

Leighton Andrews AC / AM  
Y Gweinidog Gwasanaethau Cyhoeddus  
Minister for Public Services



Llywodraeth Cymru  
Welsh Government

Ein cyf/Our ref: SF/LA/1106/15

Assembly Members  
National Assembly for Wales

29 April 2015

Dear colleagues,

In June 2014 the then Minister for Local Government and Government Business wrote to Local Authorities and Fire Rescue Authorities in Wales asking them for details of their work on Tackling Poverty.

Today I have laid copies of the responses received, along with the original letter from the Minister, in the library of the National Assembly for Wales. In doing so, I have withheld an annex from one response which contained personal details relating to certain individuals. This does not in any way detract from the information set out in the responses.

Yours sincerely,  
Leighton Andrews

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Aelodau'r Cynulliad  
Cynulliad Cenedlaethol Cymru

29 Ebrill 2015

*Amwyg Gyfeithia,*

Ym mis Mehefin 2014, ysgrifennodd y Gweinidog Llywodraeth Leol a Busnes y Llywodraeth ar y pryd at Awdurdodau Lleol ac Awdurdodau Tân ac Achub yng Nghymru yn gofyn iddynt am fanylion eu gwaith ar Drechu Tlodi.

Heddiw rwyf wedi gosod copiâu o'r ymatebion a dderbyniwyd, ynghyd â llythyr gwreiddiol y Gweinidog, yn llyfrgell Cynulliad Cenedlaethol Cymru. Wrth wneud hynny, rwyf wedi dal yn ôl atodiad o un ymateb a oedd yn cynnwys manylion personol yn ymwneud ag unigolion penodol. Nid yw hyn mewn unrhyw ffordd yn amharu ar yr wybodaeth a nodir yn yr ymatebion.

*Yn gywir,*  


**Leighton Andrews AC / AM**  
Y Gweinidog Gwasanaethau Cyhoeddus  
Minister for Public Services

Lesley Griffiths AC / AM  
Y Gweinidog Llywodraeth Leol a Busnes y Llywodraeth  
Minister for Local Government and Government Business



Llywodraeth Cymru  
Welsh Government

Ein cyf/Our ref: MB/LG/2469/14

Leaders of Welsh Local Authorities  
Chairs of Fire and Rescue Authorities in Wales

Dear Colleague

24 June 2014

Tackling Poverty in Wales is a key priority for the Welsh Government. We need to work together to address challenges presented by poverty and as one of our key delivery partners, you have a central role to play. Poverty imposes enormous costs on society from lower economic productivity, reduced social cohesion and, of course, increased demands on public services. The lower level of skills, poor health and poverty of ambition which deprivation brings with it, are a brake on the potential of the Welsh economy.

I was pleased to have attended the first meeting of the Local Authority Anti-Poverty Champions in 2013, to see, at first hand, the professionalism and dedication the practitioners bring to the role. I know there is already good work underway.

I want to know more about your contribution to tackling poverty. Please could you write to me, setting out the activities, programmes and actions your Authority is undertaking to address poverty within your communities and the outcomes being achieved.

I look forward to your response by 15 July 2014.

I am copying this letter to the Local Authority Chief Executives and the Chief Fire Officers in Wales.

Regards

Lesley Griffiths AC / AM  
Y Gweinidog Llywodraeth Leol a Busnes y Llywodraeth  
Minister for Local Government and Government Business

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**For the attention of Ms. Nicola Edwards, Head of Government Business and Legislation,  
Welsh Government**

Dear Ms. Edwards

### **TACKLING POVERTY**

I am responding on behalf of the Leader of the Isle of Anglesey County Council to the letter issued by Ms. Lesley Griffiths AM, Minister for Local Government and Government Business to Leaders of Welsh Local Authorities on 24<sup>th</sup> June 2014 requesting information on the contribution made by our Council to tackling poverty.

I attach, for the attention of your Minister a detailed response outlining our strategies in this activity area. Anglesey places a high priority on appointing its most vulnerable citizens to meet the challenges within a low- wage local economy with high levels of unemployment and social deprivation. We have made a concerted effort, with partners across the public, private and third sectors to assist families with specific difficulties they are facing to understand and cope with issues emanating from the Welfare Reform policies and to this end we have established a multi-agency Welfare Reform Project Board, chaired by the Council's Chief Executive and meeting monthly to ensure an effective, joined up approach to meet the needs of our citizens which we believe is an excellent example of good practice and which is already delivering tangible benefits to our people. If you need further, or more detailed information, in respect of the contents of the attached position statement, please do not hesitate to contact me at your convenience.

Yours sincerely,



**Richard Parry Jones**  
**Prif Weithredwr / Chief Executive**

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darllen, eu copio a'u defnyddio yw'r person y bwriadwyd eu gyrru nhw ato. Petaech wedi derbyn y neges e-bost hon mewn camgymeriad yna, os gwelwch yn dda, rhowch wybod i'r Rheolwr Systemau yn syth gan ddefnyddio'r manylion isod, a pheidiwch datgelu na chopio'r cynnwys i neb arall.

Mae cynnwys y neges e-bost hon yn cynrychioli sylwadau'r gyrrwr yn unig ac nid o angenrheidrwydd yn cynrychioli sylwadau Cyngor Sir Ynys Mon. Mae Cyngor Sir Ynys Mon yn cadw a diogelu ei hawliau i fonitro yr holl negeseuon e-bost trwy ei rwydweithiau mewnol ac allanol.

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## Isle of Anglesey County Council Tackling Poverty

Ensuring that Anglesey County Council is successfully incorporating initiatives to tackle poverty is a priority within the Corporate Plan 2013-17. Welfare reform has the potential to impact a number of our citizens. We will therefore monitor its impact on the island and support individuals to overcome difficulties where we can.

We therefore as a Council promise to increase our housing options and reduce poverty through;

- work with partners to modernise and co-ordinate the benefits advice service so as to improve independence, work towards our anti-poverty strategy and mitigate the effects of welfare reform
- increase the affordable housing options, island wide and bring empty homes back into use
- support those at risk of becoming homeless and homeless individuals to find permanent homes

We envisage that success will mean that –

- 225 empty homes are brought back into use
- Greater confidence, control and independence for individuals to manage their own finances
- Greater confidence for individuals to seek and access employment

To support these aims and successes there are a number of initiatives taking place to mitigate the effects of poverty on Anglesey with a strong focus on partnership working.

The Welfare Reform Project aims to mitigate the effects of the benefit changes on Anglesey residents. There are a number of initiatives in place to achieve these targets and to support residents who are homeless or at risk of becoming homeless.

