tourism](#) has a strategic significance to the local economy bringing revenue to the area through retail trade, accommodation and food spend. There are a number of long standing [tourism](#) assets such as the beaches, golf, walking and cycling opportunities, accommodation offer and holiday parks at Presthaven sands and Pontyns. Leisure and [tourism](#) facilities have also enjoyed substantial investment in recent years with major redevelopment of the SCALA, [NOVA](#) and [North Wales Bowls Centre](#) all benefiting.

In recent years retail too has seen significant investment with a new retail park opening in the town. Some concerns were raised about the potential impact on high street shops but the data shows that despite an initial increase in vacant town centre properties to 10% this has subsequently improved to under 7% in 2015 which was the lowest level since 2010 and well below the national average.

When estimates of income and [deprivation](#) are considered we see that Prestatyn is a mixed community with some areas (Prestatyn East and Prestatyn Central 1) having higher median household incomes than Denbighshire, and others (notably Prestatyn Central 2) having lower. Like the county as a whole, incomes reduced during the financial crisis of 2008 onwards and have yet to return to pre-crisis levels. Unemployment in Prestatyn is low compared to other parts of the UK.

Education and skills are a crucial enabler of prosperity. The Prestatyn & Meliden Area has 4 English medium primary schools: [Bodnant Community Primary](#), [Ysgol Penmorfa](#), [Ysgol Clawdd Offa](#) and [Ysgol Melyd](#); and a Welsh medium primary school [Ysgol Y Llys](#). The area is also home to an English medium secondary school [Prestatyn High](#). In common with other Denbighshire secondary schools, Prestatyn high school has seen significant improvement in recent years but there is now concern that the pace of improvement is not keeping up with that of other areas. It now performs relatively poorly in terms of the percentage of pupils achieving the core subject indicator at both Key Stage 4 and Key Stage 3.

Skills are more difficult to measure skills in the working age population, but we can see from the 2011 census that Prestatyn had a smaller proportion of the [work force with higher qualifications](#) (NVQ level 4 and above) and a larger proportion of people with no qualification when compared to England. Participants in the community conversation suggested that a diverse range of education opportunities should be developed are to

	meet a growing need for a hands on, practical skilled workforce. There was also an expectation of growth in the creative industries.
A resilient Wales.	The Prestatyn Area contains a number of significant sites of natural beauty, biodiversity and scientific interest. Currently restoration work is being undertaken on the SSSI grasslands across Prestatyn Hillside. Gronant Dunes Special Protection Area is home to a number of rare species notably the Little Tern Colony which is a vital asset for a species that has experienced decline internationally. A number of community schemes, in the area, aim to enhance environmental resilience while promoting community spirit and social wellbeing. These include Coed Y Morfa Community Woodland and Community Food Growing Area which is now an attractive area in the heart of Prestatyn with excellent walking/cycling and volunteering opportunities. Future plans include the development of Meliden Goods Shed into a vibrant Community Hub and promote the outstanding recreational, historical and biodiversity interests in the immediate area. Prestatyn also hosts major off-shore wind turbines producing renewable energy, contributing to the battle against carbon emissions and climate change. Increasing climate variability and extreme weather events bring with them an increased risk of flooding incidents to all coastal towns including Prestatyn.
A healthier Wales.	19% of Denbighshire's population reside in the Prestatyn area. A similar (20%) proportion of the county's social service clients reside in the Prestatyn area. This includes 24% of the counties adult carer clients, 22% of the counties learning disability clients and 20% of the counties PDSI/Frailty clients. Prestatyn has a high proportion of older people which is expected to rise. Accompanying this is an expected increase in age related illnesses such as dementia and an increase in people requiring assistance with personal care, mobility and everyday tasks. Prestatyn includes key assets and examples of social care and health collaboration and integration. Nant y Mor Extra Care housing and planned Healthy Prestatyn lach development. Healthy Prestatyn lach seeks to replace traditional approaches to primary care with a new social model. The new model will offer a same day service for urgent same day problems; the replacement of Individual (traditional) GP-led 'lists' by KeyTeams looking after more patients but with; • A KeyTeam coordinator • Occupational Therapists • Pharmacists • Nurse Practitioners • GP There will be 4 main KeyTeams coordinating and providing long-term care, each with a list of around 5500 patients. Also there will be a home care, domiciliary and advancing frailty team. Finally the scheme will include an Academy, which will evaluate the new model and have a role in commissioning and organising input from partner agencies. Active leisure opportunities can help people achieve healthy lifestyles.

