

Swansea Public Service Board Wellbeing Plan: 2024-25 Action Plan – Appendix A

Wellbeing Plan Step 1: To support the transformation of Early Year Services in Swansea to provide better support for children to have the best start in life

<p>Strategic Lead:</p> <p>Name: Karen Stapleton Organisation: Swansea Bay University Health Board Email Address: karen.stapleton@wales.nhs.uk</p>	<p>Operational Lead:</p> <p>Name: Alison Williams/Gary Mahoney Organisation: Swansea Council Email Address: alison.williams@swansea.gov.uk / gary.mahoney@swansea.gov.uk</p>
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2024-25 Action	Desired outcome	Milestone	Milestone Deadline	Milestone Owner	Success Measure
To agree a set of regional Strategic Principles for Early Years Integration that is signed off by all agencies	Co-ordinated Strategic approach that supports outcomes from Early Years Integration Transformation (EYIT), PSB Wellbeing Objective, and recommendations from the Early Years Maturity Matrix, and other strategic plans.	Consult and engage on draft Strategic Principles - agree further stakeholder engagement	June 2024	Early Years Integrated Board	Each agency recognises and is committed to the Strategic Principles within their governance structure. This supports effective collaboration to improve integration.
		Sign off & approve Final Strategic Principles	Sept 2024		
		Translate the Principles into a work programme for the region	Sept 2024		
		Agree draft multi-agency pathway	Sept 2024		
					Improved collaboration, supporting integration
					Improved collaboration, supporting integration

To finalise an Early Years Pathway for the region, and utilise as a mechanism to inform strategic planning of services		Consult and engage on draft multi-agency pathway - agree further stakeholder engagement	Dec 2024		Lessons learnt from pathfinder projects are maintained
		Identify gaps and make recommendations	Jan 2024		Informed strategic planning of services, and a better understand of how to meet the needs of the communities living in NPT and Swansea.

Wellbeing Plan Step 2: To build on Swansea's 2022 declaration of being a Human Rights City

Strategic Lead:	Operational Lead:
Name: Ness Young Organisation: Swansea Council Email Address: ness.young@swansea.gov.uk	Name: Adele Dunstan Organisation: Swansea Council Email Address: Adele.dunstan@swansea.gov.uk

2024-25 Action	Desired outcome	Milestone	Milestone Deadline	Milestone Owner	Success Measure
To complete the commitments made by the PSB partners in our Human Rights City plans	Create a city which embraces a vision of vibrant, diverse, fair, and safe communities. To build on work that is already happening across the city which is informed by a Human Rights based approach,	Training for front line staff in signposting and information sharing – <i>Tackling Poverty priority</i>	November 2024	Amy Richmond Jones - MWWFRS	Training package in place and training programme underway
		Seek funding to expand our safeguarding offer for the sector – <i>Vulnerable Children and Families priority</i>	August 2024	Amanda Carr - SCVS	Funding secured

	raising Human Rights awareness and which addresses our Human Rights City priorities	Embed a Human Rights based approach in the Health Board's Strategic Equality Plan	April 2024	Nicola O'Sullivan - SBUHB	Plan on Health Board website
Raise and monitor the awareness and impact of Human Rights City work through production of bi-annual newsletter, annual survey and stakeholder panel.	Improved awareness amongst our residents of Human Rights and our work within, and to understand the impact we have made.	First newsletter published	June 2024	Adele Dunstan and HRCSG	Newsletter providing updates with human impact stories from all HRC group
		Annual survey	Oct 2024 (include in residents survey)	Adele Dunstan	Data received and compared to previous awareness survey
		Annual report with second newsletter and convening of 1 st Stakeholder panel	Dec 2024	Adele Dunstan	Report and newsletter providing updates with human impact stories from all HRC group

Wellbeing Plan Step 3: Working towards Swansea's net zero target and nature recovery

Strategic Lead (interim):

Name: Huwel Manley
Organisation: Natural Resources Wales
Email Address: Huwel.Manley@cyfoethnaturiolcymru.gov.uk

Operational Lead:

Name: Jane Richmond
Organisation: Swansea Council
Email Address: Jane.Richmond@swansea.gov.uk

