



City and County of Swansea

## Minutes of the **Poverty Reduction Policy Development Committee**

Committee Room 5 - Guildhall, Swansea

Wednesday, 24 October 2018 at 4.00 pm

**Present:** Councillor A Pugh (Chair) Presided

**Councillor(s)**

P Downing  
L V Walton

**Councillor(s)**

C R Doyle

**Councillor(s)**

D W Helliwell

**Officer(s)**

Rachel Moxey  
Jeremy Parkhouse  
Joanne Portwood  
Lyndsay Thomas

Head of Poverty & Prevention  
Democratic Services Officer  
Strategy and Policy Officer  
Principal Lawyer

**Apologies for Absence**

Councillor(s): B Hopkins, Y V Jardine, L R Jones and G J Tanner

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**25 Disclosures of Personal and Prejudicial Interests.**

In accordance with the Code of Conduct adopted by the City & County of Swansea no interests were declared.

**26 Minutes.**

**Resolved** that the Minutes of the Poverty Reduction Policy Development Committee held on 26 September 2018 be signed and approved as a correct record.

**27 Presentation - Strategic Equality Plan.**

Jo Portwood, Strategy and Policy Officer provided a presentation regarding the aspects of the Strategic Equality Plan that related to the Poverty Reduction Policy Development Committee.

Details included in the presentation were as follows: -

- Equality Act 2010;
- Aim of the duty;
- Protected characteristics;
- Specific duty on the Local Authority;
- Swansea: What this means in practice;

- Poverty and Equalities agenda.

Councillors asked questions of the Officer, who responded accordingly. Discussions centred around the following: -

- The recent childcare offer by Welsh Government making a difference to disabled children and the focus upon encouraging working parents;
- Impact of the new Additional Learning Needs Bill which came into force in January 2018;
- Migration of obligations if local authorities outsource services.

**Resolved** that: -

- 1) The contents of the presentation and discussions be noted;
- 2) The number of disabled children who had benefitted from the recent childcare offer from Welsh Government be investigated / confirmed.

## **28 High Interest Lending - Options Available. (For Discussion)**

The Chair referred to the presentation provided by Julie Mallinson, Celtic Credit Union (CCU) at the last meeting and highlighted the options available in order for the Authority to assist people.

The Head of Poverty & Prevention commented that CCU currently advertised on staff wage slips and was already having an impact. She added that CCU were keen to have more business in Swansea and it would be helpful if all Councillors were aware of their services.

The Committee discussed the following: -

- options available to further advertise the services provided by CCU such as online payslips, staffnet, networking, partnership working and Phil's Blog;
- The impact some high cost lenders were having upon individuals;
- The impact of high cost lending companies upon individuals and the methods used to gain confidence in their services;
- The peak borrowing times of November, December and the cost to individuals in January following Christmas and the need to get the message out regarding CCU;
- Loan sharks and the impact they were having upon individuals;
- Promoting alternative forms of credit;
- Changing the image of CCU;
- Providing more widespread communications e.g. The Wave, during the lead up to Christmas.

**Resolved** that: -

- 1) The Chair forwards a letter to Cabinet Members regarding the services provided by Celtic Credit Union;

- 2) The Head of Poverty & Prevention investigates providing additional communications regarding Celtic Credit Union prior to Christmas.

## **29 Diverted Giving. (For Discussion)**

The Head of Poverty & Prevention provided a presentation regarding Diverted Giving. Details provided included: -

- Advertising leaflet regarding Diverted Giving;
- Diverted Giving Flowchart;
- Progress – including a pilot scheme in the City Centre for 6 months which has been expanded to the whole Authority, including 40 City Centre outlets and 6 shops in the Uplands;
- Collecting boxes and bunting being placed into shops;
- What's next;
- How the Council can help.

The meeting discussed the following: -

- MARAC;
- BID looking at contactless points;
- Collection at Ospreys v Stade Francais game;
- Changing the way things are done;
- Directing the right support to people before Christmas;
- The proposed leaflet advertising Diverted Giving and softening the proposed message;
- Identifying 'genuine' beggars and advising them who to turn to;
- Ensuring individuals benefit;
- Input from Crisis / Shelter.

**Resolved that:** -

- 1) The contents of the presentation be noted;
- 2) The Head of Poverty & Prevention update the Committee regarding the advice provided to the homeless by Housing Options;
- 3) Amendments be made to the proposed leaflet on Diverted Giving as discussed.

## **30 Human Rights City (For Information).**

Jo Portwood, Strategy and Policy Officer provided a 'for information' report on the work undertaken by York Council in relation to considering whether the City & County of Swansea should become a Human Rights City.

She highlighted the organisations working to promote the idea of a Human Rights City and provided examples from the World Human Rights Forum, Wikipedia and the City of York. She added that the work undertaken by York was largely funded by the Joseph Rowntree Foundation.

The Committee discussed the workshop day to discuss Human Rights City scheduled for 27 November 2018 and highlighted a possible clash of events.

**Resolved that:** -

- 1) The contents of the report be noted;
- 2) The potential clash of events be investigated;
- 3) The workshop discussion scheduled for 27 November 2018 discusses funding opportunities for Human Rights City.

**31 Work Plan 2018-2019.**

The Chair presented an updated Work Plan 2018-2019.

The Committee discussed items in respect of the next meeting on 28 November 2018.

**Resolved that:** -

- 1) The contents of the report be noted;
- 2) Feedback be provided on the Human Rights City Workshop being held on 27 November 2018;
- 3) An update be provided regarding Diverted Giving;
- 4) The Democratic Services Officer provides clarity regarding the sign off process in respect of letters sent by the Chair on behalf of the Committee.

The meeting ended at 5.40 pm

**Chair**