	Facilities include: • The redeveloped Nova centre where there has been investment in the swimming, fitness and soft play offer. Over 1,000 members are regularly using the fitness suite, the swim lesson programme is growing and the soft play facility is full to capacity at peak times. • The North Wales Bowls Centre which continues to be popular following its refurbishment attracting over 16,000 visits last year. • Planned improvement to the Prestatyn and Dyserth Health Walks to encourage healthier lifestyles, and • Improve the start/ end of the Offa's Dyke National Trail at the Nova. In addition a wide range of sporting and recreational activities are available within the community, such as Prestatyn Tennis Club, football club, cricket club, three outdoor and one indoor bowling venues, ten pin bowling at Frith beach, walking for health and Prestatyn Rambling Club.
A more equal Wales.	Each ward in the Prestatyn Area displays a very large proportion of people who identify their ethnic group as White at 97-98%. This is larger than the proportion in Wales (96%) and the proportion in England (85%). In the Prestatyn Area 29% of residents identified as British which is the same proportion as for Denbighshire as a whole. More people identified as English (36% in Prestatyn compared with 23% in Denbighshire) and fewer as Welsh (41% compare with 51%). All of the wards in the Prestatyn Area have larger proportions of their population who are disabled or experience a limiting long-term illness than it the case in Denbighshire, Wales or England. A Disability Sport programme is in place for Prestatyn with inclusive activities at Prestatyn Athletics Club. There is little research about other protected characteristics that is specific to the Prestatyn area. Nevertheless, many of the challenges faced by different groups, described in other parts of this assessment, are likely to affect some Prestatyn residents too.
A Wales of cohesive communities.	In common with other part of Denbighshire and Conwy rates of crime and anti-social behaviour are low. Our County Conversation engagement event provided opportunity for community feedback. Participants felt that established community groups were seen as key to future developments but it was recognised that there was a need for workshops and guidance on topics such as funding, training, project management, and other sources of advice and support. Specific suggestions included: • Denbighshire County Council facilitating / processing DBS checking for volunteers. • More intergenerational volunteering opportunities. • Developing a single definitive list of groups and organisations, with up to date contact details. Prestatyn has a large number of active community and voluntary sector groups providing services, volunteering opportunities and managing a number of buildings and facilities. There are also a wide range of Churches and Chapels providing space for worship and community activities. In particular there are a large number of Community Events including Flower Festival Vicarage garden, Life's a Beach, Prestatyn Carnival, Prestatyn Walking Festival, Prestatyn Classic Car and seasonal events.

	Participants in the county conversation felt that the availability of affordable and social housing was a key issue for the future. Examples of recent investment in housing stock and adjacent environment include the Caradog Road site where good quality communal garden spaces to the rear of the properties with paved seating areas, wider paths for better access, raised planters, trees and hedge to screen the railway line and shopping area, have been developed. The area to the front of the flats was enhanced to create a more attractive streetscape.
A Wales of vibrant culture and thriving Welsh language.	In Denbighshire as a whole 35% of people over the age of 3 reported having one or more skill in the Welsh language. The proportion who speak, read, write or understand Welsh in Prestatyn is lower. It is highest in Meliden (29%) and lowest in Prestatyn North and South West which comprise neighbourhoods ranging from 22% to 14%. Cultural assets include the SCALA Prestatyn, which has a long history as a theatre, performing arts and cinema venue and benefits from a recent redevelopment. Prestatyn library was also recently developed as a modern paper based and digital information resource and point of contact for the public and public service providers. The area boast a rich heritage including a Roman Bath site, the masterwork of dark-age engineering which is Offa's dyke and its modern beginning / end statue and a range of Victorian and Edwardian listed buildings including several churches, chapels and other structures and the iconic Hillside Gardens Shelter.
A globally responsible Wales.	The range of heritage, cultural and environmental assets and developments provides Prestatyn's contribution to a Globally Responsible Wales. Sustainability principles will be implemented through the Wellbeing Plan, Local Development and Regeneration Plans, biodiversity and conservation work. A specific example is: Youth Workers work with organisations that support children and young people from Chernobyl to experience life in North Wales. Young people and families develop a wide appreciation of globalisation responsibilities and the impact of people.

Once the Assessment was completed the Public Service Board then determined a number of priorities and actions to address the issues identified.

