



CITY AND COUNTY OF SWANSEA
DINAS A SIR ABERTAWE

**To/
Councillor David Phillips,
Leader / Cabinet Member for Anti-
Poverty**

BY EMAIL

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Scrutiny

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SPC/2013-14/10

DP/SH

31 January 2014

Dear Councillor Phillips,

Re: Cabinet Member Question Session – 28 October

Thank you for your response (dated 13 December) to the committee's letter. Your letter was discussed by the committee at our meeting on 20 January. It was agreed that I should write to you to respond to the points you raise.

With regard to our discussion on 28 October about Target Areas your letter provides some clarity in response to the questions we raised about the allocation of resources and impact on other areas. You make it very clear that a targeted approach means those areas of the greatest need having a priority call on resources.

With regard to the sentence which you asked for clarity on, we were interested in knowing about expectations and measures of success, particularly in terms of the difference made to those living in Target Areas in response to the resources being allocated in those areas. Since our meeting with you the committee met at the end of November with the Cabinet Member for Target Areas, Councillor Ryland Doyle, and we did have a chance to talk further about this. From that meeting with Councillor Doyle we gained a better understanding of the rationale for the targeted approach and how target areas were identified. I have attached a copy of the letter we sent to Councillor Doyle following this meeting, for your information.

Cont'd...

OVERVIEW & SCRUTINY / TROSOLWG A CHRAFFU

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However, I would draw your attention to some concern expressed by the committee about the clarity of what resources were going into target areas and outcome measures. It is important that we can see a link between cause and effect and can measure value for money and the effectiveness of specific efforts, otherwise there is a danger of money going in ad infinitum. There must be a return on investment. The authority must have clear expectations about what the target areas approach will achieve and measures to judge impact, both in the short, medium and long term.

Councillor Doyle did indicate that there was a suite of indicators that were closely monitored, such as the Welsh Index of Multiple Deprivation, poverty indicators and unemployment figures, to chart success and progress. He also undertook to share relevant action plans with us.

I hope this helps to clarify your query about my letter however I would suggest that we pick any issues up when we meet with you to discuss your anti-poverty portfolio responsibilities.

Following your offer to return to the committee to discuss this in more detail I have reviewed our work plan and am happy to invite you to the Scrutiny Programme Committee on 14 April at 4.30 pm. I would be grateful if your office could contact the scrutiny team to confirm that you can attend this meeting.

We look forward to meeting you again in April.

A formal response to this letter is not required.

Yours sincerely,



COUNCILLOR MIKE DAY

Chair, Scrutiny Programme Committee

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