



Report of the Cabinet Member for Stronger Communities

Council – 25 January 2018

‘Working Towards Prosperity for All in Swansea’ A Tackling Poverty Strategy for Swansea 2017 - 2020

Purpose:	This report sets out the revised Tackling Poverty Strategy and associated Delivery Plan for approval following extended public consultation.
Policy Framework:	Well-being of Future Generations Act 2015 Social Services and Well-being Act 2014 Swansea’s Corporate Plan 2017 – 2022 Sustainable Swansea Programme.
Consultation:	Access to Services, Finance, Legal, public consultation between June and October 2017.
Recommendation(s):	That the revised Tackling Poverty Strategy ‘Working Towards Prosperity for All in Swansea’ and associated Delivery Plan be approved.
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1. Introduction

- 1.1. Swansea Council has, for some time, been committed to reducing poverty and its impacts on residents. Tackling poverty is a corporate priority and the first strategy to address this was written in 2014.
- 1.2. Tackling Poverty is one of the Council's top five priorities of Swansea's Corporate Plan. A peer review of Swansea Council conducted by the Welsh Local Government Association in 2014 recommended that the Council's Scrutiny should focus on the Council's top five priorities.
- 1.3. An Integrated Impact Assessment was completed in 2016 as a part of a much wider review of the Tackling Poverty Strategy, feeding into the Poverty Strategy Scrutiny process.
- 1.4. The Integrated Impact Assessment recommendations included:
 - Link to the Well-being of Future Generations Act (2015) and Social Services and Well-being Act (2014);
 - Clear Sustainable Swansea Focus;
 - Develop clear and measurable milestones;
 - Include a definition of poverty.
- 1.5. A Scrutiny Inquiry Panel examined 'How can the Council's Tackling Poverty Strategy be improved' during 2016 and concluded in February 2017 with recommendations in the report 'Action, partnership, participation – How can the Council's Tackling Poverty Strategy be improved'.
- 1.6. The Tackling Poverty Strategy Scrutiny Inquiry Panel recommendations included:
 - Making a new commitment to tackling poverty
 - Focus on 'what works'
 - Integrate the strategy into Swansea's Well-being plan
 - Ensure that tackling poverty is everyone's business
- 1.7. The Joseph Rowntree Foundation 'Prosperity without Poverty: a framework for action in Wales', published in November 2016 draws upon national research and evidence to provide a framework of actions for Wales. The actions are set at many levels, and one thing is key – addressing poverty is everyone's business.
- 1.8. The revised Tackling Poverty Strategy 'Working towards prosperity for all in Swansea' is built on the themes of the 2014 Tackling Poverty Strategy. It has incorporated the Integrated Impact Assessment and Tackling Poverty Strategy Scrutiny Inquiry Panel recommendations and where possible and appropriate the recommendations from the Joseph Rowntree Foundation's framework for action in Wales 'Prosperity without Poverty'.

2. Working towards prosperity for all in Swansea

- 2.1. There is no single, universally agreed definition of poverty. In Swansea, we define poverty as:
- Income below the Minimum Income Standard;
 - Inadequate access to necessary services of good quality;
 - Inadequate opportunity or resource to join in with social, cultural, leisure and decision-making activities.

- 2.2. The Council aspires to achieve a Swansea in which:

Income Poverty is not a barrier to do well at school, having a healthy and vibrant life, developing skills and qualifications and having a fulfilling occupation.

Service Poverty is tackled through targeting resources where they may have the greatest impacts, and decisions about that are made in collaboration with service users.

Participation is enjoyed by all our residents, who access a wide variety of cultural, social and leisure experiences, which broaden horizons and develop aspirations. At the same time residents are constructively involved in decisions about our community and our environment.

Residents **Maximise their Income** and get the most out of the money that they have.

Residents avoid paying the '**Poverty Premium**', the extra costs people on low incomes must pay for essentials such as fuel and transport.

Barriers to Employment such as transport and childcare are removed.

People from Swansea's more disadvantaged communities are not excluded and **inequalities are reduced** between and within communities.

