

Cabinet Member Report: Wellbeing and Healthy City

Local Area Co-ordination

We have appointed the first 3 covering Gorseinon, Sketty and St Thomas / Bonymaen in June. They have been getting to know their area, building up their profile and starting to pick up case work. Later in the autumn, Swansea University will issue an initial independent report on effectiveness so far. The Scrutiny Panel looking at Adult Services has also taken evidence from me regarding Local Area Coordination. We have made contact with other areas running this initiative to learn from them. I am looking to secure long term funding for these 3 posts and some more to expand the numbers and areas covered, and to involve our partners in police, health etc. in the initiative.

Best Start in Life

We have material in place now for all new parents in Swansea, and a shared approach by professionals. The steering committee is chaired by the chair of ABMU Health Board, and this is being led by a post jointly paid for between the City & County of Swansea and ABMU Health Board. The aim is that everyone involved in the early years of a child's life in Swansea, is able to contribute to their development with the aim of them being ready for school. A pilot project using Pupil Deprivation Grant in one school has been launched, private and third sector child carers are coming on board. The aim is that outside Flying Start areas there is a universal provision where joined up services and advice is provided and parents are able to understand and support their child's development. The hope is more schools get involved in pilots, we are able to monitor progress, and the resources and profile of this increase to make it sustainable.

Smoking

I have a Cabinet Advisory Committee looking at our approach to smoking in public spaces. I have met with Action on Smoking & Health (ASH) to discuss various initiatives. Smoking is still the biggest factor affecting health and health differentials across Swansea, where in some areas virtually no expectant mothers smoke whereas in others it can be over a third. The aim is to de-normalise smoking, and is in addition to the direct support and encouragement to individuals to stop smoking altogether.

Park Lives

We have agreed to participate in a project supported by Coca Cola to get people in various Cities across Britain into their local parks and participate in activities, from Tai Chi to Rounders, to walking to 5-a-side football, whatever takes their fancy. The aim is to get 50,000 people locally taking part over the period.

Open Space Strategy

I am working with officers and a Cabinet Advisory Committee to produce this strategy as a document to support the Local Development Plan (LDP). The quality of the built environment has a proven direct effect on people's health. Access to green space is a specific element of this, and is key to new builds that will happen as a result of the LDP, but in the large new greenfield sites that will come and in the urban space particularly around the inner city.

Commissioning Review

The whole of Leisure services is going through this review, with the knowledge that a 50% reduction in our spend in this area will be required soon, on top of the reductions already made. Clearly the model we currently have cannot meet that, so as well as being as efficient as possible, alternatives are having to be seriously examined. The hope is that we can arrive at a conclusion that continues to provide the people of Swansea and our visitors with quality leisure provision, at affordable prices, where staff are valued and the aims of Healthy City around health, fitness, obesity etc. are pursued.

Finance

There is continued pressure across the board on trying to live within our means, with reviews taking place of all we are doing and how it is done, and even whether it is done. So far the public in Swansea have not really seen the degree of change needed, but this is a situation that probably will not continue.

Regards

Cllr Mark Child