

**CITY & COUNTY OF SWANSEA
POLICY COMMITMENTS STATEMENT**

A safer, greener, smarter, fairer, healthier, richer Swansea

STANDING UP FOR SWANSEA

1. Foreword

- 1.1 The new Council administration has a fresh vision for our City - an ambitious, but realistic vision. It will help to meet the challenging times that we all face and provide hope for local communities and businesses. The new Council administration believes that now is the time to provide fresh hope for our City.
- 1.2 The City & County of Swansea Council ('Swansea Council') now has a chance to put our city on the road to recovery & prosperity. It will adopt values that provide fairness for families and children, fresh hope for our city's communities, new opportunities for our people and businesses, support jobs for younger people and future generations and a 'greener', sustainable Swansea. It will create a 'can do' culture to help turn our city around.

2. The Council's Vision for Swansea

- 2.1 Swansea is a very special place. We are all very proud of our city with its beautiful location and its wonderful range of natural habitats and species, parks and open spaces. No other city can match Swansea with its miles of glorious beaches, the Gower Area of Outstanding Natural Beauty and Local and National nature reserves and European Protected Areas such as the Burry Inlet and Crymlyn Bog.
- 2.2 These are challenging times for our people but the new Council administration is ambitious for Swansea; it recognises the city & county's considerable potential. Swansea has significant wealth in its natural assets: which other city has such richness in its location and variety of natural habitats, the diversity of our communities, our history, arts, culture and sporting achievements? Our city has a quality of life second to none.
- 2.3 Swansea Council will now have a new vision; a vision of a 'Healthy City', a city where people can lead flourishing lives, in communities that have access to basic goods, that are socially cohesive, designed to promote good physical and psychological wellbeing and which are protective of our natural environment.
- 2.4 However Swansea has also been poor in too many things: Swansea is a divided city, with unacceptable divisions between the richest and poorest communities and families in our city. Swansea Council will put poverty and unemployment, especially amongst our young people, at the top of its agenda for the next five years.

- 2.5 Swansea Council now acknowledges the concerns about the state of our forgotten city centre and the poverty in many of our communities and the sense of hopelessness that that has created. There is a desperate need for a change of direction and the creation of a 'can-do' culture.
- 2.6 It will place an urgent emphasis on improvement in the quality of council services to achieve delivery of high quality services for all. It wants Swansea to be renowned for high quality public services not a by-word for failure. To this end, it will set up a Council Leader's Delivery Unit to ensure cross-departmental co-ordination and delivery of high quality services.
- 2.7 Swansea Council now believes in *effective* partnership - a 'Team Swansea' approach. It wants to break away from a 'can't do' mentality and an inability to work with others. Swansea Council believes strongly in team work and will work in collaboration with other key public bodies, the third or voluntary sector and the business community to create the best for our city and the wider region. It is only by working together that we can meet the challenges facing our city and communities.

3. Standing up for Strong Council finances

- 3.1 In the face of a significant decline in public finances, Swansea Council has started an urgent review of the authority's finances and assets in order to put the management of these on a sensible, sound long-term basis.
- 3.2 However, the new Council administration considers that there is much that can be achieved within the assets and funds available to the Council which, working with its partners, will allow the Council to start delivering on its ambitions. It will adopt a 'Total Place' approach to all public expenditure and assets in our city. The Council will also seek the wider and imaginative community use of public assets, such as Council-owned buildings.
- 3.3 Swansea Council will rise to the challenge of halting the city's decline and getting it moving. It pledges itself to begin the improvement, and the efficient delivery, of the quality services that the local citizens, taxpayers and communities in Swansea have every right to expect.
- 3.4 It will work with the Welsh Government, other local authorities, the third sector, the NHS, Police and other social partners, to explore collaborative and innovative ways in which local services can be financed and delivered most efficiently; and how the value of council assets can be maximised, particularly for its priority policy areas. Swansea Council will also seek to maximise the considerable expenditure it and other local public bodies make on the procurement of goods and services, for the benefit of the local economy, jobs and training.