- 2.3. The Tackling Poverty Strategy has three themes and the associated Delivery Plan links our activities under these themes.
- 1) Empowering local people through involvement and participation
 - 2) Changing cultures to reflect that tackling poverty is everyone's business
 - 3) Targeting resources to maximise access to opportunity and prosperity
- 2.4. The Public Service Board (PSB) is developing a Well-Being Plan for Swansea, which is out for consultation and will be published in May 2018. Its focus is around four Well-Being Goals. This builds upon the work of the former Local Service Board (LSB), whose focus was upon six population outcomes. The revised Tackling Poverty Strategy (which has been out to consultation) was written with a focus around the six population outcomes:

- A. Children have a good start in life;
- B. People learn successfully;
- C. Young people and adults have good jobs;
- D. People have a decent standard of living;
- E. People are healthy, safe and independent;
- F. People have good places to live and work.

2.5. The principles we will adopt as Swansea’s approach to tackling poverty are:

- A whole Public Services Board and whole Council approach.
- Building resilience, social capital and social networks.
- Involvement and participation of service users.
- Implementing ‘what works’ in future delivery.

3. Consultation Feedback

3.1. Consultation on the revised Tackling Poverty Strategy took place between June and October 2017, with both full and easy read versions of the strategy available. Feedback was collated through events, online, written and verbal responses and over 150 responses were received

3.2. The key themes from the consultation are below:

Theme	Response
Include baseline data of poverty in Swansea / update the 2014 Swansea Poverty Profile to accompany the Strategy to provide a benchmark for monitoring and measuring success.	This will be actioned by the Poverty Partnership Forum.
Stronger links with economic development and employment opportunities.	This will be delivered through the development of a single employment support gateway, ‘Swansea Working’ and links to key investment opportunities.
Include references to Welfare Reform, in-work poverty, food poverty, transport poverty and rural poverty.	Actions within the Delivery Plan contribute to addressing these issues. The Poverty Partnership Forum will consider these issues in its priorities.
Consider how the council will support income maximisation and reducing income inequalities.	Actions within the Delivery Plan contribute to addressing these issues.
Consider people who are unable to work / or unable to work full time due to disability, physical or mental illness.	Actions within the Delivery Plan contribute to addressing these issues. The Poverty Partnership Forum will consider these issues in its priorities.
Include how to improve engagement, involvement, participation and coproduction in strategy development, delivery, monitoring and evaluation, including those	Actions within the Delivery Plan contribute to addressing these issues. The Poverty Partnership Forum will consider these issues in its priorities.

experiencing poverty and communities of interest.	
Include strengthening poverty awareness across services.	This is an action in the Delivery Plan.
Include delivering accessible services in communities.	The Transformation Team's 'Service Delivery in Communities' initiative is reviewing these options.
Provide clarity for how partners can engage with and support delivery.	Through the Poverty Partnership Forum.
Consider the impact of national, regional and local government policy on poverty.	This will be considered through the appropriate Governance Structures.
Improve use of accessible language and the Strategy layout.	The Strategy has been revised to incorporate this feedback.

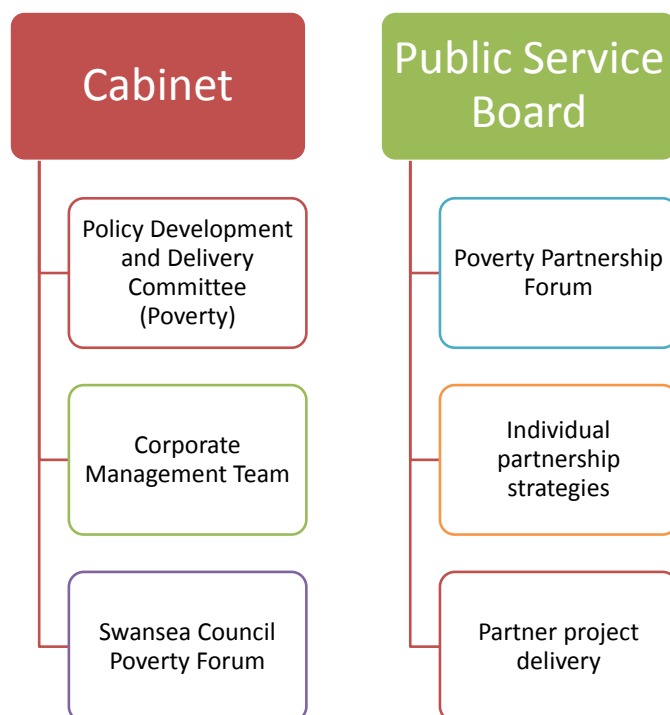
- 3.3. The detailed consultation feedback will be considered by the appropriate forums and audiences with a view to shaping further strategic development and Tackling Poverty activity. Organisations who contributed to the consultation will be invited to become members of the appropriate forums.

