

# Working Together to Build a Better Future



Swansea Public Services Board  
Draft Local Well-being Plan

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# Message from the Swansea Public Services Board

In Swansea, we believe in the rights of every person. Through this plan, our vision is to work together to make Swansea a place which is prosperous, where our natural environment is appreciated and maintained and where every person can have the best start in life, get a good job, live well, age well and have every opportunity to be healthy, happy, safe and the best they can be.

In 2016, the Public Services Board (PSB) started a conversation about well-being in Swansea (to find out more about the PSB go to page 19). We carried out an Assessment of Local Well-being to understand what matters most to communities. The Assessment told us that for many reasons Swansea is a great place to live but that we need to work harder together to make sure everyone can live well, benefit from and be proud of Swansea.

Using information from the Assessment and by listening to people, we have developed this draft Local Well-being Plan which is designed to improve well-being through the following four objective areas:



**Early Years:**  
To ensure that 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 footprint



**Strong Communities:**  
To empower communities promoting pride and belonging

For each of these objectives we have identified what needs to happen to improve well-being, these are *primary drivers*. We believe the primary drivers are at the heart of the challenge. The *secondary drivers* are the steps we can take to help things improve. We have listed the primary and secondary drivers in a diagram for each of the objectives.

# Wales is doing things differently

The Well-being of Future Generations Act (Wales) 2015 asks the Public Services Boards and 44 Public Bodies to work together toward seven common well-being goals using five ways of working when making decisions.

## Five ways of working



**The Long term:** The importance of balancing short-term needs with the need to safeguard the ability to also meet long-term needs.



**Prevention:** How to act to prevent problems occurring or getting worse may help public bodies meet their objectives.



**Integration:** Considering how public body's well-being objectives may impact upon each of the well-being goals, on their other objectives, or on the objectives of other public bodies.



**Collaboration:** Acting in collaboration with any other person (or different parts of that body itself) that could help the body meet its well-being objectives.



**Involvement:** The importance of involving people with an interest in achieving the well-being goals, and ensuring that those people reflect the diversity of the area which the body services.

Seven well-being goals	
Goal	Description of the Goal
<b>A prosperous Wales</b>	An innovative, productive and low carbon society which recognises the limits of the global environment and therefore uses resources efficiently and proportionately (including action on climate change); and which develops a skilled and well-educated population in an economy which generates wealth and provides employment opportunities, allowing people to take advantage of the wealth generated through securing decent work.
<b>A resilient Wales</b>	A nation which maintains and enhances a biodiverse natural environment with healthy functioning ecosystems that support social, economic and ecological resilience and the capacity to adapt to change (for example climate change).
<b>A healthier Wales</b>	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.
<b>A more equal Wales</b>	A society that enables people to fulfil their potential no matter what their background or circumstances (including their socio economic background and circumstances).
<b>A Wales of cohesive communities</b>	Attractive, viable, safe and well-connected communities.
<b>A Wales of vibrant culture and thriving Welsh language</b>	A society that promotes and protects culture, heritage and the Welsh language, and which encourages people to participate in the arts, and sports and recreation.
<b>A globally responsible Wales</b>	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.

## Swansea will also be doing things differently

Swansea is the second largest city in Wales, with a population (city and county) of 242,400. It is a population that is growing, and people are living longer. However, people's life experiences are very different between our poorest and wealthiest communities.

Swansea is an attractive place to work in and visit, with many people travelling to do both. It is one of the most ecologically rich counties in Wales, but there are threats to this resource and areas of poor environmental quality which need improving. Swansea has a high number of well-qualified people and is home to over 20,000 students. Whilst the overall number of people who can speak Welsh is reducing, the number of young people under 16 years who can speak Welsh is increasing.

Looking to the future, Wales is a country that is changing and Swansea is changing too. The city will increasingly be made up of people from different backgrounds, as people choose to move into Swansea to live. The average number of people in a household is falling with more people living on their own than before. The sort of jobs people have are changing, with technology advances; increasing automation and changes in healthcare. In Swansea, we need to understand the challenges and opportunities these changes bring.

