



Notice of Meeting

You are invited to attend a Meeting of the

Swansea Public Services Board

At: Remotely via Microsoft Teams
On: Thursday, 10 April 2025
Time: 3.00 pm
Chair: Councillor Andrea Lewis

Watch Online: <http://tiny.cc/SwanseaPSB10-4>

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Preliminary Matters:		
1	Apologies for Absence.	
2	Disclosure of Personal & Prejudicial Interests. www.abertawe.gov.uk/DatgeluCysylltiadau	
3	Minutes.	2 - 4
4	Public Questions. Questions can be submitted in writing to Democratic Services democracy@swansea.gov.uk up until noon on the working day prior to the meeting. Written questions take precedence. Public may attend and ask questions in person if time allows. Questions must relate to items on the open part of the agenda and will be dealt within a 10 minute period.	
5	Items for Discussion / Decision / Approval: Swansea Public Services Board Wellbeing Draft Action Plan 2025-26.	5 - 19
6	Draft Swansea Public Services Board Annual Report 2024-25 (Incorporating Quarter 4 Updates).	20 - 40

Next Meeting: 10 July 2025 @ 3 pm

Huw Evans
Head of Democratic Services
Wednesday, 2 April 2025

Contact: Democratic Services – 01792 636923

Agenda Annex

Swansea Public Services Board – Membership

Statutory Members (Joint Committee and Partnership Forum)

Steve Spill - <i>Swansea Bay University Health Board</i>
Councillor Rob Stewart – <i>Leader - Swansea Council</i>
Councillor Gwynfor Thomas - <i>Mid & West Wales Fire Authority</i>
Huwel Manley - <i>Head of Operations South West Wales – Natural Resources Wales</i>
Martin Nicholls – <i>Chief Executive - Swansea Council</i>

Designated Representatives:

Abigail Harris, <i>Chief Executive Officer - Swansea Bay University Health Board</i>
Marie Davies, <i>Executive Director of Planning & Partnerships – Swansea Bay University Health Board</i>
Karen Stapleton - <i>Deputy Executive Director of Planning & Strategy – Swansea Bay University Health Board</i>
Gillian Richardson – <i>Interim Executive Director - Public Health, Swansea Bay University Health Board</i>
Ness Young - <i>Director of Corporate Services - Swansea Council</i>
Andrea Lewis - <i>Cabinet Member for Service Transformation - Swansea Council</i>
Roger Thomas - <i>Chief Fire Officer - Mid & West Wales Fire & Rescue Service</i>

Invited Participants (Joint Committee and Partnership Forum)

Hannah Wharf – <i>Welsh Government</i>
Steve Jones - <i>Chief Superintendent - South Wales Police</i>
Amanda Carr - <i>Swansea Council for Voluntary Service</i>
Emma Wools - <i>Police and Crime Commissioner</i>
Mark Brace - <i>Assistant Commissioner - South Wales Police and Crime Commissioners Office</i>
Mark Wade - <i>Health & Housing</i>
Laura Dunn - <i>HM Prison & Probation Service</i>

Invited Participants (Partnership Forum)

Louise Gibbard - <i>Cabinet Member for Care Services - Swansea Council</i>
Hayley Gwilliam – <i>Cabinet Member for Community (Support) - Swansea Council</i>
David Hopkins - <i>Cabinet Member for Corporate Service & Performance - Swansea Council</i>
Erika Kirchner – <i>Councillor - Swansea Council</i>
Alyson Pugh - <i>Cabinet Member for Well-being - Swansea Council</i>
Robert Smith - <i>Cabinet Member for Education & Learning - Swansea Council</i>
Andrew Stevens - <i>Cabinet Member for Environment & Infrastructure</i>
Hilary Dover - <i>Planning Group</i>
Vacancy - <i>Swansea University</i>
Anna Jones - <i>University of Wales Trinity Saint David</i>
Sarah King - <i>Gower College Swansea (Director of HR)</i>
Jayne Brewer - <i>Gower College Swansea (Head of Employer Development)</i>
Matthew Bennett - <i>Job Centre Plus</i>
Hywel Evans - <i>Regional Business Forum</i>
Keith Baker - <i>Swansea Economic Regeneration Partnership</i>
Philip McDonnell - <i>Swansea Environmental Forum</i>
Mike Phillips - <i>Research Group</i>
Steve Davies - <i>Mid & West Wales Fire & Rescue Service</i>
To be confirmed - <i>DVLA</i>
To be confirmed - <i>Swansea Learning Partnership</i>

Agenda Item 3



Minutes of the **Swansea Public Services Board**

Remotely via Microsoft Teams

Thursday, 13 February 2025 at 3.00 pm

Present: A S Lewis (Chair) Presided

Leanne Ahern, Swansea Council
Marie Davies, Swansea Bay University Health Board
Laura Dunn, HM Prison & Probation Service
Abigail Harris, Swansea Bay University Health Board
Stephen Jones, South Wales Police
Allison Lowe, Swansea Council
Huwel Manley, Natural Resources Wales
Amy Richmond-Jones, Mid & West Wales Fire & Rescue Service
Jane Richmond, Swansea Council
Karen Stapleton, Swansea Bay University Health Board
Roger Thomas, Mid & West Wales Fire & Rescue Service
Mark Wade, Health & Housing Group
Ness Young, Swansea Council

Apologies for Absence

Amanda Carr, Swansea Council for Voluntary Service

18 Disclosures of Personal & Prejudicial Interest.

There were no declarations of interest.

19 Minutes.

Resolved that the Minutes of the Swansea Public Services Board held on 10 October 2024 be approved and signed as a correct record.

20 Public Question Time.

There were no public questions.

21 Updates on the 8 Steps in our Public Services Board (PSB) Action Plan 2024/25.

Each of the partners provided both a written and verbal update on the 8 steps in the PSB Action Plan 2024/25:

- Transforming early years' services across Swansea.
(Karen Stapleton, SBUHB)

- Building on Swansea as a Human Rights City.
(Ness Young, Swansea Council)
- Working towards Swansea's net zero target and nature recovery.
(Jane Richmond, Swansea Council)
- Making Swansea safer, more cohesive, and prosperous
(Roger Thomas, MAWWFRS)
- Developing Swansea's integrated cultural offer
(Mark Wade, Swansea Council)
- Influencing and connecting with other governance arrangements across the Swansea Bay region
(Ness Young, Swansea Council)
- Improving data quality and accessibility across the Swansea Bay region
(Ness Young, Swansea Council)
- Developing Swansea PSB performance management arrangements
(Ness Young, Swansea Council)

Resolved that Swansea Public Services Board:

- 1) Notes the updates.

22 Swansea Public Services Board Review of Partnership Governance.

Ness Young, Swansea Council explained that the Chair had written to the chairs of other partnerships in the region, seeking their comments on a report entitled "Swansea PSB Review of Partnership Governance" that looked at how various partnerships were working together across the Swansea Bay region.

