



Swansea Public Services Board Local Well-being Plan



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Message from Swansea Public Services Board

It is five years since Swansea Public Services Board's first Local Well-being Plan was launched with real progress being made by working together to improve well-being. Since the start of our conversation about well-being in Swansea and the setting of long term 2040 objectives, much has changed.

We carried out an Assessment of Local Well-being in 2022 which looked at research and feedback from the public about well-being in Swansea. This found that despite the unprecedented impacts of Covid 19, Brexit, war in Ukraine, the emergence of the real effects of climate change, the nature emergency and the rising cost of living crisis, our long-term aspirations for well-being remain relevant. And as in 2022, the evidence is clear that deep rooted systems and economic and social models across or well-being work continue to challenge us. This suggests we need to address both immediate and longer term challenges; if we only tackle the present problems they will continue to recur. The specific actions we need to take and way we take them are equally important.

In Swansea, we continue to believe in the rights of every person. Our vision is to work together to make Swansea a place which is prosperous, where our natural environment is appreciated and sustained and where every person can have the best start in life, get a good job, live well, age well, have access to cultural opportunities and have every opportunity to be healthy, happy, safe and the best they can be. Listening to people tells us Swansea is a great place to live but we need to work harder together to make sure everyone can live well, benefit from and be proud of Swansea.

We want to build on successes to date so have updated our existing long-term objectives. This strategic continuity will help us focus on the joint action needed to make the most difference to individuals' lives.



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 at every stage of life



Climate Change and Nature Recovery:

To restore and enhance biodiversity, tackle the causes and reduce the impact of climate change



Strong Communities:

To build cohesive communities with a sense of pride and belonging

How we work

The Well-being of Future Generations Act (Wales) 2015 asks Public Services Boards and Welsh public bodies to work together toward seven common well-being goals using five ways of working when making decisions. This approach underpins all we do.

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
A prosperous Wales	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.
A resilient Wales	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).
A healthier Wales	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.
A more equal Wales	A society that enables people to fulfil their potential no matter what their background or circumstances (including their socio-economic background and circumstances).
A Wales of cohesive communities	Attractive, viable, safe and well-connected communities.
A Wales of vibrant culture and thriving Welsh language	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.
A globally responsible Wales	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.

Well-being in Swansea

Swansea is the second largest city in Wales, with a population (city and county) of 238,500 (2021 Census). Population growth in Swansea, and improvements in life expectancy, have recently plateaued, and (as elsewhere) our population is ageing. However, more detailed information from the Census will improve our understanding of recent change in Swansea. The impact of the pandemic has shaped life in Swansea for much of the last three years with over 800 registered deaths in Swansea involving Covid-19 (by May 2022); and the ongoing emotional, physical and mental health costs are still not fully understood. However, public services and our residents worked together to meet this challenge with a successful ongoing vaccination programme, implementation of regeneration and recovery plans and continued formal and informal volunteering activity and community action.

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 many threats to our natural resources which are in decline and areas of poor environmental quality need improving. Climate change will affect Swansea. Swansea has a high proportion of people with higher-level qualifications and is home to high numbers of students. Whilst the overall number of people who can speak Welsh has fallen, the number of young people under 16 years who can speak Welsh is increasing. Alongside this there have been developments in the cultural offering in the city including a wide-range of diverse events and the opening of the Swansea Arena.

Looking to the future, Wales is a country that is changing and Swansea is changing too and will increasingly be made up of people from different backgrounds and protected characteristics. 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 health and social care. In Swansea, we need to understand the challenges and opportunities these changes bring.

Our latest Assessment Of Local Well-being has also told us several things about Swansea:

Social well-being: People's life experiences are very different between our poorest and wealthiest communities, with signs of growing inequality in relation to education, employment, training, income, health outcomes, access to services and other life chances. These social determinants can unequally impact people's ability to live a healthy and happy life and can lead to persistent health inequalities. Despite some progress, there remain multiple challenges around early years, social care, substance misuse, housing and community safety; and the pandemic has particularly impacted specific groups, including children, older people and Black and Minority Ethnic communities.

Economy: There is already much work underway to help grow Swansea's economy and infrastructure, with developments to attract new visitors to the city, create new spending and supply opportunities for businesses, and in turn improve residents' economic wellbeing. However, measures of local economic performance, productivity, employment and business suggest a mixed picture. Our future approach will need to better integrate our economic work with the climate and environmental considerations to achieve broader outcomes and how we plan our economic future.

Environment: The declaration of climate and nature emergencies along with national and local 'net zero' policy commitments, illustrate the multiple and urgent challenges facing Swansea's environment; for example, declining biodiversity and ecosystem resilience; water resources under pressure; increasing flood risk; competition between soils, land use and food production; the multiple benefits of green infrastructure; air quality impacts on health; opportunities for active and sustainable transport; improving waste management and reduction, and energy generation and security. The overwhelming message from the State of Our Natural Resources report is that wide ranging transformation is needed in the food, energy and transport systems that will require each of us to make changes to the way we live.

Culture: Swansea is strong in the diversity and range of its cultural offer (including tourism), but the sector and community it serves were hard hit by temporary closures during the pandemic lockdowns. The sector responded by utilising outdoor spaces as much as possible and is now showing signs of recovery due to sectoral support from the public, private and third sector. Nature sport, leisure and culture facilities provide vital health and well-being benefits to local communities. There is a good local volunteer base across activities ranging from Friends of Parks, Sports Clubs and Community Buildings, but with an ageing profile.