4. Standing Up For Council Democracy

- 4.1 Swansea Council is committed to greater accountability, transparency and scrutiny in the Council's decision making.
- 4.2 It will undertake an immediate 'root & branch' review of the Council's democratic procedures and processes with the intention of making them more 'user friendly' not only for elected councillors, but members of the public. It intends using electronic media to make the Leader and Cabinet and the Council's decision-making processes more accessible and open to direct scrutiny.

Standards of conduct of elected representatives:

- 4.3 The Administration is committed to the highest standards in public life and support the Nolan Principles of:
- Selflessness
 - Integrity
 - Objectivity
 - Accountability
 - Openness
 - Honesty
 - Leadership
- 4.4 The Local Government Code of Conduct for Councillors provides an outline of the standards of conduct expected of members. However, there have been a number of instances where the process for making complaints has been used inappropriately for political advantage. Swansea Council wants to ensure not only that robust standards are put in place but also that the process is clear and transparent and not open to abuse.
- 4.5 Swansea Council has already adopted as Council policy, an internal inter-councillor mediation procedure that is likely to be rolled out across Wales as an example of 'best practice'. The Council wants this higher standard of stewardship to be the basis of a new "Swansea Councillor Charter" beyond that anticipated in the Code of Conduct.
- 4.6 Swansea Council will seek to become a beacon of 'best practice' by linking this 'Charter' to a review of the complaints procedure under the Code of Conduct to ensure that the Code is used only for the purpose for which it was intended.
- 4.7 Swansea Council will introduce its own 'Pledge on Standards' and will work with the Standards Committee in developing its democratic structures, ensuring fairness, equality & efficiency.
- 4.8 It will consult with the Standards Committee and agree best practice with regard to new Committee structures and balance of representation with a view to promoting efficiency of resource and equality of representation.

5. Standing up for Council employees

- 5.1 The new Council administration believes strongly that hard-working council employees are the council's most valuable asset. As a consequence, Swansea Council will establish a new, co-operative relationship with council staff. It believes local services are best delivered by local government, and it will actively engage with the workforce in identifying ways in which Council services can be designed and delivered most efficiently for Swansea citizens and communities. These discussions will also include resolving long-standing issues over equal pay and grading. Swansea Council will review the current processes for consultation and make them fit for purpose.

6. Standing Up for a City of Learning

- 6.1 The new Council administration is part of an organisation that has a long and proud history of helping people achieve their potential, often against the odds. It understands how important education is to both personal fulfilment and to our national prosperity. Education does more than shape the life chances of individuals or achieve economic success, it is also fundamental in building a just, inclusive and fairer society.
- 6.2 Swansea Council acknowledges that the Authority's previous proud record in education has stalled in recent years and that too many of its schools under-perform. The relationship between the Council and education providers has to improve. The new Council believes in working in partnership, not in isolation.
- 6.3 Other Councils in Wales have shown what can be done in creating high performing schools with ambition and leadership. The new Council administration is ambitious and wants the best for our city's children and young people: Swansea Council will no longer settle for mediocre performance.
- 6.4 Swansea Council believes that our young people need to be given hope, that they need to be provided with positive alternatives to the opportunities for failure, so that another lost generation can be avoided.

A City of Learning:

- 6.5 Swansea Council believes that everyone should be able to access learning throughout their lives. It will lead in creating an intelligent city, a knowledge city, with a new dynamic relationship with schools, the further education college, the two universities and the city's employers. Working closely with its partners and local communities, Swansea Council will develop & adopt a credible new 10-year 'City of Learning' strategic plan for the city's lifelong education and training system, a plan which will take into account the growing number of primary age children. It will regularly monitor progress in delivering the priorities of this strategy, and give the highest priority to developing the abilities of our people, enhancing their employability by providing them with the skills needed for the knowledge-based economy of the 21st Century.

Ambitious for Swansea:

- 6.6 Swansea Council now wants Swansea to be in the top five best performing Education Authorities in Wales. It will make the raising of educational standards and the performance of all our schools and pupils one of its highest priorities. Swansea Council will implement a programme for sharing best practice between teachers & schools, and supporting their continuous professional development; explore ways of improving pupil engagement and attendance and introduce an ambitious, rigorous and supportive school performance framework. It will learn from the best to help equip future generations.