The report examined the governance of key partnerships, including the Swansea Public Services Board (PSB), Regional Partnership Board (RPB), Area Planning Board (APB), and Safer Swansea Partnership (SSP), identifying governance roles, collaboration opportunities, and areas of duplication or gaps, particularly in health, well-being, community safety, and substance misuse.

Responses were expected shortly from the RPB and the SSP, both of which were expected to be positive in principle.

Resolved that, subject to formal endorsement from each of the partners, the recommendations outlined in the report be pursued with the other partnerships in the region.

23 Walking in our Shoes. (Verbal)

Natural Resources Wales would host the next "Walking in our Shoes" event. Hywel Manley suggested that the event be scheduled for some time in May 2025 and focus

on water quality monitoring in the lab at Singleton, Swansea together with estate management.

Further details would be circulated in due course.

24 Public Services Board Annual Report 2024/25. (Verbal)

Ness Young, Swansea Council reminded partners that the Annual Report was scheduled to be drafted for 2024/2025. The report include the updates provided at today's meeting with further input from strategic leads. She proposed that an initial draft be presented to the informal PSB on 17 March and then to the next formal PSB meeting on 10 April 2025.

She asked partners to consider whether a video should be developed as per the 2023/2024 report, as well as considering ways of improving accessibility to the report.

25 Feedback letter from Scrutiny Programme Committee & Response.

A "For information" report outlining the letter from the Chair of the Scrutiny Programme Committee to the PSB Chair following the meeting of the Scrutiny Committee on 19 November 2024 was presented to the PSB, together with advice on how the points raised in the letter were being addressed.

Resolved that:

- 1) Leanne Ahern send the date of the next Scrutiny Programme Committee meeting with the PSB to all the statutory partners;
- 2) Members of the Scrutiny Programme Committee be invited to future PSB events in order to promote collaborative working.

The meeting ended at 4.02 pm

Chair

Agenda Item 5



Swansea Public Services Board – 10 April 2025

Swansea Public Services Board Wellbeing Draft Action Plan 2025-26

Purpose:	To seek approval of the draft Swansea PSB 2025-26 action plan
Recommendation(s):	It is recommended that: 1) The Board approves the draft action plan for 2025-26 and agrees to receive an update report on progress against the plan as a standing item at future PSB meetings.
Report Author:	Ness Young

1. Introduction

- 1.1 The Public Services Board (PSB) has completed the agreed actions for 2024-25. Following a review of progress, specific actions have now been identified for delivery in 2025-26 - the final year of the Wellbeing Plan's initial three-year phase.
- 1.2 The proposed Action Plan for 2025-26 is included at Appendix A. Strategic Leads for each step have developed the actions and will provide a verbal update at this meeting. Once agreed, progress will be monitored and reported quarterly at future PSB meetings.

2. Advice

- 2.1 The Action Plan is structured by Well-being Objective and aligned to each of the eight delivery steps set out in the PSB's Well-being Plan. For each step, it sets out the short-term actions for 2025-26, the lead organisation(s) responsible, and the expected contribution to the PSB's shared outcomes.
- 2.2 Where contributions from partners are noted, these refer to their general support through mainstream activity, rather than a direct delivery responsibility, unless they are specifically named in the actions section.

2.3 The format of the plan is designed to provide clarity on roles and responsibilities, support accountability, and ensure the plan remains focused, coordinated, and deliverable. It also enables partners to see how their collective efforts contribute to the wider goals of the PSB.

3. Financial Implications

3.1 There are no additional financial implications arising from this report.

4. Legal and Governance Implications

4.1 There are no legal or governance implications arising from this report.

Background Papers: None

Appendices: Appendix A - 2025-26 Wellbeing Action Plan



WELLBEING ACTION PLAN 2025-26

Introduction

The 2025-26 period marks the final year of the first three-year delivery phase of the Swansea Public Services Board's (PSB) Well-being Plan 2023-28 (the Plan). As set out in the Plan, the first phase is focused on achieving short-term outcomes across eight strategic steps, laying the foundations for long-term change through better integration, collaboration and prevention.

Over the past two years, strong progress has been made across the eight steps. In particular, Steps 6 (Regional Governance Alignment), 7 (Data Sharing), and 8 (Performance Monitoring) have now achieved their intended short-term outcomes, as described in the Plan. The PSB's governance arrangements have been reviewed and strengthened to support regional collaboration. A regional data portal has been developed in partnership with Neath Port Talbot and Cwm Taf Morgannwg PSBs and Data Cymru, with funding secured to support its implementation. A new PSB performance monitoring system, including a dashboard, has been introduced to track progress, support transparency, and inform decision-making. These steps are now considered complete for the initial delivery phase.

The year ahead will focus on consolidating and completing the remaining short-term actions under Steps 1 to 5. These include further embedding early years integration, expanding safeguarding and human rights awareness, finalising and beginning delivery of the Adaptation and Mitigation Strategy, strengthening multi-agency working to improve community safety, and launching a new Cultural Strategy with an annual action plan. Delivery in 2025-26 will also help inform planning for the medium-term phase of the Plan (2026–28), ensuring that the PSB's next steps are grounded in learning, evidence, and the lived experience of communities and partners.

Step 1	To support the transformation of Early Years services in Swansea to provide better support children to have the best start in life	
2023-26 Goals	To identify a lead sponsor for the integration toolkit, the Early Years Maternity Maturity Matrix, develop a framework and engage key stakeholders, and public.	
Progress as at 31 March 2025	A lead sponsor has been identified and we have used the integration toolkit and maturity matrix to develop and agree the Early Years Strategic Principles in 24/25 which have been finalised and are in the process of being fully implemented, with extensive engagement across multiple agencies. This has been carried out regionally, however for 2025/26 we will focus on services in Swansea to drive this step forward. A significant increase in the uptake of early intervention services has been recorded, demonstrating greater awareness and accessibility. Flying Start services have been expanded to reach more families, particularly in underserved areas, providing crucial support in child development, family well-being, and school readiness. Health Visiting referrals have improved, ensuring timely interventions that address developmental concerns at an earlier stage.	
2025-26 Planned actions	Lead Officers	Target Completion Date
Review the best model for delivery of the Health Visiting element of the Flying Start Programme in Swansea.	Swansea Early Years Commissioning Team / SBUHB	March 2026
Investigate, review and further develop links between SBUHB Midwifery services and LA Jigso Team.	Swansea Early Years Commissioning Team / SBUHB	March 2026
Consider how best to deliver/expand early years services using local assets such as libraries, schools, and community hubs to reach more families.	Swansea Early Years Commissioning Team / SBUHB	March 2026
Progress the WG phased expansion of early years provision of 2.5 hrs of free childcare per day for 2 year olds across Swansea.	Swansea Early Years Commissioning Team	March 2026

Key Performance Indicators	
The number of families accessing Flying Start Health Visiting Services in line with our target CAP set by Welsh Government.	
Embed both service delivery and a better alignment of financial resources between the LA & SBHUB in order to continue to support vulnerable families.	
Deliver on Welsh Governments commitment to make 408 extra offers of Funded Flying Start Childcare available across Swansea.	
Key PSB Partner Contributions	
Swansea Bay University Health Board	Strategic Lead for Step 1; Implement midwifery and health visitor training and ensure routine referrals.
Swansea Council	Lead on early years' service integration, housing and literacy programmes
Mid and West Wales Fire and Rescue Service	Provide home visits and safeguarding training
Natural Resources Wales	Support child development by ensuring families have access to safe, green spaces for outdoor learning and well-being.
Swansea Council for Voluntary Service	Facilitate collaboration between voluntary organisations and statutory services to improve early years support and safeguarding.
South Wales Police and the Probation Service	Enhance safeguarding by ensuring data-sharing protocols include early intervention for at-risk families.
Swansea and Trinity St Davids Universities	Provide research, training, and evidence-based approaches to improve early years engagement and professional development.

