

# Swansea Public Services Board Local Well-being Plan



**Working Together to Build a Better Future**





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## Message

**We are Swansea Public Services Board (PSB).** Every local authority in Wales has a PSB. We work with partners and organisations to improve the well-being of people in our areas.

**i Well-being** – being healthy and happy in all areas of your life.

This is our Local Well-being Plan. In Swansea, we believe in the rights of every person. Our vision is to work together to make Swansea:

- a prosperous place
- a place where our natural environment is appreciated and maintained
- a place where everyone can have the best start in life,
- a place where everyone can live well and age well
- a place where everyone can have every opportunity to be healthy, happy and safe
- a place where everyone can get a good job
- and be the best they can be.

In 2016, we started a conversation about well-being in Swansea. We carried out an Assessment of Local Well-being to understand what matters most to our communities.

The Assessment shows us Swansea is a great place to live, but we need to work together to make sure everyone can live well, benefit from what we do and be proud of Swansea.

By listening to people and using the information from the Assessment, we've worked out what will make the biggest difference to improve Swansea's well-being.

We now have four objectives and one cross-cutting action.

**i Cross Cutting Action** – is an action that runs through all the objectives.

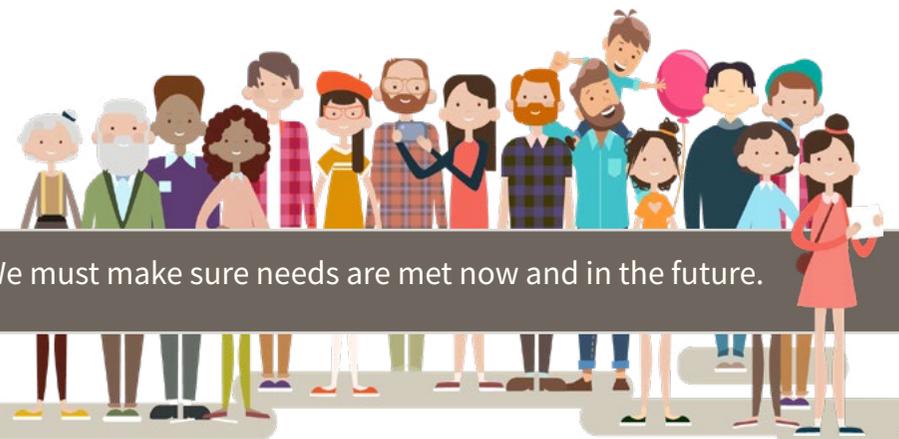
The four areas of the plan:

1. **Early Years** – making sure children have the best start in life.
2. **Live well, age well** – making Swansea a place to live and age well.
3. **Working with nature** – improving health, supporting biodiversity and reducing our carbon footprint.
4. **Strong communities** – supporting communities to promote pride and belonging.

**i Biodiversity** – the different types of plant and animal life.

Our Cross Cutting Action is to make sure all services work together more in Swansea by sharing resources, assets and knowledge.

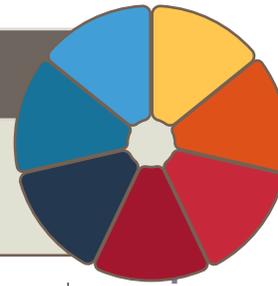
This Plan sets out what needs to happen to reach each of our objectives. It then details the steps we will take together to make our objectives a reality.





# Wales is doing things differently

There have been changes to the law. They give us the opportunity to look at how we work and improve services.



**The Well-being of Future Generations (Wales) Act 2015** has seven well-being goals.

**A prosperous Wales** – An innovative, productive and low carbon society which recognises the limits of the global environment. We use resources responsibly and well (including action on climate change). We develop a skilled and well-educated population in an economy which makes wealth and provides job opportunities. People can take advantage of the wealth generated by getting good jobs.

**A resilient Wales** – A nation that keeps and enhances a biodiverse natural environment. We have healthy functioning ecosystems that support social, economic and ecological resilience. We have the ability to adapt to change (for example climate change).

**A healthier Wales** – A society where people’s physical and mental well-being is the best it can be. A society where choices and behaviours that benefit future health are understood.

**A more equal Wales** – A society that helps 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 promotes and protects culture, heritage and the Welsh language. We encourage people to participate in the arts, and sports and recreation.

**A globally responsible Wales** – A nation that thinks about whether our actions make a positive contribution to global well-being. We consider it in everything we do to improve the economic, social, environmental and cultural well-being of Wales.

**The Social Service and Well-being (Wales) Act 2014.** This sets out steps for improving the well-being of people in Wales. The five ways of working are:



**Long term** – balancing short-term needs with long-term needs.



**Prevention** – stopping problems happening or getting worse.



**Integration** – thinking about how this plan works with other plans.



**Collaboration** – working together with other services to meet our goals.



**Involvement** – involving people so they have a say in decisions.



We follow these ways of working in everything we do.

# Swansea is doing things differently



**Population**  
**244,500**  
and growing! 

## Long life

People are living longer. This is a good thing, but it puts more demand on our services.



Swansea is the **second largest** city in Wales.

People from many different backgrounds live here.

## Education

There's a high number of well-qualified people here.  
Over **20,000** students.

## Inequalities

We have both wealthy communities and poorer communities. People's life experiences are very different.

## Welsh Language

Overall, the number of people who can speak Welsh is falling, but it's rising for under 16's.

## Our environment

Many people travel here to visit and work. It is one of the most ecologically rich counties in Wales. We have lots of animal and plant species that are unique and rare. These need to be protected.



## Work

Jobs are changing. There's more technology, increasing automation and changes in healthcare. This brings challenges and opportunities.



## European Healthy City movement

This brings an international view on ideas and possibilities to add to the well-being outcomes.

Looking to the future we need to understand the challenges and opportunities these changes bring.

Wales is changing and Swansea is changing too. More people from different backgrounds are choosing to move into Swansea to live.

- There are threats to our resources and funding.
- There are areas of poor environmental quality which need improving.
- The average number of people in a household is falling.
- More people living on their own than before.



## City Deal

It improves economic well-being and is a **£1.3 billion** investment. It brings **10,000** jobs and opportunities for training.

We see the City Deal as playing an important role in helping achieve the well-being objectives.

There's a Swansea Bay City Region Economic Regeneration Strategy. It will improve economic well-being by creating good jobs and opportunities for the people and businesses of Swansea Bay.

It helps build a more prosperous, resilient and equal Swansea.



## Involving you – how we got our four objectives

In 2016, we carried out an Assessment of Local Well-being for Swansea. The Assessment was based on six outcomes which represented the kind of place we would like Swansea to be.

A place where:

- children have a good start in life
- people learn successfully
- young people and adults have good jobs
- people have a decent standard of living
- people are healthy, safe and independent
- people have good places to live, work and visit.

