



Report of the Chair of Swansea Public Services Board

Scrutiny Programme Committee – 14th February 2023

Swansea Public Services Board- Draft Local Well-being Plan

Purpose:	This report provides an update to the Committee on the development of the Draft Local Well-Being Plan.
Content:	Update on consultation and involvement to date and initial feedback, subsequent key changes to the Plan, how the Plan will provide a framework for Action Plan Development setting out how implementation will take place at an operational level and identifying outcomes.
Councillors are being asked to:	Consider the information provided, ask questions, and make comments and recommendations as necessary.
Lead Councillor(s):	<ul style="list-style-type: none"> • Councillor Rob Stewart (Leader / Lead Council Representative on PSB). • Councillor Andrea Lewis (Leader's Representative / Chair of Swansea Public Services Board Joint Committee)
Lead Officer:	Ness Young, Interim Director of Corporate Services, Swansea Council
Report Author:	Richard Rowlands, Swansea Council Email: Swansea.PSB@swansea.gov.uk
Legal Officer:	Debbie Smith
Finance Officer:	Paul Roach
Access to Services:	Rhian Millar

1. Background to Consultation and Engagement

- 1.1 The Draft Local Well-being Plan (**Appendix A**) has been out to consultation since the 22nd November 2022, this period will end on 13th February 2023. This was preceded by a statutory 14 week engagement period with the Office of the Future Generations Commissioner on which Swansea PSB was commended for a collaborative approach to the development of the draft Plan.

2. Engagement Activity

- 2.1 The formal consultation period has included on and off-line survey and idea generation activity. Engagement included drop-ins held at a City Centre and rural library, a Welsh language Flying Start setting and Swansea Museum. Interactive events attended have included running activities at World Children's Day, the launch of Human Rights City at the Stadium, and the Waterfront Museum's Well-being Fayre.
- 2.2 Organisational engagement also took place via presentations at the Town and Community Council Forum, Aging Well Steering Group, the PSB's delivery groups, GP Clusters and the Partnership Forum as well as at internal meetings across partner organisations.
- 2.3 West Glamorgan Your Voice Advocacy have produced an easy read version of the consultation and have reached out to various groups to ensure the views of neurodiverse and people with additional learning needs are represented. Initial feedback suggests this has raised issues such as gaps in people with additional learning need's understanding of climate change.
- 2.4 Partners and their communications teams have promoted the consultation to their staff and service users both in person and online using resources available online and shared our social media campaign.
- 2.4 QR codes have been used at events to increase involvement of people who are digitally aware and a social media campaign on Twitter and Facebook was used to highlight drop in events and the survey.
- 2.5 Press releases generated a half page of coverage in the Evening Post and Features have run in internal staff press e.g., Swansea Council's Staff News. CEO Martin's Blog and equivalents in other partner organisations. Partners have distributed the survey widely by email to their contacts and networks and displayed A3 posters where relevant. Specific stakeholder groups in relation to protected characteristics have been targeted and the consultation promoted by their representatives.

3. Consultation Responses

- 3.1 Office of Future Generations Commissioner Response

Appendix B was discussed at Joint Committee and recommendations have generally been fully implemented. Where recommendations have not been explicitly implemented this is due to

- a) The concise nature of the Plan - where information is detailed elsewhere in the Plan, Assessment and Summary, Appendices or Annex documentation.

- b) Recommendations being more appropriately applied at Action Plan level.

A key exception is in relation to separating out climate change and nature recovery actions within the Plan. The Joint Committee is clear that the climate and nature emergencies and our response are inextricably linked and interdependent at a strategic level. This reflects Welsh Government and Swansea Council policy approaches.

3.2 Welsh Government Response

A formal response is expected on 10th February, however the team has met with Welsh Government to discuss their interim response to the Plan. The approach to the Plan was welcomed, and feedback was positive with no significant failings identified requiring remedial action.

Improvement actions which are being incorporated into the plan include:

- the wider involvement of communities,
- greater Town and Community Council involvement,
- the identification of collaborative approaches to promoting the Welsh language in order to address disappointing census results which threaten achievement of the milestone of a million Welsh speakers by 2050. It should be noted that while like all other local authority areas while the number of Welsh speakers is falling, Swansea saw a comparatively low decrease of Welsh speakers by 0.2% in comparison to a national decrease of 1.2%.