### Swansea Bay City Region City Deal

The Swansea Bay City Region City Deal is £1.3 billion of public and private sector investment into the region creating around 10,000 jobs. It will improve economic well-being by creating good jobs and opportunities for the people and businesses of Swansea Bay.

The City Deal will drive economic growth and contribute to the well-being goals by focusing on building a more prosperous, resilient and equal Swansea. The PSB sees the City Deal as playing an important role in helping achieve the well-being objectives. Information on the City Deal can be found here: <http://www.swanseabaycitydeal.wales/>

## How did we get to the four objectives?

In 2016, the Public Services Board 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.

During June and July 2017, the PSB Partners, local voluntary and community organisations, and citizens discussed what is important in Swansea. These conversations were informed by the Assessment of Local Well-being, the Welsh Government Future Trends Report, people's experience and expert participants. The conversations highlighted ten themes for action. From the ten themes, four draft objectives were identified where there was the biggest opportunity for the PSB to work together for a better Swansea.

Themes for action	Objectives / comments
Early Years	<b>Objective: Early Years</b> - To ensure that children have the best start in life to be the best they can be.
City Deal & Infrastructure	<i>Agreed that the City Deal will help deliver the objectives.</i>
Pride, Community Cohesion, Social Capital/ Behaviour Change and Joint working	<b>Objective: Strong Communities</b> - To empower communities promoting pride and belonging.
Ageing Well	<b>Objective: Live Well, Age Well</b> - To make Swansea a great place to live and age well.
Climate Change/Carbon Reduction, Biodiversity	<b>Objective: Working with Nature</b> - To improve health, enhance biodiversity and reduce our carbon footprint.
Housing	<i>Agreed that housing is a theme to help deliver the objectives.</i>

More details on how the Plan was developed is provided in Appendix 1, a copy of the Assessment can be found here: <http://www.swansea.gov.uk/psbassessment>

