



## Report of the Head of Adult Social Services and Tackling Poverty

Social Care and Tackling Poverty Service Transformation Committee –  
7 April 2025

### Update on Tackling Poverty Strategy Refresh

**Purpose:** The report is for information purposes only.

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**Access to Services Officer:** N/A

#### For Information

## 1 Background

- 1.1 Swansea Council's Corporate Plan 2023-2027 sets out six Corporate Priorities, one of which is 'Tackling Poverty and Enabling Communities – so that every person in Swansea can reach their potential'. Underpinning this Corporate Priority is our strategic direction for tackling poverty and enabling communities. Tackling poverty is also one of the key priorities of the Human Rights City approach.
- 1.2 In 2017, the Council published 'Working towards prosperity for all in Swansea - a tackling poverty strategy for Swansea'. Refreshing this 2017 – 2020 strategic document was delayed due to the COVID-19 pandemic and Cost of Living crisis. There was also a strong desire to undertake co-production and engagement activities to inform the refresh of the strategy.
- 1.3 In the last 18 months, work has progressed on the drafting, engagement and communication of a refreshed Tackling Poverty Strategy. A final draft is about to be issued for approval to take to public consultation. This report highlights the progress that has been made on this development work.

## 2 Development Update

- 2.1 In September 2024, the Tackling Poverty Service (TPS) provided an updated on the work that had been ongoing to develop the initial draft version of the refreshed Tackling Poverty Strategy including:

- Conducting a public survey in August/September 2023 which received over 300 responses from individuals and organisations across Swansea;
- Face-to-face engagement sessions including the One Stop Information Shop at the National Waterfront Museum and two public drop-in sessions at the Opportunities Hub in the Quadrant Shopping Centre;
- Analysis of various policies, strategies, studies and research findings that have been co-produced with people who have experienced policy from organisations such as Joseph Rowntree Foundation;
- Engaging with the Council's internal and external poverty forums to connect with teams and organisations who have direct contact with people who have experienced poverty.

2.2 Since September 2024, the initial draft version was finalised and socialised with a wide range of internal and external stakeholders to gain initial views and insights on the proposed content. These engagement activities included:

- Further face-to-face engagement sessions with the general public and our key partnerships and forums;
- Quality review with colleagues from Council departments who are involved in tackling poverty, coordinated via the Enabling Communities Group and Swansea Council Poverty Forum;
- Direct engagement with the Swansea Poverty Truth Commission (SPTC) and other existing clients and contacts with lived experience of poverty;
- Presentations to the Council's Senior Managers Group (SMG) and a Cabinet/CMT Away Day as well as a range of senior leadership team meetings and events across Directorates.

2.3 While these engagement activities have been very encouraging and broadly supportive of the content of the strategy (including the proposed vision, definition, principles and themes), it has increased the awareness and profile of the work that is required to deliver a "One Swansea" approach to tackling poverty. Therefore, we are planning to increase internal and external engagement during the period of public consultation to build on this high profile and push the message that tackling poverty is everyone's business.

### **3 Next Steps**

3.1 Presentation to Cabinet for final approval to proceed to public consultation with the draft strategy document.

3.2 Development of multiple versions of the draft strategy document to make the public consultation as accessible as possible (e.g. Welsh Language and Easy Read versions).

3.3 Planning and scheduling a range of engagement activities to coincide with the public consultation period.

3.4 Formal launch campaign for the public consultation including corporate communications and promotion through our community and face-to-face public services.

## **4 Integrated Assessment Implications**

- 4.1 The Council is subject to the Equality Act (Public Sector Equality Duty and the socio-economic duty), the Well-being of Future Generations (Wales) Act 2015 and the Welsh Language (Wales) Measure, and must in the exercise of their functions, have due regard to the need to:
- Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Acts.
  - Advance equality of opportunity between people who share a protected characteristic and those who do not.
  - Foster good relations between people who share a protected characteristic and those who do not.
  - Deliver better outcomes for those people who experience socio-economic disadvantage
  - Consider opportunities for people to use the Welsh language
  - Treat the Welsh language no less favourably than English.
  - Ensure that the needs of the present are met without compromising the ability of future generations to meet their own needs.
- 4.2 The Well-being of Future Generations (Wales) Act 2015 mandates that public bodies in Wales must carry out sustainable development. Sustainable development means the process of improving the economic, social, environmental and cultural well-being of Wales by taking action, in accordance with the sustainable development principle, aimed at achieving the 'well-being goals'.
- 4.3 Our Integrated Impact Assessment (IIA) process ensures we have paid due regard to the above. It also takes into account other key issues and priorities, such as poverty and social exclusion, community cohesion, carers, the United Nations Convention on the Rights of the Child (UNCRC) and Welsh language.

## **5 Legal Implications**

- 5.1 There are no legal implications.

## **6 Financial Implications**

- 6.1 Whilst there are no direct financial implications arising from this report, it may lead to decisions being taken at a later date that may have costs attached. Any such costs will need to be managed within departmental resources at that time with due regard to the Council's medium term financial plan.

**Background Papers:** None

**Appendices:** None