3.3 Partner Responses

Several partners including SBUHB and NRW have signalled that a formal response to the Well-being Plan is being prepared in addition to their editorial input to the Plan via the Planning Group (the Group tasked with drafting the Plan at an officer level)

3.4 Survey Responses

Despite considerable efforts response rates have been lower than would usually be anticipated in response to similar consultation. A recovery plan was implemented to address issues with survey participation identified at an early stage. Reasons for this issue, also a trend with other PSB's and organisations include consultation fatigue, a high number of competing corporate planning, budget and strategic across organisation and the Christmas period.

3.5 Initial Results

Interim results suggest overwhelming support for the objectives. There is slightly less emphatic support for the steps particularly around internally focused steps around data development, performance

arrangements and influencing other organisations. Many of the ideas generated to date cluster around key themes of environmental improvement, more provision for additional needs, greater engagement with individuals, public transport, greater cross organisational collaboration, and integration reducing duplication and waste. There was a theme of some frustration with technical terms which is being taken on board where possible to simplify language.

4. Key Potential Changes to the Draft Plan

Changes have been made and continue to be made in response to the consultation. Key potential areas of amendment are details below subject to Joint Committee approval.

4.1 A Short Summary version of the Assessment of Local Well-being has been produced and is referenced in the Plan to help those who want more information than covered in the Plan but do not want to navigate the full 238 page document (www.swansea.gov.uk/psbassessment2022). (p34)

4.2 While the headings of our four Local Well-being Objectives remain, we have updated their definitions. In particular, the climate change and nature recovery objective focuses explicitly on biodiversity and the causes and impacts of climate change to reflect better reflect both adaptation and mitigation. (p4)

- **Early Years:** *To ensure that children in Swansea 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.*

4.3 We have built on the summary of progress towards our objectives by including reference to commitments we have made as PSB partners and that will continue in future underpinning the commitments. (p10)

PSB partners have worked and will continue to work in accordance with agreed commitments signed by partners. These commitments go beyond the legal duties that the various organisations have and are reviewed taking into account advice from Wales Commissioners. Healthy Wales, United Nations Convention of Rights of the Child (UNCRC), First 100 days Collaborative, Age Friendly Cities and Communities, the National Principals for Public Engagement in Wales, National; Standards for Children and Young People's

Participation, the Armed Forces Community Covenant, the Convention on Biological Diversity, One Public Sector, Swansea as a Human Rights City, Swansea Bay Healthy Travel Charter, etc. In addition, partners adhere to their organisational 'standards relating to promoting the Welsh language' and Cynnig Cymraeg as advised by the Welsh language Commissioner. These commitments underpin and continues in addition to activity on our Local Well-being Objectives.

- 4.4 We have updated our driver diagrams to better reflect the Assessment of Local Well-being based on a workshop facilitated by our partners in public health (p12).
- 4.5 We originally demonstrated where significant contribution is made to the seven well-being goals via a tick on circle, with segments representing the well-being goals in each objective. We have now augmented this with bullet points giving an example of what the impact is in practical terms (p13)

Impact on the seven national well-being goals	A prosperous Swansea	A resilient Swansea	A healthier Swansea
	A regenerative, circular economy which trains people for green jobs of the future	A more biodiverse Swansea where nature is valued will protect species and their habitats and provide multiple benefits to communities	Everyone has access to good quality natural green spaces, active travel routes and clean air and water supporting physical and mental health
A more equal Swansea	A Swansea of cohesive communities	A Swansea of vibrant culture and Welsh language	A globally responsible Swansea
Everyone has access to good quality environments and support is focused on those most vulnerable who are disproportionately impacted by climate change	A diversity of individuals and communities work together recognising differences, to protect nature and tackle climate change	The climate and nature emergencies are existential crises to which there is a cultural response. We embrace and safeguard our natural heritage and landscapes	We source materials with increasing awareness of the ethical and environmental impacts of procurement