# Our Challenge

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 well integrated

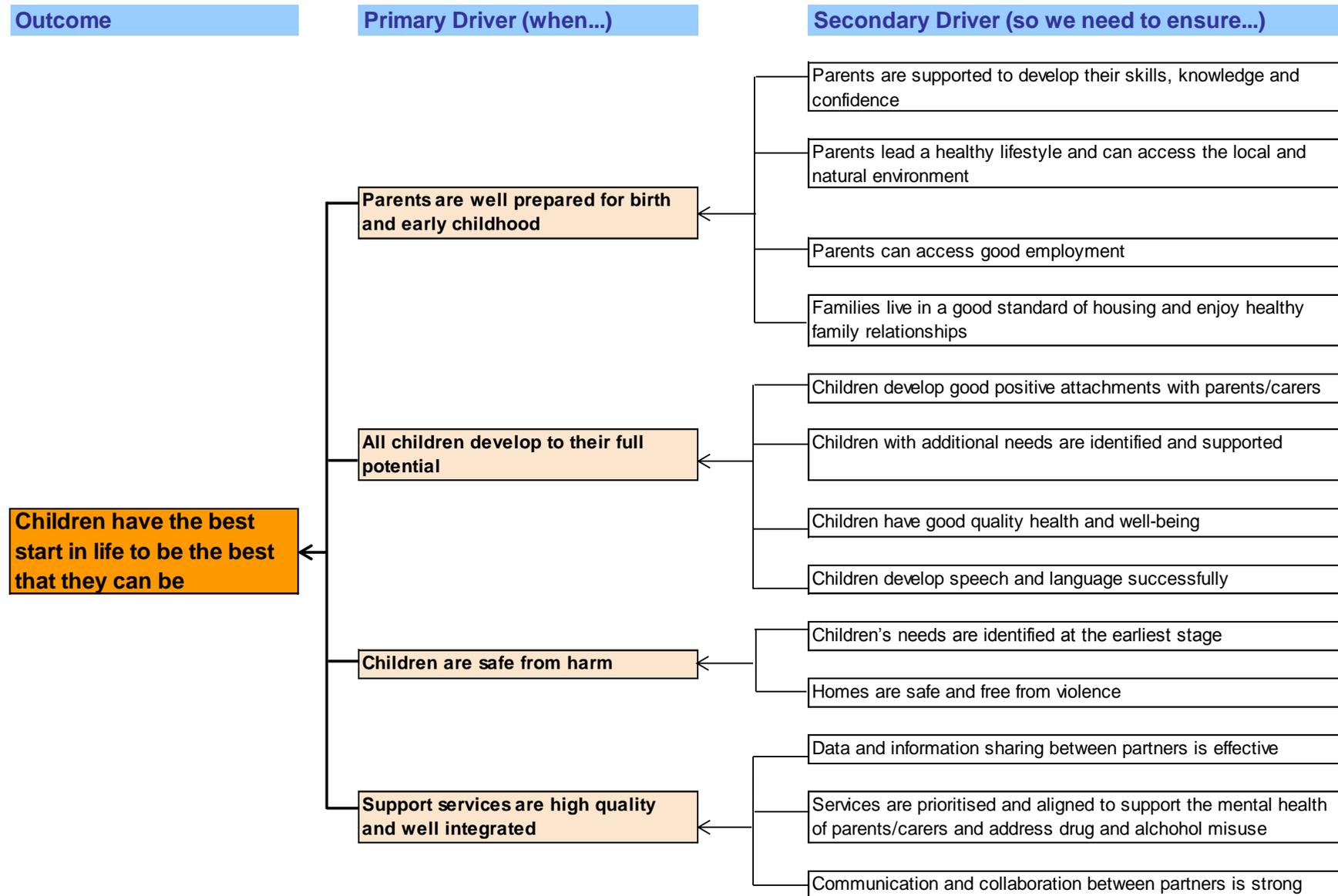
Children are safe from harm

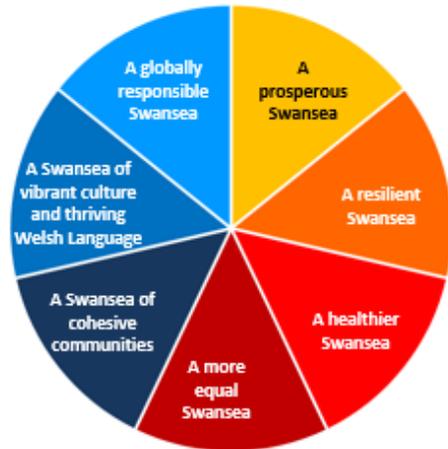
If children have the best start in life they are likely to be healthier, more likely to be better learners and less likely to experience deprivation as adults. Positive Early Years experiences lead to a greater likelihood of having a good job and a better standard of living, and of being more able to 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:

1. Promoting important messages and information to all.
2. Enhancing universal Early Years services through the availability of additional early intervention provision for expectant parents and young children to ensure strong foundations are in place for their future development.
3. Adding value to universal and early intervention services through the engagement and involvement of wider services and organisations to promote, signpost, co-plan and deliver community based support and activities.

The following diagram shows what the PSB Partners feel we can work on together to ensure children have the best start in life to be the best they can be:





**Ensuring children have the best start in life will improve Swansea's social and economic well-being. This objective will contribute to the well-being goals by focusing on building a healthier, more prosperous, resilient, equal and cohesive Swansea.**

The five ways of working are the 'golden thread' which will enable the steps to be achieved.