The key areas in which provision to tackle poverty is targeted;

### Housing

- Welfare rights
- Financial support
- Independent living
- Fuel poverty
- Supporting people
- Affordable housing

### Education

- Income maximisation
- Flying Start
- Team Around the Family

### Finance

- Discretionary payments
- Benefits advice

### Social Service

- Community support
- Signposting to services

Programmes Include:

- Welfare Reform Project
- Financial Inclusion
- Welfare Rights
- Housing Support
- Housing Options
- Supporting People Funding
- Team Around the Family
- Tenant Participation
- Housing Management
- Discretionary and Means Tested Payments
- Family Information Service
- Flying Start
- Technical Assistance for Energy Efficiency
- Digital Inclusion

Throughout these services the actions are to;

**Maximise Household Income, Reduce Pressure On Household Budgets and Support Independent Living**

**Activities:**

**Welfare Rights Unit**

Anglesey County Councils in-house Welfare Rights Unit, the JE O'Toole Centre provides free and confidential advice on benefits;

- Benefit Calculation
- Discretionary payments application and reconsideration assistance
- Filling in benefit claim forms
- Assistance and representation with benefit appeals
- Employment law
- Tribunal preparation and representation to all Anglesey residents

The Centre has had record gains of £2,854,536.69 during 2013/14 for claimable benefits, tax credits and entitlements which have been allocated to Anglesey residents.

**Financial inclusion**

The Financial Inclusion Officer works with Council tenants to increase financial literacy and capability through a range of activities and has, since January 2014 contributed to over £10,000 for social tenants through;

- Energy comparison
- Energy efficiency tests
- Re-payment negotiation
- Grant and funding eligibility checks
- Access to food banks
- Income maximisation

This role also support tenants through;

- Pre and post tenancy budgeting advice through the use of a booklet and leaflets
- Money management courses
- Raising awareness of affordable banking through promotion of Credit Unions and competitive banking with additional leaflets for support to individuals
- Staff training to raise profile of Financial Inclusion

- Partnership working
- Increase take up of content insurance
- Income maximisation through access to grants, assistance funds and discretionary payments
- Signposting for debt advice
- Working after core hours to support working households

### **Supporting People**

The Supporting People Programme provides housing-related support to help vulnerable people to live as independently as possible. Investments are made throughout Anglesey within the Authority and through funding third sector organisations to offer a range of support and activities to support individuals to have financial control and income maximisation.

These programmes include;

- Housing support
- Homelessness prevention for 16-25 year olds
- Homelessness prevention for 25+
- Substance misuse
- Individuals who have been in the criminal justice system

### **Housing support**

A project commissioned through Supporting People, situated within the Housing Services department and which offers a tailored and comprehensive support package for individuals who are at risk of homelessness for up to 2 years to help people maintain their accommodation, live safely and independently and participate in community life.

### **Housing Management**

Housing Services provide a service to Council Tenants, support is given through;

- Income management
- Rent arrears support
- Information and signposting
- Access to grants and discretionary payments
- Signposting to debt advice and money management
- Working after core hours to support working households
- Arrears recovery policy and procedures
- Early intervention rent arrears prevention

### **Housing Options**

Housing Services provide a homeless prevention team to support individuals who are at risk of becoming homeless across Anglesey;

- Complete statutory assessments
- Signposting to services
- Ongoing tailored support
- Benefit maximisation
- Work across agencies as a first point of contact for housing
- Negotiation with private landlords on behalf of the individual
- Signposting to debt advice and money management
- Negotiate with banks and building societies for reduced mortgage payments and better terms

Alongside this, the team also administer the Homeless Prevention Fund though providing rent in advance and deposits to secure accommodation.



### **Grants**

Homeless prevention section 180 grant is used within the authority and to support partner organisations through;

- Extending the opening hours for day services for homeless and vulnerable individuals during winter months
- Rough Sleeper Emergency Packs were distributed to homeless organisations. A total of 10 were produced
- Individual starter packs were provided to 30 homeless people who were not in priority need to facilitate independent living
- Small grants were awarded to help individuals with low level arrears to prevent escalation. All applicants were required to engage with the authority's financial inclusion officer and/or undertake money management training

### **Tenant Participation**

Actively support tenants within their community through;

- Raising awareness of services
- Promoting community activities
- Producing a tenant newsletter promoting financial capability, digital inclusion and benefits advice
- Information roadshows with partner organisations to encourage a one top shop service across Anglesey

### **Discretionary Payments**

Revenues and Benefits actively promote the Discretionary Housing Payments fund to support individuals who are facing difficulties to maintain tenancies within social and private accommodation. There was an applications increase of 420% during 2013/14, represented through over 700 applications with an approval percentage of 61.9%.

Anglesey County Council has become a Discretionary Assistance Fund partner agency to actively support the most vulnerable. This service will run in line with Discretionary Housing Payments to;

- Centralising discretionary payments to ensure best fund available for individuals and to avoid duplication
- Working throughout Anglesey to support rural areas
- Working in partnership to promote services
- Signposting to financial capability and debt management advice

### **Income Maximisation**

Increased awareness of Free School Meals and education grants is a priority within the Education Department and throughout the Authority. Initiatives are ongoing to support this;

- Partnership working
- Raise awareness within schools
- Monitor quality and standards
- Use of social media
- Incorporating 'are you receiving Free School Meals' on food bank referral forms and discretionary payments forms
- Active promotion in events and throughout all activities

### **Debt Advisor**

The Housing Services and Welfare Reform Project are commissioning a Debt Advice Caseworker to support Anglesey residents. The focus is on the provision of detailed casework and representation to clients with multiple and often complex debt histories as well as supporting those with relatively low level of debts.

This post will be commissioned to a partner organisation to support their sector organisations and to ensure a quality service will be delivered.

### **Support Residents To Become Digitally Capable While Increasing Levels of Essential Skills**

#### **Activities:**

The Authority are actively working in partnership to offer a range of activities to support digital literacy and to identify where support is needed for individuals facing difficulties with essential skills ;

- Numeracy and literacy courses for staff to identify individuals who need support
- Signposting to external essential skills courses
- Digital IT sessions for all levels throughout the community in partnership with several organisations to maximise capacity and availability
- Increased awareness of library provisions and facilities
- Future plan to increase availability of internet to encourage internet shopping and comparison sites
- Encouraging the use of online application forms – Revenues and Benefits department have gained a 60% increase in online Housing Benefits applications with this initiative since April 2013
- Offering inclusive session on energy best deals
- Supporting the use of Universal Job Match to look for work

### **Maximise Energy Efficiency Among Social And Private Houses**

#### **Activities:**

It is estimated in Wales as a whole that 30% of households and 33% of vulnerable households are in fuel poverty, while a figure is not available at LA level the lack of gas supply in part of the island and the age of the housing stock means the level is likely to be higher on Anglesey.