4.6 We have replaced 'The Steps' (p23) with 'Action the Public Services Board' will take.

Identifying the primary and secondary drivers for our four objectives helps to show us the path to their delivery and the contribution that we can make collectively as a Public Services Board. We describe the high-level actions we plan to take as steps. Our experience of working together over the past five years has taught us that to make the biggest difference as a Public Services Board we need to focus our efforts on:

- *a few steps and do them well*
- *steps that can only be achieved by two or more PSB partners working together*
- *steps that add value to what is already happening in the existing post Covid partnership landscape*
- *steps which we can properly resource*

To ensure we are successful we also need to ensure that we:

- *agree who will take lead responsibility and who will be involved in delivering each step*
- *develop arrangements to ensure progress is measured and monitored*
- *Increase and broaden participation of active partners across sectors.*
- *Improve integration and interaction between the objectives*

Taking account of the above learning, we have decided that rather than assign steps to individual objectives, to develop steps that underpin the entire suite of objectives as a whole, to encourage greater integration. Detailed annual plans will be developed to show what we intend to do to progress each step each year, albeit recognising that the actions we take and the objectives themselves will interlink and none will be successfully achieved if pursued in silos. Against that background, we have identified eight steps that we will collectively take over the next five years:

- *Transforming early years' services across Swansea*
- *Building on Swansea as a Human Rights City*
- *Working towards Swansea's net zero target and nature recovery*
- *Making Swansea safer, more cohesive, and prosperous*
- *Developing Swansea's integrated cultural offer*
- *Influencing and connecting with other governance arrangements across the Swansea Bay region*
- *Improving data quality and accessibility across the Swansea Bay region*
- *Developing Swansea PSB performance management arrangements*

4.7 The Steps have been updated to read (p26)

2023-28 Swansea Public Services Board Local Well-being Plan Steps			
The Steps to be taken	Short term (< 3 years)	Medium term (4-5 years)	Long term/Generational
<i>To support the transformation of Early Years services in Swansea to provide better support children to have the best start in life</i>	<i>Identify a lead sponsor for the integration toolkit, the Early Years Maternity Maturity Matrix, develop a framework and engage key stakeholders, and public.</i>	<i>Acting on reflective practice to evolve integrative working practices.</i>	<i>To embed and extend integrated working in other areas of delivery.</i>
<i>To build on Swansea's 2022 declaration of being a Human Rights City</i>	<i>To work with stakeholders to develop and deliver an action plan that supports the declaration of Swansea being a Human Rights City.</i>	<i>To undertake activities and develop policies which demonstrate and enable people of all ages to understand and access their rights as a human being.</i>	<i>To embed in wider culture and review progression.</i>
<i>To energise and engage Swansea in working towards an equitable transition towards Net Zero and nature recovery taking a nature-based approach where possible.</i>	<i>To expand and diversify Swansea Climate and Nature Charter signatories engaging in transformative change through sharing of good practice, innovation, identification, development and implementation of collaborative actions towards Net Zero Wales adaptation and mitigation and</i>	<i>To focus on maximising collaborative and transformative action in the highest impact areas (e.g., adaptation, procurement, circular and foundational economy, biodiversity, environmental risk) involving diverse partners, community groups and</i>	<i>To embed and continue to drive forward Net Zero commitments and nature recovery ambitions while mobilising individuals, communities and organisations across all sectors to tackle the climate and nature emergencies, ensuring a just transition towards Net Zero.</i>

**2023-28 Swansea Public Services Board Local Well-being
Plan Steps**

The Steps to be taken	Short term (< 3 years)	Medium term (4-5 years)	Long term/Generational
	<i>the Area Statement for Southwest Wales aims.</i>	<i>individuals to build resilience.</i>	
<i>To maximise the contribution of PSB partners to making Swansea safer, more cohesive, and prosperous</i>	<i>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.</i>	<i>To provide support and advocacy for any challenging projects requiring additional buy in and sponsorship or increased collaboration.</i>	<i>To embed work in the business-as-usual activity of all partners.</i>
<i>To support the development of an integrated cultural offer in Swansea</i>	<i>To support and help develop the cultural offer which includes organisations, partnerships, and practitioners from across all sectors, supporting the promotion of the Welsh Language, community cohesion, health, and economic prosperity.</i>	<i>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.</i>	<i>To reinforce and embed the routine consideration and use of culture as a critical tool in all partner activities and projects.</i>