Key public services partnerships working towards well-being in Swansea

- South West Wales Corporate Joint Committee
- Swansea Bay City Deal Board
- Regeneration Swansea

- Healthy Cities
- Regional Housing Forum
- Safer Swansea
- Poverty Partnership



- West Glamorgan Regional Partnership Board and increasingly Primary Care Clusters
- Parteneriaeth
- Ageing Well Steering Group
- Area Planning Board
- A regional collaboration for health
- Swansea Environmental Forum
- Local Nature Partnership Swansea

Swansea Public Services Board aims to support and help these partnerships thrive and benefit from considering all dimensions of wider well-being. Clearly identifying responsibilities and avoiding duplication of governance will enable resources to be concentrated where value is added and activities best fit.

We have formed the Neath Port Talbot and Swansea Joint Public Services Board which tackles specific issues which benefit from a regional approach such as substance misuse. This work will continue.

Summary of progress towards our objectives

Steps taken towards our objectives have resulted in these key achievements to date

Early Years

- *Signed up to the First 1000 Days Collaborative. Work was embedded into the Early Years Transformation Integration Pathfinder collaborative*
- *Ways of working embedded in Pathfinder approach and projects such as Jig So, Best Start Swansea Early Help Hubs, Early Years Early Help Team etc.*
- *Early Years Transformation Integration collaborative Vanguard Systems Review helped consider 'What Matters to people. Further exploration of the integration of early years systems and services is ongoing, via the Early Intervention foundation toolkit, and the Early Years Maternity Maturity Matrix.*
- *Interventions are being made earlier in life via cross agency preventative services such as Flying start. Programmes include the expansion of Flying Start, the integration of services such as Jigso within social services, and the exploration of great Speech and Language support.*

Live Well, Age Well

- *Dementia friendly communities and Dementia friendly Generations projects, end of life wish technologies e.g. magic tables*
- *Contacts Booklet and training rolled out across partners, post covid directory of services produced*
- *Ageing Well Steering Group has developed informal activities for 50+ members which connect build resilience*
- *Referral systems in place and reviews of assistive technology*
- *Culture changing intergenerational 'Big Conversations' between primary and secondary school children and ageing well members*

Working with Nature

- *City Centre Green Infrastructure strategy collaboratively produced, adopted and actively in use by partners, Green Spaces project implemented.*
- *Initiatives such as firebreaks on Kilvey Hill*
- *PSB partners set out commitments via Swansea Climate and Nature Recovery Pledge and launch of Sustainable Travel Charter Swansea Bay*
- *Series of well attended events talks and conferences resulting in action*

Strong Communities

- *Community led assets-based approach to High Street Critical Incident Group, Joint Swansea and Neath Port Talbot PSB action on substance misuse*
- *Intercultural City Status achieved*
- *Poverty Truth Commission*
- *Swansea Recovery Economic Recovery Action Plan.*

Sharing for Swansea (cross cutting action)

- *PSB leaders completed in 'walking in our shoes' programme understanding each other's business.*
- *Partners participated in Swansea Local Property Board and have collaborated on hub activity.*
- *Swansea coproduction network established.*
- *Collaborative delivery pilots include the development of the Local Area Coordinator Network*
- *The PSB has pledged its intention to become a human rights city along with citizens and partners. Work to date includes production of a pocket guide.*

Real progress has been made taking steps towards our well-being objectives since 2018 but we have more work to do. While the impact of the pandemic significantly impacted the latter years of the plan's delivery. The relationships developed via the Public Services Board provided a firm foundation for an integrated, collaborative response to the Covid 19 crisis.

We have reviewed our Local Well-being Objectives and updated them in line with our latest Assessment of Local Well-being. Our four objectives aim to improve well-being with a focus on 2040. The following pages detail what each objective aims to achieve, what conditions are needed for this to happen and how contribution to the national wellbeing goals is maximised and the five ways of working are employed.

1. Early Years:

To ensure that children in Swansea have the best start in life to be the best they can be.