High performing schools:

- 6.7 Swansea Council believes that its schools should be at the heart of their communities and at the heart of making a difference. It will promote community-focused schools and 'family learning', encourage greater collaboration between schools and make better use of school buildings as a resource for the whole community. Working with the Welsh Government, the Council will re-balance school funding to focus on need and work towards ensuring 85% of Government education funding is delegated directly to school's budgets, with the remainder for targeted specialist school and teacher support.

A flying healthy start for all our children:

- 6.8 Swansea Council will ensure every Swansea child, whatever their background, has a good, healthy start in life through providing high quality nursery education; encouraging our schools to provide free school breakfasts and milk for all eligible children, thereby helping families; continuing to implement, but strongly promoting, the 'Flying Start' initiative and 'Foundation Phase' for 3-7 year olds. The Council will seek to provide equal access for all and aim to meet the needs of every child in all our communities, whether through English or Welsh medium education.

A future for our young people:

- 6.9 Swansea Council is committed to avoiding another lost generation of young people. It welcomes the action of the Welsh Government in protecting students in Wales from higher tuition fees.
- 6.10 Swansea Council will work with the Welsh Government and other bodies such as the local colleges, Careers and Youth Services, Job Centre Plus and employers, and give top priority to an ambitious and focused programme of a Swansea Pledge to ensure all 18-24 year olds have access to quality employment, education, enterprise or training opportunities. It will explore the setting up of a Swansea Skills Campus and a Swansea-wide apprenticeship scheme and seek support for this from other employers in the city.

7. Standing Up for Jobs and Regeneration

- 7.1 Swansea Council is ambitious for our city and its people. It believes in a dynamic can-do 'Team Swansea Bay' approach. It will work with our social partners and the business community to promote Swansea Bay City region positively; to attract investment and creating the right conditions for jobs, businesses and wealth, so that it can increase the wider economic and social well being of all. This will be one of the Council's top priorities.
- 7.2 The City has a declining city centre and increased poverty across the city & county area. There needs to be an improvement in the investment in effective anti-poverty measures, in creating jobs and wealth in our city and in improving and strengthening the relationships with our social partners.
- 7.3 The local construction industry is desperate for investment. Swansea Council will give it a boost by taking immediate steps to utilise an £11million housing reserve to improve council houses.
- 7.4 The successful, dynamic cities of the future will be those that exploit the creativity and knowledge of its people and which are also able to attract the brightest and the best. As the cultural capital of Wales, with a rich historical and artistic legacy, and with our city's two universities, Swansea is well placed to be a truly creative city. Swansea is no longer a major manufacturing area and a new and more balanced approach to economic development is urgently needed.
- 7.5 However, Swansea faces significant economic challenges. It was an earlier Swansea Council that led the remarkable transformation of the industrial dereliction of the Lower Swansea Valley to create the dramatically improved urban environment the city has now. Swansea Council will meet the challenges of regeneration that face Swansea today: it has done it before and it will do it again.

A Creative, Science City:

- 7.6 Swansea Council will work closely with our city's two universities, local colleges, the Welsh Government and other partners to develop a 'Creative City Region' strategy and build Swansea as a science, technology and creative capital, developing a dynamic knowledge-based economy and increasing science-based employment, education and training in our city. It will seek a new strategic alliance with the city's two universities and support Swansea University in its creation of a Science and Innovation Campus and work with Swansea Metropolitan University to develop its expertise in the media and creative arts.

A Healthy City Centre:

- 7.7 Swansea's recent development has been dominated by traffic-led planning and investment. The retail sector is a crucial part of our city's prosperity and attractiveness, but it is changing dramatically. Swansea Council, working with others, including business and BID partners, will develop a clear, coherent and balanced approach to the development of our city: a strategy based on the principles of good urban design, with a greater and imaginative mixed use of land and property, including publicly owned buildings. Together with its plans for a sustainable transport system for Swansea, it will improve perceptions of our city as a place to work, to visit and to live; it will aim to enhance our public spaces and adopt a coherent approach to our city's built heritage and empty properties; it will also seek to increase the number of people living in our city centre and improve the mix of housing type and tenure.

