

## Report of the Cabinet Member for Finance and Strategy

Cabinet – 20 August 2015

### THE SWANSEA STORY

<b>Purpose:</b>	To agree a single story for Swansea that can be used by the council and its partners.
<b>Policy Framework:</b>	None
<b>Reason for Decision:</b>	To establish a clear and single Swansea story that can be used for branding, engagement and promotional purposes.
<b>Consultation:</b>	Legal, Finance and Access to Services.
<b>Recommendation(s):</b>	It is recommended that The Swansea Story is agreed.
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#### 1. Introduction

- 1.1 The recent Peer Review highlighted the need to establish a “One Council” identity and culture, take credit for its services, delivery and successes and to publicise more of what we do.
- 1.2 This can be helped by having a clear story for the Council and ensuring there is clear and consistent branding in place across the Council. As a result, the Swansea Story has been developed by senior officers and Cabinet Members to give a simple and clear view of the city and what the Council is aiming to achieve.
- 1.3 Section 2 of this report sets out the Swansea Story.

#### 2. The Swansea Story

A City of Opportunity

Our city has always been a city of opportunity, aspiration and ambition. From wool manufacture in medieval times, Swansea became the global centre in copper production in the 18th and 19th centuries and is now a leader in life sciences, technology and engineering. Swansea has always offered a home to ideas, innovation and entrepreneurship. Today we're also famous for our literary and cultural heritage, our Premier League football, our world-class beaches and countryside and the warmth of our welcome. We are taking our creative strengths, building on them with our partners and working with our communities so we can present ourselves to the world as a proud, confident and ambitious city which stands for fairness, aspiration and opportunity.

### A City that Cares

The people of Swansea are our first priority. They make our city unique. We nurture our young, safeguard the vulnerable and lend support to the frail because it's the right thing and the moral thing to do. We are part of the Healthy Cities network promoting good health and addressing health inequality in our communities. Our city is hard-working, caring, cosmopolitan and ambitious. Our communities speak more than 100 languages and we're proud of our cultural diversity and community cohesion. We are proud to embrace those from around the world who today see our city as a beacon of hope and a haven from hate or persecution.

Together with our communities we are challenging poverty, promoting learning and supporting all our residents to make the most of their talents so they can live independent lives, happy, healthy and safe.

### A City of Innovation

We are a city of innovation and enterprise as much in social justice as in business. We were the world's capital of copper production, home to the first passenger railway and the first Area of Outstanding Natural Beauty in the UK and home to the inventions such as the fuel cell and tarmac. Swansea Council is the first in Britain to sign up to the United Nations Convention on the Rights of the Child and we are the first Welsh City of Sanctuary. This spirit of innovation, invention and fairness is at the heart of our vision for Swansea as a sustainable economic powerhouse for south west Wales. Working with our two universities, private sector, government and third sector partners, we will see Swansea driving economic prosperity in a city region famous for the adaptability of its workforce, its spectacular natural environment and the wealth of its ideas.

### A City to be proud of

'Swansea is the best place'. Dylan Thomas wrote it and we are proud to say it. We are proud because we're a city that works together and is renewing itself for the future. We're a city where children and their futures

matter, where older people are supported, where education counts and where tackling poverty and challenging health inequality means as much as creating a vibrant economy, sustainable communities and enjoying our fantastic natural environment. We stand for fairness, for aspiration and for opportunity. We are proud because we are Swansea.

**3. Equality and Engagement Implications**

3.1 There are no direct equality implications arising from this report.

**4. Financial Implications**

4.1 There are no financial implications associated with this report

**5. Legal Implications**

5.1 There are no legal implications associated with this report.

**Background Papers:** None.