

### **Cabinet Member Report: Wellbeing and Healthy City Portfolio**

#### **Local Area Co-ordinators**

These have been successfully working in their respected communities for nearly a year now. Delighted at their progress and are now up to speed regarding being embedded in their communities, and are picking up workload from a huge variety of official and unofficial referrals. The initial analysis of the introduction by Swansea University was positive, and the subsequent one is due out soon. The anecdotal evidence is powerful, and the staff appointed have been inspirational. We have widened the steering group to have more 3<sup>rd</sup> sector involvement and brought in 2 leading RSLs, who are also contributing to the cost. We have appointed 2 more recently and plan another soon to double our numbers and hope to get at least another 2 in place within a year so that ½ of Swansea will be covered. As a preventative measure I believe they are second to none. Recently Neath Port-Talbot have adopted this model and recruited their first 3 LACs.

#### **Best Start in Life**

Under Healthy Cities have set up Groups to try and improve children's readiness for school. As Professor Marmot advocates, ensuring early years development goals are met is the best way of ensuring that child lives a full life, healthy, safe, active and long. Delighted Prof Andrew Davies, chair of ABMU agreed to chair this and has driven forward a shared agenda for all involved in early years across all sectors. Happy this has been selected as a priority for the new PSB, and with the soft launch of publicity material for parents due very soon.

#### **Smoking**

Thanks to the CAC chaired by Cllr Erika Kirchner, Caswell has been created as Britain's second smoke free beach. Universal support from all associated with the beach, lots of good publicity and interest from far and wide. All about de-normalising smoking where there are children, but also adds to the Tourism offer and to reducing pollution from butts in the sand.

We are hoping to move on smoke free school gates initiative soon too.

#### **Friends of Parks**

Growing from strength to strength, and have raised £250,000 for parks in Swansea, and have been key in getting Green Flag status for Coed Bach in Pontarddulais. The forum is increasingly an inter Friends conversation with CCS a contributor. Need to start looking at Parks without Friends.

## **Commissioning Reviews**

These are taking place across a number of areas, and are at various stages, looking at what the service provides, asking what it is for and who, if anyone, could do this better.

- Cultural Services
- Parks and Cleansing
- Community Safety
- CCTV

## **Open Spaces Strategy**

Thanks to the CAC chaired by Phil Downing this very important document is close to being put in place. This will say what space we have, of different types, along with its ecological value, and what ideally we would have. This is key to the Development Plan, so that when the opportunity arises we know what is needed in terms of green space to play in, trees, and wild space, so that when opportunities present themselves, we know what we want, where, and are in a position to influence developer's decisions.

## **Purple Flag**

This has been the second year; a check-up between full inspections, but we were awarded it none-the-less.

## **City Centre Development**

This safety and quality approach has been taken in to influence the new initiatives planned across the City Centre.

## **Healthy Urban design**

Under Healthy Cities to gain an understanding of the factors in development that influence peoples wellbeing, and hence bring these arguments to play in the LDP and subsequent planning applications, large and small.

## **Yet more Flowers**

I am delighted this hugely popular initiative is in my portfolio.