Suburban centres:

- 7.8 Many of our important smaller suburban retail centres are struggling, either due to lack of investment or hindered by road schemes that have torn them in half or bypassed them. Swansea Council will work with businesses and local communities to support imaginative and sustainable development of these areas.

Regeneration and anti-poverty:

- 7.9 Tackling poverty and unemployment is Swansea Council's top priority. It will draw up and implement an anti-poverty action plan for the city.
- 7.10 Working with the Welsh Government and other agencies, including the third sector, and using programmes such as Community First, Swansea Council will take a fresh and coherent approach to community regeneration and to tackling poverty in Swansea. It will seek to develop a 'Target Area' approach, bringing together council departments, the NHS and other agencies, pooling resources and finance, to work together, across boundaries, to tackle the trans-generational causes of poverty & deprivation.
- 7.11 Swansea Council will explore with Swansea's Credit Union, new ways in which it can use the extra powers provided by the last Government to make loans to micro businesses, to support expansion of local economic activity in our city.
- 7.12 Working together with the city's Development Trusts, Swansea Council will share resources and best practice in order to achieve more effective outcomes for local communities. With other employers it will explore the feasibility of implementing a 'Living Wage' for those employed on low incomes. It will work with Moneyline Cymru and the local credit union to help low-income citizens with affordable loans and personal finance.

- 7.13 Swansea Council will work with organisations such as Swansea Citizens' Advice Bureau and make targeted use of schemes such as Community First, to enhance the Council's existing Social Inclusion Unit to help low-income families, including working parents with children.

Key sectors:

- 7.14 Swansea is now a service-led economy. Given the city's natural and human resources, opportunities will exist to attract investment, grow businesses and create jobs in key sectors such as green energy, quality tourism, high value manufacturing, life sciences, ICT and the creative industries. Swansea Council will work with Welsh Government and other key partners in the city region such as industry, our universities, colleges and other local authorities to exploit those opportunities.
- 7.15 Given its wonderful location, the variety of natural environments and facilities, Swansea has huge potential for quality tourism. Swansea Council will develop and implement a quality sustainable tourism action plan to maximize the economic benefit for our city.

8. Standing Up for Strong Transport links

- 8.1 Swansea Council will put people first; it believes that it is time to give the city back to its people. It was an earlier City & County of Swansea Council that pioneered an integrated transport system through the introduction of 'park & ride' schemes. Swansea Council is on the side of the responsible car user, but the current transport system is too dependent on the car, at the expense of the environment, our city and suburban shopping centres; with damaging consequences for pedestrians, cyclists and public transport users. Our city centre's regeneration requires a change in direction with a more diverse, fairer transport, planning and environmental policy for the benefit of all, including 'car-less' consumers. Swansea Council is committed to achieving a 'greener', truly sustainable Swansea.

Sustainable Transport:

- 8.2 Swansea is the capital of south-west Wales and the transport needs of our city can only be planned and delivered on a regional basis. Swansea Council will work with the Welsh Government, neighbouring local authorities, transport users and providers to develop a sustainable transport plan for the city and region.
- 8.3 Together with Welsh Government, Swansea Council will seek to create a Joint Transport Authority for Swansea and the wider city region. In prioritising integrated transport, Swansea Council will explore the introduction of 'oyster'-style travel cards. It will work with the Welsh Government to lobby the Government in London to extend the electrification of the main line from London to Swansea.