References;

Prestatyn Well-being Assessment - Conwy & Denbighshire Public Services Board

<https://conwyanddenbighshirelsb.org.uk/home/english-wellbeing-assessment/english-prestatyn-meliden/>

Supporting Statistical information - Conwy & Denbighshire Public Services Board

<https://conwyanddenbighshirelsb.org.uk/wp-content/uploads/2017/02/WBFG-profile-Den-Prestatyn.pdf>

People – Good mental well-being for all ages

“This priority will focus on ways we can work together to ensure people of all ages enjoy good mental well-being. This is important so that all future generations –

- ☑ have a better chance of realising their individual potential;
- ☑ are equipped to cope with the normal stresses of life;
- ☑ can work productively;
- ☑ are doing things that improve their well-being;
- ☑ are capable of making a positive contribution to their community;
- ☑ have the knowledge and tools they need to stay independent for as long as possible into their later years
- ☑ are informed about their own choices and take personal responsibility for their own health and well-being”

Community – Community Empowerment

“This priority will look at ways we can work collectively to empower communities. This is particularly important in a climate of declining funding, where the resilience of communities will play a more important role. We will support communities by working with them to develop the skills, structures and knowledge needed to develop their community to meet their local needs.”

Place – Environmental Resilience

“This priority will look at ways partners can work together to develop environmental resilience in our communities. This priority considers several aspects of environmental resilience, including the need to better prepare and adapt, at a local level, to the impacts of climate change i.e. flooding, and how we can work together to address other priority matters of environmental concern such as reducing our carbon and ecological footprints.”

Reference; Conwy and Denbighshire Public Services Board: Well-being Plan 2018 - 2023 Technical Document

<https://conwyanddenbighshirelsb.org.uk/wp-content/uploads/2018/04/CD-PSB-Plan-Technical-Document-English.pdf>

Conwy and Denbighshire Public Service Board – Well-being Actions

Each of the Priorities is supported by a number of Actions which the Board considers will help in its delivery.

Priority	Short/ Med/ Long
People – Good mental well-being for all ages	
• work together to support parents so children have the best start in life	
• work together to support unpaid carers	
• help young people learn life-skills and behaviours that support health and well-being	
• encourage our partner organisations to give mental well-being training to their workforce	
• support young people's well-being, aspiration, resilience and life-skills	
• have more activities that bring generations together	
• make the most of volunteer services	
• use the environment to encourage mental well-being	
• make the most of social prescribing – supporting people in their communities to improve well-being	
• develop new ways of working to promote health and well-being	
• help people be less reliant on health and social care services	
Community – Community Empowerment	
• have communities that can meet the needs of all ages	
• help older people to do what matters to them	
• help services and communities work together better	
• find affordable ways to support people to stay in their own home	
• help people adapt their homes to meet their needs	
• encourage people to plan and shape their communities	
• help people to travel to work, education and services	
• make superfast broadband and mobile networks available to everyone	
• get support to the people who need training to use digital services	
• give young people better career advice and mentoring	
• offer young people the opportunity to develop skills through volunteering and work experience	
• deliver extra homes across Conwy and Denbighshire	
• connect people to accommodation they can afford	
• support people to prepare for their later years	
Place – Environmental Resilience	
• improve how we manage against flood risk and other weather extremes	
• help communities understand the value of the natural environment and how they can positively add to it	
• be leaders in sustainability and supporting communities to develop renewable energy schemes	
• have a natural environment that is thriving and resilient, and where wildlife flourishes	
• work with communities on their place plans and help them consider green infrastructure	
• buy in resources that are sustainable and locally produced	
• explain how important it is that we address environmental issues like recycling, energy efficiency and carbon emissions	
• improve the energy efficiency of our buildings	
• produce less waste	

Reference; Conwy and Denbighshire Public Services Board Well-being Plan 2018 – 2023

<https://conwyanddenbighshirelsb.org.uk/wp-content/uploads/2018/04/Conwy-Denbighshire-PSB-Well-being-Plan.pdf>

The Public Service Board has also committed to four additional principles which support the priorities;

- To address inequalities and treat everyone equally.
- To support and promote the Welsh Language.
- To support access to appropriate accommodation.
- To avoid duplication.

Reference; Conwy and Denbighshire Public Services Board Well-being Plan

<https://conwyanddenbighshirelsb.org.uk/well-being-plan/>

Public Authorities then need to work together to deliver the priorities contained within the Plan then publish annual report on how they are doing.