Then in Summer 2017, we got together with our partners, local voluntary groups, community organisations, and people to discuss what was important for a future Swansea.

These conversations included facts and knowledge from:

- the Assessment of Local Well-being
- the Welsh Government Future Trends Report
- people's experiences of using services
- professionals and experts.

Ten themes for action were identified. We then looked at these and decided where there were opportunities to work together. These became our four objectives.

Themes the conversations identified:

**Early years**

**Aging well**

**Biodiversity**

**Climate Change/Carbon Reduction**

**Community Cohesion / Pride**

**Joint working / Social Capital**

**Behaviour Change**

We looked at these themes. Then we decided where there were opportunities to work together, take action and reach our objectives.

**We also identified cross cutting actions** – Sharing for Swansea.

**Housing** is a key theme within the objectives.

**The economy** is a key theme. This is within Strong Communities through the City Deal and Swansea Bay City Region Economic Regeneration Strategy.

### Interconnected objectives and themes in the Local Well-being Plan:

**Early Years** – To make sure children have the best start in life to be the best they can be.

**Live Well, Age Well** – To make Swansea a great place to live and age well.

**Working with Nature** – To improve health, enhance biodiversity and reduce our carbon.

**Strong Communities** – To empower communities promoting pride and belonging.



# 1 Children have the best start in life to be the best that they can be when...

**Parents and families are well prepared for birth and early childhood**

**All children develop to their full potential**



**Support services are high quality and work together well**

**Children are safe from harm and are supported at the earliest opportunity**

If children have the best start in life they are likely to be healthier, more likely to be better learners and less likely to experience poverty and deprivation as adults.

Positive Early Years experiences lead to a greater likelihood of having a good job and a better standard of living. They also more likely to be able to look after the environment and contribute to safe and prosperous communities (for more information, please see the Marmot Review).

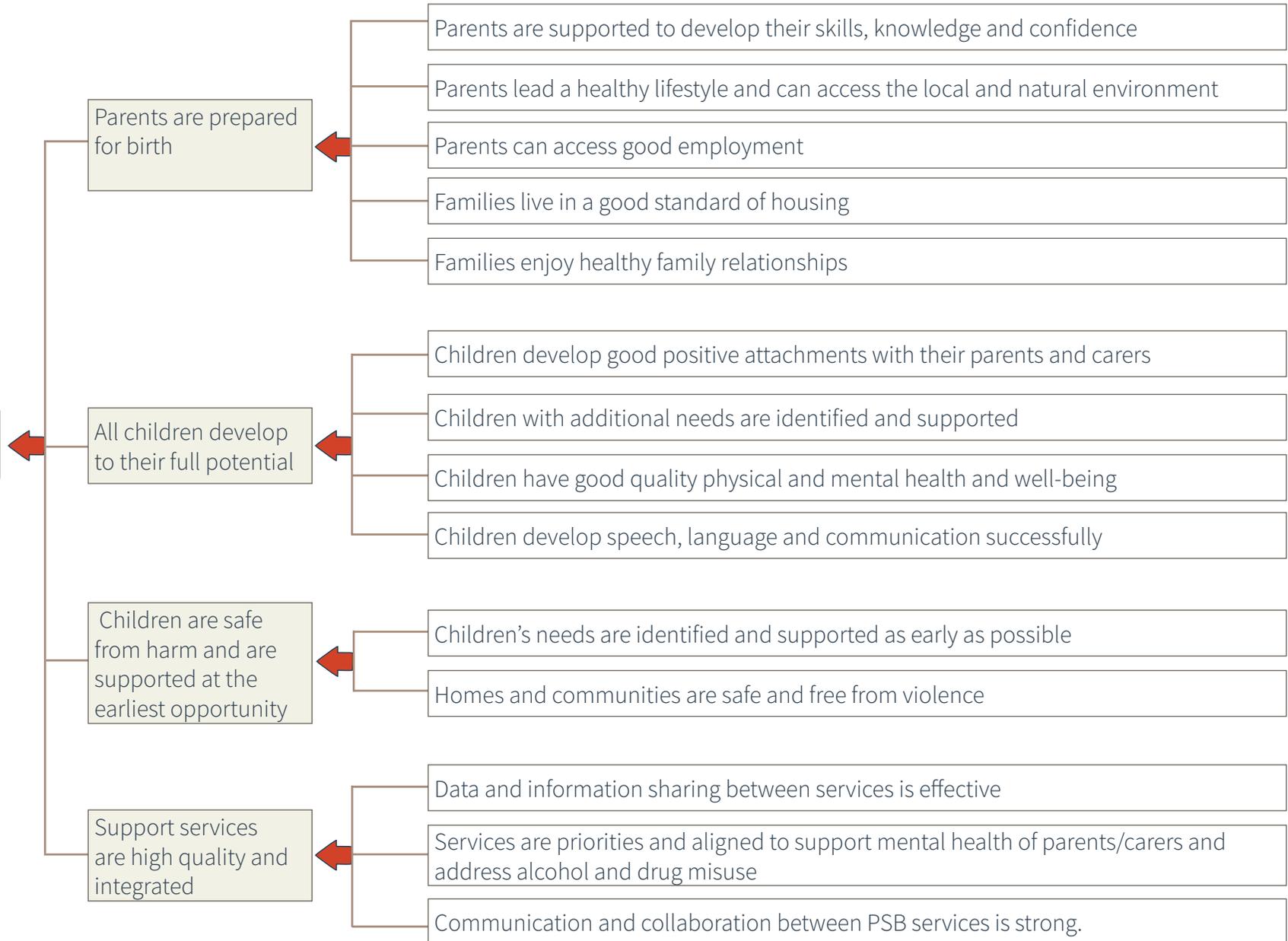
Giving children the best start in life falls into the following three categories in Swansea:

- Promoting important messages and information to all.
- Enhancing and improving universal Early Years services. This is through the availability of additional early intervention provision for expectant parents and young children. It makes sure there are strong foundations in place for their future development.
- Adding value to universal and early intervention services. This is through the engagement and involvement of wider services and organisations. It's to promote, signpost, co-plan and deliver community-based support and activities.

Using evidence from the Assessment of Local Well-being this diagram identifies what's needed to make sure children have the best start in life to be the best they can be.

Objective:	When:	So, we need to make sure:
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Children have the best start in life to be the best that they can be





## Our Objective by 2040:

To make sure children in Swansea have the best start in life to be the best they can be.