A Healthy, Greener Swansea:

- 8.4 Swansea Council has ambitions to make Swansea the greenest city in Wales and transport has a crucial role to play. In developing the built and natural environment, in putting people first and in encouraging higher levels of physical activity, Swansea Council will seek to follow NICE (National Institute for Health & Clinical Excellence) Guidance on Physical Activity and the Environment. It will improve facilities in the city centre for pedestrians, cyclists and visitors, and develop and promote 'green corridors' - environmentally friendly links to the city centre from the suburbs.
- 8.5 Swansea Council will adopt the 'Wheelrights' Manifesto', and will seek to significantly increase access to safe, quicker and more cost effective cycle & walking routes through many areas of the city. It will encourage quality cycle training in schools and for adults. It will seek to complete Swansea's 'park & ride' system, with a scheme for the west of the city.
- 8.6 Swansea Council will encourage the emergence of the electric car and explore local authority controlled car parks being equipped with electric car recharging points.

Public Transport:

- 8.7 Swansea Council acknowledges that with the support of the Welsh Government there has been huge investment in bus services, including free bus travel for older people, and the building of the new Welsh Government-funded bus station in the City.
- 8.8 There is now an urgent need to upgrade all the city's main bus services. Swansea Council wants to invigorate the City's public transport services with simplified services, improved bus priorities and service frequencies, especially to our poorer communities, plus a simplified fares system. It will consider introducing a Quality Bus Partnership and Quality Bus Contract between the Council and bus operators.
- 8.9 Swansea Council will explore using existing licensing arrangements to ensure that taxi points are safe, well lit and stewarded
- 8.10 Swansea Council recognises that some subsidised local bus services are no longer effective in attracting passengers. Therefore, it will work with Welsh Government, transport users and operators to commission detailed studies into the feasibility of Demand Responsive Transport (DRT) services operating to neighbourhood shopping centres and major public services, such as our city's two main hospitals. Swansea Council also believes that a 'real time' passenger information system should be reintroduced.
- 8.11 As part of new bus service arrangements, Swansea Council will pay urgent attention to coordinating bus and train services and improving the main gateways to Swansea, especially for those arriving at the newly refurbished rail station, where it will examine creating a new bus-rail interchange.

- 8.12 Easy access to jobs and services is a big barrier for young people, so Swansea Council will encourage greater use of public transport and other community facilities by carrying out studies, with local bus companies, to explore the feasibility of introducing a discount entitlement card for teenagers up to 19 years old.

A Vibrant City Centre:

- 8.13 Swansea Council believes the current road layout in the city centre is too complex and the space now given over to road vehicles is excessive. The traffic scheme makes it very difficult for non-car users, especially pedestrians, to move around the city centre. In consultation with local businesses and others, Swansea Council will review the existing system with a view to a phased simplification and improved accessibility for pedestrians and cyclists.
- 8.14 To make Swansea more attractive, year round, for pedestrians and shoppers, Swansea Council will examine providing the city centre's main streets with continuous covered walkways to guarantee weather proof shopping.
- 8.15 Swansea's current car parking regime often penalises the responsible motorist. Accordingly, Swansea Council will examine the feasibility of introducing a comprehensive city centre parking system and adopting a more flexible charging regime in local authority controlled car parks.

Community safety:

- 8.16 Swansea Council believes that community safety must be a top priority. There is unchallengeable evidence that higher traffic speeds kill and injure many people, especially children, and that traffic calming and speed reduction programmes are effective in reducing the number killed or seriously injured. To enhance community safety and with the aim of balancing the needs of car users, pedestrians and other road users, it will introduce a comprehensive 20mph speed limit in residential areas across the city, examine introducing a 20mph speed limit on most roads in the city centre and appropriate speed limits in rural areas. This will be done in consultation with local communities with any traffic calming measures incorporating good design principles.

9. Standing Up for High Quality Health and Social Services

- 9.1 Swansea Council believes that providing high quality, reliable and consistent care for those who need it, in all our communities, is a matter of social justice as well as the mark of the compassionate city Swansea Council will seek to create and in which we would all like to live.

