



City and County of Swansea

## Minutes of the Poverty Reduction Policy Development Committee

Committee Room 5 - Guildhall, Swansea

Wednesday, 28 November 2018 at 4.00 pm

**Present:** Councillor A Pugh (Chair) Presided

**Councillor(s)**  
D W Helliwell  
L R Jones

**Councillor(s)**  
B Hopkins  
L V Walton

**Councillor(s)**  
Y V Jardine

**Officer(s)**

Jeremy Parkhouse  
Lyndsay Thomas

Democratic Services Officer  
Principal Lawyer

**Apologies for Absence**

Councillor(s): P Downing, C R Doyle and G J Tanner

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### 32 Disclosures of Personal and Prejudicial Interests.

In accordance with the Code of Conduct adopted by the City & County of Swansea, the following interests were declared: -

Councillor L R Jones – Minute No.35 – High Interest Lending Action Plan – I sometimes do work with the banking and finance industry – personal.

### 33 Minutes.

Resolved that the Minutes of the Poverty Reduction Policy Development Committee held on 24 October 2018 be signed and approved as a correct record.

### 34 Diverted Giving. (For Discussion)

The Chair reported that following concerns raised regarding the leaflet advertising Diverted Giving at the previous meeting, the cost of amending the leaflet would be approximately £1600 and the funding had come from within the Authority. Bunting and additional marketing information had also been ordered. She added that the leaflet was apparently part of a national scheme but this had been questioned by some charities.

The Committee discussed the following: -

- Swansea BID favouring donations being made through collection boxes rather than giving directly to individuals;

- Homeless people being side-lined due to people donating through the boxes;
- Amending the wording on the leaflet;
- Genuine homeless individuals not knowing where to obtain help;
- The Diverted Giving project not fully supporting the genuine homeless;
- Ensuring funding is distributed to the right people who are genuinely homeless.

**Resolved** that: -

- 1) The contents of the discussions be noted;
- 2) The Chair circulates a draft letter to the Committee outlining the concerns raised;
- 3) The approved letter be forwarded to Leader of the Council / appropriate department.

### **35 High Interest Lending Action Plan. (Verbal)**

The Chair referred to the High Interest Lending Action Plan and stated that the Authority should raise awareness of the Swansea Bay Credit Union with Council Staff.

The Committee discussed the following: -

- Bringing the Swansea Bay Credit Union to the attention of all Councillors and staff by cascading the information through the Authority;
- Bringing the Swansea Bay Credit Union to the attention of all residents via the Council website / Leader newspaper / Council Tax bills / libraries / wellbeing events;
- Giving saving a positive message, allowing people to see the benefits.

The Principal Lawyer advised the Committee that it should carefully consider how it wished to promote the services provided by the Swansea Bay Credit Union and suggested that further advice be sought prior to progressing the matter.

**Resolved** that: -

- 1) Further advice be sought from Officers regarding the best way to progress the matter;
- 2) Following receipt of the advice, the Chair circulates a draft letter to the Committee outlining how matters will be progressed;
- 3) The approved letter be forwarded to the Cabinet.

### **36 Human Rights City. (For Discussion)**

The Chair stated that further meetings were scheduled to discuss how the Authority wanted progress becoming a Human Rights City. She proposed that Councillor M Sykes and Dr Simon Hoffman, Swansea University be invited to the January / February 2019 Committee meetings.

**Resolved** that the Chair contacts Councillor M Sykes and Dr Simon Hoffman, Swansea University to invite them to either the January or February 2019 Committee meetings.

**37 Work Plan 2018-2019.**

The Chair presented an updated Work Plan 2018-2019.

The Committee discussed the following potential topics: -

- Employability / Volunteering / Working Hours / Individuals Learning New Skills
- Extended Childcare / After School Clubs and their effectiveness
- Food Poverty / Food Storage / Shops Donating Food / Individuals Learning Cooking Skills
- Impact of the City Deal

**Resolved** that: -

- 1) The contents of the report be noted;
- 2) Diverted Giving and High Interest Lending be included on future agendas until the end of the Municipal Year;
- 3) Employability, Food Poverty and Extended Childcare be added to the Work Plan 2018-2019.

The meeting ended at 4.58 pm

**Chair**