Collective working to create conditions for children to flourish

Early interventions to maximise longer-term health and well-being

Integrate resources and co-produce

Share data and collaborate



Taking a co-productive approach

# Our Challenge

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

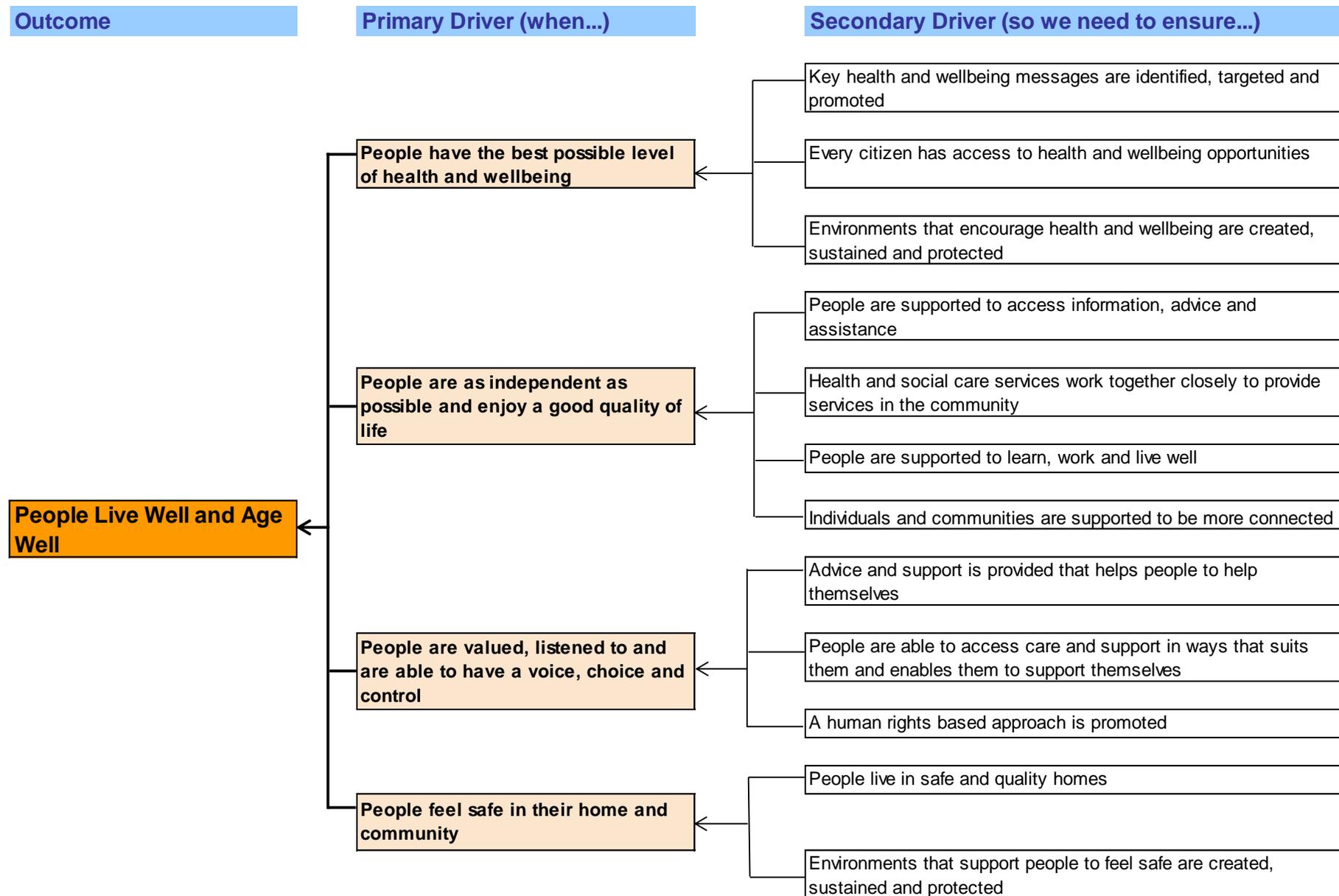


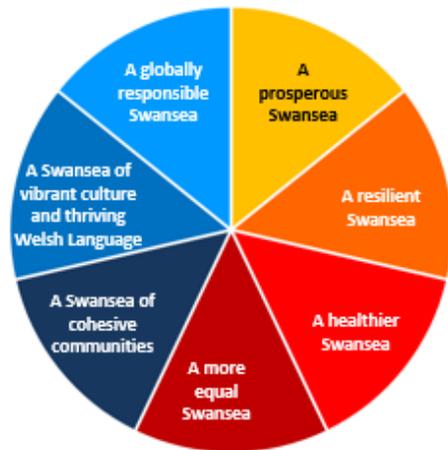
They have the best possible level of health and well-being

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

People in Swansea are living longer. 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 and independent and be able to reach their full potential. To achieve this we need to support people throughout their lives to 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.

The following diagram shows what the PSB Partners feel we can work on together to ensure people live and age well:





**Supporting people to Live Well and Age Well will contribute to the well-being goals by focusing on building a healthier, more prosperous, more equal, more resilient and more cohesive Swansea.**

The five ways of working are the 'golden thread' which will enable the steps to be achieved.