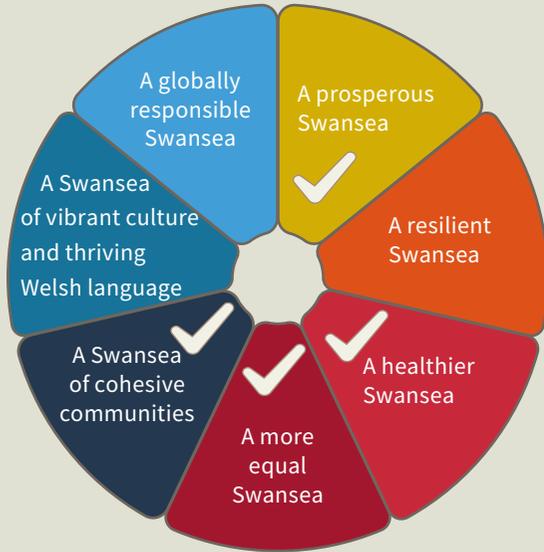
The Steps we will take towards this will be:

The Steps to be taken	Short term (< 3 years)	Medium term (4-9 years)	Long term (10-25 years)
<b>To promote Swansea's First 1000 Days Programme</b>	To support and join the Public Health Wales First 1000 days collaborative. To develop an action plan to deliver the short-term actions.	To review and put in place medium term actions.	Savings are drawn from putting in place the short and medium-term steps and are invested in the remaining actions.
<b>To make sure parents are supported for birth and during early childhood</b>	To engage our PSB workforces. To make every contact count through promoting key messages and knowledge to families. To adopt social prescribing at all levels.	To build on involvement elements of developing and embracing the messages by working together.	Keep the momentum into the long term.
<b>To more effectively integrate Early Years Services</b>	To explore opportunities to integrate Early Years services. To learn from existing good practice in Swansea and beyond. To develop and test a Swansea model through pilots.	To evaluate and further embed a Swansea model. To enhance closer multi-agency collaboration and working together.	Fully implement the new Swansea Early Years model.
<b>To make sure that interventions are made earlier in life (and in the right ways at later stages)</b>	To explore and pilot cross agency opportunities. To deliver preventative services at an earlier stage to stop issues becoming worse.	To build on what works.	Keep the momentum and made sure that the Adverse Childhood Experience (ACEs) cycle is reduced across the population.

The Early Years Steering Group will be responsible for delivering the Steps. Specific leads will be identified as appropriate.



# How we will maximise our contribution to well-being



Making sure children have the best start in life will contribute to the well-being goals by building:

- a healthier Swansea
- a prosperous Swansea
- a more equal Swansea
- a cohesive Swansea.

We will use the five ways of working to help achieve these steps.

**Prevention:** Collective working to create conditions for children to flourish.

**Long term:** Early interventions to maximise longer-term health and well-being.

**Collaboration:** Share data, information, understanding and collaborate.



**Integration:** Integrate resources and plan together.

**Involvement:** Taking a co-productive approach working with children, parents, carers and practitioners.



## 2 People live and age well when...

**They are as independent as possible and enjoy a good quality of life**

**They feel safe in their homes and community**



**They have the best possible level of health and well-being**

**They are valued, listened to and are able to take control of their lives**

Many people in Swansea are living longer. However, we know that there are big differences between our poorest and wealthiest communities.

We want to support all people to age well, to be safe, healthy, independent and resilient in order to be able to reach their full potential. To achieve this, we need to support people throughout their lives. It's important they can access good quality jobs, have enough money to live on, have safe, good quality homes, and the ability to make decisions that enable them to flourish.

Objective:	When:	So, we need to make sure:
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People live well and age well

People to have the best possible health and well-being.

Key health and well-being messages are identified and promoted

Everyone has opportunities to improve their health and well-being

We create, look after and protect environments that help health and well-being

People to be as independent as possible and enjoy a good quality of life

People have support to get information, advice and help

Health and social care work together to provide community services

People get support to learn, work and live well

People and communities have support to connect

People to be valued and listened to so they have control over decisions

Advice and support is given in ways that helps people to help themselves

People are able to get care and support in ways that meets needs and helps them support themselves

Human rights are a bigger part of how services work and plan

People to feel safe in their home and community

People live in safe, good quality homes

We create, look after and protect environments that support people to feel and be safe.





## Our Objective by 2040:

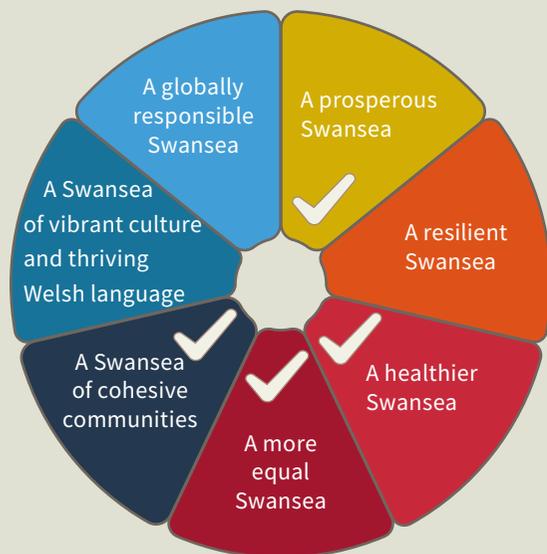
To make Swansea a great place to live well and age well. The Steps we will take towards this will be:

Steps to be taken	Short term (< 3 years)	Medium term (4-9 years)	Long term (10-25 years)
<b>New and innovative approaches to health and social care</b>	To make the most of existing approaches. Explore evidenced based approaches to health and social care, including new approaches to end of life care. Co-produce an integrated and holistic Dementia Friendly Swansea action plan.	To embed innovative approaches alongside a skilled workforce that helps deliver quality care and family support in the community. To support families to plan for end of life. To explore the value of new and emerging assistive technology in the home.	Fully embed these approaches across our partners and help people and families with chronic or terminal health problems. Bring choice and access to quality and appropriate care. Have support in the community that meets needs.
<b>Making every contact count</b>	To support people to remain independent, safe and well in their own homes through the development of a 'Making Every Contact Count'. To share key health, safety and well-being messages and signpost effectively. To roll out the Making Every Contact Count training and resources across PSB organisations.	To make sure our Making Every Contact Count is embedded across the workforce as normal practise. To continue to develop this and provide up to date and effective advice and signposting.	
<b>Community based approaches</b>	To explore a range of initiatives to tackle social isolation and build personal resilience across PSB and voluntary sector. To develop an integrated plan on how we can tackle this as a partnership.	To deliver on short and medium-term actions within the plan. To have a range of opportunities to support people who are lonely or at risk of becoming lonely or isolated.	Have a range of preventative initiatives and support services available to everyone in Swansea.
<b>Innovative housing and technology</b>	To explore innovative housing and assistive technology options for people with additional care needs. To help people to remain independent at home.	To develop technology responses through a wide range of public, private and third sector partners. To offer personal choice and quality.	Develop a range of housing options that suit people's needs. Help people to remain independent in their own homes for as long as possible.
<b>Culture change</b>	To start a debate across the generations about what it means to live well and age well. To develop a campaign based on the feedback that can be promoted across the life stages.	To respond to the campaign, developing approaches and services, which support continued independence and resilience. To continue to promote a live well age well campaign across the life stages.	Continue to drive a cultural change across partners and the community.