Risks and Mitigations:

Risk: Families not engaging.

Mitigation: Targeted outreach through health visitors, GPs, and council officers.

Risk: Service duplication.

Mitigation: A Swansea multi-agency steering group will ensure alignment and efficiency.

Step 2	To build on Swansea's 2022 declaration of being a Human Rights City	
2023-26 Goals	To work with stakeholders to develop and deliver an action plan that supports the declaration of Swansea being a Human Rights City	
Progress as at 31 March 2025	In 2024, Swansea made significant strides in strengthening its commitment to human rights. The Mid and West Wales Fire and Rescue Service integrated poverty awareness training into its Community Safety programme, enabling frontline responders to connect individuals with support. The Swansea Council for Voluntary Service (SCVS) expanded safeguarding training and funding, with a new safeguarding section in development on its website. Swansea Council combined the Human Rights commitments to their new Strategic Equality Plan. This integrated approach took effect in April 2024. A stakeholder panel has been established to act as a constructive partner to the Human Rights Steering group, and the steering group produced 2 newsletters updating the public and key stakeholders on progress that was been made.	
2025-26 Planned actions	Lead Officer	Target Completion Date
All PSB organisations to conduct a self-assessment on implementing a Human Rights based approach	Adele Dunstan	31 December 2025

Achieve WHO Age Friendly City Status	Julie Gosney	31 March 2026
Raise awareness amongst service users and staff within the Probation Service	Rachael Edwards	31 March 2026
SVCS to deliver further safeguarding training	Amanda Carr	31 March 2026
Integrate Human Rights in the health Board's Strategic Equality Plan	Karen Stapleton/ Nicola O'Sullivan	30 April 2025
Key Performance Indicators (including 2025-26 target)		
100% of steering group members can evidence they are embedding a Human Rights-based approach		
25% increase in public and staff awareness of Human Rights, safeguarding, and equality (measured through resident and staff surveys and engagement data).		
100% achievement of key milestones (e.g., WHO Age-Friendly City status, completion of self-assessments, and integration of Human Rights in strategic plans)		
Key PSB Partner Contributions		
Swansea Bay University Health Board	Integrate Human Rights into the Strategic Equality Plan and healthcare services.	
Swansea Council	Strategic Lead for Step 2; lead policy integration, ensuring Human Rights and safeguarding are embedded in strategic planning.	
Mid and West Wales Fire and Rescue Service	Train frontline staff to recognise safeguarding concerns and support vulnerable individuals.	

Swansea Council for Voluntary Service	Deliver safeguarding training and capacity-building for the voluntary sector.
South Wales Police	Raise awareness of Human Rights among probation staff and service users to improve rehabilitation.
Probation Service	
Swansea Universities	Provide research, training, and student engagement to support Human Rights, safeguarding, and Age-Friendly initiatives.
Trinity St David's University	
Risks and Mitigations:	
Risk: Lack of awareness and engagement Mitigation: Targeted public campaigns, staff training, and integration of Human Rights principles into public services.	
Risk: Limited resources and funding Mitigation: Address by securing external funding, embedding Human Rights into existing budgets, and partnering with universities for research and support.	
Risk: Challenges in measuring impact Mitigation: Overcome by establishing clear KPIs, conducting regular evaluations, and engaging communities in feedback and decision-making.	

Step 3	To energise and engage Swansea in working together for a just and equitable transition towards Net Zero and nature recovery taking a nature-based approach where possible		
2023-26 Goals	To agree and start to implement the Adaptation and Mitigation Strategy for Swansea. To expand and diversify Swansea Climate and Nature Charter Signatories engagement in transformative change - by understanding risk and response, building capacity and capability, through sharing of good practice, innovation, identification, and implementation of collaborative adaptation and mitigation actions towards Net Zero Wales and the Area Statement for Southwest Wales delivery.		
Progress as at 31 March 2025	<p>The development of the Adaptation and Mitigation Strategy got under way with 2 online workshops delivered for key officers across partner organisations, 1 workshop for wider PSB members and 12 community workshops involving representatives from across the community and business sectors. This bottom-up approach, using the Climate Change Committees Adaptation Framework as a structure and guide, has been fruitful and challenging and the evidence gained from this, and other research, has been brought together in a Technical Report. This will be used as the evidence for the writing of the strategy and action plan. In addition, following on from last year's Climate Change and Nature Recovery Mapping exercise, the Signatories group has shared key information and good practice, and begun to coordinate our collective input on areas of focus such as the Local Area Energy Plan. Identified opportunities and actions from the mapping exercise will now be tied in with the next steps of the adaptation and mitigation strategy.</p> <p>The public sector has successfully reduced carbon emissions by 20%, exceeding initial projections. Community engagement workshops have been instrumental in raising awareness about climate adaptation and sustainability. Challenges remain in securing additional funding for further initiatives, but momentum continues with plans to expand renewable energy projects and nature recovery programs in the coming year.</p>		
2025-26 Planned actions	Lead Officer	Target Completion Date	
Finalise the A&M Strategy and Action Plan that will then form the basis of the ongoing work of the Climate Signatories	Jane Richmond	TBC	

Require all PSB partners to implement at least one action from the Adaptation and Mitigation Action Plan to reduce emissions and improve biodiversity.	Jane Richmond	TBC
Develop a shared climate risk assessment plan for PSB organisations to prepare for extreme weather and environmental risks.	Jane Richmond	TBC

Key Performance Indicators (including 2025-26 target)

Engage more businesses and communities across Swansea to finalise the A&M Action Plan

New website to be launched as one stop shop for climate change 2050/resilience with shared resources for the community

Key PSB Partner Contributions

Swansea Bay University Health Board	Integrates climate resilience in healthcare.
Swansea Council	Lead urban greening and biodiversity projects.
Natural Resources Wales	Advocate for integration of nature-based solutions throughout with a view to enhancing ecosystem and community resilience to climate change
Swansea Council for Voluntary Service	Engage communities in climate resilience through joint PSB action, using the Environmental Partner Framework and Community Councils Toolkit to support delivery under the Adaptation and Mitigation Strategy
South Wales Police and the Probation Service	Integrates climate risk planning in emergency response.
Swansea and Trinity St Davids Universities	Research on climate risks, urban greening, and behavioural change for sustainability.

