

# How can 2025 and the North Wales Public Service Lab help to tackle poverty?



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# Civic Mission Partnership Strategy

Overview for Wrexham Glyndwr University 2020-2030

COMMITMENT  
& PURPOSE.

Our mission is to work together with partners to:

End social inequality across North Wales by 2030.

Our aim is to be useful in this work by working with, and for, our partners and communities, innovating, co-creating, testing and delivering new approaches to:

1. Leadership, governance and whole system working
2. Building community resilience
3. Keeping well

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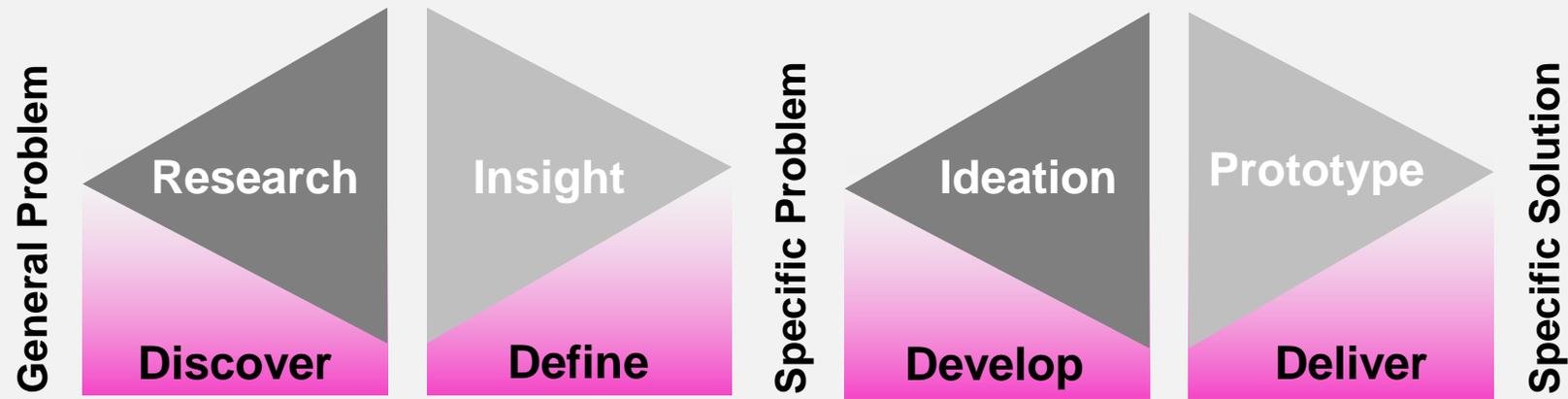
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# Our role in WGU is to enable collective action by:

**CAPACITY  
& ENABLE.**



**OUTCOME.**

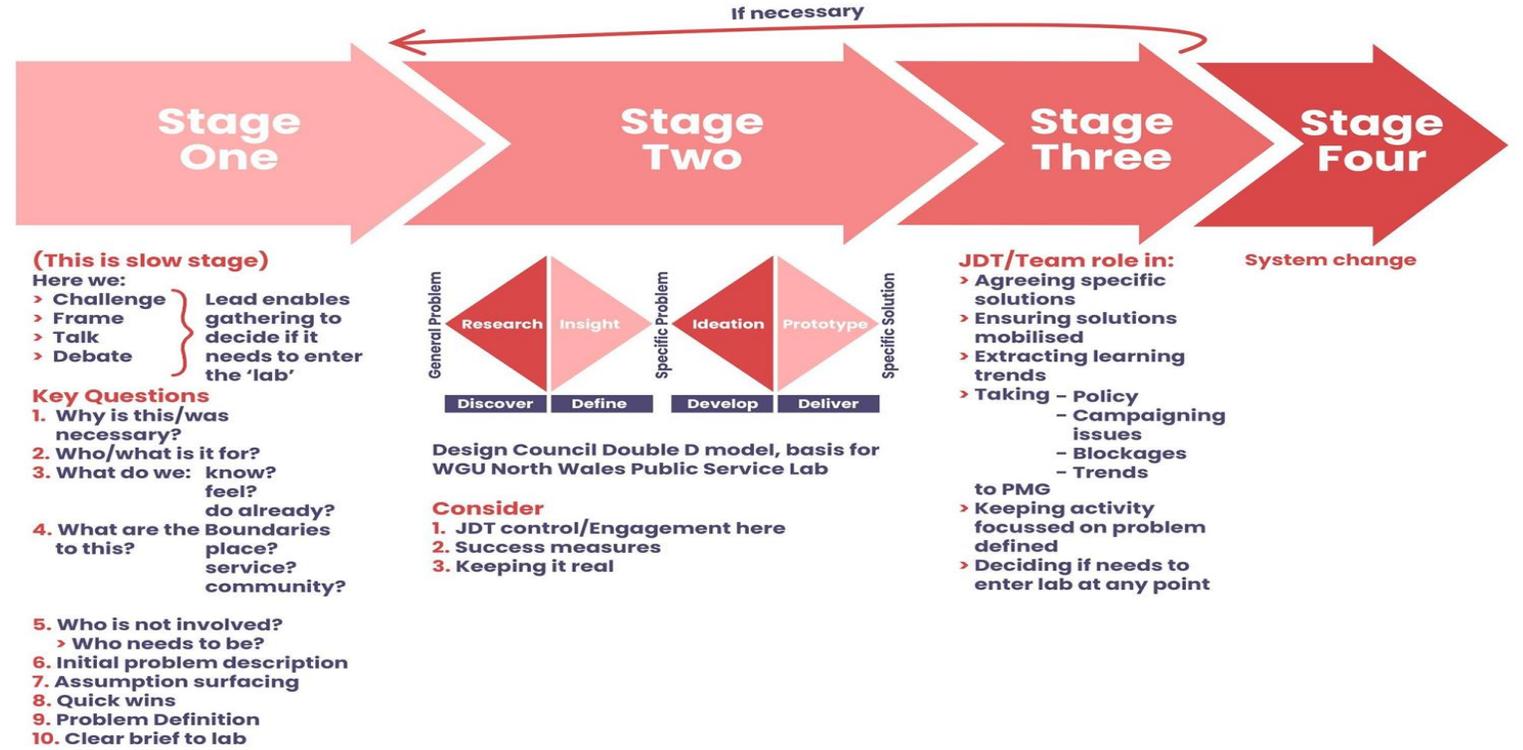


**SUSTAINABLE  
DEVELOPMENT  
GOALS**

# Leadership, governance and whole system working

## • NW Public Service Lab

- Community
- Conversations/Events
- Commitment to useful work/Research



**Key:**  
 JDT – Just Do Teams (part of 2025 social movement)  
 WGU – Wrexham Glyndwr University  
 PMG – Programme Management Group

# Leadership, governance and whole system working

PSB support and the Well-being of Future Generations Act Wales wide group



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# North Wales Insight Partnership

## Purpose

1. To equip the Public Service Boards of North Wales with insights which can enhance the impacts of their work, and wellbeing in the region.
2. To bring together people from across North Wales, to learn, share and innovate together.
3. To bring coherence and structure to existing networks and projects.

### Community of Practice: Research

Where practitioners come together to learn, share and innovate together with respect to how research practice can enhance our insight and wider impacts.

### Community of Practice: Engagement

Where practitioners come together to learn, share and innovate together with respect to how engagement practice can enhance our insight and wider impacts.

AKA 'The Regional Engagement Network'

### Community of Practice: System Change

Where practitioners can together to learn, share and innovate together with respect to how system change can enhance our insight and wider impacts.

AKA 'The 2025 Movement'

## North Wales Insights Partnership

A place where representatives from across all Communities of Practice can come together. Where the collective learning and innovation of communities of practice is shared, long-term plans are developed. Supported by bi-monthly meetings.

### Task and Finish Groups

Comprised of organisations participating in the partnership and its Communities of Practice, and with responsibility for the management of PSB grant funding with respect to agreed projects and activities (delivered through the members of the Partnership and Communities of Practice).

### Management Group

Comprised of representatives of each Community of Practice and PSB, with responsibility for coordination of Partnership, relationship between communities of practice, and all reporting requirements.