Support people to build strength and independence throughout the life-course

Early interventions to maximise longer term health and well-being

Sharing best practice, skills and experience and having collective strength in tackling key issues



More integrated front-line workforce giving people the right support at the right time

Developing robust and integrated involvement mechanisms

# Our Challenge

Working with nature to...

Improve health

Maintain and enhance  
biodiversity



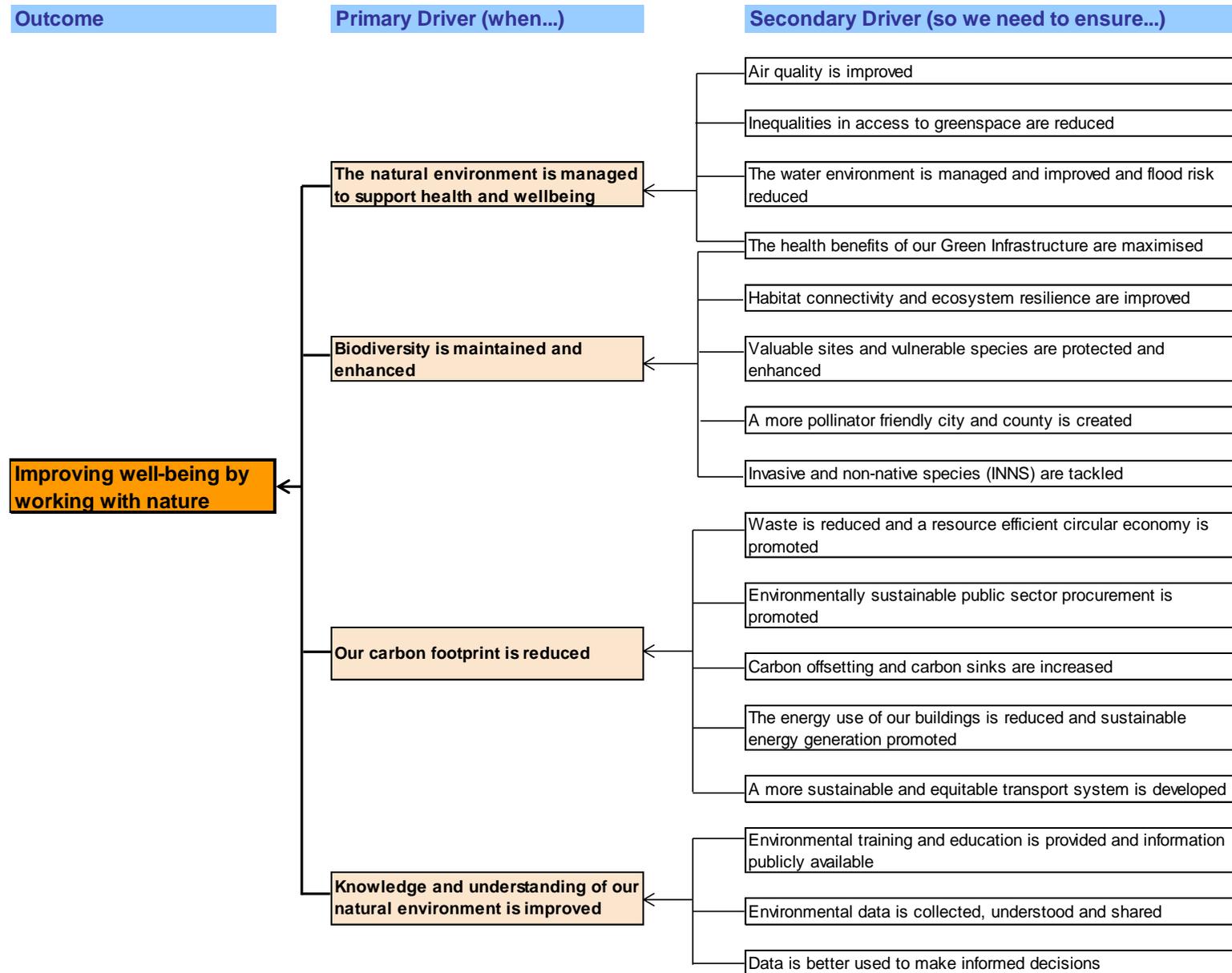
Improve our knowledge  
and understanding of our  
natural environment