5.3% of homes do not have central heating and the limited gas network means a high percentage of homes rely on more expensive oil or electric central heating.

Within Housing Services several communities have benefited from mains gas scheme where over 120 council tenants and 47 private sector houses have converted to mains gas. Alongside this, 312 solar PV and 87 solar thermal panels have been installed on council homes. Outcomes of this are that low income families have been provided with more cost efficient heating and hot water.

Other initiatives include;

#### **Energy efficiency Grants**

Over 250 properties have been received grants to provide energy efficiency measures to provide;

- Loft, cavity or external wall insulation
- Central heating system
- Renew or repair boilers
- Double glazing and door replacement

Anglesey has among the highest levels of insulated homes in the UK with 18% of housing insulated.

Priority:

- To offer Energy Efficiency Grants to private owners/occupiers in targeted areas to take advantage of fuel switching programmes run in partnership with Wales and

West Utilities and British Gas.

- To offer assistance to provide loft insulation (including top up of existing levels), external wall insulation, cavity wall insulation, draught-proofing and pipe-lagging.
- To provide a central heating system, or replacement of a system or part of an existing system, older than 15 years where it is not financially viable to repair, i.e. the cost of repair is more than 50% of the cost of replacement.
- The applicant must, if eligible, apply to other Government funded schemes for assistance in the first instance e.g. NEST, CERT, GREEN DEAL or ECO
- To provide double-glazing where windows or doors are in poor condition and are the cause of significant heat loss.

### **Vibrant and Viable Places (VVP)**

Anglesey County Council has been awarded the VVP grant for Holyhead to improve shops, homes and energy efficiency in the area. A partnership has been formed with Scottish and Southern Electric to combine Eco Funding to maximise efficiency levels and look at a whole house approach. Priority is given for the Lower Super Output Areas within Holyhead. Welsh Government Eco Plus funding will be used to top up any costs. This grant will be available until 2017.

Partnership working is paramount to tackle fuel poverty, work is ongoing with a range of energy suppliers and third sector organisations to encourage individuals to look for best energy deals and we are encouraging energy switching initiatives such as Cyd Cymru.

### **Support Early Intervention Schemes**

#### **Activities:**

#### **Anglesey and Gwynedd Partnership**

The Partnership Unit is leading on creating a Family Support Strategy to include all core services such as Education, Children Services and Health as well as the third sector. The aim of the strategy is to ensure that there is no duplication of services and that resources are used more effectively between services and agencies.

The strategy will have tackling poverty as a central issue, with the three main Government grants – Families First, Flying Start and Communities First working closely together and with the statutory services and the third sector to achieve this. The strategy will be presented to the Children, Young People and Supporting Families Partnership Board at the beginning of November 2014 for approval and with a view to publication before the end of the year.

#### **Team Around the Family**

This is a multi-agency model that is developed and implemented as part of the Welsh Government's Families First programme. Work has been ongoing across Anglesey to work with families and agencies to identify any problems early, to change things for the better and prevent the problems developing into something more serious. The team has work with over 500 families across agencies to support early intervention.

#### **Flying Start**

The Flying Start service is a Welsh Assembly Government funded programme aimed at children aged 0-3 year and their families in the most disadvantaged communities in Wales. Flying Start works in partnership with a number of agencies, such as midwives, health visitors, childcare providers, social care professionals, language and play co-ordinators and others whose main task is to ensure that all Flying Start children have a flying start in life by developing their language, emotional, physical and social skills to make sure that they are ready to start school.

**Family Information Service**

Provides free and impartial information on a wide range of quality and affordable childcare for families, such as finding a nursery or playgroup, as well as other children and young people's services available in Anglesey. The service is working with families throughout Anglesey to support parents back to into work through securing affordable childcare facilities.

**Support and Work in Partnership with Partner Organisations****Activities:****Citizens Advice Bureau (CAB)**

The Authority actively supports CAB through ongoing partnership working and through funding services such as debt advice, money management and ongoing support for residents.

**Communities First**

The Authority works in partnership with Communities First to deliver initiatives such as the Pantri Pobl food bank, LIFT project and financial Inclusion work where funding is provided to part fund the post of Financial Inclusion Officer.

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24<sup>th</sup> July 2014

Dear Minister

## **RE: TACKLING POVERTY**

Thank you for your letter dated 24th June and your keen interest in the Anti Poverty agenda here in Blaenau Gwent. I agree with your comments in the letter about the huge issues poverty present to local authorities and the need to work together to address the challenges. I have set out below a brief overview of the actions we are taking in Blaenau Gwent and would be pleased to forward you additional information if you so wish.

### **Single Integrated Plan**

First and foremost we have prioritised anti poverty in our Single Integrated Plan (SIP) where we can ensure the multi agency collaboration, commitment and 'buy in' from partners in Blaenau Gwent. We consider the SIP to be our Anti Poverty Strategy for Blaenau Gwent.

### **Partnership Structure**

We have developed a partnership structure to ensure accountability of partners and effective challenge in monitoring of the SIP. We have thematic groups that report into a cross cutting People & Places group before making recommendations to the Local Service Board. Under the SIP we have 5 themes - Fair & Safe, Healthy, Learning, Thriving and Vibrant - and we have established thematic groups to progress the identified priorities under each theme. Anti Poverty is a cross cutting agenda and there are elements of work being undertaken across all the thematic groups but we coordinate the majority of the anti poverty actions through our Thriving & Vibrant thematic group. The Thriving and Vibrant themes covers priorities such as employment, financial awareness, housing and skills; and we have developed underpinning action plans to progress each of the priorities with identified lead officers. Updates against the action plans are presented to the Thriving and Vibrant group on a quarterly basis to ensure we are delivering against the priorities and we can address under performance - especially in relation to the anti poverty agenda.

Contd

Lesley Griffiths  
Minister for Local Government and Government Business  
Welsh Government  
Cardiff Bay  
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We welcome correspondence in the medium of Welsh or English. / Croesawn ohebiaith trwy gyfrwng y Gymraeg neu'r Saesneg.

Contd

Following the Thriving and Vibrant meetings progress reports are presented to the People & Places group where we can ensure the cross cutting links are made across all of the themes before identifying barriers and recommendations for the Local Service Board. We feel the partnership structure ensures a good level of multi agency scrutiny and regular opportunities to present updates against the anti poverty agenda and also opportunities for partners to challenge.

