



CITY AND COUNTY OF SWANSEA
DINAS A SIR ABERTAWE

Councillor Mary Jones
Convener, Public Services Board Scrutiny
Performance Panel

BY EMAIL

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RS/KH

1st March 2017

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I dderbyn yr wybodaeth hon mewn fformat arall, cysylltwch â'r person uchod.**

Dear Councillor Jones

City Centre Priority Project

Thank you for your letter dated 10 January 2017 seeking further information in relation to the City Centre regeneration project on how it will deal with social deprivation and tackle poverty, as well as a recommendation that an outcome for tackling poverty/dealing with deprivation is included within the Economic Development/City Centre work stream.

In response, I can confirm that there are initiatives with relevant outcome objectives in place in Economic Development that work with City Centre project colleagues and key external partners to help secure and fill employment, work experience and training opportunities arising from the City Centre regeneration programme: -

Beyond Bricks and Mortar (BB&M)

The City and County of Swansea's Planning and City Regeneration Service's BB&M initiative, in place since 2009, has utilised the significant purchasing power of the Council to include community benefit clauses within its legal agreements with developers and contractors of physical regeneration projects, requiring the successful contractors to undertake measures that will benefit the community, including:

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- Targeted recruitment and training – identifying new job and training opportunities for long term unemployed and disadvantaged in our communities;
- Supply Chain initiatives – securing commitment to local sourcing and enabling local small and medium enterprises (SMEs) to bid for sub-contract opportunities;
- Contributions to Education – working with schools and colleges, providing short term work experience, mentoring, career talks etc.;
- Community Initiatives – e.g. Community engagement, Considerate Constructor scheme, volunteering days, offer of services to support community groups.

BB&M maintains a number of relevant outcome indicators in relation to its work and since 2009 the team has secured 117 supplier contracts containing community benefit clauses, 9553 training weeks for the unemployed and disadvantaged, and placed 284 people into employment or training opportunities.

The BB&M Team works with a number of external organisations to source candidates for the job and training opportunities created through community benefit clauses. The external organisations include Jobcentre Plus, Shaw Trust, Remploy, Working Links, TBG Learning, Ethnic Youth Support Team, Gower College Swansea and HE providers. Internally the BB&M Team works closely with several authority-run schemes including Workways+ and the Council's Poverty and Prevention Team's programmes: Communities First, LIFT and Communities for Work.

In 2014 BB&M won the Welsh National Procurement Awards' Community Benefits category, putting the Council's scheme at the forefront of good practice. In July 2016 Council extended its BB&M community benefit policy to cover all the Authority's activities where community benefits can add value, including planning applications (S106), works, services and supply contracts, sale of land for development as well as construction and regeneration projects. The BB&M Team is also currently leading development of an Apprenticeship scheme to identify and deliver apprenticeship opportunities and a work experience programme across the Council to offer short term opportunities for people to gain valuable experience and so increase their prospects of getting into work.

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Workways+

Workways+ is an ESF funded support scheme designed to support people over the age of 25 into employment. The project focusses on a narrow target group of those who are economically inactive, but living outside of Communities First wards. (Communities First wards are served by the national Welsh Government 'Communities 4 Work' ESF project only). The project provides a team of employability mentors who undertake outreach work to identify individuals that could benefit from the project, assess their needs, and help them with any training and work experience needs to help them gain employment. Employment Liaison officers meet regularly with potential employers to identify work experience placements and job opportunities for individuals made ready to enter the labour market. The Workways+ team works closely with the BB&M team and regeneration colleagues in identifying placement and job opportunities, as well as close liaison with the Communities 4 Work team to ensure all individuals eligible for support are able to access help from the most appropriate project.

The Council's Planning and City Regeneration Service, therefore, undertakes a range of activities that helps to create good job opportunities for people and to address some of the barriers to employment and training. There are opportunities through BB&M and Workways+ initiatives for the Service to contribute to tackling Poverty and to work with the Council's Poverty and Prevention Service and other key external partners to help target more people affected by poverty to take advantage of the mentoring, skills development and employment opportunities that arise.

I do hope this response is helpful to you and the Members on the Public Service Board Scrutiny Performance Panel.

The Best Start for our Children

Supporting the development of our children is a strategic priority for the Council and we see it as a vital long-term investment in the future of Swansea – just as important as the current investment in regenerating the city.

That's why, under the Healthy Cities umbrella, City & County of Swansea, South Wales Police, MAWW Fire and Rescue Service, SCVS, Voluntary organisations, Swansea environmental Forum, Public Health, ABM, the universities and the

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Probation service in Swansea have all made a commitment to collaborate to reduce inequalities and to raise awareness of how families and communities can improve a child's readiness for learning and life. We will be working together to support parents from pregnancy right through to their child starting school.