The Ageing Well Steering Group will lead this. It's to be delivered by an extended partnership and include the wider community, third, private and public sectors. This will make sure we cover all the actions in this objective.



# How we will maximise our contribution to well-being



Supporting people to Live Well and Age Well will contribute to the well-being goals by building:

- a healthier Swansea
- a prosperous Swansea
- a more equal Swansea
- a cohesive Swansea.

We will use the five ways of working to help achieve these steps.

**Long term:** Early interventions to maximise longer term health and well-being.

**Collaboration:** Sharing best practice, skills and experience and having collective strength in tackling key issues.

**Prevention:** Support people to build strength, independence and resilience throughout the life-course.



**Integration:** More integrated front-line workforce giving people the right support at the right time.

**Involvement:** Developing robust and integrated involvement mechanisms.



### 3 Working with nature to...

**Improve health and well-being**

**Maintain and enhance biodiversity**



**Improve our knowledge and understanding of our natural environment**

**Reduce our carbon footprint**

A thriving natural environment provides many benefits to society. It improves well-being and sustainable economic prosperity throughout the county.

Swansea has a network of varied and attractive landscapes and wildlife habitats. This includes our coastline, uplands, woodlands, rivers and wetlands, as well as our urban parks and gardens. This makes it one of the greenest counties in the UK.

We recognise, however, that some aspects of our natural environment are in decline. They aren't as resilient to change as we'd like them to be to deliver well-being. We need to stop exploiting nature.

We need to work with nature for the benefit of all. Working with nature can mean many things. It can mean:

- enhancing our green infrastructure in the city
- improving both mental and physical health
- improving our air and water quality
- increasing our renewable energy generation.

In Swansea our aim is to work with nature to – improve health, maintain and enhance biodiversity. We want to reduce our carbon footprint and improve our knowledge and understanding of our natural environment. This means finding and putting in place nature-based solutions which have a meaningful impact on well-being.

Using evidence from the Assessment of Local Well-being this diagram identifies what is needed to improve health, enhance biodiversity and reduce our carbon footprint.

Objective:	When:	So, we need to make sure:
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Improving well-being by working with nature

The natural environment is managed to support health and well-being

Biodiversity is looked after and the variety of plant and animal life we have protected

Our carbon footprint is reduced

Knowledge and understanding of the natural environment improves

- Air quality improves
- Inequalities, including poverty are reduced so everyone can use green spaces
- Flood risks are reduced and the water is managed better

Everyone knows about the health benefits of our green spaces and can access them

Habitats and ecosystems are able to cope with change

Sites with plant and animal species are looked after and protected

Pollinating animals like bees are supported – we become more ‘bee friendly’

The negative impact of plants and species that are not native to the Wales is tackled

Waste is reduced – we reuse and recycle products instead of disposing of them

We buy and promote more environmentally friendly products that last

There’s an increase in offsetting and reducing our carbon use

Our buildings use less energy and promote sustainable energy like solar or wind

A more environmentally friendly transport system is developed

There’s more training, education and information to understand environmental issues

More environmental data is collected, understood and shared

Information is used better to make decisions

Environmental crimes are dealt with.





# Our Objective by 2040:

To improve health, enhance biodiversity and reduce our carbon footprint. The Steps we will take towards this will be:

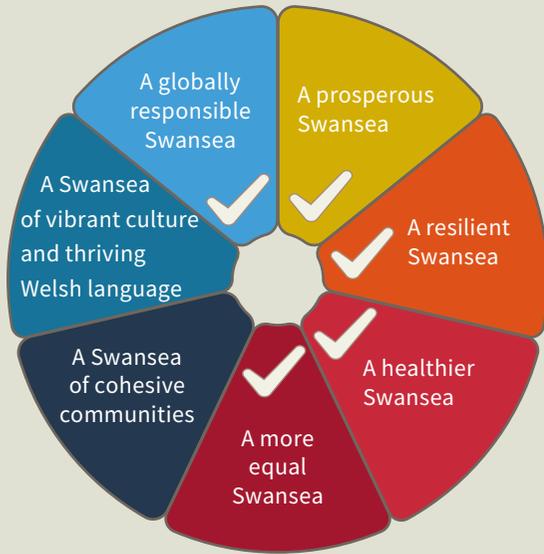
Steps to be taken	Short term (< 3 years)	Medium term (4-9 years)	Long term (10-25 years)
<b>Green Infrastructure</b>	To develop and put in place a Green Infrastructure strategy for Swansea. To work with communities to understand and engage with the opportunities for implementation. (This includes the opportunities for urban green infrastructure, open green spaces and the public-sector estate).	To engage with our partners and communities to implement the Green Infrastructure strategy for Swansea. To act on opportunities to implement interventions and make the most the health benefits these provide.	Place nature at the heart of Swansea (such as by working towards a recognised status). Made Green Infrastructure a key aspect of service delivery. Supported communities to take part in planning and shaping their areas.
<b>Ecosystem Services (Natural benefits)</b>	To understand, and raise awareness of, the ecosystem services provided throughout the county. To reduce the risks and enhance opportunities around these.	To deliver nature-based solutions to improve the provision of ecosystem services throughout Swansea.	
<b>Carbon reduction and offsetting</b>	To understand the risks posed by climate change to Swansea and the size of our carbon footprint. Identify and implement opportunities to reduce this. (This includes transport and waste).	To explore opportunities to use of our partners building and estate for local energy generation, community projects and supporting low carbon transport.	Work with partners and taken actions to reduce carbon emissions through sharing assets and knowledge. Worked together through local initiatives.
<b>Improving knowledge and understanding</b>	To carry out ideas and actions to increase awareness around environmental challenges (such as the decline in biodiversity) and opportunities (such as the availability of greenspace).	To work together to development and roll-out wider environmental education and training packages across Swansea with partner organisations.	

The Nature Task Group will be led this.

To be led by the Working with Nature operational group including the wider community, organisations and partners.



# How we will maximise our contribution to well-being



Working with nature will contribute to the well-being goals by building:

- a healthier Swansea.
- a prosperous Swansea.
- a resilient Swansea.
- a more equal Swansea.
- a globally responsible Swansea.

We will use the five ways of working to help achieve these steps.