This happens 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

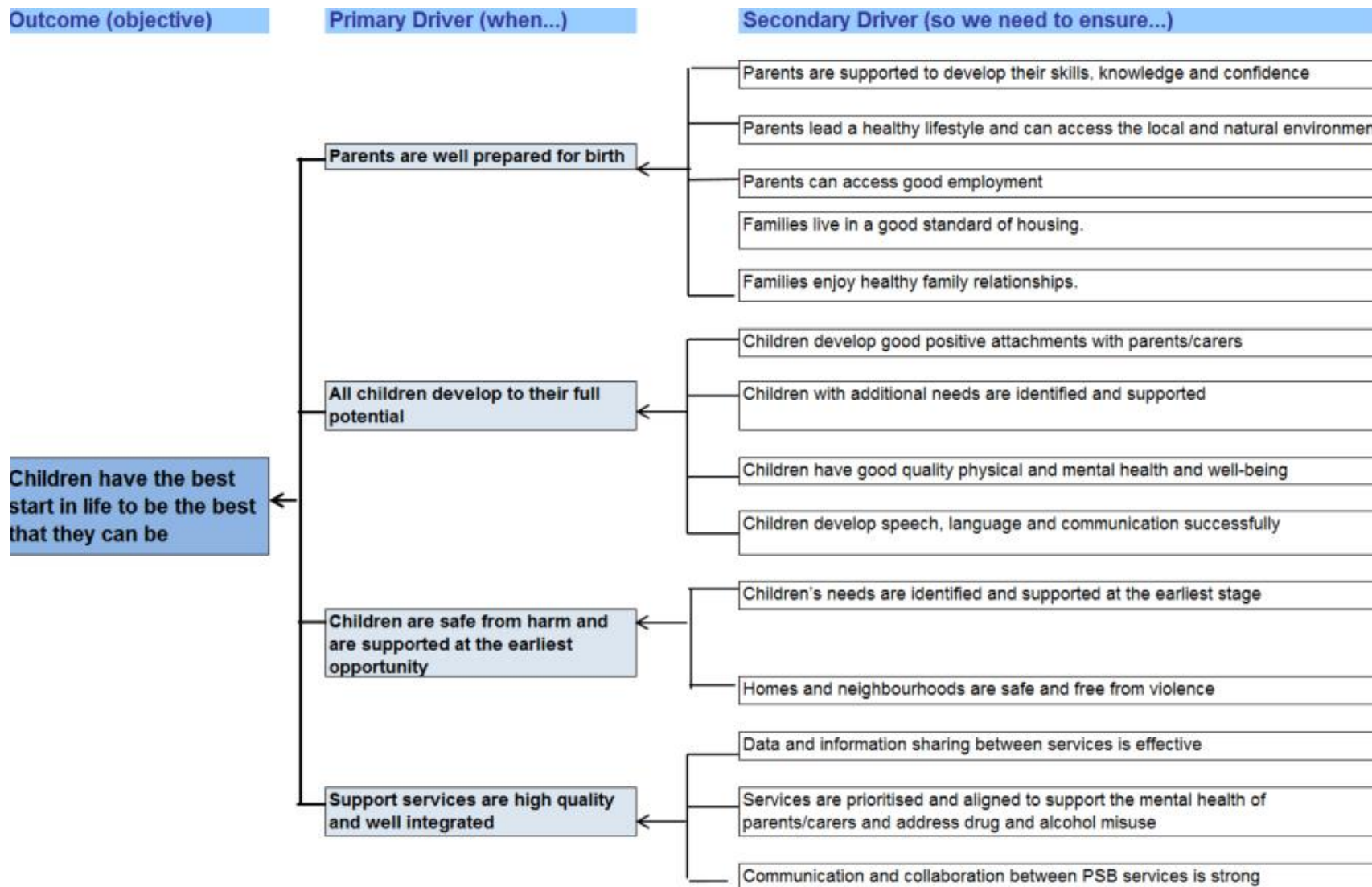
Children are safe from harm and are supported at the earliest opportunity

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 Reviews and Time for Change Report).

Giving children the best start in life in Swansea involves a whole systems approach:

- Promoting important messages and information to all.
- 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.
- 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.

Using evidence from our Assessment of Local Well-being, this diagram identifies what is needed to ensure children have the best start in life to be the best they can be:



How we will maximise our contribution to well-being



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, equal and cohesive Swansea.

We will use the five ways of working to enable this well-being objective to be achieved

Prevention: Collective working to create conditions for children to flourish

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

Collaboration: Share data, information, understanding and collaborate



Integration: Integrate resources and plan together

Involvement: Taking a co-productive approach working with children, parents, carers and practitioners

2 Live Well, Age Well:

To make Swansea a great place to live at every stage of life

This happens when...

People are as independent as possible and enjoy a good quality of life

People feel safe in their homes and community



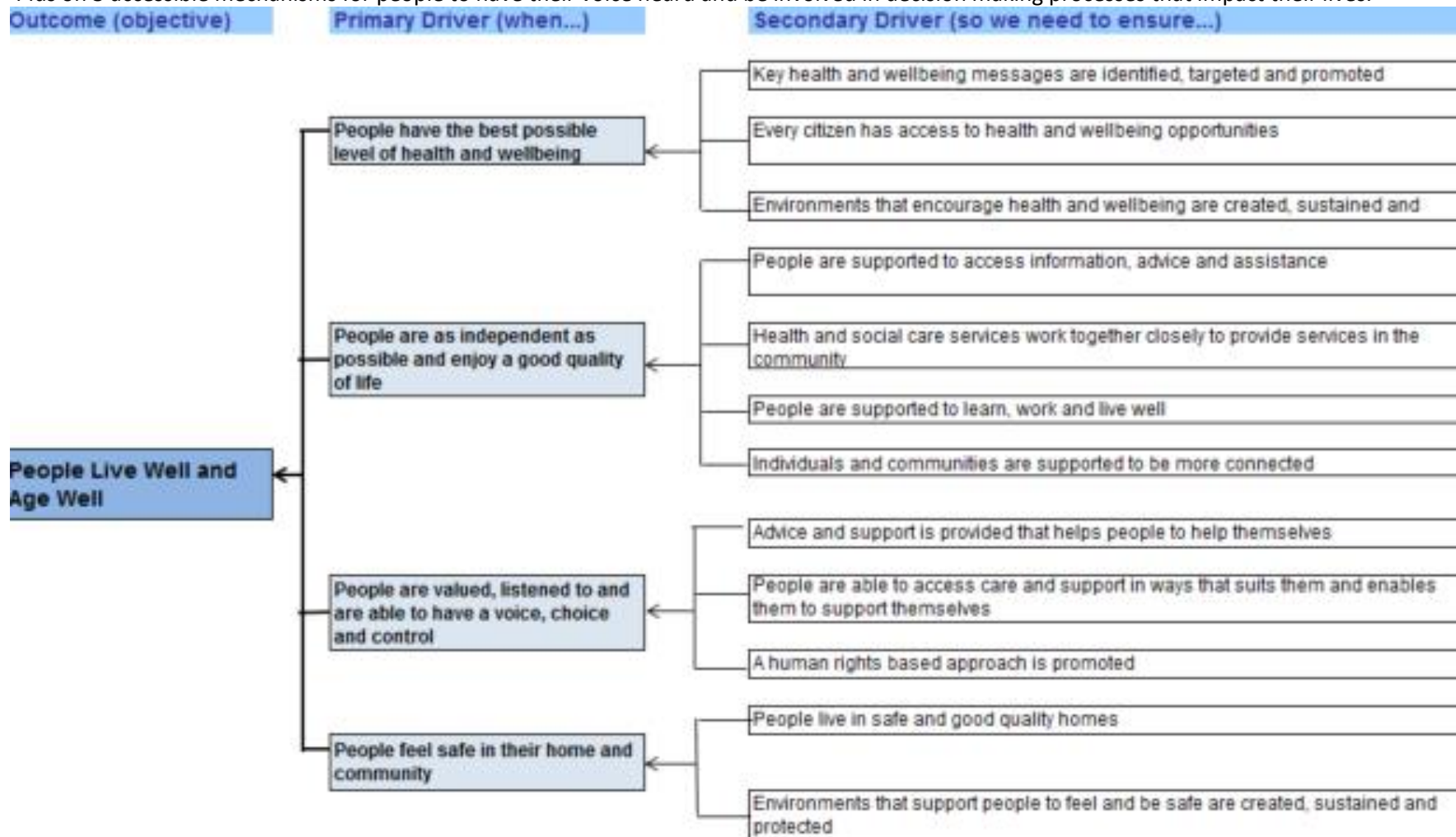
People have the best possible level of health and well-being