### **Anti Poverty Programme Collaboration**

In Blaenau Gwent we recognise that anti poverty is a larger issue in comparison to other areas and prioritised it accordingly. Welsh Government has invested in 3 anti poverty programmes Communities First, Families First and Flying Start and we have prioritised the collaboration and integration of the 3 programmes at local level. We have set up a programme board with representatives from each of the 3 programmes to identify actions required to seamlessly merge the operation of the 3 programmes. We have organised workshops with front line staff and regular team building events. The programme board meets regularly to discuss the collaboration and is chaired by Corporate Anti Poverty Champion (Corporate Director for Environment and Regeneration). Also, key officers from the group have been invited to work with the Deputy Minister for Anti Poverty to produce a joint outcome framework for use across Wales.

### **Regional Working**

As mentioned we have identified an Anti Poverty Champion at a corporate level and also elected member level. The Anti Poverty Champion works with other champions across South East Wales to share good practice and facilitate regional working. We are also working closely with Aneurin Bevan Health Board on a regional priority of low birth weight babies and will be holding a workshop in September.

I hope you find the updates useful and reassuring that we are progressing the anti poverty agenda in Blaenau Gwent. If you would like additional information such as: a copy of the SIP, underpinning action plans, terms of reference for thematic groups or programme board, please let me know.

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Finally, I would just like to let you know that over 2014/15 we will be working to 2 anti poverty priorities in particular: increasing employment pathways and reducing low birth weight babies. We will still take forward anti poverty actions but it is felt that a focus on the 2 priorities will bring about the necessary change required to achieve outcomes for the people of Blaenau Gwent.

Yours sincerely



**EXECUTIVE MEMBER SOCIAL SERVICES**  
**CHILDREN AND ACTIVE LIVING**

# Bridgend County Borough Council

## Cyngor Bwrdeistref Sirol Pen-y-bont ar Ogwr



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Ms Lesley Griffiths AM  
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**Date / Dyddiad:** 30<sup>th</sup> June 2014

Dear Minister

I write in response to your recent letter to the Chief Executive, asking for information from local authorities about their anti-poverty work.

This Council has consistently prioritised anti-poverty work, in recognition of the very great disparities in income and opportunities that exist in our County Borough. A great many mainstream Council services and policies impact on the causes and/or effects of poverty, ranging from mobile library services to housing advice. Often it is not the services themselves, but how they are targeted and delivered that will determine the extent to which they have an impact on poverty. Our approach has focused on three main aspects:

Getting more money into people's pockets - we do this through a combination of measures, such as the provision of financial inclusion advice, and advice on household budgeting, and cutting food and energy costs through Communities First; providing access to affordable credit through the promotion of the credit union; encouraging people to reduce smoking and alcohol consumption; and conducting affordability assessments as part of the housing nominations process. We help businesses to create new jobs by accessing funding for investment and we do everything we can to make sure that they think Bridgend is a good place to do business. We facilitate a business forum, to encourage greater trade between local businesses, to keep more money circulating locally. We work closely with RSLs to help to increase the supply of affordable housing through a variety of means.

Improving prospects – we try to improve individuals' life changes through access to learning and skills development opportunities, for example through ESF, ACL and Communities First funded training and employment provision, and basic skills support. We also ensure that we use community benefit clauses in major contracts, in order to create apprenticeships and work experience placements. Through programmes such as Flying Start, Communities First, Families First and youth services we try to widen horizons, and make residents, especially young people not earning or learning, aware of the opportunities that may be available outside their immediate communities.

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Improving places – we believe that it matters where people live, and that having a good quality, safe environment helps people to do better. We use every opportunity to bid for funding to improve our town centres, and are currently concluding an EU funded investment programme of nearly £14million in our three major towns. We work with the police to ensure that any problems created by licensed premises are addressed effectively. We invest in smaller settlements through the Rural Development Programme and work in partnership with town and community council's to deliver improvements. Our strategic events help to create a sense of community, as well as generating visitors and helping to bring money into the local economy. We have outsourced our leisure services, in order to make them more sustainable in the current financial climate. Through our schools improvement programme, we are investing in creating high quality learning environments.

I hope this provides you with a picture of some of the programmes and projects we are delivering as part of our commitment tackling poverty. Our immediate concern is that, in order to meet statutory requirements in the context of diminishing budgets, we will lose some of the more effective practice that we have developed in tackling the root causes of poverty. This Council is clear that the extent to which an economy is thriving is a key factor in creating the levels of aspiration that are needed to enable individuals to overcome the impact of childhood poverty. The Council must continue, therefore, to prioritise to its regional partnership working to develop the sectors of its economy that have the greatest capacity to thrive and grow.

If you have any further queries, please do not hesitate to contact me.

Yours sincerely



SATWANT PRYCE  
Head of Regeneration and Development

cc Cllr Mel Nott OBE, Leader of Council  
Mr Darren Mepham, Chief Executive



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Date/Dyddiad: 14<sup>th</sup> July, 2014

Dear Lesley

### Addressing Poverty in Caerphilly

Thank you for your letter of 24<sup>th</sup> June, 2014 in relation to the work being carried out by Caerphilly County Borough Council in relation to the tackling poverty agenda.

Poverty represents a key theme running through the local authority's Single Integrated Plan, *Caerphilly Delivers*. The plan sets out a commitment by the Caerphilly Local Service Board to tackle the impact of poverty and its many causes and symptoms.

Caerphilly Council recognises that it will be unable to support its residents without the expertise and commitment of its partners both within the Local Service Board and the third sector and has developed strong partnership working with key organisations such as the Department for Work and Pensions, Jobcentre Plus and Citizens Advice Bureau at both a strategic and operational level. The Local Service Board also recently hosted a third sector Standing Conference which provided an opportunity for a range of local partners to share and discuss what is currently being done to address poverty and, importantly, identify what more needs to be done to tackle this complex issue. Furthermore a multi-agency Poverty Task Group, Chaired by our officer Anti Poverty Champion, has been established with a key focus on tackling the impact of poverty in the Upper Rhymney Valley area.

In responding to your request we have focussed on Council led interventions. The projects and activities described below therefore do not include the support being provided via the Welsh Government funded poverty programmes - Communities First, Families First and Flying Start - but demonstrate the wide range of other projects that are contributing to the holistic way in which poverty is being addressed in Caerphilly. Having said that, you will also recognise that where there is joint working between services, programmes, and partners, there will quite rightly, be a degree of overlap. We also attach a copy of a letter previously provided to the Deputy Minister for Tackling Poverty which provides further context to the support being delivered in Caerphilly and I would be happy to provide further detail on any of that activity if you wish.

