



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.
Mitigation: Address by securing external funding, embedding Human Rights into existing budgets, and partnering with universities for research and support.	
Risk: Limited resources and funding	Mitigation: Overcome by establishing clear KPIs, conducting regular evaluations, and engaging communities in feedback and decision-making.
Mitigation: Address by securing external funding, embedding Human Rights into existing budgets, and partnering with universities for research and support.	

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:		

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

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.	