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

We want to support all people to age well, to be safe, healthy, independent and resilient in order to 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. Many children and young people have had their development impacted by the pandemic and there have been a range of impacts from Covid 19 on people of all ages and backgrounds. While more people in Swansea are living longer, this is not always accompanied by a fulfilling quality of life. We know that there are big differences remain between our poorest and wealthiest communities.

Using evidence from our Assessment of Local Well-being, this diagram identifies what is needed to ensure people live well and age well at every stage of life:

Plus on 3 accessible mechanisms for people to have their voice heard and be involved in decision making processes that impact their lives.



How we will maximise our contribution to well-being



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 cohesive Swansea.

We will use the five ways of working to enable this well-being objective to be achieved.

Prevention: Support people to build strength, independence and resilience throughout the life-course

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

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



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

Involvement: Developing robust and integrated involvement mechanisms

3 Climate Change and Nature Recovery: To restore and enhance biodiversity, tackle the causes and reduce the impact of climate change

This happens when we...

Have abundant natural resources that we safeguard

Maintain and enhance biodiversity



Create healthy places for people

Have an economy that is sustainable and regenerative.

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 many aspects of our natural environment are in decline and are no longer as resilient to change as we need them to be to deliver multiple benefits that support our well-being, now and in future. Both national and local government have declared nature and climate emergencies; we need to stop exploiting nature and move to a situation where we're working with and regenerating nature for the benefit of all. This means embedding the Nature and Climate Emergencies at the heart of decision making.

Using evidence from the Assessment of Local Well-being this diagram identifies what is needed to improve health, enhance biodiversity and reduce the impact of climate change:

Outcome (objective)

Primary Driver (when...)

Secondary Driver (so we need to ensure...)

Acting on Climate Change and Nature Recovery

The natural environment is managed to support health and well-being

Biodiversity is maintained and enhanced

Our carbon footprint is reduced

Knowledge and understanding of our natural environment is improved

Air quality is improved

Everyone has good access to greenspace

The water environment is managed and improved and flood risk reduced

The health benefits of our green infrastructure are maximised

Habitats are better connected and ecosystems more resilient

Valuable sites and vulnerable species are protected and enhanced

Pollinating animals such as bees are supported

The negative impact of plants and animals not originally from the UK (Invasive Non Native Species) are tackled

Waste is reduced and a resource efficient economy which reuses and recycles products rather than disposing of them is promoted (i.e. a circular economy).

Environmentally sustainable public sector procurement is promoted

Carbon storage and balancing carbon emissions produced by one activity by funding carbon savings elsewhere are increased.

The energy use of our buildings is reduced and sustainable energy generation promoted

A more sustainable and equitable transport system is developed

Environmental training and education is provided and information publicly available

Environmental data is collected, understood and shared

Data is better used to make informed decisions

Tackle environmental crime

How we will maximise our contribution to well-being



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, more equal and globally responsible Swansea.

We will use the five ways of working to enable this well-being objective to be achieved.

Prevention: Understanding the causes of problems and work together with nature to prevent them – this is also called nature-based solutions.

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

Collaboration: Working together to maximise the benefits derived from nature



Integration: Ensuring we recognise and maximise the benefits of working with nature

Involvement: Working with communities to shape and improve our green spaces for people and wildlife

4 Strong Communities: To build cohesive communities with a sense of pride and belonging.

This happens when we...

Have a sense of pride and belonging

Are more cohesive

Are prosperous



Enable individuals to trust each other

Support people to feel safe and be safe, confident

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 appreciate 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.