Risks and Mitigations:

Risk: Limited funding for large-scale projects.

Mitigation: Focus on low-cost, community-led initiatives.

Step 4	To maximise the contribution of PSB partners to making Swansea safer, more cohesive, and prosperous.	
2023-26 Goals	To identify and tackle any partnership barriers to progress on implementing the Safer Swansea Strategy; supporting Regeneration Swansea; and ensuring no one is left behind by supporting Swansea Poverty Partnership Forum actions.	
Progress as at 31 March 2025	Community Safety Village events in 2023-24 and 2024-25 attracted significant public participation, providing valuable insights into local safety concerns and priorities. Workshops focusing on crime prevention and safeguarding have helped improve community resilience, with increased reporting and intervention rates. A notable reduction in anti-social behaviour has been observed in targeted areas, and the PSB will continue building on these successes in the coming year.	
2025-26 Planned actions	Lead Officer	Target Completion Date
Hold a community engagement event focused on public safety, crime prevention, and building community trust.	Roger Thomas, MAWWFRS	June 2025
Strengthen multi-agency community safety teams by improving collaboration between emergency services, local authorities, and social services.	Chief Supt Steve Jones, SWP	March 2026
Enhance youth engagement initiatives to prevent crime and anti-social behaviour, integrating safeguarding measures into local programmes.	Chief Supt Steve Jones, SWP	March 2026

Embed crime prevention measures into urban planning by aligning local development with public safety objectives.	Chief Supt Steve Jones, SWP	March 2026
Key Performance Indicators (including 2025-26 target)		
10% increase in community participation in engagement events and crime prevention initiatives.		
10% reduction in anti-social behaviour and crime rates in targeted areas.		
Key PSB Partner Contributions		
Swansea Bay University Health Board	Lead community safety planning and integrates public safety into urban development.	
Swansea Council	Lead on early years' service integration, housing and literacy programmes	
Mid and West Wales Fire and Rescue Service	Strategic Lead for Step 4: Enhances emergency preparedness and public safety awareness.	
Natural Resources Wales	Ensure urban planning includes safe, accessible green spaces to support well-being.	
Swansea Council for Voluntary Service	Engage voluntary organisations in community cohesion and safety initiatives	
South Wales Police and the Probation Service	Lead crime prevention efforts and support youth intervention strategies.	
Swansea and Trinity St Davids Universities	Provide research on crime trends, community engagement, and policy recommendations.	
Risks and Mitigations:		

Risk: Low community engagement in safety initiatives Mitigation: Use targeted outreach, digital engagement, and partnerships with local groups.
Risk: Limited resources for crime prevention and youth engagement Mitigation: Secure external funding and integrate initiatives into existing programmes.
Risk: Resistance to embedding crime prevention in urban planning Mitigation: Ensure early collaboration with planning authorities and highlight long-term benefits.

Step 5	To support the development of an integrated cultural offer in Swansea.	
2023-26 Goals	To support and help develop the cultural offer which includes organisations, partnerships, and practitioners from across all sectors; including supporting the promotion of the Welsh Language, community cohesion, health, and economic prosperity.	
Progress as at 31 March 2025	The step involves developing a cross sector Cultural Strategy, which is now in its final development stages following stakeholder and public consultation events. The strategy harnesses Swansea’s strengths in delivering events, cultural tourism, arts, sports and health programmes. Hundreds of thousands participate annually, increasing engagement, health and wellbeing, cohesion and boosting the local economy. The strategy is underpinned by several key themes of a new professional network ‘Creative Swansea’, new VisitSwansea Bay website and marketing campaigns and the development of a regional sports partnership model.	
2025-26 Planned actions	Lead Officer	Target Completion Date
Launch and publish the finalised Cultural Strategy, ensuring alignment with community priorities identified in public consultations.	Nerys Evans /Tracey McNulty	1 st April 2025
Agree an action plan to be delivered annually with partners.	Nerys Evans/ Tracey McNulty	31 st March 2026

Expand cultural programming by increasing the number of accessible, community-led events across Swansea.	Steve Hopkins/ Tracey McNulty	31 st March 2026
Develop partnerships with the Regional Sports Partnership to improve coordination and funding for local sports development.	David Jones/ Tracey McNulty	31 st March 2026
Strengthen Welsh language and heritage promotion, integrating cultural identity into public spaces, education, and events.	Nerys Evans/ Steve Hopkins	31 st March 2026
Key Performance Indicators (including 2025-26 target)		
Successful adoption and implementation of the Cultural Strategy, with measurable milestones.		
10% increase in participation in cultural and sports activities.		
Number of new partnerships formed to support cultural engagement, learning, tourism, health, wellbeing and inclusivity.		
Key PSB Partner Contributions		
Swansea Bay University Health Board	Support the role of arts, culture, and sport in improving health and well-being.	
Swansea Council	Strategic Lead for Step 5; lead the Cultural Strategy implementation and regional sports partnership development.	
Mid and West Wales Fire and Rescue Service	Engage communities through cultural and heritage events, contribute to the Safety Advisory and partnership approach.	
Natural Resources Wales	Integrate environmental and outdoor heritage themes into cultural activities.	
Swansea Council for Voluntary Service	Facilitate community participation and volunteers in cultural initiatives.	

South Wales Police and the Probation Service	Lead crime prevention efforts and support youth intervention strategies and creative learning routes.
Swansea and Trinity St Davids Universities	Provide research and student involvement in cultural and sports projects responding to market demands and a sustainable eco system for creative, cultural and physical health strategies.
Risks and Mitigations:	
Risk: Delays in finalising the Cultural Strategy Mitigation: Ensure clear timelines, stakeholder engagement, and governance oversight.	
Risk: Unequal access to cultural activities Mitigation: Expand outreach and support community-led events in underserved areas.	
Risk: Funding and resource constraints for delivering the agreed action plan including the sports partnerships Mitigation: Secure external funding and integrate culture, arts and sports within existing strategic frameworks.	

Agenda Item 6



Swansea Public Services Board – 10 April 2025

Draft Swansea Public Service Board Annual Report 2024-25 (Incorporating Quarter 4 Updates)

Purpose:	To seek approval of the draft 2024-25 PSB Annual Report for Welsh translation and publication.
Recommendation(s):	It is recommended that: 1) The Board approves the draft PSB Annual Report for 2024-25 for translation and publication.
Report Author:	Ness Young

1. Introduction

- 1.1 While not a statutory requirement, it is considered good practice for Public Services Boards (PSBs) to publish an annual report to demonstrate progress against their Well-being Plan. The Well-being of Future Generations (Wales) Act 2015 requires PSBs to report on progress, with a formal statutory report due once every five years, ahead of the next local government election. Annual reporting helps maintain transparency, supports scrutiny, and ensures partners and the public can see how the PSB is delivering on its objectives.