2024-25 Action	Desired outcome	Milestone	Milestone Deadline	Milestone Owner	Success Measure
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Produce an independent adaptation and mitigation strategy for the city and county of Swansea, taking account of the seven wellbeing goals and the Climate Change signatories' statutory functions and responsibilities	Swansea has a climate change and nature recovery adaptation and mitigation strategy which has been agreed by the Climate Signatories Group and the PSB which will inform the development, in 2024-25, of an action plan for 2024-28	Workshops in the community with representatives to take place across the authority	End June 2024	Jane Richmond	The Signatories have produced a final independent adaptation and mitigation strategy for the city and county of Swansea, by end of Dec 2024 and the outline of an action plan by March 2025
		Workshops with representative from the Signatory organisations and PSB to take place	End July 2024		
		Development of Strategy and Key priorities for action	End Oct 2024		
		Final Draft for submission	Nov 2024		
		Final Strategy to be presented to Signatory organisations and PSB	Dec 2024		
		Outline Action Plan produced	March 2025		
Using results from the 2023-24 mapping exercise and informed by A&M contract workshops (May-July) as well as ongoing Signatories Group discussions, plan and deliver activity to share good practice and innovation, and develop improved collaborative working towards Net Zero 2050	Good practice and innovative approaches are shared, leading to greater collaboration in delivering PSB and Project Zero objectives	Approval and agreement of actions proposed in Mapping report	May 2024	Helen Grey	PSB approval of report and recommendations
		Signatories group to identify capacity / resources available to undertake activity, and identify who can deliver / contribute to activities	July 2024		Schedule of activity for delivery in second half of the year

		Delivery of activities – workshops, case studies, etc to share learning and identify opportunities for further collaboration and joint projects	March 2025		By the end March 2025, partners have shared good practice through case studies and workshops, etc. some joint projects may also have been identified
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Wellbeing Plan Step 4: Making Swansea safer, more cohesive, and prosperous

Strategic Lead: Mid and West Wales Fire and Rescue Service

Name: Chief Fire Officer, Roger Thomas

Organisation: Mid and West Wales Fire and Rescue Service

Email Address: r.thomas@mawwfire.gov.uk

Operational Lead: Mid and West Wales Fire and Rescue Service.

Name: Richard Felton

Organisation: Mid and West Wales Fire and Rescue Service

Email Address: r.felton@mawwfire.gov.uk

2024-25 Action	Desired outcome	Milestone	Milestone Deadline	Milestone Owner	Success Measure
Building on the success of last year's event, host another 'community village' as part of the Welsh Firefighters' Challenge event taking place in Castle Gardens, Swansea on the 1 st June.	An inclusive and collaborative event which promotes community safety, provides opportunities for public engagement and makes a positive contribution to the Wellbeing Plan.	Define the event scope and identify key stakeholders.	April 2024	Roger Thomas	High levels of engagement with the public.
		Partner organisations invited to express an interest in having a stand in the "community village"	April 2024		Demonstration of the added value for the communities of Swansea by partner agencies working together.
		Communications strategy to be	May 2024		

		<p>developed to ensure a consistent message is shared from each partner organisation.</p> <p>PSB questionnaire to be developed to assist engagement and data collation with members of the public.</p> <p>Evaluation post event to identify lessons learnt to help with the future shaping of all PSB related events.</p>	<p>May 2024</p> <p>September 2024</p>	<p>Delivering of key messages and information sharing. Promotion of the work and raising awareness of the Public Services Board.</p> <p>Case study / good news stories.</p> <p>Stakeholder engagement and feedback.</p> <p>Completed surveys.</p> <p>Number of referrals.</p> <p>Feedback from partner agencies.</p> <p>Social media engagement.</p> <p>Number of leaflets, freebies and information packs distributed.</p> <p>Collection of qualitative and quantitative data.</p>
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<p>To host a targeting prevention workshop – Working together to protect our communities, event on Wednesday, 20 November at the Swansea.com stadium to share key messages and learning opportunities between partner agencies, with a particular focus on practitioners from individual organisations.</p>	<p>To help promote and share information, ways of working and lessons learnt to help make the communities of Swansea safer, more cohesive, and prosperous.</p>	<p>Define the event scope and identify key stakeholders.</p> <p>Event theme, venue, date of event the to be agreed.</p> <p>Target audience to be established and appropriate representatives / organisations and practitioners identified and invited.</p> <p>Promotion of event and communications strategy agreed.</p> <p>Referrals made between partner organisations.</p> <p>Evaluation - Feedback from event and lessons learnt communicated to help shape future events.</p>	<p>April 2024</p> <p>April 2024</p> <p>May 2024</p> <p>June 2024</p> <p>November 2024</p> <p>November 2024</p>	<p>Richard Felton</p>	<p>Good attendance by a wide range of partner organisations identifying the key needs of the communities of Swansea</p> <p>Increased awareness and information sharing between partner organisations to help support the communities of Swansea.</p>
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Wellbeing Plan Step 5: Developing Swansea's Integrated Cultural Offer

