



CITY AND COUNTY OF SWANSEA
DINAS A SIR ABERTAWE

Councillor Mike Day
Chair of Scrutiny Programme
Committee
City & County of Swansea

Please ask for:
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Our Ref / Ein Cyf: DP/SH
Your Ref / Eich Cyf: SPC/2013-14/10
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If you require this or any other information in another format e.g. Braille, audio tape or a different language, please contact me

Dear Councillor Day

Cabinet Member Question Session - Response to your letter dated 18 November 2013

Thank you for your request for more clarity and information regarding the Council's Target Area approach, I will be outlining this within my response.

The Target Area approach being developed within Swansea has high expectations of raising the quality of life within the Target Areas to a measurable extent. Quality of life is measured through the Welsh Indices of Multiple Deprivation, and the delivery of outcomes within the One Swansea Plan.

The Target Areas of Penderry, Castle and Townhill have some of the poorest outcomes for residents, communities and families. The outcomes which will be used to measure the success are being decided upon, which will create a performance management framework for the Target area approach.

There is a high level of resources being redirected into target areas by a number of Council departments; such as Housing replacing kitchens and bathrooms, and renovating the frontage of Council houses through the Housing Capital Programme. The re-surfacing and repairing of roads in particularly Townhill, the updating of bus stops, repairs to pavements, pedestrian rails, introduction of more benches and bins.

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The provision of Wi-Fi in libraries, and the use of the LIFE programme in Target area schools. Many of the residents have had access to the Beyond Bricks and Mortar Employment Programme as well as Workways. Support to families in difficult and complex situations is being provided through the targeting of Family Learning Signature, Restorative Practice, Team around the Family and Promoting Inclusion.

Many of these interventions and activities have their own measures of success which need to be drawn together to show the differences they have made, and will make to the residents, and families within the target areas. These will show the link between cause and effect, and what value for money these changes have brought. There will be a direct link between activity, improvements and outcomes. There will be clear assessments of success in the short/medium and long term, over 5, 10, and 20 years.

This isn't about money and resource being ploughed into the Target Areas ad infinitum, but this is an approach which will take at least 20 years, to break the cycle of deprivation, and inter-generational poverty which exists and is often seen as entrenched within these areas.

A formal Target Area approach report will be published once it has been finalised.

Yours sincerely



COUNCILLOR DAVID PHILLIPS
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