This document is Prestatyn Town Council's report on how it has contributed over the municipal year May 2019 to May 2020 to achieving the priorities contained in the Conwy & Denbighshire Local Service Board Plan. Within it you will find a detailed synopsis of the work delivered by the Town Council over the period, and how we believe it has contributed to achieving both the seven goals and the priorities identified by the Service Board.

PRESTATYN TOWN COUNCIL

Prestatyn Town Council can trace its democratic history back to 1896 following establishment of Prestatyn Urban District Council. In those early days the town saw rapid development of the new rail network leading to a boom in tourism and economic growth. Community infrastructure was introduced to town including new roads, drainage, gas, water, electric, and significantly new housing developments. Many of these town services were a combination of public and private enterprise. Philanthropic gestures including gifts or sale of land below market value for public good e.g. Frith Beach, Coronation Gardens and Pendre Memorial Gardens were acquired by local authority for fresh air, well-being and exercise.

In 1974 local government reorganisation occurred and all local town assets were transferred to Rhuddlan Borough Council, and subsequently in 1996 to Denbighshire County Council. With no property or retained town assets Prestatyn Town Council struggled to find a role although its' democratically elected representational and award winning civic role should not be overlooked.

Today the Town Council focuses on representation, delivery of non-statutory town services e.g floral displays, holiday leisure activity programme and business development (not education, highways, or social service as these are delivered by Denbighshire County Council). It has the power to engage with community groups, represent local views, develop community based partnership, and undertake most non statutory activity that can be of benefit to towns' residents.

Democracy

Eighteen Town Councillors representing a total of six wards are elected every five years. Full details and contact information can be found on website <https://atprestatyn.co.uk/> The Town Council holds regular monthly meetings and Annual General Meeting (AGM) in May of each year. The AGM appoints a Town Mayor from the elected Town Councillors.

The AGM also appoints Councillor representative to over twenty three organisations within the town and will gladly consider any request from local groups or organisations that wish to be recognised by the authority.

In addition to Full Council the authority has appointed three standing committees:-

Community Development and Regeneration Committee, Town Planning Committee, Finance and Management Committee, and Full Council. Each committee has a defined terms of reference but can also appoint working groups or sub committees for particular topics or issues. Such groups are only appointed on rare occasions and have limited scope.

All Councillors are required by law to sign a Declaration of Acceptance when elected and to abide by the Code of Members Conduct. This is a legal document that helps to ensure promotion of equality and respect for others, accountability and openness, duty to uphold the law, selflessness and stewardship, objectivity and propriety, honesty and integrity.

Financial

The Town Council's primary source of funding is from the Council Tax and in 2019/2020 raised a council tax precept of £485,515 (Band D property tax of £62.68). In addition Council will also seek external grants towards approved local projects, and/or seek partnerships with other bodies who share similar goals.

All payments are reported to Council's Finance and Management Committee who oversee budget preparation, and regularly monitor both income and expenditure throughout the year.

In addition to Committee scrutiny the Council appoints an independent Internal Auditor. The Council's Annual External Audit programme is overseen by Wales Audit Office and this allows public access to published accounts and payments.

Service Delivery

Town Council provides a range of services including floral beds and hanging baskets, town events, supports community and environmental projects, assists local organisations, festive lighting, provides public seating, can assist with provision of new bus shelters, and owns three community centres (leased to voluntary management associations). Council also works closely with local business and Prestatyn Business Forum to promote economy and tourism.

it is a strong supporter of community health and well being activities and through its dedicated community health team delivers a wide range of weekly activities including health walks, social bowling, dancing. A Holiday leisure Activity Programme is also available to young people during most school holidays.

The Council will also work with other partners to deliver larger scale projects e.g Scala Cinema, CCTV Partnership, and emerging BCUHB 'ICan' Prestatyn project.

KEY: WELL-BEING PLAN PRIORITIES	
People – Good mental well-being for all ages	People
Community – Community Empowerment	Community
Place – Environmental Resilience	Place

Key: WELL-BEING GOAL	
A prosperous Wales.	1
A resilient Wales.	2
A healthier Wales.	3
A more equal Wales.	4
A Wales of cohesive communities.	5
A Wales of vibrant culture and thriving Welsh language.	6
A globally responsible Wales.	7