2023-28 Swansea Public Services Board Local Well-being Plan Steps			
The Steps to be taken	Short term (< 3 years)	Medium term (4-5 years)	Long term/Generational
Influence and connect with other governance and partnership arrangements to ensure well-being is integrated across Swansea	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 flexible, mapped and defined partnership framework enabling the right decision to be taken in the right place in an integrated way.
To help strengthen decision making across the Swansea Bay region by improving data quality and availability	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 including lived experiences.	For partners to have access to relevant regularly updated and assured data by streamlining efforts.
To develop performance management arrangements which measure and monitor the PSB's progress	To develop 2023-24 Action Plan, milestones, and 2023-28 population level outcome measures; and to put in place monitoring arrangements.	To undertake review of annual performance; develop qualitative measures; and develop annual action plans based on progress.	Work towards the democratisation of performance by incorporating a 360 approach actively involving individuals.

4.8 We have included a section on *How we will implement the steps*

Long Term

Swansea Public Services Board has a 2040 vision which our organisations are already orientated toward. Our focus is on action today, to benefit from outputs tomorrow and outcomes in a generation.

Collaboration

We aim to increase collaborative work and create closer working relationships with key partners such as Town and Community Councils and community groups.

Prevention

We recognise the gaps in our knowledge base particularly those resulting from the pandemic's demands on social, health and support services. We want to focus on removing barriers to data development so we can better understand and tackle emerging issues such as mental health. Preventative agendas such as climate change and poverty can be tackled more creatively by looking for the less obvious links to objectives and steps.

Integration

We plan to connect the work we already do towards shared ambitions to amplify effectiveness. For example, recent census data suggests the number of Welsh speakers in Swansea has declined by 0.2% while this decline is greater across Wales, we plan to come together and determine how take to collective action to co-ordinate our efforts.

Involvement

Swansea PSB aims to focus on involving our communities and citizens more proactively in the design and participation in projects. Where possible we aim to increasingly explore co-productive approaches and new ways of communicating with people and community groups.

4.9 We have completed the table assigning accountability for the steps (p24).

Steps we will take (Accountability and the extent to which the steps are applied by each Objective Delivery Group)	Early Years	Live Well, Age Well	Climate Change & Nature Recovery	Strong Communities
Early Years services transformation	Lead	Support	Support	Support
Human Rights City	Support	Lead	Support	Support
Net Zero Swansea and nature recovery	Support	Support	Lead	Support
Safer, cohesive, prosperous Swansea	Support	Support	Support	Lead
Integrated cultural offer	Support	Support	Support	Lead
Influence and connect with governance arrangements	Consider	Consider	Consider	Consider
Data development	Support	Support	Support	Support
Performance management arrangements	Support	Support	Support	Support

4.10 We have added the following **The Future Generations Report** recommendations which are being prioritised and are reflected in this plan (p32):

Climate Change and Nature Recovery

- *Declare a nature and climate emergency and rapidly accelerate the scale and pace of change to help tackle these challenges.*
- *Invest in and value the important role biodiverse green and blue space plays in supporting people's health and community well-being.*

- *Considering and taking action to address the climate and nature crisis together.*
- *Develop your knowledge of nature and increase awareness of the importance of a biodiverse natural environment with healthy functioning ecosystems, and prepare people with skills fit for the future.*

Strong Communities

- *Ensure that objectives consider opportunities to tackle poverty and inequalities in the context of all of the well-being goals - not solely focusing on economic and social opportunities.*
- *Support communities to be well connected and a place where people feel safe.*
- *Use the relationships you have developed to work better together to plan, prepare and shift activity and resources towards prevention; to help tackle crime and anti-social behaviour.*
- *Support people to engage with culture in their daily working and recreational lives and bring out the best in our cultural professionals.*
- *Enable our citizens to access and engage with their own and other cultures.*
- *Make the most of local assets such as libraries, play facilities, museums, galleries, sports facilities, music venues, arts organisations, natural resources, and historical spaces to support community well-being.*