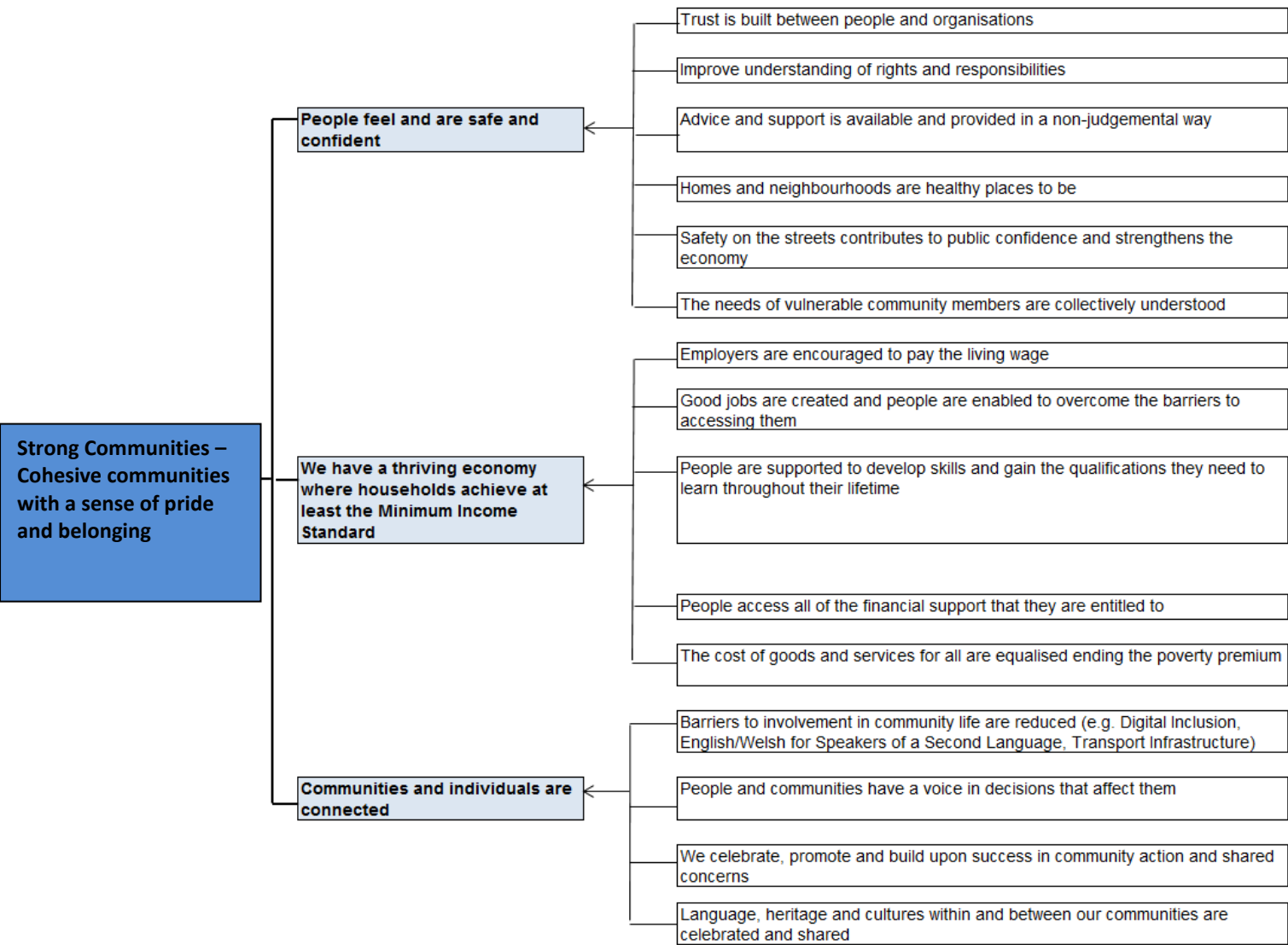
To do this we know we need to work together to understand individual and community issues. We need to build trust between communities and local organisations, giving people a voice in decisions affecting their lives. It is important to support and work with vulnerable people and socially marginalised groups to foster inclusion.

Using evidence from the Assessment of Local Well-being this diagram identifies what is needed to build strong, cohesive communities:

Outcome (objective)

Primary Driver (when...)

Secondary Driver (so we need to ensure...)



How we will maximise our contribution to well-being



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

We will use the five ways of working to enable this well-being objective to be achieved

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

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

Collaboration: Listen to and trust each other



Integration: Work to understand the impact we all have on each other

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

The Steps

We have learnt lessons over the last five years from our experience of working towards our objectives together.

We want to make sure our steps and the action plans beneath them

- Focus on doing less, but better! We may achieve more with fewer more focused steps.
- Ensure actions are the best fit to add value within existing post Covid partnership landscape.
- Focus on value added (quantifiable by a measurement framework)
- Ensure actions are in line with available partner resources?
- Clarify lead responsibility and buy in of partners
- Increase and broaden participation of active partners across sectors.
- Improve integration and interaction between the objectives

As a result, we have decided rather than assign steps to each objective to set out a set of steps that **underpin the entire suite of objectives** - as a whole, to encourage greater integration. Detailed annual Action Plans of sub steps will set out how we will implement the steps to achieve our objectives.