2. Advice

- 2.1 The draft 2024-25 annual report is presented at Appendix 1. The report sets out the progress made by the PSB in 2024–25 against the eight steps of its Well-being Plan over the course of the year. A short video is also being produced to accompany the report. The video will present the key messages in an accessible format for the public and will be disseminated via social media to reach as wide an audience as possible.
- 2.2 PSB partners are asked to support the promotion of both the report and the video by:
- Publishing a link to the PSB Annual Report and video on their organisational websites, and

- Actively promoting them to their staff, service users, and wider stakeholders.
- 2.3 The final report and video will also be circulated directly to attendees of the PSB Partnership Forum and other key stakeholders.
- 2.4 The report highlights achievements including the expansion of Flying Start, embedding human rights across services, developing a climate adaptation strategy, improving community safety through co-location and engagement, and shaping a new Cultural Strategy. It also reflects the PSB's wider regional collaboration on healthy weight, data sharing, and systems mapping. The report details how partners are working together to improve local well-being, strengthen services, and build a fairer, greener, safer, and healthier Swansea for current and future generations.

3. Financial Implications

- 3.1 There are no additional financial implications arising from this report.

4. Legal and Governance Implications

- 4.1 There are no legal or governance implications arising from this report.

Background Papers: None

Appendices:

Appendix A - 2024-25 Draft PSB Annual Report



Swansea Public Services Board Annual Report 2024-25

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Gwasanaeth Tân Ac Achub
Canolbarth a Gorllewin Cymru
Mid and West Wales
Fire and Rescue Service

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The Way we Work- Governance

Swansea's Local Well-being

Progress towards Our Local Well-being Objectives

- Early Years
- Live Well, Age Well
- Climate Change & Nature Recovery
- Strong Communities

Our Next Steps

How you can get involved?

Message from Swansea PSB

Welcome to the 2024-25 Annual Report of the Swansea Public Services Board (PSB). This has been a year of meaningful progress, stronger collaboration, and renewed focus on the outcomes that matter most to our communities.

Together, we have delivered significant improvements across all eight steps of our Well-being Plan. We have supported more families through the expansion of Flying Start, taken practical steps to embed Swansea's Human Rights City status, and made strong progress on climate action. We've launched a new Cultural Strategy shaped by community voices, strengthened multi-agency community safety work, and backed an innovative co-location project to better support local people.

Our systems mapping work helped us take a step back and view the bigger picture - identifying where we can better align our actions, share data more effectively, and plan for the long term. This learning has shaped our priorities for 2025–26, including new approaches to joint workforce development, a shared regional data portal, and a coordinated effort to tackle access to food as part of a Whole System Approach to Healthy Weight.

We know there is more to do, from closing the gap in healthy life expectancy to strengthening public engagement and tackling persistent inequalities. But our direction is clear, our partnerships are strong, and our shared commitment to change is delivering results.

We hope this report provides a clear picture of what we've achieved together - and what comes next. It also fulfils the PSB's duty under the Well-being of Future Generations (Wales) Act 2015 to assess and report on progress towards delivering our Well-being Plan.

Thank you to all our partners, communities, and colleagues who continue to work with passion and purpose to build a fairer, greener, safer and healthier Swansea.



Cllr Andrea Lewis
PSB Chair



**Chief Fire Officer
Roger Thomas**
PSB Vice Chair

Our Vision and Local Well-being Objectives

In Swansea, we 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 maintained and where every person can have the best start in life, get a good job, live well, age well and have every opportunity to be healthy, happy, safe and the best they can be.

To achieve our vision we have prioritised our Local Well-being Objectives. We hope that by focusing our collective efforts, we can make the biggest difference by working together.

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 & Nature Recovery



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

Strong Communities



To build cohesive and resilient communities with a sense of pride and belonging

The Way We Work - Governance

The Sustainable Development Principle

Swansea PSB is committed to acting in a manner which seeks to ensure the needs of the present are met without compromising the ability of future generations to meet their own needs. We do this by ensuring every decision we make or action we take considers the sustainable development principle's five ways of working.



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.

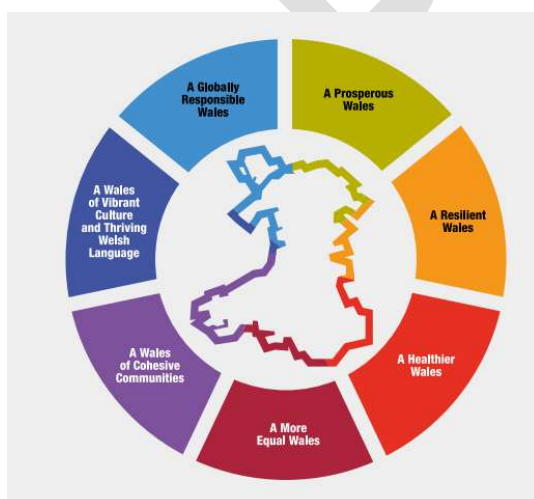


Collaboration: Acting in collaboration with any other person (or different parts of that body itself) that could help the body meet its well-being objectives.



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.

The National Well-being Goals



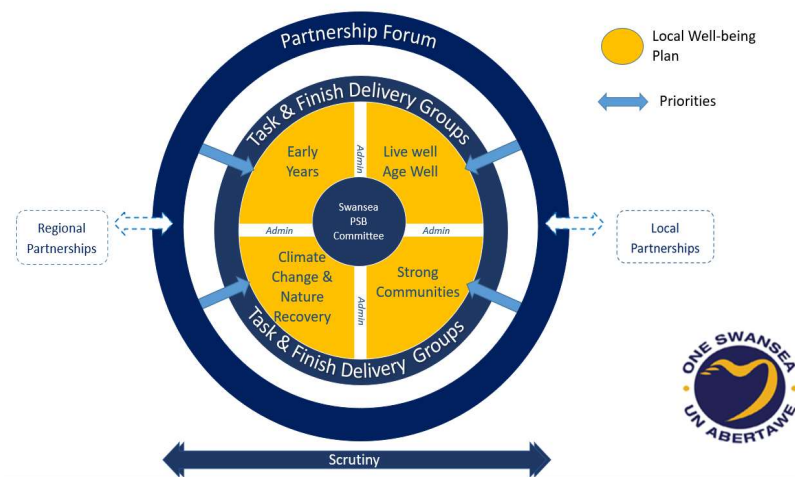
We aim to make our actions deliver as much value as possible by ensuring we look for multiple outcomes in all we do. By ensuring we think about each of the national Well-being Goals below we maximise our contribution to the Wales We Want.

How we work as a Public Services Board

Swansea PSB operates with governance arrangements that place the delivery of the Well-being Objectives at the centre of its work. These arrangements reflect the sustainable development principle and embed the five ways of working - long-term thinking, prevention, integration, collaboration, and involvement - across all activities.