The campaign **Best Start Swansea** features a cartoon family, The Jacks, who live their lives the Swansea Way: looking after themselves and giving their children the best possible start in life. There's Grandpa Jeff, Mum Seren and Dad Mack and children Gemma, Sammy and Flap Jack. The core themes of Best Start are on the poster opposite – so much of it is just common sense but sometimes it helps to be reminded in our busy lives to take time out to think about reading with our children or just spending time together.

The campaign was tested with children in schools across Swansea who helped name the children and developed their characters.

Over the coming months you'll start to see the Jacks posters appearing around the city, in places like libraries, GP surgeries, leisure centres and Flying Start venues. There'll be lots of opportunities for families to get involved, through things like regular Rhyme Time sessions in your local library, a summer family activity challenge, a big buggy push and activities in your local leisure. You can find out more on our website www.beststartswansea.co.uk and on social media on Facebook @BestStartSwansea and Twitter @BestStartSwansea

Ageing Well

We would be happy to consider widening the scope of the Ageing Well work to include developing Age Friendly Communities; this is supported by the Ageing Well Steering Group although we felt that this would need a phased approach as every community has different strengths and challenges in its own right. We can build on work carried out nationally and consider how to best deliver this locally.

We will consider the findings of the formative evaluation prior to the development of a business case to expand Local Area Coordination.

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Domestic Abuse Workstream

In response to the PSB Scrutiny Panel letter we would like to offer clarification on comments on the DA Workstream;

- It is reported that currently around 1 in 5 children live in households where domestic abuse is a feature and 1 in 4 women experience domestic abuse throughout their adult life span.
- The Walby Report (2009) estimated that the total cost of domestic abuse to the UK economy was £15.7 billion per year. In Wales alone this was estimated to be £303.5 billion a year. This can be broken down into £202.6m in service costs and £100.9m in lost economic output. This does not include any element of human or emotional costs which research suggests costs Wales on average an additional £522.9m. (This does not include any costs for sexual violence or wider forms of violence against women).
- The CAADA (now SafeLives) Research Report 2014 'In Plain Sight' states the following;

'Toxic Trio': Co-occurrence of domestic abuse, parental mental ill health & drug/alcohol abuse

1.4 Our data show a range of additional vulnerabilities present in the family in these cases, including substantial rates of disclosed mental health problems amongst both parents (25% of all mothers and 17% of all fathers), substance misuse, including alcohol and/or drugs (13% of all mothers, 25% of all fathers), antisocial or criminal behaviour (7% of all mothers, 28% of all fathers) and experience as a victim or perpetrator of domestic abuse in a previous relationship (42% of mothers, 30% of fathers). Additionally, 14% of families were homeless.

1.5 Given their presence as additional risk factors in Serious Case Reviews, we looked at the presence of one or both of: parental mental ill-health and substance misuse in these families alongside the domestic abuse. Our data show a clear co-occurrence between the 'toxic trio' risk factors of domestic abuse, substance misuse

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(alcohol and/or drugs) and parental mental ill health. Nearly a third of mothers (31%) and a third of fathers (32%) had disclosed either mental health problems, substance misuse, or both.

1.6 These rates are slightly lower, but broadly aligned with, disclosure rates in our forthcoming adult National Insights Dataset 2012–13, in which victims of domestic abuse disclose mental health concerns in 30% of cases, and substance misuse (alcohol and/or drugs) in 19% of cases.²³ These rates are likely to be under-reported, perhaps significantly, given that parents are asked the question at a point which may be the first time they have sought help: we know that longer term rates of mental ill health amongst domestic abuse victims tend to be higher.²⁴ Also consistent with our data, a recent report by the NSPCC (Radford et al., 2011) on Serious Case Reviews where domestic abuse was present found that a number of factors increased the risk to children in domestic abuse families, including: Presence of parental mental health problems (including suicidal thoughts and/or threats to kill from men, and depression, low self-esteem or anxiety for women). Parental substance abuse, in particular alcohol abuse. History of violence, either against previous partners or other adults or as young offenders.²⁵

- Because of the relatively high levels of reported and researched co-existing issues it is hoped that the developed Pathway will be asked as a matter of routine to every adult that accesses our identified services that will take part in this year-long funded Project.
- Possible identified service areas will be the DA Hub (Domestic Abuse) and one of the CMHT (for both Mental Health and Substance Misuse). Conversations will need to be ongoing to clarify and confirm arrangements before the start of the post.
- Whilst we could extrapolate from national data to suggest that the numbers of the cohort we seek to work with can be significant, until we have done the work locally to determine demand and also the ability of services to respond to such a joint service, we are being cautious about numbers. This project is one that virtually every area in the UK sees as an issue, and if it were straightforward to do, it would have been solved long ago. We are very pleased that Swansea PSB is grasping this significant challenge with the commitment from partners to create real and lasting change.

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We hope that this clarifies some of the comments that the PSB has on this workstream.

Yours sincerely

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