**Cabinet Member  
Aelod Cabinet**

**This correspondence is from an individual member and is not written on behalf of the Council.  
Mae'r llythyr hwn oddi wrth aelod unigol ac nid wedi ei ysgrifennu ar ran y Cyngor.**

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Caerphilly recognises that poverty is a multi-faceted problem that cuts across many of its service areas with the effects being felt by its residents and employees in a variety of ways. While it is difficult to categorise the areas in which poverty is being addressed as they are so interconnected the projects highlighted below indicate what is being undertaken in a number of key areas:

- Homes (WHQS) and tenancy support
- Welfare reform and its impacts
- Employment (including NEETS)
- Financial capability and debt
- Partnership working
- Health
- Education

With a housing stock of almost 11,000 properties and 14,000 tenants Caerphilly recognises its responsibilities as a landlord and has invested significantly in improving its housing stock, the local environment and hence the lives of its tenants.

### *Welsh Housing Quality Standard (WHQS)*

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In February 2012 the Council agreed a £200m investment in homes to achieve the Welsh Housing Quality Standard that would not only transform homes but also lives and communities. The contract structure was designed specifically to strengthen the local economy and provide opportunities for local people through:

- Awarding 50% of the work to the Council's internal workforce (95% of whom live within Caerphilly County Borough)
- Encouraging contractors to pay the Living Wage
- Restricting sub contracting arrangements to one level only to ensure that payments are made on time to small businesses thereby strengthening the local SME sector upon which the local economy is based
- Including community benefits and targeted recruitment and training clauses which have created new employment opportunities for local unemployed people, long term unemployed people, graduates, apprenticeship opportunities and linking to the Council's Passport Programme and Welsh Government's Communities First Programme to provide Jobs Growth Wales and work experience opportunities for young people aged 16-24.

In partnership with other council services, programmes and statutory services a host of other initiatives linked to the WHQS are also being delivered which impact upon poverty:

- New, more efficient, central heating systems, insulation and over cladding tackle fuel poverty by making homes warmer and free from damp thereby reducing energy bills and improving health and overall mental well being.
- Tenants are provided with support from Aneurin Bevan University Health Board in partnership with Caerphilly's Health Improvement Team, Caerphilly homes and Communities First to understand how to use their new kitchen, to cook healthy meals on a budget, kitchen safety for children and vulnerable adults and how to minimise the risk of infection in the home
- A WHQS Occupational Therapist undertakes assessments and intervention plans with all tenants with disabilities or bespoke needs. This often results in recommendations to designs and equipment which will allow tenants to live independently in their home for longer.
- A great deal of work has been undertaken to provide improvements for tenants with visual impairments and dementia over and above the WHQS standard and exceeding the RNIB Visibly Better Standard.

- Specialist Tenant Liaison Officers engage and support tenants within their home (often including people suffering from drug and alcohol addiction, poor mental health, debt, unemployment and fear) before referring them to access appropriate support services.
- Through minor community improvement projects and events, tenants are encouraged to engage in practical activities taking place on their doorstep. This provides opportunities to increase skill levels, which may lead to additional learning, further support or employment opportunities.
- Targeted partnership work is also taking place in selected communities identified as lacking in cohesion. WHQS is working in partnership with Communities First, Groundwork Caerphilly, the LHB, Flying Start, Families First, Police, Citizens Advice Bureau and others to facilitate engagement and support to generate pride and a sense of greater community cohesion.
- Funds totalling £50,000 per annum to support local employment projects, local community projects and projects designed to address anti social behaviour.
- £10.6m set aside to improve the immediate environment within the borough's most deprived social housing estates to help create an improved, healthier external environment that is considered safe and free from crime.

#### ***Support for homeless and those at risk of becoming homeless (non- statutory and statutory)***

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The local authority has a statutory requirement to provide accommodation for priority groups who are homeless, however, there are a significant proportion of homeless or those at risk of becoming homeless that currently fall outside of the statutory provision. Caerphilly is actively supporting those to enable them to secure accommodation and move forward with their lives.

Support is provided to access private sector rented properties with the various barriers and financial requirements preventing a resident taking on a private tenancy being addressed. A financial assessment of the tenant is carried out and a payback agreement is set up. Where required and agreed with the tenant a Credit Union account is opened to encourage saving/budgeting and a direct debit for rent is set up with the council paying the £5 monthly fee, if required, for first 6 months. In order to prevent a loss of the tenancy after a few months a new initiative has been introduced whereby a support worker through the Supporting People programme is allocated to the tenant to assist with other issues that may impact on maintenance of a tenancy. The Landlord is also supported with setting up the tenancy and the associated finances (first month's rent, bond, guarantor etc) are tackled using the Caerphilly Bond Scheme

Caerphilly Council has developed in partnership with United Welsh Housing Association a new building providing short term supported accommodation for homeless households. Every household placed at Ty'r Fesen is allocated a Support Worker, who works with the family to achieve agreed targets. A joint needs assessment and support plan is developed, which identifies the unmet needs a service user has which require additional intervention to enable them to sustain their home and to live more independently. The following support is available to the family at the facility - Debt/Budgeting Advice, on-line training, health care service, welfare benefits advice, cooking and health eating, advocacy, household led food-Co-Op, free gym and swimming sessions at the local leisure centre, CV writing, help to get back into work training events.

#### ***Welfare Reform Programme***

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The changes in benefits introduced by the UK Government via the Welfare Reform Act 2012 and Localised Finance Act 2011 have been seen as a priority by Caerphilly Council. A Programme Board of senior officers and a steering group of officers from key service areas was established in July 2012 to oversee projects that would prepare the authority and its residents for the changes.

The projects included in the programme are:

### *Welfare Reform Act and Council Tax Reduction Scheme Awareness*

- Raising the awareness of the benefits changes, both internally and externally to ensure the impacts are fully understood and to allow sufficient time to prepare staff and residents for the transition
- Identifying, engaging with and preparing front-line services that will have a direct contact with affected residents that will be directly affected by the changes in their service delivery
- Identifying and planning contact with the affected residents to implement the changes and offer the relevant support during the transition to the new benefits rules.