PSB priorities are recognised as core business for all member organisations, not an additional layer of responsibility. This approach encourages staff at all levels to contribute to shared goals as part of their everyday work, while acknowledging the continuing challenge of working within limited resources.

The Public Services Board Structure



Swansea's Local Well-being

Understanding local well-being is central to shaping effective services and delivering our shared priorities. This section summarises Swansea's most recent position against a selection of National Indicators (NIs) published by Welsh Government, drawing comparisons with national averages and highlighting local trends.

Health and Inequality

Swansea continues to experience a significant gap in healthy life expectancy between the most and least deprived areas. For 2018–20, this gap was 19.8 years for females (Wales: 16.9) and 14.9 years for males (Wales: 13.3). Since 2011-13, the female gap has widened, while the male gap has narrowed slightly. While updated life expectancy figures are available up to 2021–23, the specific 'gap' measure has not been refreshed (NI 2).

Lifestyle behaviours remain a critical area for public health. Only 5.6% of adults in Swansea reported fewer than two healthy lifestyle behaviours, a positive figure compared to the Welsh average of 7.4% (2021–23). Swansea performs better than average on healthy weight, fruit and vegetable consumption, and physical activity, but scores less favourably on alcohol consumption and e-cigarette use (NI 3). No National Survey was conducted in 2023–24, with updated results expected in 2025.

Environment and Sustainability

Air quality has continued to improve, with average NO₂ levels falling from 12.9 µg/m³ in 2012 to 8.3 µg/m³ in 2022, though still slightly above the Wales average (7.7 µg/m³) (NI 4). These improvements support Swansea's climate and nature recovery objectives.

Poverty and Living Conditions

In 2022–23, 13.3% of adults in Swansea experienced material deprivation - lower than the Wales average (15.5%) and down from 20.6% in 2017–18 (NI 19). This suggests improving financial resilience, though significant inequalities remain.

Community Safety and Belonging

In 2021–22, 60% of adults in Swansea reported feeling safe after dark - below the Wales average of 66% and unchanged from 2018–19 (NI 25). Community cohesion scores were also lower than average, with only 59% agreeing with all three cohesion statements (Wales: 64%). The sense of belonging was particularly low at 40% (Wales: 45%) (NI 27).

Volunteering and Loneliness

Volunteer engagement remains strong, with 29.5% of people aged 16+ reporting volunteering in 2022–23 (Wales: 29.7%), a slight increase from 2019–20 (NI 28). Reported loneliness decreased from 14.2% to 11.3% between 2021–22 and 2022–23, now below the national average (12.6%) (NI 30).

Housing and Homelessness

Homelessness prevention efforts supported 59 households per 10,000 in 2023–24, down from 67 the previous year. While this is a local decline, Swansea's rate remains considerably higher than the Welsh average of 37 (NI 34), reflecting both the scale of need and the intensity of local response.

Looking Ahead

In 2025, the PSB will finalise a new set of population outcome measures and monitoring arrangements to strengthen how we track progress. This will build on recent systems mapping work and ensure local performance measurement aligns with national goals.

Progress is influenced by the availability and timing of data. The pause in the 2023–24 National Survey and changes to ONS reporting (e.g. the suspension of Personal Well-being in the UK due to sample size issues) have limited updates in some areas.

Despite these challenges, Swansea is making measurable progress in key domains such as health behaviours, volunteering, and environmental quality. Persistent gaps in inequality, safety perceptions, and community cohesion remain a priority for joint action under the PSB's Well-being Plan.

Progress towards Our Local Well-being Objectives



Step1: Early Years - To ensure that children have the best start in life to be the best they can be

What was planned

The PSB committed to strengthening the Early Years system by finalising and implementing a regional set of Strategic Principles to drive integration, early intervention, and multi-agency collaboration. A key priority was the development of a high-level, multi-agency Early Years Pathway to guide strategic planning and service design. Expansion of Flying Start services to reach more children in areas of greatest need was also central to the 2024–25 action plan, alongside improving referral processes and aligning workforce capacity across partners.

What was delivered

The regional Strategic Principles for Early Years Integration were agreed during a multi-agency workshop in December 2024 and are now informing the development of a regional work programme. These principles support closer alignment between local partners and national programmes such as the Early Years Integration Transformation (EYIT) and respond to findings from the Early Years Maturity Matrix. They are already helping to strengthen collaboration, evidenced by increased Health Visiting referrals to key services such as Sure Start and the patient-led speech and language therapy (SaLT) model.

Progress has also been made on designing a high-level Early Years Pathway. This will consolidate learning from pathfinder projects and help inform joint strategic planning across Swansea and Neath Port Talbot. A dedicated workshop in March 2025 agreed the pathway and identify service gaps, with full sign-off expected by June.

The expansion of Flying Start services has been guided by detailed analysis of Lower Super Output Area (LSOA) data on child populations and deprivation. Twelve priority LSOAs were identified, with initial expansions targeting areas such as Penderry 2, Bonymaen 1, and Castle 4. Current workforce capacity will allow around 175 additional children to benefit from the full Flying Start programme. Further expansion is planned later in 2025 as staffing levels increase. This staged approach ensures that services

are targeted where need is greatest, and that workforce capacity is managed sustainably.

Through this work, Swansea continues to improve early years provision by embedding integration, targeting resources effectively, and strengthening the foundations of a whole-system approach to supporting children and families.



Step 2: Live Well, Age Well - To make Swansea a great place to live at every stage of life. Building on Swansea's Human Rights City Status

What was planned

The PSB committed to embedding human rights principles in public services by increasing awareness, strengthening training for frontline staff, and improving safeguarding practices. There were also plans to establish a biannual newsletter and a Stakeholder Panel to engage the public and key organisations in monitoring and supporting Swansea's progress as a Human Rights City.

What was delivered

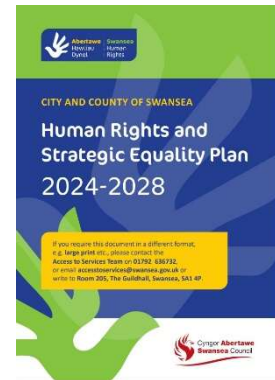
In 2024, significant progress was made in strengthening Swansea's commitment to human rights.

The Mid and West Wales Fire and Rescue service enhanced its Community Safety programme by integrating training to help staff recognise signs of poverty and connect individuals to the right support. Led by the Partnership Officer and Community Safety team, this initiative ensures that frontline responders can identify and act on key issues, providing direct assistance to those in need.

The Swansea Council for Voluntary Service (SCVS) delivered safeguarding courses for the sector and secured funding to expand its safeguarding support. A sector-wide questionnaire was issued to identify priority areas for this funding, and a new safeguarding section is being developed on the SCVS website to provide additional resources.