Live Well, Age Well

- *Focus on prevention of inequalities, including through education and harnessing the skills and resilience of people who have lived experience of relevant issues.*
- *Playing their part to ensure Wales is welcoming, safe and fair to all.*
- *Take more of a concerted effort to successfully integrate refugees and asylum seekers in Wales.*
- *Seek to reduce inequalities by involving people in the 'story behind the data' and collaborating with others.*

Early Years

- *Be willing to fundamentally reform existing services.*

- *Look at the whole system and replace competition with compassion – interventions should be dealing with the person, not the specific issue.*
- *Breaking down barriers between professions, public bodies, and communities to allow collaboration and integration.*

5. Next Steps

- 5.1 These potential changes and the input from remaining consultation will be used to finalise the Local Well-being Plan. This will be approved by the organisational processes of the four statutory partners, then be formally signed off by the PSB Joint Committee on 27 April 2023.
- 5.2 Between March and June 2023, action plans will be produced for each objective alongside the identification of responsibilities, outputs and performance arrangements. Every idea generated via the engagement process will be categorised, collated and considered by the most appropriate objective delivery group. This reflects the operational rather than strategic nature of much of the input received to date and ensures it will be used to greatest effect.
- 5.3 Following Joint Committee approval of the final Plan the presentation will be reviewed, a 'Plan on a Page', Screen Reader, Easy Read and digital video versions of the Plan will be produced to communicate the Plan at launch in May 2023. These materials will also enable the PSB to involve organisations and individuals with the implementation of Action Plans for each objective throughout the next five years.

6. Legal Implications

- 6.1 There are no legal implications from this report.

7. Financial Implications

- 7.1 There are no financial implications from this report.

8. Integrated Assessment Implications

- 8.1. The Council is subject to the Equality Act (Public Sector Equality Duty and the socio-economic duty), the Well-being of Future Generations (Wales) Act 2015 and the Welsh Language (Wales) Measure, and must in the exercise of their functions, have due regard to the need to:

- Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Acts.
- Advance equality of opportunity between people who share a protected characteristic and those who do not.
- Foster good relations between people who share a protected characteristic and those who do not.
- Deliver better outcomes for those people who experience socio-economic disadvantage
- Consider opportunities for people to use the Welsh language
- Treat the Welsh language no less favourably than English.
- Ensure that the needs of the present are met without compromising the ability of future generations to meet their own needs.

8.1.1 The Well-being of Future Generations (Wales) Act 2015 mandates that public bodies in 8 must carry out sustainable development. Sustainable development means the process of improving the economic, social, environmental and cultural well-being of Wales by taking action, in accordance with the sustainable development principle, aimed at achieving the 'well-being goals'.

8.1.2 Our Integrated Impact Assessment (IIA) process has been carried out and indicates a full IIA is not needed (**Appendix C**).

The Plan sets out how organisations can work better together to improve Swansea's social, economic, cultural and environmental well-being based on the Assessment of Well-being's findings in relation to a diversity of people in Swansea.

The Local Well-being Plan is based on the Assessment of Local Well-being which was developed engaging with both organisations and individuals via formal consultation and facilitated group conversations. Engagement activities have taken place both online and via a range of face to face opportunities across Swansea. This has involved groups, individuals and employees of partner organisations.

Swansea PSB exists due to this legislation. It is explicitly referenced throughout our Corporate Plan in relation to our Well-being objectives. The Plan details exactly how it maximises contribution to the national well-being goals and explicitly states how it will employ the five ways of working in relation to each local well-being Objective. The Sustainable development principle is integral to the Plan.

Failing to agree a Local Well-being Plan would mean that organisations are less effective in working together to improve Swansea's Well-being. The high level of commitment shown by organisations across sectors beyond Statutory Partners means that risk is minimal.

The Public Services Board exists to add value and improve the Well-being of Swansea and to date the culminative impact can be

demonstrated as positive. This is evidenced within our Annual Reports and Progress to date section of the draft Plan.

Background Papers:

Appendices:

Appendix A – Local Well-being Plan Nov 22 2022

Appendix B – Letter from the Office of the Future Generations Commissioner

Appendix C – Integrated Impact Assessment Screening