Innovation citizens analysis of data for climate change

Regional Engagement network

Laying the foundations of North Wales Citizens Jury

Community conversations

Future Leaders Pilot

Community narratives and TrACE Community of Practice

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# About 2025

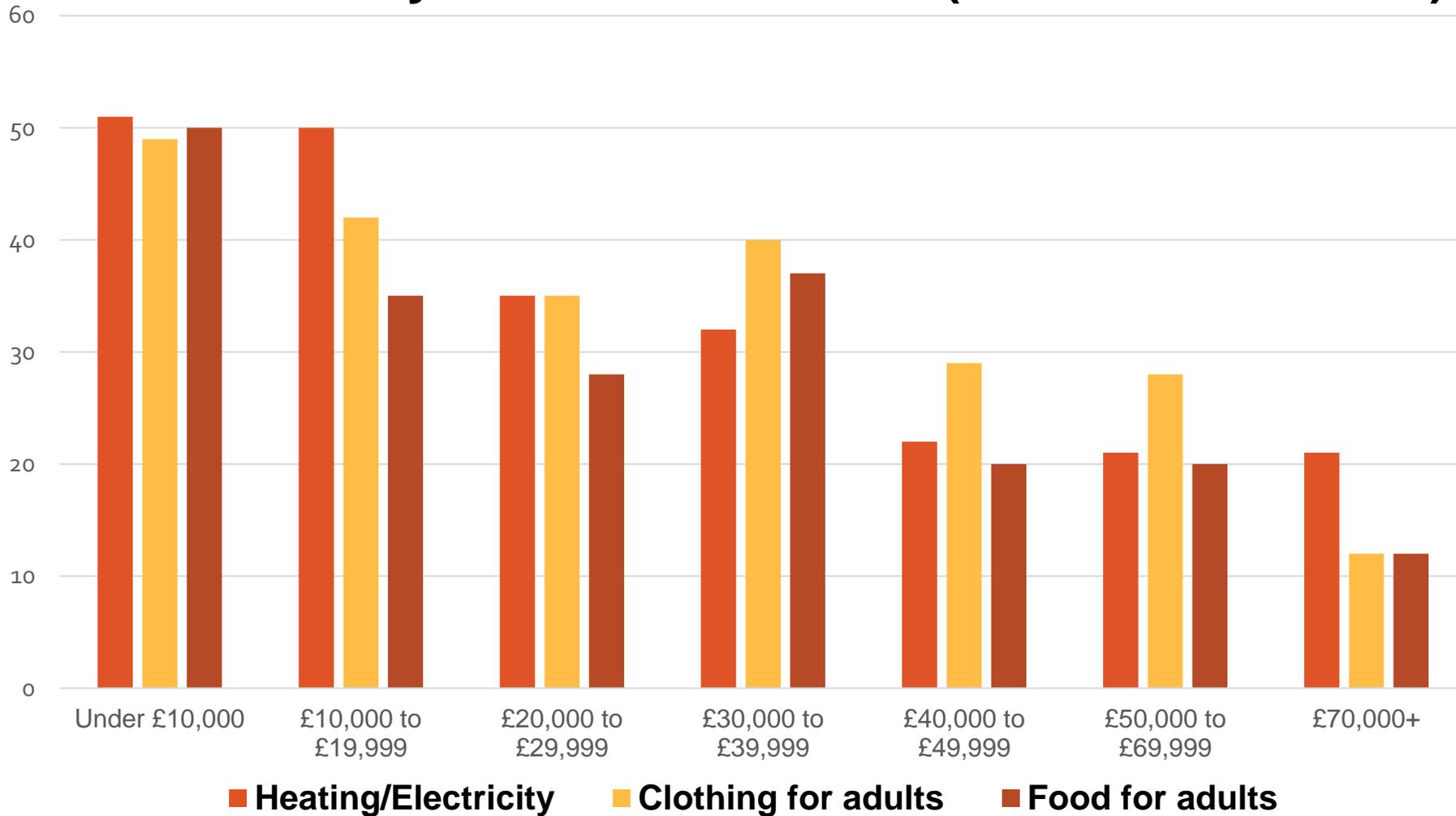
- 2025 is a movement of over 600 people and organisations from across North Wales who believe that avoidable health inequalities are wrong and want to take action.
- Our aim is to achieve the long-term change our region needs to create healthier and fairer communities.
- Our work and influence bring together leaders and practitioners from across local government, housing, public health, higher education, North Wales Fire Service and Betsi Cadwaladr University Health Board.
- Everyone involved in 2025 is committed to working together differently and sharing knowledge and resources
- We have used our time during the pandemic to refresh and renew