Strategic Lead:

Name: Mark Wade
Organisation: Swansea Council
Email Address: Mark.Wade@swansea.gov.uk

Operational Lead:

Name: Tracey McNulty
Organisation: Swansea Council
Email Address: Tracey.McNulty@swansea.gov.uk

2024-25 Action	Desired outcome	Milestone	Milestone Deadline	Milestone Owner	Success Measure
<p>Co-creation of a cultural strategy for Swansea, with cross sector partners and community leaders that sets a strategic framework that aligns sports, culture and tourism objectives and partnerships to enable an integrated offer.</p> <p>With the planned governance change in how Sport Wales delivers funding, moving toward a</p>	<p>Integrated cultural strategy produced to ensure a strong position for Swansea and a smooth transition towards this model; and for key participation rates in sport and physical activity to maintain or exceed existing levels and national averages. Decreasing participation gaps between local</p>	Consultation with cross sector partners and community leaders	July 2024	Tracey McNulty	Consultation completed
		Draft strategy produced	Sept 2024	Tracey McNulty	Draft strategy agreed
		Public consultation on draft strategy	Oct 2024	Tracey McNulty	Public consultation completed
		Completion of cultural strategy	Dec 2024	Tracey McNulty	Cultural strategy published

<p>regional partnership model in 2025-26, it is likely that the PSB report throughout 2024-25 will have a number of actions related to this outcome.</p>	<p>averages and targeted priority groups.</p>	<p>Set up of Cultural Strategy steering group.</p> <p>Delivery of outcomes of priority groups defined by existing and consistent low participation rates. Detailed quarterly insight and learning performance log to Sport Wales as per partnership agreement covering activities and action linked to one of the following nationally agreed areas of work:</p> <ul style="list-style-type: none"> • Active Nation • Enjoyment • Lifelong • Access/Everyone • Active Older Adults • Free Swimming 	<p>March 2025</p>	<p>Tracey McNulty</p>	<p>Cultural Strategy steering group established to co-ordinate activities and resources, facilitate priority projects and advocate and champion the role of culture</p> <p>Ownership of Cultural Strategy by cross sector partners and community leaders</p>
		<p>An agreed smooth transition towards this model</p>	<p>June 2024</p>	<p>Tracey McNulty</p>	<p>Renewed Agreement with Sport Wales</p>
		<p>Delivery of outcomes of priority groups defined by existing and consistent low participation rates.</p>	<p>Quarterly /Annual report</p>	<p>Tracey McNulty</p>	<p>Surveys; detailed reports etc reporting stats</p>
		<p>Sports, health and wellbeing provision fully</p>	<p>December '25</p>	<p>Tracey McNulty</p>	<p>Cultural strategy published</p>

		integrated in the cultural strategy.			
With the planned governance change in how Sport Wales delivers funding, moving toward a regional partnership model in 2025-26, it is likely that the PSB report throughout 2024-25 will have a number of actions related to this outcome.	To ensure a strong position for Swansea	Detailed quarterly insight and learning performance log to Sport Wales as per partnership agreement covering activities and action linked to one of the following nationally agreed areas of work: <ul style="list-style-type: none"> • Active Nation • Enjoyment • Lifelong • Access/Everyone • Active Older Adults • Free Swimming 	Quarterly/ Annual report	David Jones/ Jamie Rewbridge	Delivery of the Sport Wales funding agreement and performance measures
	Key participation rates in sport and physical activity to maintain or exceed existing levels and national averages; Strategic context for sports, health and wellbeing as a cultural right established Decreasing participation gaps between local averages and targeted priority groups.	Delivery of outcomes of priority groups defined by existing and consistent low participation rates.	Quarterly /Annual report	Tracey McNulty	Surveys; detailed reports etc reporting stats. Adult weekly participation of 150 minutes per week or more in sport and physical activity. Young people participate for 5 hours or more per week in sport and physical activity.