### *Under-occupation (removal of spare room subsidy)*

In order to support tenants with the reductions in Housing Benefit Caerphilly created four new Tenancy Support Officer posts, to visit the under-occupying tenants and offer relevant face to face support in their own homes. The Tenancy Support Officers offer advice, support and appropriate signposting or referral relevant to each tenant's circumstance, including:

- Assessment and help to maximise their income
- Assessment and help for savings with utilities
- Debt support (casework) referral to CAB
- Signposting for digital support sessions
- Employment signposting and in some cases specific referral to JCP or Bridges into Work
- Support with completing DHP applications and identifying longer term solutions to meet the gap in income
- Signposting/referral to other internal service areas, programmes and initiatives (e.g. Families First / Team Around the Family, Private Sector Housing etc.)

The Tenancy Support Officers have recently completed visits to all under-occupying tenants and are now commencing a programme of visiting other tenants identified as being in need of support.

Key outcomes of the visits between October 2012 and March 2014:

- Face-to-face support provided to 2226 council tenants
- Promotion of Welsh Water Assist resulted in a £269k reduction in water costs for tenants.
- 340 referrals to CAB for money and debt advice appointments held in local offices of which 107 received specialist casework support which identified £1.2m debt.
- 263 referrals to JCP for fast-track employment support (31 entered employment and 27 entered training or volunteering)
- Applications for water meter installation saving tenants £48,000 (average of £100 savings per annum)
- tenants received expert energy saving advice with £35,000 worth of warm home discount applications successful
- 1353 tenants were assisted in completing a DHP application

### *Universal Credit Local Authority Led Pilot*

Caerphilly was one of 12 areas across the UK to be selected by the DWP to trial ways to support its residents for the introduction of Universal Credit. The Caerphilly pilot developed learning and good practices focussed on coordinating existing initiatives and partner organizations to ensure:

- Digitally excluded groups within our communities are supported in the journey to "online" interaction through support and access to IT in libraries
- Appropriate signposting takes place, where necessary, to support access to employment
- Support is provided to our residents to improve their money management skills

The delivery team comprises officers from key service areas (Community Regeneration, Housing Benefits, Customer Services, Libraries, Housing and ICT) and key external partners, in particular JobCentre Plus and Caerphilly CAB. Many of the initiatives developed during the Pilot have become incorporated as business as usual for the local authority (on-line application forms, partnership working with JCP, information collection form, debt referral and monitoring)

#### ***Other benefits changes (Benefit Cap, PIP, DAF)***

Awareness sessions regularly take place with staff, voluntary organisations and the third sector in order to ensure that support staff and support organisations are able to provide accurate, up to date and timely information, as well as appropriate advice and guidance. The corporate website is updated with key information for the Benefit Cap, PIP and Discretionary Assistance Fund (DAF). Sessions are also held with external organisations such as Illegal Money Lending Unit and JCP to ensure staff are as fully informed as possible of the changes and the effects they may be having on our residents.

#### ***Local Support Services Framework***

The framework will be providing a collaborative structure for planning holistic and integrated localised support for claiming and maintaining a claim for Universal Credit. Caerphilly has been involved in a number of working groups supporting the development of the framework, the Welsh Support and Exceptions group and also the local support services reference group (a national group). A Task and Finish Group comprising CCBC and JCP resources has been established to map current provision and funding streams of relevant services in borough.

#### ***Gwent Money Advice Service Project***

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The Gwent Money Advice project will better align local delivery of money advice services and improve signposting and awareness of financial inclusion issues, ameliorating the consequences of welfare reform, tackling poverty and combating financial exclusion. Supported by the Regional Collaboration Fund Caerphilly is leading work across Gwent to develop a workforce better able to provide advice at various levels – signposting, case working and specialist – as recommended by the Welsh Government. The project commenced in March 2014 and will run until March 2016, with 3 main objectives: Develop a better understanding of the provision and demand for money advice services, through mapping and analysis, Develop an action plan to address any issues identified between supply and demand, Deliver a shared information resource in the form of a signposting tool.

#### ***Supporting People anti poverty services***

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The Supporting People programme have developed a number of initiatives specifically around welfare reform and supporting residents impacted by the changes;

- CAB – Specialist floating debt support worker visits residents in their homes and helps with complex debt issues, the support worker also acts as a source of expertise for other support workers.
- Age Cymru Gwent - 2 support workers who specialise on benefit maximisation for the elderly.
- Age Cymru Gwent (commencing October 2014) - Specialist adviser to assist elderly with appeals regarding ESA/DLA/PIP.
- Disability CANDO - contract to complement their lottery funded 'welfare reform' scheme.
- St Vincent's Community Support - 'spot contract' pilot with organisation to work specifically on helping people experiencing difficulties due to welfare reform.
- Shelter Advice surgeries across the borough part funded by Supporting People

In all of the above information is being collected on benefits achieved and debt remedial measures taken.

All providers (approx 250 support workers in accommodation and floating support) are expected to have the skills to work with clients in terms of budgeting and preparing for introduction of Universal Credit and to assist clients with benefit application and applications for Discretionary Assistance Fund and Discretionary Housing payments.

### *Living Wage*

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Caerphilly County Borough Council were the first authority in Wales and one of the first in the UK to implement the Living Wage for employees on 1<sup>st</sup> October 2012. Since that date the Council has continued to honour the annual increase in pay for workers in line with the recommendations of the Living Wage Foundation. Of the Council's 9000 employees, approximately 3000 were positively affected by the decision made by Elected Members. Employees now earning the living wage are employed in a wide range of occupations. Most of the Council's employees live within the County Borough therefore this has had a positive impact on the wider economic agenda.

### *Support with accessing employment*

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The Deputy Minister for Tackling Poverty has identified young people Not in Education, Employment or Training as one of two priority areas for Local Authorities. Our Member Anti Poverty Champion, Cllr. Gerald Jones, gave a presentation on the Caerphilly approach at the South East Wales Regional Tackling Poverty event earlier this year. Caerphilly Council has developed a strategy and operational plan for the reduction of young people Not in Education, Employment or Training (NEET). This reflects the aims of the Youth Engagement and Progression Framework published by Welsh Government in 2013 to promote services and agencies working collaboratively to secure improved outcomes for young people identified or at risk of becoming NEET.

Caerphilly has shown a continuous improvement in reducing the number of NEETs within the authority at age 16 from 7.1% in 2008 to 4.4% in 2013. However, there is still more work to be undertaken with the destinations of post-16 individuals to ensure their entry into education, employment, or training.

As part of coordinating a service to provide improved outcomes for young people within the authority, we are also developing a local response to the National Youth Work Strategy for Wales (Welsh Government, 2014), which identifies the need to track young people's engagement in services to support them to achieve their potential.

