



CITY AND COUNTY OF SWANSEA
DINAS A SIR ABERTAWE

Councillor Mary Jones
City & County of Swansea

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MC/VHD

19th February 2015

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 Jones,

Thank you for your letter of 4-2-2015. I have tried to elaborate and reassure in this reply, and hope this meets the board wishes.

Local Area Co-Ordinators

The 3 areas where appointments will be made first are Gorseinon, Sketty and St. Thomas / Bon-y-maen. Members in these wards have been presented with a detailed explanation of their planned work, and have accepted involvement in the appointment of these posts. I appreciate I may not have explained fully how these posts will work, so have attached the job description as well as some analysis of their impact elsewhere in the UK.

As for confidentiality, this is the same as for other council staff. Although these staff may get to know more about individuals, similar to Social Workers or Teachers for example, than some others in our staff, they will operate to the same standards as all do. Whilst they will not discuss those they help ordinarily, there will be cases when they are dealing with other professionals, such as Social Workers, Teachers, Health Workers or Police where information sharing is beneficial, even necessary for example where there are safeguarding concerns. Other than this information will only be shared with the individual's informed consent.

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Some of the people who Local Area Co-Ordinators will be helping may also be receiving Social Services. It will be their role to help people access the appropriate level of help, and to ensure that they make the most of the independence they can manage.

I have attached to papers here, a further explanation of the role of a Local Area Co-ordinator, with links to other councils as well, and our job description for the posts. Also added this is a link to Thurrock council, with a brief introduction to their Local Area Co-ordinators

<http://vimeopro.com/just90/welcome-to-thurrock-council-video-portfolio/video/116564487>

Parks

Clearly each park is different, but they will all face very significant reductions in spend on them from the council, (approximately 50%). For sports pitches that the council run they will need, over the season, to be cost neutral, that is the income from pitch hire will need to cover the cost of pitch maintenance and other associated costs, such as changing rooms, locking and unlocking grounds and inspections to determine playability. The aim will be to try and move bookings to the larger facilities where staff are based to reduce costs. Where the council continues to run the pitches they will be available to anyone or organisation to hire. In cases where the pitches have been transferred to others to run, the principle of them remaining available for public hire will continue, and be part of the lease and management arrangements.

An initial meeting of "Friends of Parks" is being arranged soon, in an attempt to set up a mutually beneficial organisation, and for them to bring shared concerns to the council. This is part of the "toolkit" being developed to help. I assure the committee that no arrangement will be rushed through, and the matters you point to are matters that concern me too, such as financial competence and capacity to manage and these too will be in any lease, or part of the management arrangements and monitoring, or sorted prior to lease commencing.

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Community Safety

Thank you for your comments, and hopefully you will have been unable to avoid the knowledge that Swansea was successful in attaining the Purple Flag status. This is the only one in Wales, and we are one of very few places to be able to boast Blue, Green and Purple flags; Swansea is a good place to live.

A large number of Groups and initiatives have helped us achieve this status, one of which is the Cumulative Impact policy for licenses within certain areas. I feel this tool has helped us manage the night time offer, but like all policies, they do need reviewing now and then. This was the first time we used this tool in Swansea, and there are lessons to be learnt. We need to be drawing a balance between operating controls that ensure we provide a safe and successfully night-time economy and providing a message to potential developers that we are open for business. In my view gaining the Purple Flag helps dispel a negative image some people outside Swansea may have of our night life, and thus of Swansea as a whole, and so encourages investment. We need to be using our powers to ensure we keep the Purple Flag status.

Giving Every Child the Best Start in Life.

Thank you again for your supportive comments on this area. Below is the strategic statement in Swansea. This is not yet finalised, but only a few words if any will change before it is.

The Swansea Statement on readiness for birth, nursery(3 years) and school (5 years)
"Ready yourself and your child – make time to play, read, eat and sleep well!"

1. Looking after yourself and your finances, staying safe and socialising with other parents and children can help keep you both fit and happy (Wellbeing domain).
2. Regularly talking, listening, reading, playing and singing with your child, baby, or even your bump, can help their development and strengthen your bond (Play domain).
3. Eating together at meal times, having regular bed times, and being consistent with your routines and boundaries, can help get your child ready for nursery and make things a little easier for you (Parenting domain).

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The Swansea Healthy City board collectively pledges to support all parents, would-be parents, carers, guardians and grandparents to achieve this Swansea statement on readiness for birth, nursery and school, and to provide and promote access to appropriate services where they are needed. The Swansea Statement sets out the unified vision on readiness for the whole Swansea area.

Alongside this an implementation policy is being drawn up between members of the Health City Partnership, which I will share with you when it is available.

Yours sincerely

COUNCILLOR MARK CHILD
CABINET MEMBER FOR WELLBEING & HEALTHY CITY

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