Reduce our carbon footprint

A thriving natural environment provides many benefits to society, improving well-being and sustainable economic prosperity throughout the county. Swansea's network of varied and attractive landscapes and wildlife habitats, including its coastline, uplands, woodlands, rivers and wetlands, and its urban parks and gardens, make it one of the greenest counties in the UK. We recognise, however, that some aspects of our natural environment are in decline and aren't as resilient to change as we'd like them to be to deliver well-being. We need to stop exploiting nature and move to a situation where we're working with nature for the benefit of all.

Working with nature can mean many things, from enhancing our green infrastructure in the city, to improving both mental and physical health, and our air and water quality, and increasing our renewable energy generation. In Swansea our aim is to work with nature to – improve health, maintain and enhance biodiversity, reduce our carbon footprint and improve our knowledge and understanding of our natural environment and implement nature-based solutions which have a meaningful impact on well-being.

The following diagram shows what the PSB Partners feel we can work on together with nature:





**Working with nature will improve Swansea’s social, economic and environmental well-being. This objective will contribute to the well-being goals by focusing on building a healthier, more prosperous, resilient, cohesive and globally responsible Swansea.**

The five ways of working are the ‘golden thread’ which will enable the steps to be achieved.

Understand the causes of problems and working together with nature to prevent them

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



Ensuring we maximise the benefits of working with nature

Working together to maximise the benefits derived from nature

Working with communities to shape our green spaces

# Our Challenge

Build stronger communities that...

Have a sense of pride  
and belonging

Are more cohesive

Are prosperous



Enable individuals to trust  
each other

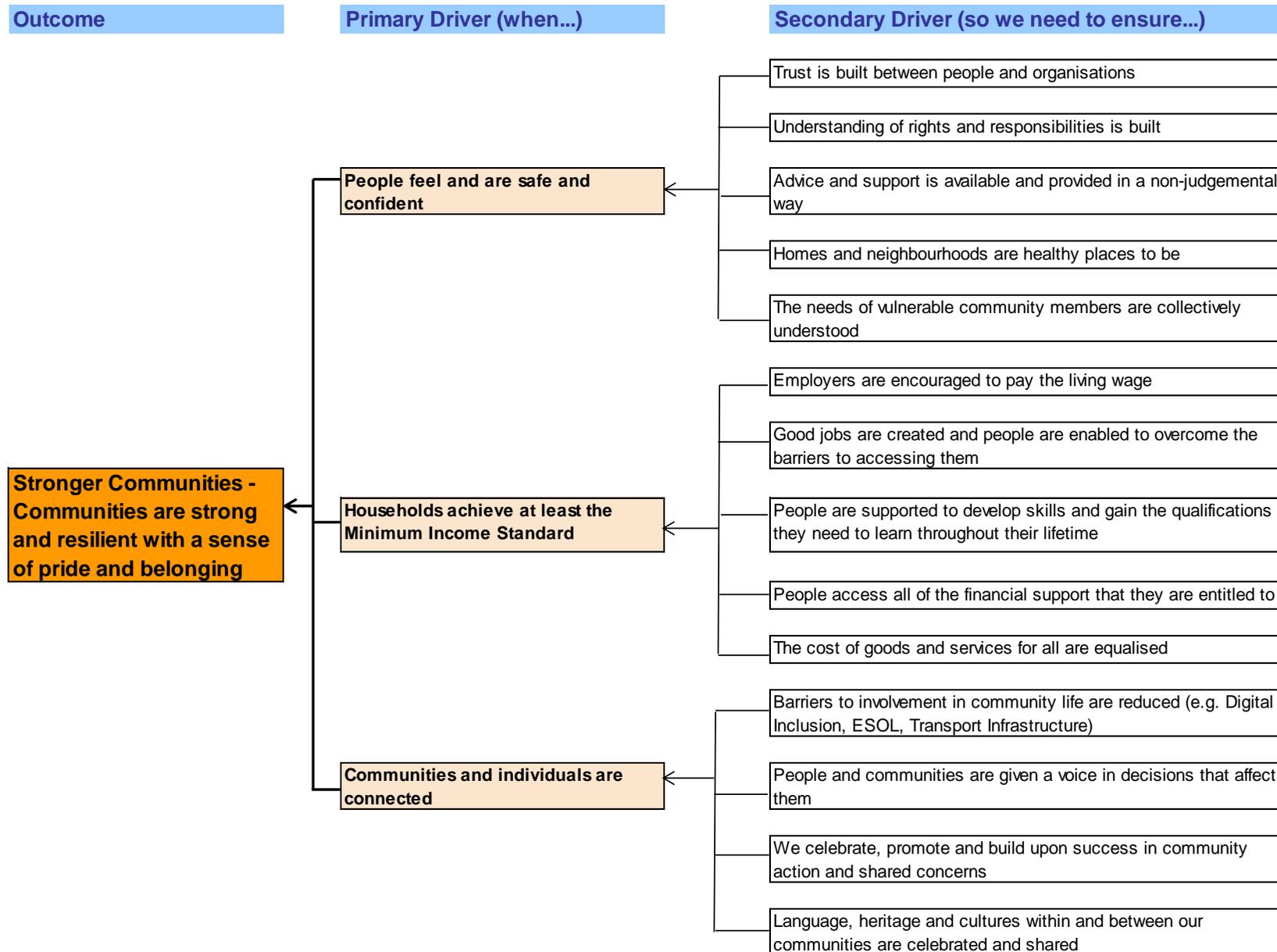
Are safe, confident and strong  
with a focus on vulnerable people