**Prevention:** Understand the causes of problems and work together with nature to prevent them.

**Long term:** Understanding the long-term trends and working with nature to build a more resilient Swansea.

**Collaboration:** Working together to maximise the benefits derived from nature.



**Integration:** Making sure we make the most of the benefits of working with nature.

**Involvement:** Working with communities to shape our green spaces.



## 4 Build stronger communities that...

**Have a sense of pride and belonging**

**Are more cohesive**

**Are prosperous**



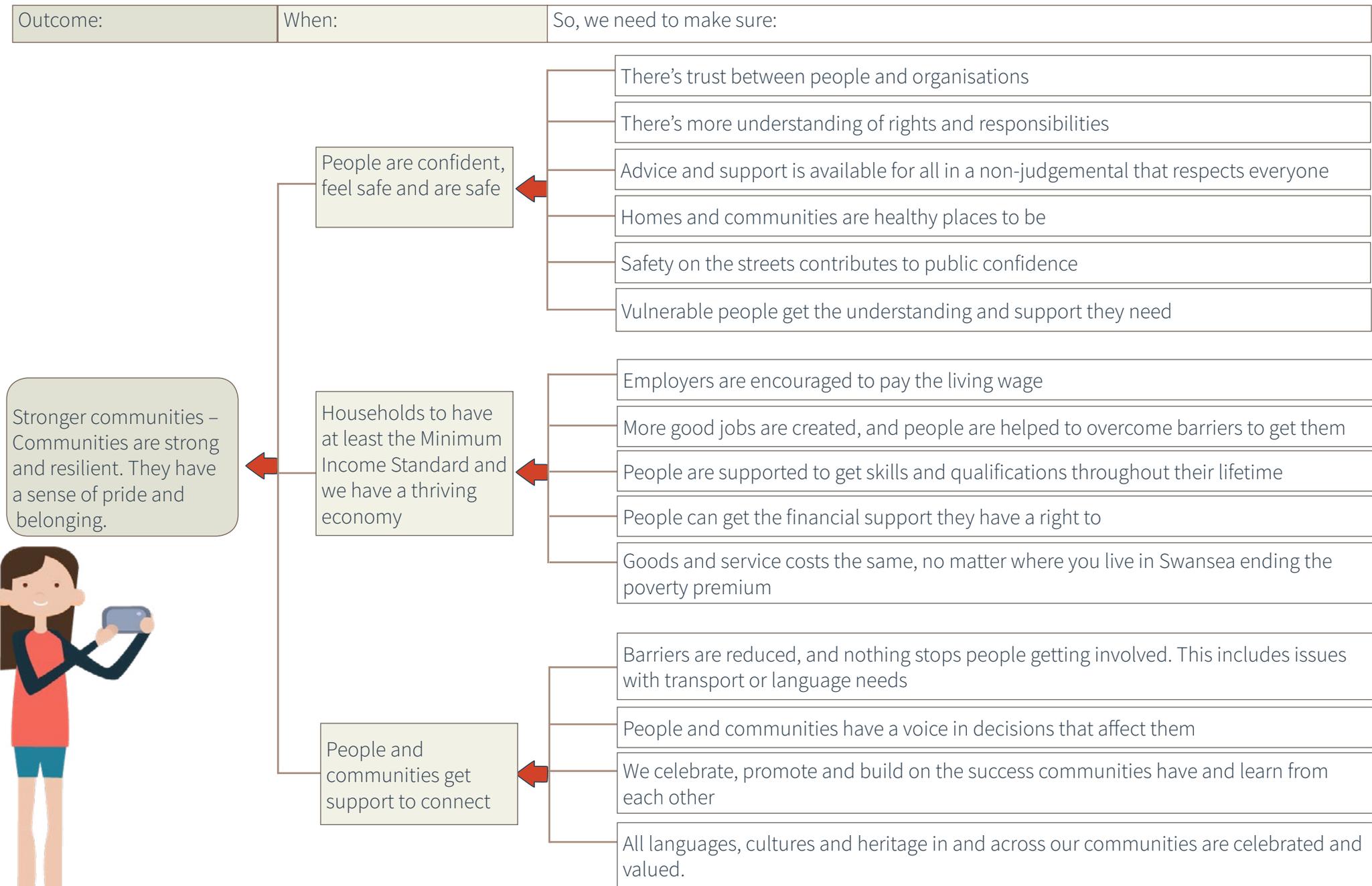
**Help people to trust each other**

**Support people to feel safe and be safe, confident**

We want to make Swansea a vibrant, tolerant and welcoming place. A place where everyone has equal access to opportunities and feels truly proud to live, work and play. To achieve this, we need people to feel like they belong and feel safe. Swansea must be a place where people's backgrounds and circumstances are appreciated and valued.

Our communities are changing. We want to learn from each other and work together to build a better Swansea. We know that good relationships are an essential part of well-being. As communities change we will celebrate what they have in common and face challenges together. This includes dealing with barriers to employment, training, educational attainment and inclusion.

To do this we know we need to work together and understand individual and community issues. We need to build trust between communities and local organisations, giving people a voice in decisions affecting their lives. It is important to support and work with vulnerable people and socially marginalised groups to foster inclusion.





# Our Objective by 2040:

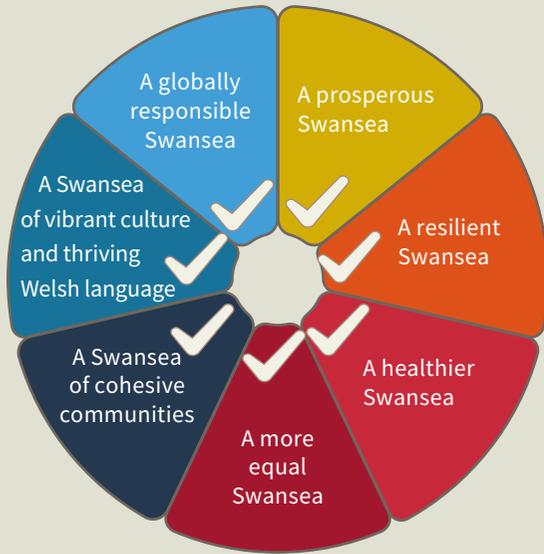
To build strong communities with a sense of pride and belonging

Steps to be taken	Short term (< 3 years)	Medium term (4-9 years)	Long term (10-25 years)
<b>People feel safe and confident in their communities</b>	To develop common understandings of asset-based approaches to developing community resilience, building on existing practice, leading to an action plan.	To embed amongst all our partners, approaches that support individual, family and community resilience.  To work towards us working as a whole organisation and whole public sector with one approach.	Promote safe and confident communities and take actions to promote community (co-production). Build an increase in trust between organisations and people taking a co-productive approach.
<b>Individuals and communities are connected and feel a sense of belonging</b>	To work together and develop ways to promote positive messages, opportunities and removing barriers to participation.  To use the principles of an Intercultural City to promote the diversity of cultures and languages within Swansea.  To make share and make the best use of the resources we have.	To deliver collective action to remove barriers to participation including fear of difference, sharing resources regularly to do so.  To further embed our Intercultural City approach to promote Welsh language whilst also recognising and celebrating the other cultures, languages and communities in Swansea.	Fully embedded the principles of an Intercultural City approach with all our partners. Improve and enhance tolerance.
<b>Work towards a thriving economy in which households achieve at least the minimum income standard</b>	To deliver a single public service approach to developing a thriving economy.  To join and work with the Swansea Bay City Region Economic Regeneration Strategy and the Council's Tackling Poverty strategy.  To make sure there's a thriving economy where the most disadvantaged people can benefit.	To fully embed the economic regeneration plans within all our partners and actions will be taken to enhance a social benefits approach.  To work together and jointly design and implement local projects that support achievement of Minimum Income Standard.	Deliver a single public service approach to developing a thriving economy.  Make changes to organisational processes and approaches to do this.