<i>The Steps to be taken</i>	<i>Short term (< 3 years)</i>	<i>Medium term (4-5 years)</i>	<i>Long term</i>
<i>To energise and engage Swansea in working towards an equitable transition towards Net Zero and Nature Recovery taking a nature-based approach to finding solutions where possible.</i>	To expand and diversify Swansea climate and nature Charter signatories engaging in sharing of good practice, innovation, identification, development and implementation of collaborative actions and opportunities towards Net Zero Wales and the Area Statement for South West Wales	To focus on maximising collaborative action in the most high impact areas involving as wide a diversity of partners and citizens as possible.	To directly contribute to helping public bodies meet 2030 Net Zero commitments and nature recovery ambitions while mobilising individuals and organisations across all sectors and the community to tackle the climate and nature emergencies.
<i>To become a Human Rights City empowering citizens to know their rights at every stage of the life course</i>	To work towards becoming a Human Rights City.	To undertake activities which demonstrate and enable people of all ages to understand and access their rights as a human being.	To embed in wider culture and review progression.
<i>To support all Early Years services on their transformation journey to better support children to have the best start in life</i>	Identify a lead sponsor for the integration toolkit, the Early Years Maternity Maturity Matrix, develop a framework and engage key stakeholders, and public.	Acting on reflective practice to evolve integrative working practices.	To embed and extend integrated working in other areas of delivery.
<i>To maximise collaborative actions for a Safer, more cohesive and prosperous Swansea</i>	To work towards implementing the Safer Swansea Strategy, supporting the collaborative work of Regeneration Swansea and ensuring no one is left behind by supporting Swansea Poverty Forum actions.	To provide support and advocacy for any challenging projects requiring additional buy in and sponsorship or increased collaboration	To embed work in the business as usual activity of all partners.

<i>The Steps to be taken</i>	<i>Short term (< 3 years)</i>	<i>Medium term (4-5 years)</i>	<i>Long term (5+)</i>
<i>To support the development of an integrated Cultural Offer in Swansea</i>	To support and participate in the development of Cultural Offer which includes organisations, partnerships and practitioners from across all sectors, which would aid in the promotion of the Welsh Language, community cohesion, health, and economic prosperity.	To support the Swansea Cultural Offer by encouraging culture, as defined in the FGA, to be integrated in the wider social, economic and environmental activity undertaken by partners.	To reinforce and embed the routine consideration and use of culture as a critical tool in all partner activities and projects
<i>Influence and connect with other governance and partnership arrangements to ensure well-being is integrated across Swansea</i>	Ensure decision makers in Swansea are able to benefit from the Assessment of Local Well-being, the PSB's shared objectives and collaborative ways of working.	Increase and diversify participation in PSB activities including increased people involvement	Work as part of a clearly mapped and defined partnership framework with clear responsibilities and remits enabling the right decision to be taken in the right place in an integrated way.
<i>To progress data development to improve decision making by partners in Swansea</i>	To work with partners via the Regional Partnership Board to improve the availability and quality of regional data	To improve the relevance scope and availability of local data for the next well-being assessment	For partners to have access to relevant regularly updated and assured data by streamlining efforts.
<i>To develop a measurement framework to effectively and efficiently provide feedback on progress</i>	Collaborate with partners to identify population level measures	Improve on output based reporting of the steps and explore qualitative options.	Work towards the democratisation of performance by incorporating a 360 approach actively involving individuals

Appendix I - Making the Connections

Although each objective focuses on a specific priority as our diagrams show there are many areas of overlap. We believe it is critical that everyone contributes to all of the objectives not just the ones where our work makes the biggest impact. Even where the scope for action is relatively small, when we all address each objective collectively the impact can be game changing. The chart below maps the role of each objective in carrying out the steps.

Steps we will take	Early Years	Live Well, Age Well	Climate Change & Nature Recovery	Strong Communities
	Lead	Support	Consider	N/A
<i>Accountability and the extent to which the steps are applied by each Objective Delivery Group will be agreed based on the final objective, steps and sub steps included in the Action Plans developed following consultation</i>	TBC	TBC	TBC	TBC

A detailed Action Plan of sub steps will set out how we will implement the steps to achieve our objectives. These Action Plans will be developed iteratively drawing on a menu of steps identified via engagement. All actions will be assessed against criteria based on lessons learnt and/or engagement evaluation tools.

Appendix II Swansea Public Services Board

The Swansea Public Services Board is a partnership of organisations who work together to improve local services and includes:

Swansea Bay University Health Board (SBUHB)
SBUHB Local Public Health Team
Gower College Swansea
HM Prison and Probation Service
Job Centre Plus
Mid and West Wales Fire and Rescue Service
Natural Resources Wales
Regional Business Forum
Safer Swansea Partnership
Chief Constable of South Wales Police

South Wales Police and Crime Commissioner
Swansea Council
Regeneration Swansea
Swansea Environmental Forum
Swansea Council for Voluntary Service
Swansea University
Wales Community Rehabilitation Company
Welsh Government
University of Wales Trinity St David
Community and Town Council representation
Mumbles Community Council

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

Appendix III: How the plan has developed

Our involvement process started in 2016 by asking citizens, children, staff, managers, leaders, service users and experts to imagine the Swansea they wanted to see in 2040 and identified key trends that would impact this future. This long term approach underpins the development of our Local Well-being Plan.