2025

**Ending avoidable health  
inequalities in North Wales**

# Proportion of households who have had to cut back on essentials by household income (Bevan Foundation)



2025

Ending avoidable health inequalities in North Wales

# How do we feel about all this?

## UK inflation rises at fastest rate for 40 years as food costs jump

Supermarkets add security tags to Lurpak as price soars to £9 a tub

5 July 2022, 15:22 | Updated: 5 July 2022, 16:39



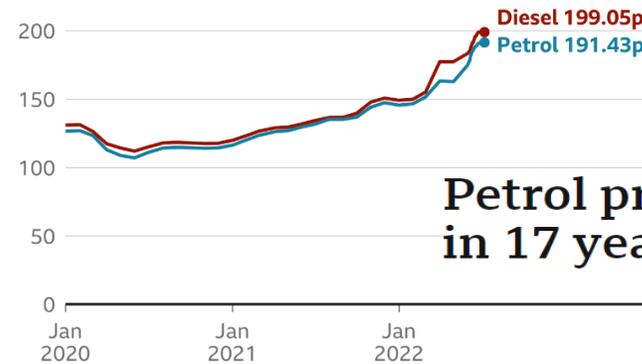
Supermarkets put security tags on basic food items to tackle shoplifting amid inflation

Worse to come for food price rises, warns industry

**2025** Ending avoidable health inequalities in North Wales

## Fuel prices hit £2 per litre as cost-of-living crisis continues

UK fuel prices since January 2020  
Average price at the pump in pence per litre



Petrol prices see biggest daily jump in 17 years



UK energy bills to soar towards £3,400 a year this winter, suggests research



More people find it difficult to afford energy bills, ONS survey finds

# So what can we do?

- Inequality can't be addressed by one organisation or individual
- Complex and long standing issues require collaboration
- We have to build trust, and work through informal channels

That's where 2025 comes in

- We work in the gaps
- We work together because we want to (outside of organisational protocols)
- We believe in what we are doing and are brave
- We are happy to work with mess and learn as we go



2025

**Ending avoidable health  
inequalities in North Wales**



## Just Do Teams

- Just Do Teams are the engine room of 2025.
- Each JDT brings together a wealth of expertise from across our movement to seek out and define new challenges, design and test ideas in a safe environment, and bring forward solutions around specific health inequalities that are made in North Wales, for North Wales.
- They cover wide range of areas including:
  - Food poverty
  - Mental health and homelessness
  - Healthy homes, people and lives
  - Social prescribing
  - Trauma and adverse childhood experiences
  - Leadership and learning
  - Loneliness and social isolation
  - Hoarding
  - Hospital discharge
  - Cofion Cynnes



2025

**Ending avoidable health  
inequalities in North Wales**

# How can the North Wales Public Service Lab help tackle poverty ?

- What are the BIG challenges? And can we help with thinking and acting differently?  
Commitment to take a challenge/ project/ idea through the NW System thinking model
- How can the Lab help us think differently? Masterclasses, cafes, events? Are we missing anything and do you have idea that you want to share? What matters most to you and the people you serve, how do we give voice and power to people? Where can we connect and plug things together? Citizens analysis/ Citizens jury.....
- Would you like to be part of a community for change- a Community of Systems Leadership
- Sign up for our masterclasses
- Join the conversations with 2025 and the NW Public Service Lab

2025

**Ending avoidable health  
inequalities in North Wales**



# How can the North Wales Public Service Lab help tackle poverty ?

- **Systems Leadership Masterclass – Creating structure, strategy and mobilising resources**

10<sup>th</sup> November, 10am – 12pm

- **Café conversation with Manon Rees-O'Brien, Director of Actif North Wales**

30<sup>th</sup> November, 10am – 11.30am

- Email [civic.mission@glyndwr.ac.uk](mailto:civic.mission@glyndwr.ac.uk) to book a place.

2025

Ending avoidable health  
inequalities in North Wales