When we complete this Local Well-being Plan, we will look at the governance arrangements. This is to make sure we're delivering it right and have the right oversight. We will identify lead partners to be accountable for delivery. We will work on similar issues across wider geographical areas, to make sure we make the best use of resources.



# How we will maximise our contribution to well-being



By building strong communities we will contribute to the well-being goals by building:

- a prosperous Swansea
- a resilient Swansea
- a healthier Swansea
- a more equal Swansea
- a cohesive Swansea
- a Swansea which celebrates our diverse and vibrant culture
- a globally responsible Swansea.

We will use the five ways of working to help achieve these steps.

**Prevention:** Work actively to celebrate difference and to ensure all residents feel they belong.

**Long term:** Work to understand the impacts of future trends on communities to help us prepare for a future Swansea we are all proud of.

**Collaboration:** Listen to and trust each other.



**Integration:** Work to understand the impact we all have on each other.

**Involvement:** Work together to ensure we build trust and maximise positive change in Swansea.



## Sharing for Swansea – Cross Cutting Action for Change

'Sharing for Swansea' is an approach which focuses on how Public Services Board Partners can work better together to achieve our objectives.

This means understanding how we can use our land, buildings, people skills, communications and knowledge more effectively together. We want to make every contact count.

This will enable us to best implement the Well-being of Future Generations (Wales) Act's five ways of working.



**Early Years**



**Live Well Age Well**



**Working with Nature**



**Strong Communities**



**The Ways of Working: Sharing for Swansea**



## Our Objective by 2040:

To work towards integrated public services in Swansea by sharing resources, assets and expertise. To develop a common language and making every contact count to maximise the contributions to Swansea's well-being goals.

Steps to be taken	Short term (< 3 years)	Medium term (4-9 years)	Long term (10-25 years)
<b>Understanding one another's priorities and context</b>	To complete the programme of 'walking in our shoes' for all PSB core group partners. To explore joint approaches to responsible procurement.	To gain a strong understanding of one another's business. To have a seamless approach to service delivery, with increasing amounts of regional working.	Organisations that fully understand one another's business and are able to act collectively on a regular basis.
<b>Physical estates (and/or assets)</b>	To take part in formal review of assets and services in pilot community hub areas. To review activities and other initiatives.	To share disposal of and investment in assets. To consider the impact of regional working – making the most value of assets.	Shared use of physical assets as matter of course.
<b>Participation, coproduction and engagement</b>	To develop joint learning. To improve existing processes and make them all the same high standard.	To have a single agreed process for coproduction and engagement.	Communities and people regularly engaging in policy and strategic discussions to influence delivery and enhance resilience.
<b>Developing people and ways of working</b>	To Coordinate a plan for areas of initial joint delivery. To develop a simple common language.	To identify roles and teams that can work together more on a joint cross-organisational or cross-disciplinary basis. To have single, multi-disciplinary teams for increasing elements of service delivery.	Multi-disciplinary team are the Swansea way of working.
<b>Developing Swansea as a Human Rights City</b>	To define what this means for Swansea and take initial action. To build on existing partnership work around children's rights.	To develop a maturity model and an annual self-assessment process. To use this model to get more evidence of progress and benefits.	Local people recognising and value the Human Rights City approach and outcomes from its adoption are visible and recognised.

On completion of the Swansea Well-being Plan, we will look at governance arrangements to make sure there's effective delivery and oversight. We will also identify lead partners to be accountable for delivery.

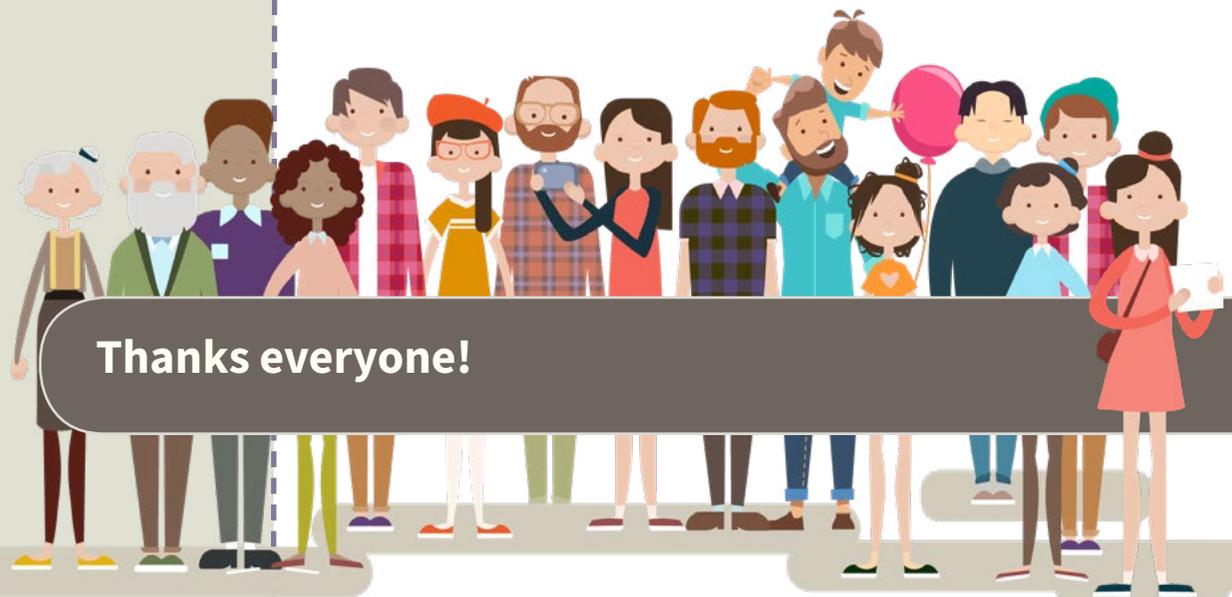


## Thanks for reading this

We can't do this alone. We'll continue to work with our partners and listen to people in our communities. As we move forward we'll check this plan is working and improving well-being.

If it isn't, we can make any changes we need.

To find out more visit: [swansea.gov.uk/psb](https://swansea.gov.uk/psb)





## Appendix I - Making the Connections

Although each objective focuses on a specific priority as our diagrams show there are many areas of overlap. We believe it is critical that everyone contributes to all of the objectives not just the ones where our work makes the biggest impact. Even where the scope for action is relatively small, when we all address each objective collectively the impact can be game changing. The chart below maps the role of each objective in carrying out the steps.