Population	Climate change	Economy & Infrastructure	Society & Culture	Health	Land Use & Natural Resources
<ul style="list-style-type: none"> • Aging population • Housing • Migration • Immigration • Older work force • Household make up • Student population • Increased child population 	<ul style="list-style-type: none"> • Weather patterns • Extreme weather events • Bio-diversity • Water quality and availability • Flooding • Air quality • Sea level rise • Geopolitical instability 	<ul style="list-style-type: none"> • Price rises • Skills gap • Austerity • Globalisation • De-industrialisation • Increased adoption of IT • Smart technologies • Transport • Supply chains 	<ul style="list-style-type: none"> • Poverty • Apathy • Lack of trust / empowerment • Erosion of community cohesion • BREXIT • Increased inequalities • Community safety • Welsh language 	<ul style="list-style-type: none"> • Heat related deaths • ACES • Demand • Life styles • E Health • Welsh Language • Mental health • Elderly care • Drug resistance • Social media 	<ul style="list-style-type: none"> • Energy • Food security • Farming and land use • Finite resources • Waste • Emissions / Pollutants • Ecosystem resilience • Soil quality • Bio-diversity

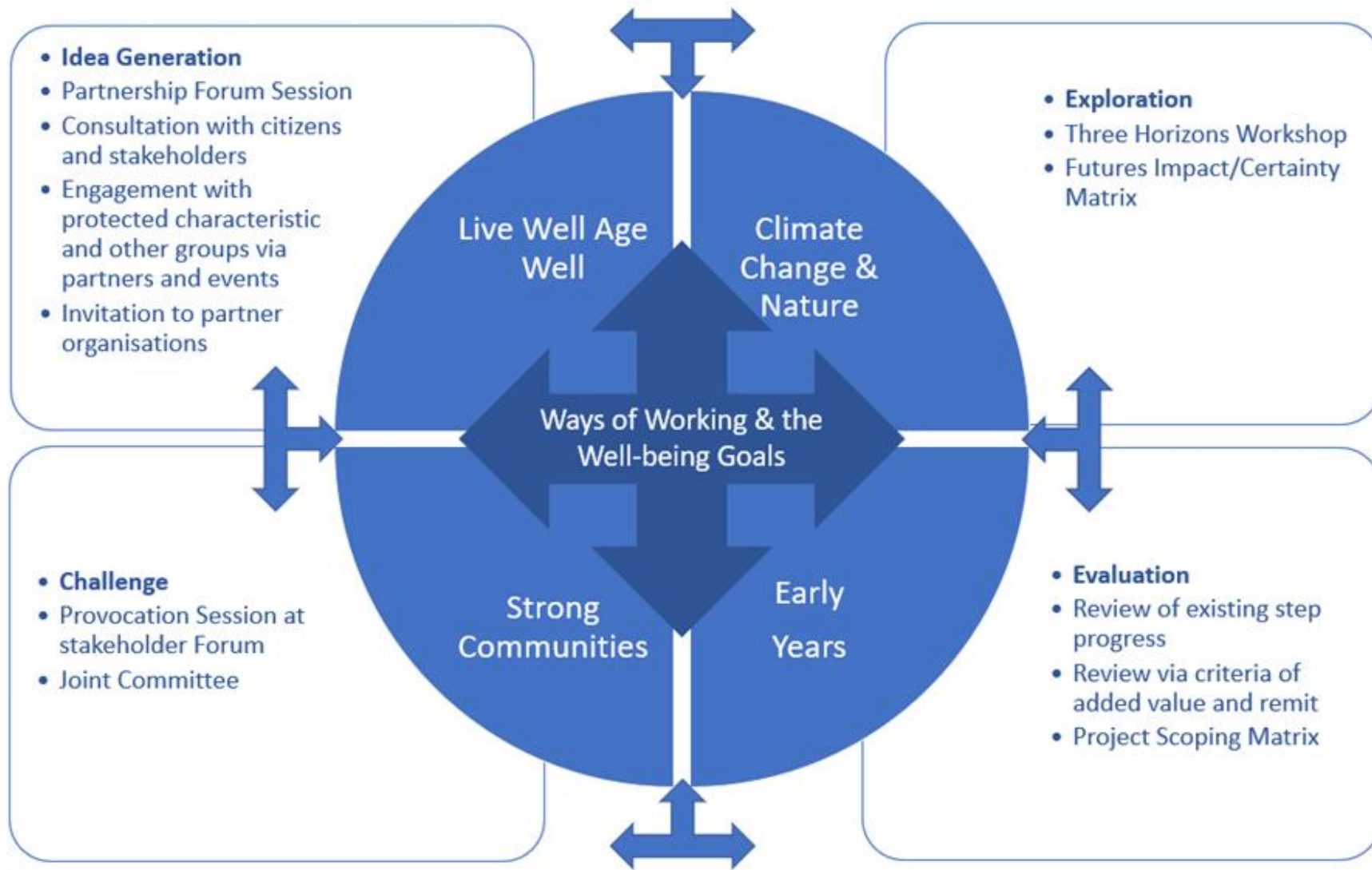
Our approach to involvement and engagement was based on the National Principles for Public Engagement and was designed to begin with a blank sheet and engage, re-engage and then formally consult with our stakeholders filtering down the collective priorities for action into objectives. This meant ideas could be refined into objectives with everybody's buy in and voice being heard at every stage of the process.

In researching our 2022 Assessment of Local Well-being we found concerns in these areas were key.