Wellbeing Plan Step 6: To Influence and connect with other governance arrangements across the Swansea Bay region

Strategic Lead:

Name: Ness Young
Organisation: Swansea Council
Email Address: ness.young@swansea.gov.uk

Operational Lead:

Name: Richard Rowlands
Organisation: Swansea Council
Email Address: Richard.Rowlands@swansea.gov.uk

2024-25 Action	Desired outcome	Milestone	Milestone Deadline	Milestone Owner	Success Measure
Implement the findings from the Swansea Bay region partnership landscape mapping exercise	The roles and responsibilities of each of the partnerships in the Swansea Bay region (and how they inter-relate) are clearly understood and PSB governance arrangements are optimised.	Produce a report for the PSB on any proposed changes to the PSB Governance arising from the mapping work	August 2024	Kelly Gillings (KG), Leanne Aherne (LA) Steve King (SK) Michelle Davies (MD) Amy Richmond-Jones (ARJ)	Swansea PSB governance arrangements have been reviewed and are optimised taking account of the all the regional partnership functions and structures.
PSB Chair to write to Chairs of other strategic partnerships within the region to share learning from the mapping exercise	Organisations in the Swansea region and locality have a shared understanding of the partnership landscape and understand the opportunities to improve their synergy in progressing the seven wellbeing goals.	PSB Chair has written to relevant Partnership Chairs	Oct 2024	Richard Rowlands	Learning has been shared with partners in the region.

Wellbeing Plan Step 7: To improve data quality and accessibility across the Swansea Bay region

Strategic Lead:

Name: Ness Young
Organisation: Swansea Council
Email Address: ness.young@swansea.gov.uk

Operational Lead:

Name: Richard Rowlands
Organisation: Swansea Council
Email Address: Richard.Rowlands@swansea.gov.uk

2024-25 Action	Desired outcome	Milestone	Milestone Deadline	Milestone Owner	Success Measure
<i>Work with partners and link with national developments to develop a digital data portal for partnerships across the Swansea Bay region.</i>	Partners across the Swansea Bay region can access up to date data to inform and improve decision making.	Explore feasibility of the PSB piggybacking on the national work in progress by Data Cymru to develop a national PSB digital data portal.	June 2024	Kelly Gillings (KG), Leanne Aherne (LA) Steve King (SK) Michelle Davies (MD) Amy Richmond-Jones (ARJ)	Feasibility determined.
		Develop a proposal for a joint PSB/RPB digital data portal.	Sept 24		Proposal developed
		Seek approval of proposal and any associate funding requirement from all participating partners to progress in 2024-25.	Dec 24		Funding in place
		Regional data portal in place	March 25		Regional digital data portal approved by partners

Wellbeing Plan Step 8: To Develop Swansea PSB performance management arrangements which measure and monitor the PSB's progress

Strategic Lead:

Name: Ness Young
Organisation: Swansea Council
Email Address: ness.young@swansea.gov.uk

Operational Lead:

Name: Richard Rowlands
Organisation: Swansea Council
Email Address: Richard.Rowlands@swansea.gov.uk

2024-25 Action	Desired outcome	Milestone	Milestone Deadline	Milestone Owner	Success Measure
Establish the mechanisms to enable PSB population level outcome measures to be reported to the PSB	Population level outcome measures are reported to the PSB to allow the PSB to understand and monitor the status of well-being in the region	Identify roles and responsibilities and requirements for developing reports / reporting PSB population outcome measures.	June 2024	Richard Rowlands/ Steve King	Roles and responsibilities and reporting requirements identified.
		Determine timing and frequency of reporting PSB population outcome measures.	June 2024	Richard Rowlands/ Steve King	PSB has dashboards / reports in place to present PSB
		Develop and present PSB Population Outcome Measures reports (using Excel) and analysis.	July 2024	Richard Rowlands/ Steve King	Population Outcome Measures to the PSB Committee.
		Review the potential for PowerBI to develop dashboards to present PSB Population Outcome Measures	Oct 2024	Richard Rowlands/ Steve King	