Steps we will take	Early Years	Live Well, Age Well	Working with Nature	Stronger Communities
To promote Swansea's First 1000 days Programme	Lead	Support	Support	Support
Parents are supported for birth and early childhood	Lead	Support	Support	Support
To more effectively integrate Early Years Services	Lead	Consider	Consider	Consider
To ensure that interventions are made earlier in life.	Lead	Support	Consider	Support
Innovative approaches to health and social care	Lead	Lead	Support	Consider
Making every contact count	Lead	Lead	Consider	Support
Local Area Co-ordination and social prescribing	Lead	Lead	Consider	Support
Innovative housing and technology	Support	Lead	Consider	Support
Green infrastructure	Consider	Lead	Lead	Consider
Ecosystem services	Consider	Consider	Lead	Consider
Climate change and carbon reduction	Consider	Support	Lead	Support
Improving knowledge and understanding	Support	Consider	Lead	Support
People feel safe and confident in their communities	Support	Lead	Support	Lead
Individuals and communities are connected and belong	Support	Lead	Support	Lead
A thriving economy - with the minimum income standard	Support	Support	Support	Lead
Physical estates	Lead	Lead	Lead	Lead
Coproduction and engagement	Lead	Lead	Lead	Lead
Staff training and development	Lead	Lead	Lead	Lead
Understanding one another's priorities and context	Lead	Lead	Lead	Lead
Developing Swansea as a Human Rights City	Lead	Lead	Support	Lead

A detailed Action Plan will set out how we will implement the steps to achieve our objectives.



## Appendix II Swansea Public Services Board

The Swansea Public Services Board is a partnership of organisations who work together to improve local services and includes:

- Abertawe Bro Morgannwg University Health Board
- Gower College Swansea
- HM Prison and Probation Service
- Job Centre Plus
- Mid and West Wales Fire and Rescue Service
- Natural Resources Wales
- Public Health Wales
- Regional Business Forum
- Safer Swansea Partnership
- Chief Constable of South Wales Police
- South Wales Police and Crime Commissioner
- Swansea Council
- Swansea Economic Regeneration Partnership
- Swansea Environmental Forum
- Swansea Council for Voluntary Service
- Swansea University
- Wales Community Rehabilitation Company
- Welsh Government
- University of Wales Trinity St David
- Community and Town Council representation

Every local council area in Wales is legally required to have a Public Services Board. This requirement is set out in the Well-being of Future Generations (Wales) Act 2015.

The Act asks Public Service Boards and 44 Public Bodies to work together toward seven common well-being goals and five ways of working to make sure that when making decisions they take into account:

- the impact they could have on people living their lives in Wales in the future
- how to work better with people and communities and each other
- how to prevent problems and take a more joined-up approach locally and regionally.

The Local Well-being Plan is designed to be about the collective action of the PSB Partnership. The PSB and Scrutiny will ensure that steps are in place to monitor that the Plan is achieving its objectives for Swansea and Wales.



**Working together to improve local services**



## Appendix III: How the plan has developed

Our involvement process started by asking citizens, children, staff, managers, leaders, service users and experts to imagine the Swansea they wanted to see in 2040 and identified key future trends that would impact this future. This long-term approach underpins the development of our Local Well-being Plan.

Population	Climate change	Economy and Infrastructure	Society and culture	Health	Land use and natural Resources
<ul style="list-style-type: none"> <li>● Ageing population</li> <li>● Housing</li> <li>● Migration</li> <li>● Immigration</li> <li>● Older workforce</li> <li>● Household make up</li> <li>● Student population</li> <li>● Increased child population</li> </ul>	<ul style="list-style-type: none"> <li>● Weather patterns</li> <li>● Extreme weather events</li> <li>● Biodiversity</li> <li>● Water quality and availability</li> <li>● Flooding</li> <li>● Air quality</li> <li>● Sea level rise</li> <li>● Geopolitical instability</li> </ul>	<ul style="list-style-type: none"> <li>● Price rises</li> <li>● Skills gap</li> <li>● Austerity</li> <li>● Globalisation</li> <li>● Deindustrialisation</li> <li>● Increased adoption of IT</li> <li>● Smart technologies</li> <li>● Transport</li> <li>● Supply chains</li> </ul>	<ul style="list-style-type: none"> <li>● Poverty</li> <li>● Apathy</li> <li>● Lack of trust/empowerment</li> <li>● Erosion of community cohesion</li> <li>● BREXIT</li> <li>● Increased inequalities</li> <li>● Community safety</li> <li>● Welsh language</li> </ul>	<ul style="list-style-type: none"> <li>● Heat related deaths</li> <li>● ACES</li> <li>● Demand</li> <li>● Lifestyles</li> <li>● E Health</li> <li>● Welsh language</li> <li>● Mental health</li> <li>● Elderly care</li> <li>● Drug resistance</li> <li>● Social media</li> </ul>	<ul style="list-style-type: none"> <li>● Energy</li> <li>● Food security</li> <li>● Farming and land use</li> <li>● Finite resources</li> <li>● Waste</li> <li>● Emissions/Pollutants</li> <li>● Ecosystem resilience</li> <li>● Soil quality</li> <li>● Biodiversity</li> </ul>

Our approach to involvement and engagement was based on the National Principles for Public Engagement and was designed to begin with a blank sheet and engage, re-engage and then formally consult with our stakeholders filtering down the collective priorities for action into objectives. This meant ideas could be refined into objectives with everybody's buy in and voice being heard at every stage of the process.



## Appendix III: How the plan has developed

Through its Assessment of Local Well-being the PSB has looked at what is working well to make Swansea a better place for people and where we can work together to make things better:

What is going well	What can be improved
Many people are working together to improve children's opportunity to have the best start in life.	We know that children's start in life is not all the same and that the lifestyle choices a parent makes can impact on this, but these can be hard to change. We need to work together to change this.
School attendance and results at Year 10 and Year 11 are good and improving, and the local Higher and Further Education sector is strong with lots of good quality places to learn.	Evidence shows that there are links between where people live and how well they do in education. Generally, lower attendance rates are seen in areas of higher deprivation, and how well people do in post-16 education can vary.
The number of people in employment has risen over the long term. The productivity gap has narrowed between Swansea and the UK. The City Deal and university expansion should generate economic activity and good jobs for people	Economic inactivity remains high. Swansea has a large public sector and therefore has fewer businesses than in similar-sized cities. More needs to be done to address barriers to employment and training.
Most people in Swansea have enough money to afford the essential things they need. Many people are working together to reduce how much people spend on essential items e.g. fuel, credit, that people who experience poverty often have to pay extra for.	There are large inequalities between our most and least deprived neighbourhoods in Swansea. For those in poverty well-being is low, with households – especially digitally excluded or without access to information – subject to the 'poverty premium'.
Through the World Health Organisation Healthy Cities Programme, lots of partnership work is taking place around health with a particular focus on ageing well, Early Years and children, healthy urban environments and substance misuse.	Health and well-being improvement relies on changing our behaviours. This requires all of us to work together using our social capital.
Some aspects of the urban and natural environment, community resilience and sustainability are positive and improving; there is a high regard for Swansea's cultural offer.	There is a continuing loss of biodiversity, natural green space, pockets of poor air and water quality, and significant deficiencies in housing and infrastructure – all of which have an impact on people's well-being.