For the first time Swansea Council combined our Human Rights commitments to our Strategic Equality Plan. This integrated approach took effect in April 2024. A Human Rights based approach was used to develop and monitor this plan, and each commitment within the plan has been explicitly linked to a Human Rights based approach.

The 2nd edition of the Human Rights City newsletter was released on 10 December, aligning with Human Rights Day. By sharing success stories and updates, the newsletter continues to foster pride and engagement within the community. It helps to enhance the visibility and credibility of our human rights work across the city. This edition helped grow the Stakeholder Panel, which held its inaugural meeting in December. The panel, including experienced human rights lawyers, will assess the city's progress, helping to identify gaps and support learning opportunities from other Human Rights Cities.



A survey was undertaken to assess Human Rights awareness amongst the public and compare the results to the previous survey. A Child and Young person version of the survey was also conducted. Initial findings are showing that people's knowledge and awareness of human rights have increased slightly, especially with children and young people.



Our work has been recognised on international and national levels. We were invited to contribute to UNESCO's "Human Rights Go Local" publication series, which culminated in appearing as panellists in a global conference to share our experience and insights into our work as a Human Rights City. We were also asked by Welsh Government to make a contribution to their film

celebrating and marking Human Rights Day by sharing our journey of becoming a Human Rights City to help inspire other local authorities in Wales.

Through these initiatives, Swansea continues to embed human rights in local governance, ensuring it remains a great place to live for all.



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

What was planned

Swansea's commitment to tackling climate change focused on developing a city-wide climate adaptation strategy, expanding tree planting efforts, and driving forward projects aimed at reducing carbon emissions. The PSB aimed to strengthen partnerships with local organisations and businesses to support the transition towards net-zero emissions.

What was delivered

The development of the Adaptation and Mitigation Strategy got under way with 2 online workshops delivered for key officers across partner organisations, 1 workshop for wider PSB members and 12 community workshops involving representatives from across the community and business sectors. This bottom-up approach, using the Climate Change Committees Adaptation Framework as a structure and guide, has been fruitful and challenging and the evidence gained from this, and other research, has been brought together in a Technical Report. This will be used as the evidence for the writing of the strategy and action plan. In addition, following on from last year's Climate Change and Nature Recovery Mapping exercise, the Signatories group has shared key information and good practice, and begun to coordinate our collective input on areas of focus such as the Local Area Energy Plan. Identified opportunities and actions from the mapping exercise will now be tied in with the next steps of the adaptation and mitigation strategy.



Over 10,000 trees have been planted across Swansea to enhance biodiversity and contribute to urban greening efforts. The public sector has successfully reduced carbon emissions by 20%, exceeding initial projections. Community engagement workshops have been instrumental in raising awareness about climate adaptation and sustainability. Challenges remain in securing additional funding for further initiatives, but momentum continues with plans to expand renewable energy projects and nature recovery programs in the coming year.



Step 4: Strong Communities - To build cohesive and resilient communities with a sense of pride and belonging

What was planned

The PSB sought to enhance community safety through collaborative initiatives, including large-scale

engagement events, crime prevention workshops, and better-coordinated public safety campaigns. Strengthening partnerships between emergency services, local authorities, and community groups was a priority.

What was delivered



The Community Safety Village event attracted significant public participation, providing valuable insights into local safety concerns and priorities. Workshops focusing on crime prevention and safeguarding have helped improve community resilience, with increased reporting and intervention rates. A notable reduction in anti-social behaviour has been observed in targeted areas, and the PSB will continue building on these successes in the coming year.

Personal Information, Maximising Impact through Partnerships and referral pathways, Safeguarding vulnerable people and much more.



The event was a huge success and provided the perfect opportunity for our partner agencies to discuss and promote best practice on how to keep our communities safe.

Another key development this year has been the PSB's support for a co-location project to bring together Swansea Council and South Wales Police Community Safety Partnership staff in a shared city-centre location. The PSB agreed to take forward the initial phase of the project in Swansea under Step 4. The vision is to create a more joined-up, multi-agency team capable of more responsive, coordinated support to communities. Scoping work is underway to assess potential locations and costs, and the timescale will be finalised following completion of the user requirements phase. The proposed city-centre location also supports broader local objectives around place-making and economic vibrancy.

Step 5: Developing Swansea's Integrated Cultural Offer

What was planned

Plans were put in place to develop a cohesive Cultural Strategy, aligning arts, sport, and well-being programmes to promote wider participation and cultural engagement. A new arts festival and network 'Creative Swansea' was planned to secure engagement from the wider community and creative and cultural industries, with a strengthened sports and leisure offer within the new Regional Sports Partnership.



What was delivered

Funding achieved through Shared Prosperity Fund assisted us launching public consultation events and the new network, Creative Swansea was launched at Swansea Arena. A cross sector Cultural Strategy is now in its final development stages following stakeholder and public consultation events. The strategy harnesses Swansea's strengths in delivering events, cultural tourism, arts, sports and health programmes. Tens of thousands of people participated in these activities over the year, increasing engagement, health and wellbeing, digital inclusion, literacy, cohesion and boosting the local economy.



Collaborative Regional Initiatives

In addition to the steps above the PSB continues to engage in strategic work across organisational and geographical boundaries, contributing to wider regional initiatives that complement and strengthen delivery of our Well-being Plan. Two key areas of collaboration this year have been the Whole System Approach to Healthy Weight and systems mapping to support long-term integration and planning.

A Regional Whole System Approach to Healthy Weight

During 2024–25, Swansea PSB supported the development of a regional Whole System Approach (WSA) partnership with the regional WSA team, Neath Port Talbot and Cwm Taf Morgannwg PSBs, and the Swansea Bay and Hywel Dda University Health Boards. This work forms part of the 'Leadership and Enabling Change' theme within Welsh Government's Healthy Weight: Healthy Wales strategy.



The challenge is significant: only a third of adults in Swansea Bay are a healthy weight, and three in ten children begin school already living with excess weight. This programme recognises that these outcomes are shaped not only by individual behaviours, but by wider environmental, economic, and societal factors.

In 2023, five county-level workshops brought together PSB members and wider partners to map these factors. Two system maps - one for physical activity and one for food - highlighted eight potential sub-systems influencing healthy weight, including school food, active travel, affordability, and marketing of unhealthy food.

In Autumn and Winter 2024, five further prioritisation workshops narrowed the focus to a single regional priority: access to food, with an emphasis on affordability and availability. This priority will now form the focus of collaborative regional work into 2025–26 and aligns with the PSB's ambition to improve local well-being and build healthier communities.

Next steps include mapping relationships across the regional food system, launching a Regional Learning Network with strong PSB interest, and exploring joint working with Neath Port Talbot PSB. These actions will support a more sustainable food system and help improve health and well-being across the region.

PSB Systems Mapping Workshop

On 6 March 2025, Swansea PSB hosted a Systems Mapping Workshop at the Swansea.com Stadium, aimed at deepening our understanding of how the steps in the Well-being Plan interconnect. The session brought together PSB members and partners to explore the relationships, gaps, and synergies across the system.

