



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

Councillor Mary Jones  
Convenor, Public Services Board Scrutiny  
Performance Panel

**BY E MAIL**

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RS/KH

1<sup>st</sup> March 2017

**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 31 January. I was pleased to hear that you have had a productive discussion with Amanda Carr from SVCS and that you have been able to contribute to the consultation on the Wellbeing Assessment. The Panel's points are well made and will of course be carefully considered. I also note your comment about the need for a more accessible summary of the Assessment and you will be pleased to hear that the Public Services Board made the same suggestion and that this is now available on the website. Great minds as they say.

The rest of this letter covers my responses to your other points.

**1. The PSB's communication strategy should focus on engagement and ways of taking forward co-production, and not just on promoting key messages.**

As you are aware, the Public Services Board discussed this issue at its January Meeting and agreed that an exploratory workshop should be held and that this would report back to the Board at a future date. While the initial focus will be on agreeing a set of core communication messages it is clear that there is an appetite to use communications to do more than simply that. We will be exploring how communications can be used as a partnership tool at the workshop and in that context this suggestion is helpful. I will ask that this issue is added to the workshop brief.

**COUNCILLOR/Y CYNGHORYDD**  
**ROB STEWART**  
**LEADER / ARWEINYDD**

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**2. The PSB should confirm how the development and delivery of its communication strategy will be resourced.**

As we are still at the early stages of developing our approach to communications we have not yet agreed how the approach will be resourced. Again I will ensure that this is included in the workshop brief.

**3. The PSB should consider the need to facilitate the involvement of the third sector in its work, for example the option of agreeing pooled funding to support this.**

I note your point about the value of voluntary sector involvement at all levels of partnership working and I agree that this is absolutely right. The PSB recognises Swansea Council for Voluntary Services as one of its Core Group members and this reflects the important role they have strategically in Swansea. This is a key issue and one that we will need to address as part of the process of developing the Wellbeing Plan over the next 12 Months.

In terms of pooled funding it has certainly been an aspiration of mine to use the Public Services Board to facilitate this and again I hope that this will be a conversation that we can have as part of the development of the Wellbeing Plan.

From a Council perspective we are committed to working in partnership with the Voluntary Sector although the financial challenges we face mean that we are continually reviewing the support we provide financially.

I trust that these comments are helpful.

Yours sincerely

**COUNCILLOR ROB STEWART**  
**LEADER & CABINET MEMBER FOR FINANCE & STRATEGY**  
**COUNCILLOR/Y CYNGHORYDD**  
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