4. Outcomes and Measuring Performance

- 4.1. In addressing 'making poverty everyone's business', a Tackling Poverty Delivery Plan has been developed of cross Directorate actions with Key Performance Indicators to support delivery. The Delivery Plan is dynamic.
- 4.2. Actions are grouped under the key aims of **One Swansea** – the adopted plan of the Swansea Public Service Board. A mid-term review will take place to reflect any changes made in the outcome profile from Swansea's PSB in 2018.
- 4.3. Corporate Directors take responsibility for work and actions in their area and manage these through regular performance and financial monitoring meetings and reporting mechanisms.
- 4.4. Progress of key performance indicators will be reported via the Council's dashboard system on a quarterly basis. Progress is reported through Corporate Management Team and onto Swansea's Cabinet.

5. Governance

- 5.1. The diagram below shows how the Poverty Strategy will be managed within Swansea Council.



- 5.2. The Swansea Council Poverty Forum and Poverty Partnership Forum will support the principle that ***poverty is everyone's business***, promoting the message and developing projects and services to support this principle.
- 5.3. Actions will be reported to the Council's Cabinet, escalating through the above structure for decision where this is required.

6. Equality and Engagement Implications

- 6.1. The Equalities Impact Assessment (EIA) Screening was completed and found that a full EIA report was required.
- 6.2. A full EIA report was undertaken and subsequently approved for 'continue the initiative - no concern'.
- 6.3. The full EIA report (attached Appendix E) found that the revised Tackling Poverty Strategy will have a positive impact across all protected characteristics, poverty and engagement. Through the Poverty Strategy, resources are targeted to maximise access to opportunity and prosperity for all our residents including children and young people, in order to ensure that poverty is not a barrier preventing Swansea citizens from reaching their full potential, that people are healthy, safe and independent and have good places to live and work.
- 6.4. The United Nation Convention on the Rights of the Child (UNCRC) is relevant to the report as the Tackling Poverty Strategy will have a positive impact on children and young people across this age group. Actions are aimed at ensuring that children/young people are not disadvantaged by poverty in their early years, when achieving and

attaining standards and wellbeing in education, go on to get good jobs and achieve a decent standard of living, and are given a voice in relation to decision making which affects them.(UNCRC – Article 12 – ‘Your right to say what you think should happen and be listened to.’/ Article 27 – ‘Your right to a good standard of living.’ / Article 28 – ‘Your right to learn and to go to school.’/ Article 29 – ‘Your right to become the best that you can be.’ Best interests of the child (Article 3): The best interests of children must be the primary concern in making decisions that may affect them. All adults should do what is best for children. When adults make decisions, they should think about how their decisions will affect children. This particularly applies to budget, policy and law makers)

- 6.5. Throughout the consultation process, all documents, surveys, and information were provided in Welsh and English. Compliance with the Welsh Language Standards will continue to be given due regard.

7. Financial Implications

- 7.1. The specific financial implications of individual actions under the Strategy will be assessed at the development stage. All proposals will need to accord with the Council’s medium term financial plan.

8. Legal Implications

- 8.1. There are no legal implications over and above those contained in the body of the report.

Background Papers: None

Appendices:

Appendix A - ‘Working Towards Prosperity for All in Swansea’ A Tackling Poverty Strategy for Swansea 2017 – 2020
Appendix B – Tackling Poverty Delivery Plan Performance Framework
Appendix C – Poverty Strategy Consultation Responses
Appendix D – EIA Screening Form
Appendix E – EIA Impact Assessment Report