We want to make Swansea a vibrant, tolerant and welcoming place where everyone has equal access to opportunities and feels truly proud to live, work and play in Swansea. To achieve this we need to develop a place where people belong, feel safe, and 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 component of well-being. As communities change we will celebrate what they have in common and face challenges together; including tackling barriers to employment, training, educational attainment and inclusion.

To do this we know we need to work together to 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.

The following diagram shows what the PSB Partners feel we can work on together to build stronger communities:





**By building strong communities we want to improve Swansea’s social, economic and cultural well-being. This objective will contribute to the well-being goals by focusing on building a more prosperous, equal and cohesive Swansea which celebrates our diverse and vibrant culture.**

The five ways of working are the ‘golden thread’ which will enable the steps to be achieved.

Work actively to celebrate difference and to ensure all residents feel they belong

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

Work to understand the impact we all have on each other

Listen to and trust each other



Work together to ensure we build trust and maximise positive change in Swansea

# Swansea Public Services Board

The Swansea Public Services Board is a partnership of public service agencies 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  
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

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 will ensure that steps are in place to monitor that the Plan is achieving its objectives for Swansea and Wales.

# Glossary

**biodiversity:** the variety of plant and animal life in the world or a particular environment.

**community resilience:** how well a 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.

**economic activity:** people who are employed or unemployed but looking for work.

**economic inactivity:** people who are not working and not looking for work.

**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 Programme:** international project run by the World Health Organisation aiming to improve health for all. Swansea is one of 28 cities in the UK which has Healthy City Status.

**Marmot Review:** an independent review into health inequalities in England requested by the Secretary of State for Health in November 2008 and 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.

**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 and that buses don't go to.

**productivity gap:** the gap in Gross Value Added per Hour Worked (GVApHW) between the Swansea and UK average. Gross Value Added is the £ value generated by the production of goods and services, and GVApHW can be seen as a measure of labour productivity or workforce efficiency.

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

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

## Appendix 1: 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 <i>Healthy Cities Programme</i> , 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)

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

<b>Future Trends Report 2017</b>	<b>Well-being workshops</b>	<b>What we have to do by law (statutory duties)</b>	<b>The rights of all people</b>
<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>It is important to listen to people.</p> <p>Workshops on the findings of the Well-being Assessment were held with people in communities. Ten themes for action came out of the workshops.</p> <p>The PSB then worked together to think about the ten themes and made decisions about where there was opportunity for change to improve community well-being by working together.</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 Health, Social Care and Well-being Plan</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>

There is need to understand our communities better, understand long term impacts on well-being and how well-being is changing. We need to spend time collecting information and talking to each other to build an accurate picture.