To view the Assessment of Local Well-being, click here: [www.swansea.gov.uk/psbassessment](http://www.swansea.gov.uk/psbassessment)



## Appendix III: How the plan has developed

As well as using information from the Assessment of Local Well-being, Swansea has taken the following things into consideration to make sure our Well-being Plan is the best it can be:

Future Trends Report 2017	Western Bay	What we have to do by law (statutory duties)	The rights of all people
<p>This is a report written by the Welsh Government</p> <p>It is a report that looks at trends in Wales and shows that:</p> <ul style="list-style-type: none"> <li>● Life expectancy is increasing so the population is ageing.</li> <li>● Illnesses and conditions such as obesity, mental illness, dementia and diabetes are increasing.</li> <li>● Advances in technology will change the way we grow and prosper in Wales.</li> <li>● Political changes such as Brexit may affect what Wales looks like in the future.</li> <li>● Climate change will affect Wales. We will see pressures in terms of land use, what resources are available and the variety of plant and animals we see.</li> </ul>	<p>Swansea PSB works closely with Western Bay health and social care programme.</p> <p>This regional partnership delivers across Neath Port Talbot, Bridgend and Swansea.</p> <p>The development of both the Population Assessment and draft Area Plan have been informed and been informed by the work of Swansea PSB.</p> <p>The Population Assessment can be found at <a href="http://www.westernbaypopulationassessment.org">www.westernbaypopulationassessment.org</a> The Area Plan can be seen at <a href="http://www.westernbay.org.uk/areaplan">www.westernbay.org.uk/areaplan</a></p>	<p>The Act gives PSBs the choice to bring together a range of plans that set out what we have to do in specific areas. These plans are:</p> <ul style="list-style-type: none"> <li>● The Crime and Disorder, Reduction of Offending and Substance Misuse Partnership Plan</li> <li>● Children and Young People’s Partnership Plan</li> <li>● The Western Bay Area Plan</li> <li>● The Part 1 Scheme ‘Local Primary Mental Health Support Services’ jointly agreed by the LHB and 3 local authorities under section 2 of the Mental Health Measure 2010 measure.</li> <li>● The Violence Against Women, Domestic Abuse and Sexual Violence Plan</li> </ul> <p>The PSB agreed that to best work on these specific areas, there should be separate plans.</p> <p>The Well-being Plan will support and add value to them.</p>	<p>All people have rights. These rights are set out in the United Nations Declaration of Human Rights.</p> <p>We want to respect people’s rights and involve them in decisions that affect their lives and their well-being.</p> <p>The PSB has developed an Involvement Plan to ensure that people are involved in decisions that affect their well-being.</p> <p>Children have specific rights that are set out in the United Nations Convention on the Rights of the Child. In Wales, we have to show what we do to listen to children and young people. In Swansea, there is a clear and agreed commitment to supporting children to enjoy their rights.</p>



## Glossary

**biodiversity:** the variety of plants and animals on earth. It includes all species of plants and animals and the natural systems that support them.

**personal and community resilience:** how well an individual or community can respond positively to, withstand and recover from a difficult or negative situation.

**deprivation:** the lack of access to opportunities and resources which we might expect in our society to meet basic needs.

**deprived neighbourhoods:** a geographic area where there is a concentration of people experiencing deprivation.

**digitally excluded:** unequal access or skills to use information and communication technologies (ICTs).

**ecologically rich:** a geographical area that supports a wide range of plants and/or animals.

**ecosystems Services:** the benefits people get from ecosystems. These include food and water; regulating services such as flood and disease control; cultural services such as spiritual, recreational, and cultural benefits; and supporting natural processes that maintain the conditions for life on Earth.

**environmental quality:** the condition of the natural environment (land, air and water) and how it is affected by human activity i.e. pollution.

**green infrastructure:** good quality natural and manmade greenspace, including woodlands, wetlands, open and running water, river banks, parks and gardens, allotments, churchyards, recreational space, green roofs.

**Healthy Cities:** International learning network run by the World Health Organisation ‘requiring local political buy in to deliver change’ to improve health for all. Swansea is the only designated ‘Healthy City’ in Wales at present.

**Intercultural Cities:** The Council of Europe’s Intercultural Cities programme supports cities in reviewing their policies through an intercultural lens and developing strategies to help them manage diversity positively and realise the diversity advantage.

**Making Every Contact Count:** an approach where employees of public services use every opportunity to deliver brief advice to improve health and well-being.

**Marmot Review:** an independent review into health inequalities in England published in 2010 ([www.ucl.ac.uk/marmotreview](http://www.ucl.ac.uk/marmotreview)). The Review, chaired by Professor Sir Michael Marmot, included a focus on Early Years interventions into health inequalities. The Marmot Report specifically suggested a need to:

- reduce inequalities in the early development of physical and emotional health and cognitive, linguistic and social skills
- ensure high quality maternity services, parenting programmes, childcare and Early Years education for all
- build resilience and well-being of all young children.

**Minimum Income Standard:** this identifies what the public think is an acceptable minimum standard of living each year. It includes, but is more than just, food, clothes and shelter. It is about having what you need in order to have the opportunities and choices necessary to participate in society.



## Glossary

**multi-disciplinary:** a number of experts, or people from different professions, working together.

**natural environment:** the natural (not man-made) surroundings in which a plant or animal lives.

**population:** the people who live in the City and County of Swansea.

**poverty premium:** the additional amount which households on low incomes have to pay for the same essential goods and services; credit, fuel, food and transport. For example, fuel costs more per unit from a pre-payment meter than with an online Direct Debit discount. Also, more fuel is used in households with poor insulation and inefficient appliances. Food costs more from small, local shops than larger ones which you can't get to without a car.

**objectives:** or aims, are the goals the PSB are looking to achieve to improve people's well-being in Swansea.

**social prescribing:** enables doctors and nurses to refer patients with social, emotional or practical needs to a range of local, non-clinical services, often provided by the voluntary and community sector

**urban environment:** man-made areas i.e. towns, urban environments.

**vulnerability:** a person is vulnerable if, as a result of a situation or circumstances, they are unable to take care of or protect themselves from harm or exploitation.

## References

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