- 9.2 Demographic changes, such as the increase in the number of elderly people in our community, will mean that many more people will have direct contact with social care services in the future. The financial and economic challenges facing Swansea will also put additional strains on families who may need a helping hand or more skilled, longer-term professional support. Fairness and well-being will be at the heart of Swansea Council's message, with 'public interest' being above 'private profit'.
- 9.3 Swansea Council acknowledges that the previous Council had seriously failed the people of Swansea, especially many of its most vulnerable children. It wants our Social Services to be among the best in Wales, as it was prior to 2004. The consequences of the catastrophic failure in Children's Social Services in 2007, with the Welsh Government taking it out of council control in 2009, led to a demoralised staff and a long, expensive road to recovery Swansea Council will give the highest priority to maintaining a robust focus on reviewing the effectiveness of social service provision and redesigning services where necessary.

Prevention, not failure:

- 9.4 Swansea Council, with its partner agencies, will design and deliver services to ensure a new emphasis on prevention and early intervention - investing in the conditions which maintain independence and support families, rather than dealing with the consequences of family break down. It will take positive steps to investigate the creation of a Social Impact Bond to help reform Children's Social Services, investing in new preventive services to help families care for their own children, and to draw back to the city, children who are currently cared for 'out of county'.

Localise services:

- 9.5 Swansea Council will grasp opportunities to relocate social services to work directly in the communities they serve and co-locate them with other council services and partner agencies in these localities, such as education, housing and health.

Working together:

- 9.6 Swansea Council will better integrate systems, ensuring far more effective links between adult and children's services and between social services, education and local health services. It will work together with the local NHS and other partners to improve health services, especially for the most vulnerable and marginalised in our communities. It will put cooperative principles at the heart of the way our social services work closely with others. Swansea Council will also play its full part in the 'Healthy Cities' initiative, to address the health inequalities and differences in life expectancy across the city.

Public interest above private profit:

- 9.7 Swansea Council will intervene in the market in social and residential care to ensure, where provision is of last resort, that there is a diverse range of suppliers, including not-for-profit, cooperative and social enterprise providers.

Invest in our people:

- 9.8 Swansea Council will invest in our staff at all levels in social services. We will build stronger links with Swansea's universities and others, so that providers of these vital services keep abreast of best practice and new ideas in research and delivery.

10. Standing Up for Better Housing

- 10.1 Swansea Council believes that a warm and secure home is crucial and the starting point for so much in life. It recognises that housing needs change through the various stages of our lives and many people will need help at some point. For some, there will be times when they need other people and other services to help them have a home and a stake in our community.

- 10.2 Swansea Council recognises that the previous Council failed the people of Swansea. It failed to persuade tenants of its Stock Transfer proposal; it failed to reduce housing waiting lists; it failed to meet the Welsh Housing Quality Standard this year; it failed to effectively respond to the over concentration of Houses in Multiple Occupation (HMOs), which blights many parts of our city, and it failed to use all the powers at its disposal to tackle the abuse of HMOs by rogue landlords. Tackling these failures will be a priority for the new Swansea Council.

Affordable housing:

- 10.3 Swansea Council will work with Welsh Government, housing associations and the private sector to increase the supply of affordable housing. It will make public land available and using the planning system and, in partnership with others, develop innovative ways of raising the funds to deliver an increased supply of quality affordable housing.

Putting People First:

- 10.4 Swansea Council will put people at the heart of its housing services. It will support independent living; provide improved options for older people; increase funding for housing co-operatives and mutual housing; and prioritise those in housing need, especially the homeless.

Improving housing quality:

- 10.5 Swansea Council will work with the Welsh Government and tenants to explore innovative ways in which to improve the quality of social housing in our city and also target HMOs for improved standards of management and maintenance. The Council will use an £11million housing reserve to provide an immediate improvement in council housing stock and provide a boost to a local construction industry in desperate need of investment.

Empty properties:

- 10.6 Swansea Council will take action to address the blight of empty properties and increase the supply of housing. Working with the Welsh Government and its proposed Empty Property Loan Fund it will bring empty properties back into use.

Community regeneration:

- 10.7 Swansea Council will put housing at the centre of community regeneration and ensure that all community regeneration, including housing investment, is based on a 'Community Benefit' approach in delivering jobs and training opportunities.