### *Caerphilly Passport Programme*

The Caerphilly Passport Programme is an innovative approach to supporting young people into employment who are NEET and has been used as a case study by Welsh Government in the Youth Engagement and Progression Framework document. 53% of the young people who have been supported by Passport are from Communities First areas and many are from a background of worklessness and poverty. The young person undertakes training before going into an unpaid work experience placement and then moves into a Jobs Growth Wales placement supported by the Passport team based in Human Resources. The placements are both within the Council and with external employers across the County Borough.

The programme works in partnership with other CCBC activities such as projects in Communities First, the WHQS Programme and the Welfare Reform Programme. Between 1<sup>st</sup> April 2013 and 31<sup>st</sup> March 2014, 176 placements have been facilitated, 150 JGW placements have been filled and 77% of those young people undertaking a Jobs Growth Wales placement have gone into sustainable employment or returned to education.

The work above is complimented by additional support for those out of work through two ESF funded projects Bridges into Work and Working Skills for Adults.

### *Bridges into Work and Working Skills for Adults*

Bridges into Work is an ESF grant funded projects that has supported economically inactive and unemployed people to gain skills, qualifications and employment across six local authorities since 2009, the project is led by Torfaen CBC. The target groups are those most disadvantaged and at risk of poverty; Long Term Unemployed, those with a Work Limiting Health Condition or Disability, Lone Parents, Young adults not in employment, education or training (NEETS), those with Caring responsibilities, older people (50+), women and Black or Minority Ethnic.

Working Skills for Adults is an ESF grant funded project that has supports low-skilled employees to develop their existing skills, sustain employment and increase their earnings potential across six local authorities since 2010, the project is led by Torfaen CBC. The target groups are those who are unskilled, at risk of underemployment or experiencing in-work poverty; those with a Work Limiting Health Condition or Disability, Lone Parents, those with Caring responsibilities, older people (50+), women and Black or Minority Ethnic.

Both projects provide a range of support that is tailored to meet individual needs and aim to address poverty by supporting people into sustainable, financially rewarding employment.

Since its inception Bridges Into Work has supported 4800 participants and supported 2380 learners to gain qualifications. 300 people have been supported into employment and away from benefit dependency and a further 500 successfully progressed into further learning, training or education. When the project closes in March 2015, 5110 people will have been supported, with over 2700 gaining at least one qualification and 370 moving into paid employment. Since 2010 Working skills for Adults has supported 2500 participants and supported 1400 learners to gain qualifications. 150 people have successfully reported a positive job change and 200 progressed onto more learning and development.

### *Credit Unions*

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A Task and Finish Group has been established to support the local Credit Unions in addressing the relatively low membership in the County Borough. This is being achieved through:

- Working with Customer Services – including the new mobile bus
- Promotions via the Trade Unions
- Information leaflets for Council induction packs, pre-retirement courses and participants on the Passport Programme
- Increasing the number of collection points in local schools

It is hoped the this will improve peoples awareness and perceptions of Credit Unions leading to improved levels of investment and more volunteers making the Credit Unions more secure and seen as an alternative to more expensive loan providers.

### *Food-banks*

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The Council's Town Centre Management team have partnered all of the four Food Banks in the County Borough with at least one major supermarket. The Team are also hosting meetings with the Food Banks to explore areas for further support. The Rhymney Valley Food Bank alone has supported over 2,000 people since its launch in 2012 and is developing a second facility in Rhymney in addition to the existing base in New Tredegar. The Council has organised a number of collection days across its workforce



including a “*Fashion For Food*” initiative whereby staff were able to dress-down in return for contributions for the food banks.

### ***RDP Projects***

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The RDP is a broad regeneration programme for eligible rural areas of Caerphilly county borough which aim to improve the quality of life in rural areas and support the local economy. Some of the projects that directly impact on poverty are highlighted

- Training project run by Clwbiau Plant Cymru (Kids Clubs Wales) to train people in the more remote areas to operate kids clubs, thereby addressing the lack of childcare and reducing barriers to employment.
- Training support grant administered by Coalfields Regeneration Trust offering 80% grants to eligible individuals and enterprises for training that has economic benefits.
- Training project provided by Groundwork Caerphilly which takes volunteers who are economically inactive and seeks to equip them with skills and attributes to increase employability.
- LEADER project which delivers a wide range of initiatives aimed at fostering economic growth in rural areas. The project includes business support for local micro enterprises, e.g. workshops on business development and branding, training on social media and developing local supply chains. The project specifically targets farm households and communities in rural areas that are living in fuel poverty by identifying energy saving measures and helping access funding for energy efficiency.
- Work is also being delivered in lower income communities around food and using local food to support healthier lifestyles and reduce household expenditure. Workshops have been held on basic cooking skills, pricing meals and portion control.
- The project has also run a series of pop up restaurants in rural communities to offer a dining experience run by the local community, which generates income and promotes healthier eating.

### ***Health Improvement***

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One of the priorities that the Deputy Minister for Tackling Poverty asked Local Authorities to focus on was in relation to low birth weight babies and a wide range of initiatives are being delivered across a number of programmes and services in Caerphilly. These projects are targeting smoking, teenage pregnancies, alcohol and substance misuse amongst mothers, nutrition and access to antenatal care. The partnership element of working is key to ensure these initiatives are effective in tackling poverty and that those in need of support are referred or signposted to the appropriate help whichever council or non-council provision they may be engaged with.

We have actions plans in place with our partners in relation to smoking, nutrition, Creating an Active Caerphilly, and sexual health. We were the first Local Authority schools catering service to become fully Appetite for Life compliant. As you are aware, smoking is the largest single preventable cause of ill health and premature death in Wales and is also a leading cause of health inequalities, having been identified as the main cause for the gap in life expectancy between rich and poor. This Council has shown particular leadership in relation to smoking by declaring all of our children’s play areas in our parks as smoke free. Through a competition with schools we have a “Young Lungs at Play” design for our signage which has also now been rolled out to the majority of school playgrounds. This year we have also been promoting the initiative with early years setting using the same design but in a window sticker format.

### ***Addressing the Educational Attainment Gap***

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The introduction of the Pupil Deprivation Grant and the targeted interventions undertaken by the Education and Achievement Service (EAS), specifically targeting improving literacy and mathematics

has encouraged schools to focus on narrowing the gap. The initial findings of the work are provided below;

- At Key Stage 2 (11 years) 68.6% of pupils entitled to Free School Meals (FSM) achieve the Core Subject Indicator compared with 89.3% of pupils not entitled to FSM. The gap reduced between 2012 and 2013 from 24.6 to 20.4 points, which is slightly above the 2013 Wales average of 18.3.
- At Key Stage 3 (14 years) There has been a three year reduction in the gap between the proportion of pupils entitled to FSM and those not entitled to FSM achieving the CSI from 33.6 points to 27.4 points, and the gap is now smaller than the Wales average. The gap has also reduced in Welsh first language, mathematics and science.
- At Key Stage 4 (16 years) There has been a three year reduction in the gap between the proportion of pupils entitled to FSM and those not entitled to FSM achieving the Level 2 threshold including English/Welsh first language and mathematics from 31.7 in 2011 to 28.9 in 2012. The gap has remained smaller than the gap across Wales for the last 5 years.