<p style="text-align: center;">Social</p> <ul style="list-style-type: none"> • Growing inequality and cost of living • Mental health • Aging population and social care workforce difficulties • Lack of public transport • Digital Exclusion • Pandemic impact on specific groups e.g., early years, older people, BAME people and people with disabilities • Crime, community safety and community cohesion • Substance misuse 	<p style="text-align: center;">Economic</p> <ul style="list-style-type: none"> • Productivity and gross value added • Diversification, growth and survival of business base • Household Income levels • Economic infrastructure development viability gap • Sustainable transport infrastructure • Areas of deprivation and economic inactivity • Skills attainment gap amongst disadvantaged • Digital and green skills shortage • Worker shortages: care, construction, hospitality
<p style="text-align: center;">Environmental</p> <ul style="list-style-type: none"> • Climate and Nature Emergency • Loss of biodiversity, declining ecosystem resilience • More resource required for long term management • Water resources under increasing pressure • Increasing flood risk impacting people, properties, services and infrastructure • Competition between soils, land use and food production • Green infrastructure and Placemaking • Air quality impacts on health • Sustainable Transport and Active Travel • Energy Generation and use/efficiency • Inequity of benefit to and benefit from natural resources and exposure to environmental risks. 	<p style="text-align: center;">Culture</p> <ul style="list-style-type: none"> • Development of a Cultural Strategy • Need for balanced programme of local affordable activities for all, targeting vulnerable groups/protected characteristics • Tourism sector post pandemic recovery • Inequalities in physical activity participation impacting health across areas • Increase in Welsh speakers and resultant demand for Welsh language services • Support sustainability of volunteering

To view the Assessment of Local Well-being, click here: www.swansea.gov.uk/psbassessment

We are working with our partners, groups, and a diversity of Swansea people to develop a plan focusing on taking steps (especially in the areas identified via Assessment) to meet our updated 2040 local well-being objectives.



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

Future Trends Report 2022	West Glamorgan Regional Partnership Board	What we have to do by law (statutory duties)	The rights of all people
<p>This is a report written by Welsh Government. It looks at trends in Wales and shows :</p> <ul style="list-style-type: none"> • The population is ageing although population growth is slowing and growth of Welsh language • Increasing demand for public sector, care and digital services • Widening inequality, reducing unemployment levels felt unevenly, slow progress on poverty reduction • Changing health profiles • Accelerating climate change impacts, with uneven risk distribution • Increasing consumption and emissions • Species loss and less ecosystem resistance • Increased digitalisation and AI, changing nature of work, increased cyber security risk 	<p>Swansea PSB works closely with West Glamorgan health and social care programme.</p> <p>This regional partnership delivers across Neath Port Talbot and Swansea.</p> <p>The development of both the Population Assessment and last Area Plan have been informed and been informed by the work of Swansea PSB.</p> <p>The 2022 Population Assessment can be found at www.westglamorgan.org.uk</p> <p>The 2018 Area Plan can be seen at www.westernbay.org.uk/areaplan</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"> • The Crime and Disorder, Reduction of Offending and Substance Misuse Partnership Plan • Children and Young People’s Partnership Plan • The West Glamorgan Area Plan • The Part 1 Scheme ‘Local Primary Mental Health Support Services’ jointly agreed by the LHB and 3 local authorities under section 2 of the Mental Health Measure 2010 measure. • The Violence Against Women, Domestic Abuse and Sexual Violence Plan <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 ensures that a diversity 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>

The Future Generations Report

Read the Future Generations Commissioners Report at www.futuregenerations2020.wales

Recommendations which are being prioritised and are reflected in this plan.

Glossary

biodiversity: The variety of plants and animals on earth. It includes all species of plants and animals and the natural systems that support them.

personal and community resilience: how well an individual or 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.

ecosystems Services: The benefits people get from ecosystems. These include food and water; regulating services such as flood and disease control; cultural services such as spiritual, recreational, and cultural benefits; and supporting natural processes that maintain the conditions for life on Earth.

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: International learning network run by the World Health Organisation 'requiring local political buy in to deliver change' to improve health for all. Swansea is the only designated 'Healthy City' in Wales at present.

Intercultural Cities: The Council of Europe's Intercultural Cities programme supports cities in reviewing their policies through an intercultural lens and developing strategies to help them manage diversity positively and realise the diversity advantage.

Making Every Contact Count: An approach where employees of public services use every opportunity to deliver brief advice to improve health and wellbeing.

Marmot Review: an independent review into health inequalities in England published in 2010 (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.

Minimum Income Standard: This identifies what the public think is an acceptable minimum standard of living each year. It includes, but is more than just, food, clothes and shelter. It is about having what you need in order to have the opportunities and choices necessary to participate in society.

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.

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

social prescribing: enables doctors and nurses to refer patients with social, emotional or practical needs to a range of local, non-clinical services, often provided by the voluntary and community sector

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

vulnerability: A person is vulnerable if, as a result of a situation or circumstances, they are unable to take care of or protect themselves from harm or exploitation.

References

- First 1000 Days programme - [First 1000 Days Paper - Partnership Agreement.pdf \(swansea.gov.uk\)](#)
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- Swansea Economic Regeneration Strategy - www.swansea.gov.uk/swanseabaycityregioneconomicregenerationstrategy
- Swansea Economic Regeneration Partnership - www.swansea.gov.uk/article/10723/Regeneration-Swansea
- Assessment of Local Well-being - www.swansea.gov.uk/psbassessment
- Population Assessment - www.westglamorgan.org.uk
- Local Area Plan - www.westernbay.org.uk/areaplan
- The Marmot Review - www.ucl.ac.uk/marmotreview
- Police and Crime Plan - <https://commissioner.south-wales.police.uk/en/your-commissioner/police-crime-plan-2022-2026/>
- [Future Generations Report - www.futuregenerations2020.wales](http://www.futuregenerations2020.wales)
- [Time for Change: Audit Wales https://audit.wales/publication/time-change-poverty-wales](https://audit.wales/publication/time-change-poverty-wales)