11. Standing Up for the Best in the Arts, Culture & Sport

- 11.1 Swansea can fairly lay claim to being the cultural and sporting capital of Wales. The new Council administration has always recognised that the arts, culture and sport are as important to our individual and community sense of worth and well-being as policies on health and education.
- 11.2 However, the proud record of Swansea Council in supporting sport and the arts in Swansea has been tarnished in the past eight years. It was an earlier Swansea Council that built the Liberty Stadium and initiated and partnered the building of the National Waterfront Museum and the National Swimming Pool, a record unmatched by the previous Council administration. It was that administration that neglected the arts and cut funding especially for children and young people.
- 11.3 Swansea Council affirms its belief that the arts and sport showcase the best of Swansea and demonstrate that there is more to life than the bottom line. It believes in 'Arts and Sports for All' and has consistently championed greater provision and wider access to quality provision for everyone.
- 11.4 With the Swans and the Ospreys now in the top flight, Swansea has unparalleled access to sport at the highest level, which together with Swansea University's ambition to be in the top ten of UK universities for sports science, provides a once-in-a-lifetime opportunity to make Swansea a premier, healthy 'Sports City'.

Cultural Capital of Wales:

- 11.5 Alongside its plans for developing a dynamic, creative knowledge-based city, Swansea Council will draw up a refreshed 'Arts Strategy' for the city and review and refocus existing support for the arts and culture in our city.
- 11.6 Swansea Council will work with other arts providers and venues to co-ordinate and promote the whole range of artistic and cultural activities across the city.

City of Sport:

- 11.7 Swansea Council will work with the Swans, the Ospreys and Swansea University to create a premier 'Sports City' strategy, to develop top class sporting training, education and playing facilities for a wide range of sports, on land and water, that will benefit both elite athletes and the wider community. It will not waste the global opportunity created by the Swans being in the Premiership.
- 11.8 Sport has a crucial role to play in sustaining a healthy lifestyle, especially for younger people. Alongside its commitment to a more sustainable transport system, Swansea Council will explore the development of a young person's entitlement card to encourage a healthier and more varied lifestyle.

Creative city:

- 11.9 Swansea Council will work with the arts community, Swansea Metropolitan University, Swansea University and others to promote and develop the creative industries and facilities for local artists and creative businesses, to enhance their contribution to local economic growth.

Dylan Thomas centenary:

- 11.10 Swansea Council will provide strong leadership in preparing for the Dylan Thomas centenary celebrations in 2014. It will work with the Welsh Government and others to ensure that these celebrations are imaginative, inclusive and worthy of our city's most famous literary son.

Heritage:

- 11.11 Swansea has a very rich historical and cultural legacy, much of it deriving from the industrial revolution that laid the foundation for our city's prosperity. Swansea Council applauds those, such as Swansea University & Swansea Metropolitan, which work to celebrate and preserve our city's heritage, particularly the Welsh Copper project.
- 11.12 Swansea Council will ensure that this industrial legacy is central to plans for regenerating our city and local communities. With its partners, it will explore the feasibility of establishing 'Copperopolis' as a World Heritage Site, so contributing to making Swansea a major quality tourism destination. Swansea Council will also examine the feasibility of a 'Blue Plaque' scheme in Swansea to highlight those houses and buildings of historic interest.

12. Standing Up For Stronger and Safer Communities

- 12.1 Swansea Council aspires to be 'of' the local community, sharing the values and hopes of its local communities. It believes that community engagement must be the basis of local democracy and (making imaginative use of digital technologies) it will put this at the heart of its policies.

Community Action:

- 12.2 Swansea Council will follow the co-operative council model and ensure that the whole council - elected Members and Staff - works together to empower local communities, enabling their voices to be heard and allowing them to 'own' local issues.

Young citizenship:

- 12.3 Swansea Council believes that young people should be celebrated and not demonised. It is committed to making the principles of the United Nation's Convention on the Rights of the Child a reality for all children and young people in Swansea. Where appropriate it will ensure implementation of the Rights of Children and Young Persons Wales Measure. Swansea Council will adopt economic policies that will make youth unemployment its highest priority and require any development or project to demonstrate how it will engage local young people, provide jobs or training places, as well as delivering its core purpose.
- 12.4 As part of a wider commitment to young citizenship, Swansea Council will promote citizenship in schools, seek to involve young people in a range of activities in its communities and initiate a county-wide youth leadership programme.

