City and County of Swansea Council Action Plan

The programme of actions below relate to how the Council will target its resources to tackle poverty. These actions particularly relate to the Council's role and it is recognised that in order to influence other partners, The Council will need to show a strong community leadership role.

Action	Responsibility	Milestones	Dates	Comment
Empowering local people				
Develop a Community Action Learning programme for local people	Director of People	-Develop and run a learning programme to support people to take action in their area	Programme developed by January 2015 Roll out of programme from March 2015	
Devise action plans to develop social capital across Council Services	Director of People	-Develop a programme of activity for people to enhance social networks both within and across communities and neighbourhoods, promoting activities such as Big lunches	Action Plans developed by October 2014, then revised by April annually	
Embed community development in ward member roles	Head of Legal and Democratic Services	-Develop Pathfinder training -Develop a full training programme as part of Member training programme	November 2014 Agreed for implementation from May 2015	
Awards for communities	Head of Poverty and Prevention	-Oscars-style programme -Mentoring from role models scheme developed	Options developed by December 2014 Annual programme from January 2015	
Strategy for use of Community Buildings	Chief Operating	-area based approach to be rolled out across all areas	By Sept 2015	This is a workstream

				within the Council's Sustainable Swansea strategy and action plan.
	Officer			
Changing Cultures				
Create a cadre of champions to develop the work	Director of People	-Revise role of Council's Poverty Forum to align work to this strategy -Provide training programme for champions	Poverty Forum revised by October 2014 Training delivered by December 2014	
Incentives for staff	Head of Human Resources	-Devise new reward scheme and culture so that progress to the strategy outcomes are rewarded	Embed in Innovation programme review and the new strategy from April 2015	This is part of the Workforce Strand of Sustainable Swansea – to review our current reward strategies
Employee Pledge on volunteering	Head of Human Resources / Head of Poverty and Prevention	-Develop a volunteering scheme for every employee aligned to priorities for support in communities -Arrange for all staff to have time off to support these actions -arrange a programme of volunteering to support anti-poverty action	April 2015	

Change to job descriptions	Head of Human Resources	-Change job descriptions to reflect the priority attached to this strategy	Undertake negotiations with trade unions, with a view to implementation from April 2015	
Develop schools as a community resource	Director of People	Develop and sign Education Charter	Charter developed and agreed by December 2014 Action plan for implementation from February 2015	
Learning for Council leaders	Director of Corporate Services	-Arrange visits to other authorities to learn different neighbourhood management approaches -Training and development in facilitation skills	As part of the Innovation Programme, undertake initial research by December 2014 Develop a best practice toolkit by April 2015	
Relocate workforce	Head of Human Resources / Chief Operating Officer	-Make arrangements to relocate the Council's workforce into the Target Areas	Develop a service management plan by December 2014 Change proposal by March 2015 Being phasing to move staff by May 2015	
Lead Directors identified for each Target Area	Director of People	-define the role for Lead Directors -Lead Directors allocated to Target Areas	By August 2014	
Lead HoS identified for each area	Director of People	-define the role for Lead Head of Service -Lead Head of Service allocated to Target Areas	By September 2014	

Targeting Resources				
Resource investment	Director of People / Head of Finance	Develop a proposal for re-directing resources to this agenda	Proposal by November 2014, to fit with budget process	
Establish Public Service Coordination Board for Target Areas	Director of People		Public Service Coordination Board established by December 2014 Action Plan for the PSCB by March 2015	
Introduce Poverty Challenge	Director of People	Local people share their experience of poverty and identify challenges for civic and community leaders to address	Methodology agreed by Cabinet and Partnership Poverty Forum by December 2014 Challenges taking place from April 2015	
Ensure development of an evidence base and performance tracking where this doesn't already exist	Director of People		Finalise performance framework by January 2015	
Revise workplans to reflect target area priority	Chief Operating Officer	Operational Areas Culture and Tourism	To be built in from 2015/16 budget process	