The workshop aimed to map each PSB Well-being Plan step, identify collaboration opportunities, review 2025–26 actions, and strengthen partnerships through better resource alignment.



The session built on previous work and showed how taking a broad view can help organisations work more closely together and plan ahead more effectively. The ideas shared are now helping to shape PSB priorities, improve joint working, and use resources more wisely. It also highlighted the value of taking time to look at how everything connects, reminding us that we make the biggest difference when we understand the whole picture—not just individual pieces.

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

What was planned

The PSB aimed to strengthen regional collaboration by refining governance structures and improving alignment between partnerships across the Swansea Bay region. The goal was to enhance strategic coordination, avoid duplication, and ensure collective impact across shared priorities.

What was delivered

A comprehensive governance review has been completed, providing clear recommendations to improve how regional partnerships work together. Chairs of key strategic partnerships have been engaged to promote shared understanding and strengthen collaboration. This has already led to improved alignment of priorities across regional boards, laying the groundwork for more coherent decision-making and joined-up delivery in the years ahead.

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



What was planned

The PSB committed to developing a joint digital data portal to support better data sharing across the region. The aim was to strengthen evidence-based decision-making and service planning by exploring national integration models and best practice.

What was delivered

A regional data portal proposal has been developed in collaboration with Swansea, Neath Port Talbot, and Cwm Taf Morgannwg PSBs, working alongside Data Cymru. Funding has been secured to implement the platform, which will enable partners to

monitor key well-being indicators and support more consistent, transparent, and data-driven policymaking across the region.

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



What was planned

The PSB set out to develop a robust performance monitoring framework to improve accountability, track progress against well-being objectives, and support informed decision-making.

What was delivered

A new performance monitoring system has been established, including a regularly updated dashboard that captures key indicators across PSB priorities. This framework enhances transparency, enables partners to track progress more effectively, and provides a stronger evidence base to shape future actions and policy decisions.

Engagement, Involvement and Participation

The Swansea Public Services Board is built on partnership — not just between organisations, but with the people and communities we serve. We believe that meaningful engagement leads to better decisions, stronger relationships, and more sustainable outcomes. That's why participation is embedded in every step of our work: shaping priorities, influencing delivery, and holding us to account.

Bringing Partners Together

In September 2024, we hosted the Swansea PSB Partnership Forum - an open, collaborative event attended by over 50 representatives from local authorities, health, emergency services, universities, the third sector and community partners. Through presentations, workshops and conversations, we explored progress, shared learning, and shaped next steps.



Feedback was overwhelmingly positive. The Forum created space for honest discussion, practical ideas, and new connections - a reminder that collaboration thrives when we bring people together with purpose.



Involving People in What Matters

Engagement across our Well-being Plan isn't one-size-fits-all. We use different approaches tailored to each priority, ensuring we hear from those with lived experience and those delivering services on the ground.

- **Early Years:** Engagement is built into the system, through surveys, assessments and stakeholder events like the Childcare and Play Sufficiency Assessments.
- **Human Rights City:** Our priorities were chosen through public events and dialogue with partners. A new Human Rights Stakeholder Panel, made up of residents and professionals, is being established to guide our work as a critical friend.
- **Climate Change & Nature Recovery:** We've held 12 open-access community workshops, two partner workshops involving over 80 officers, and outreach through schools and the Green Economy Conference to shape our Adaptation and Mitigation Strategy.
- **Strong Communities:** Engagement happens every day — from fire safety visits to youth interventions and safeguarding support. Mid and West Wales

Fire & Rescue Service works closely with partners and the public to prevent harm and build trust in the community.

- **Cultural Offer:** Public consultation shaped our new Cultural Strategy, including targeted engagement with older people on sport and physical activity.

We also work through partnerships like Safer Swansea, where agencies coordinate involvement activity and share insights to better support community needs.

Listening, Learning, and Improving

Engagement is only meaningful when it leads to action. That's why we welcome scrutiny. Swansea Council's Scrutiny Programme Committee reviewed our work and made clear recommendations: involve more people, use better data, and show more clearly what's changing.

We've responded by:

- Launching new stakeholder forums
- Improving how we measure and report outcomes
- Making our work more open and transparent

This is not just about compliance — it's about trust. Listening, involving, and learning helps us stay grounded in what matters most: the people of Swansea.

Our Next Steps

Looking Ahead: Priorities for 2025–26

In 2025–26, Swansea PSB will build on the momentum of systems mapping work to drive smarter collaboration, stronger partnerships, and clearer impact. A new data-sharing system will support better coordination across services, while a shared digital hub will strengthen how we listen to and involve the public. Human Rights will be embedded across all areas of PSB work through formal impact assessments, and joint workforce training will enhance skills in early intervention, digital inclusion, and climate resilience. Mapping tools will be used to identify service gaps, and PSB planning will align more closely with the Local Development Plan to support sustainable, joined-up delivery.

Each step of the Well-being Plan has clear actions. Early Years work will focus on reviewing the model for Health Visiting, expanding access to free childcare, and reaching more families through schools, libraries, and community hubs. As a Human Rights City, partners will complete self-assessments, raise awareness among staff and service users, and work toward achieving Age Friendly City status. The final Adaptation and Mitigation Strategy will be launched, with every PSB member expected to take forward actions to reduce emissions and enhance biodiversity. Community safety efforts will include a major public engagement event, enhanced multi-agency teams, and closer links between urban planning and crime prevention. A new Cultural Strategy will be published, followed by an annual action plan to grow inclusive,

community-led events and strengthen the Welsh language and cultural identity across the city.

How you can get involved?

The work undertaken by Swansea Public Services Board is published online at www.swansea.gov.uk/psb

Our Swansea PSB Meetings are held in public and questions from the public are invited via a standing agenda item Public Question Time.

We also offer individuals to sign up to receive emails involving our PSB work. If you would like to receive PSB updates, please sign up via <https://www.swansea.gov.uk/psbemail>

You can also contact our Public Services Board Co-ordinator directly by email at Swansea.psb@swansea.gov.uk

We welcome your involvement, ideas and suggestions in all areas of our work so that we could consider for our future work.

Conclusion

This report highlights a year of real progress for Swansea Public Services Board, grounded in partnership, purpose, and a shared ambition to improve lives across our city. From expanding early years support and embedding human rights, to tackling climate change and developing a cultural strategy shaped by communities, we have taken important steps toward the vision set out in our Well-being Plan.

We know that challenges remain. Inequality, climate pressures, and rising demand continue to test our systems. But this year has also shown the strength of our collaboration, across organisations, sectors, and communities, and the value of thinking and acting together.

As we look to 2025–26, we are focused on delivery: embedding what works, acting on what we've learned, and continuing to listen and adapt. With strong foundations in place and a clear set of shared priorities, we are confident that, together, we can keep building a fairer, greener, safer, and healthier Swansea - not just for today, but for future generations.