Celebrate diversity:

- 12.5 Swansea has long been known as 'the city of refuge'. The richness of our city is based on the diversity of the communities that live here. Members of the current Council administration were instrumental in making Swansea a 'City of Sanctuary', only the second city in the UK to do so. Swansea Council will value Swansea's various communities by celebrating diversity and 'each other's festivals' to create a positive and cohesive sense of community and emphasising social justice and respect.

Promote community safety:

- 12.6 Swansea Council will focus on cutting crime by promoting local ownership of community safety through building a strong partnership between the council and the police. It will work with voluntary organisations and others to give people the information and enable them to access the advice and the support they need.

Anti-social behaviour:

- 12.7 Swansea Council will tackle anti-social behaviour and neighbour nuisance and its causes, by working with local agencies and police to make Swansea a safe and attractive city. It will work with its partners to develop a carefully targeted use of ASBO's, an alley-gating policy and investigate "no cold-calling" zones and prosecute breaches. Swansea Council will work with other agencies in quickly responding to and tackling anti-social issues.

13. Standing Up for a Better Environment and Better Planning

- 13.1 Swansea Council is committed to sustainable development and a greener, more sustainable Swansea. It will seek to create a 'no waste' and low carbon environment and protect our natural habitats and biodiversity for both present and future generations. It will give political leadership through the Swansea Environment Forum, strengthen partnerships with a wide range of key environment organisations and provide sustainable development training for council officers and members.
- 13.2 Swansea Council will put a commitment to sustainable development at the heart of its planning policies. It will restore the integrity of the Council's planning system and ensure that it is open and transparent.

Valuing our environment:

- 13.3 Swansea Council will value and seek to protect Swansea's natural and built environment by ensuring that any development and major event within the city complies with sustainable development principles. It will aim for all such developments to have as low a Carbon Footprint as possible.

A 'greener' sustainable Swansea:

- 13.4 Swansea Council's ambition is for Swansea to be among the greenest cities in the UK. It will create a sustainable city by encouraging the highest standards of 'low carbon' design and quality in all types of developments and investment. Through the planning system and its sustainable transport policies, Swansea Council will create a network of 'green corridors' across the city encouraging more sustainable forms of travel, and ensure developments include sustainability in their overall design. It will introduce a county-wide programme of eco-street light replacement, reducing the council's carbon footprint and saving energy costs.

Value our parks and open spaces:

- 13.5 An important part of the legacy bequeathed by previous generations is the network of wonderful parks and open spaces across our city. Swansea Council will seek to protect and enhance these for the enjoyment of present and future generations, especially seeking the imaginative and sustainable use of open spaces in the city centre.

- 13.6 Swansea Council will encourage the greater provision of allotments and garden sharing, particularly where publicly owned land is available and appropriate for such use.

Greening our city:

- 13.7 Swansea Council believes that climate change is one of the biggest challenges facing the world and that urgent action is paramount. Working with the Welsh Government, the utility companies and other organisations, it will commence a programme of 'greening' council programmes and buildings, starting with the use of renewable energy and micro-generation measures and making buildings more energy efficient.

- 13.8 Swansea Council will seek to green the built environment by working with organisations such as housing associations and other public bodies and maximising the contribution from the Community Energy Saving Programme (CESP) and the Welsh Government's Arbed scheme. It will begin a programme of making council-run vehicles 'eco friendly'.

Citizen and community engagement:

- 13.9 Swansea Council will give a stronger voice to residents in the design of community-based facilities, such as the development of suburban shopping centres, transport and other neighbourhood schemes, by ensuring there is full citizen engagement, including young people. It will also work with 'Keep Wales Tidy', local communities and others to tackle the blight of litter, making Swansea a 'Tidy City'.