



**CITY AND COUNTY OF SWANSEA**  
**DINAS A SIR ABERTAWE**

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

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DP/SH

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Date / Dyddiad:

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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

**RE: Cabinet Member Question Session – 14 April 2014**

Thank you for your letter dated 11 June 2014 regarding my attendance at the Scrutiny Programme Committee on the 14 April 2014 in which I answered questions as Cabinet Member for Anti-Poverty.

The Poverty Strategy, with the Poverty Profile and performance management framework I mentioned in our meeting, will be available in September 2014. This shows a clear baseline regarding poverty issues across the City & County of Swansea and our actions to achieve the One Swansea Plan outcomes.

Partnership working is vital if we are to succeed across this broad agenda. The Local Service Board has agreed to establish a Swansea Partnership Poverty Forum which met for the first time on 1 July 2014, with members of the LSB attending, including third sector partners involved in delivery. An on-going dialogue among multiple partners is progressing within the Poverty & Prevention Service and across the Council to achieve our One Swansea Plan objectives.

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The Council will continue to focus on the Tier 1 Target areas of Townhill, Castle and Penderry, but also look at pockets of need whether within a community or geographically. (For clarity, my reference to target areas potentially being seen as too big was in relation to undertaking localised work e.g. a park, a number of streets, a small estate etc.)

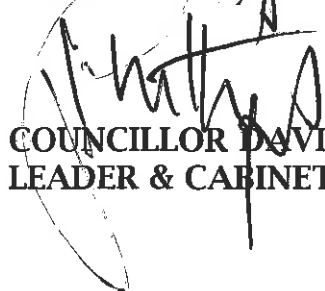
The Poverty Forum meets every two months. This is mainly an internal group of staff with some colleagues from ABMU Health Board in attendance. The attendees are those from across the Council who are delivering and developing the tackling poverty agenda across the themes of worklessness, health, family support, debt and finance, and education. The last meeting of the Poverty Forum was on 2 June 2014 and the membership of the group is in the appendix attached.

Flying Start is now into its third Phase in Swansea. The previous two phases have seen 2,149 children and their families supported in 2013/14, through childcare settings in schools within eligible areas. This number will increase in 2014/15 to 2,659 children, and when the Phase 3 this will expand further when the Phase 3 childcare settings are opened in 2015/15 to 2,903.

A new development tool called an "Outcomes Star" has been introduced for both the children and the parents to follow and track their progression. This is very new, only having been used in all settings from April 2014 onwards. It is thus too early to provide any statistically significant data. There are a number of Corporate Performance measures which include children's attendance at Flying Start Settings, their level of development at age 2 and at age 3 years. There is also a national evaluation on Flying Start commissioned by Welsh Government which is available on their website.

Thank you for your interest and I look forward to sharing more regarding the Poverty Strategy as it develops.

Yours sincerely



**COUNCILLOR DAVID PHILLIPS**  
**LEADER & CABINET MEMBER FOR POVERTY**