### ***Digital Exclusion***

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The National Survey for Wales 2013 identifies that 30% of the population of Caerphilly are digitally excluded which places the borough 21<sup>st</sup> out of the 22 local authorities. Caerphilly recognises that digital exclusion impacts on poverty through increasing isolation and reduced access to information and services. Digital exclusion can be caused through a lack of access to equipment and/or a lack skills and experience in using IT. In order to address the access issue Caerphilly has invested £13m in improving its libraries and is able to provide 250 free public access PCs in 18 libraries across the borough. Currently 12 of these libraries also provide access to free wi-fi.

The skills gap is addressed through Communities 2.0 funding which has enabled the delivery of the Get Caerphilly On-line programme, which provides a range of formal and informal training including drop in sessions in local libraries (Digital Fridays). These sessions are used for a wide variety of purposes from basic IT, searching for employment and shopping online. Key to the digital skill improvement work stream is the identification, recruitment and formal training of volunteers in the local community who take up the role of Digital Champion. The Get Caerphilly Online programme has recently supported its 4000 resident and has trained in excess of 25 digital champions.

In addition to the above the Communities 2.0 Broker has worked with Rhymney Comprehensive School and partners to develop a new laptop/tablet purchase scheme. The proposal is that orders will be taken by the school and passed to Smart Money Cymru Credit Union to arrange a loan agreement with the responsible adult for a laptop/tablet. The project has been subject to a consultation exercise with pupils, and the School council incorporating an "Apprentice" style process to settle on the final branding. Following a consultation exercise with the school council the project will now be known as "Cloud9", a name presented by the pupils, and is due for launch in September with a marketing plan in development. The products offered as part of the scheme will include an android tablet costing under £75. If successful this scheme could be rolled out in other schools and through other routes including social housing.

### ***Lansbury Park***

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Lansbury Park in Caerphilly is the most deprived Lower Super Output Area (LSOA) in Caerphilly County Borough Council and the second most deprived LSOA in Wales within the Welsh Index of Multiple Deprivation. Communities First, Families First, and Flying start are all active in the area which consists of a large proportion of Council owned housing. Communities First are also delivering the Welsh Government "Lift" pilot in Lansbury park which is focussed on providing additional support to those who are long term unemployed and living within a workless household. In recent weeks a multi-agency task and finish group has been established with a view to addressing some issues within the area such as

crime and disorder, anti social behaviour, community engagement, and community pride through a partnership approach.

It is difficult to cover all aspects of our activity in a letter, but I hope that I have illustrated above that tackling poverty is something that we take very seriously in Caerphilly. I trust that you will find the enclosed information of interest but should you require any further information then please do not hesitate to contact me.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Keith Reynolds', written in a cursive style.

**Councillor Keith Reynolds**  
**Leader, Caerphilly County Borough Council**

**Encl:** Copy letter to Deputy Minister for Tackling Poverty



Fenalata House,  
Tredomen Park,  
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Ty Penalata,  
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E Mail/E Bost: geraldjones@caerphilly.gov.uk  
Date/Dyddiad: 29<sup>th</sup> October, 2013

Dear Vaughan,

**Re: Anti-Poverty Champions**

Thank you for your letter of 21<sup>st</sup> August 2013. I apologise for the delay in replying.

I am able to offer the following responses to the questions that you raise:

**1. How are Local Authorities meeting the Child Poverty Duty requirements as set out in the Children and Families (Wales) Measure 2010?**

Our responsibilities under the Child Poverty Duty are being met through our Single Integrated Plan, *Caerphilly Delivers*, together with our Families First, Flying Start, and Communities First Programmes. *Caerphilly Delivers* has been developed on the principle of early intervention and prevention goals with the aim of either preventing matters from getting worse or occurring in the first place, by identifying those in greatest need from their vulnerability, their risk of becoming vulnerable or from otherwise becoming disadvantaged. The Single Plan sets out a commitment by the Caerphilly Local Service Board to tackle the impact of poverty and its many causes and symptoms, and concentrate on the major issues and challenges facing individuals and families in our communities. To realise the long-term vision five key themes have been identified:

- Prosperous Caerphilly
- Safer Caerphilly
- Learning Caerphilly
- Healthier Caerphilly
- Greener Caerphilly

Cabinet Member  
Aelod Cabinet

Cont.

This correspondence is from an individual member and is not written on behalf of the Council

Mae'r llythyr hwn oddi wrth aelod unigol ac nid wedi ei ysgrifennu ar ran y Cyngor.

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You will recognise the alignment with the Communities First strategic outcomes of Prosperous, Learning, and Healthier Communities. A suite of Priorities informed by our Unified Needs

Assessment underpins each Theme. The Caerphilly LSB is responsible for the delivery of *Caerphilly Delivers*. As well as receiving performance reports including results based accountability (RBA) Scorecards, the Caerphilly LSB will publicise a report annually evidencing progress of *Caerphilly Delivers*.

The infrastructure of our Families First Programme is based on the Team Around the Family (TAF) model. There are a range of projects in the Programme (summary attached), which have been commissioned, all of which will work directly with each other as well as the TAF model. The projects provide support before the initial TAF involvement, so that families with needs can be identified and referred to the TAF. Support for families is ongoing as all projects appoint a lead professional and other professionals in order to meet the needs of whole families. Work has commenced towards the Joint Assessment Family Framework. The Common Referral Form has been recently piloted and will be soon implemented. Families First Programme works with Communities First to:

- Co-fund a team to engage with vulnerable families within local communities
- Identify the needs of those families and refer to appropriate services including Team Around the Family
- Integrate families that are disengaged in local community activities, thus ensuring a more cohesive community
- Empower families to be involved in local consultation and decision making

The Families First Programme works with Flying Start to:

- Complement the work undertaken with Flying Start families across the borough
- Jointly monitor projects delivered by the same organisation and have similar outcomes
- Review or develop specifications in partnership so that services offered through the 2 programmes complement each other
- Co-ordinate parenting across the borough
- Deliver priority elements within the local Family Support Strategy

An independent evaluation of the Caerphilly Families First Programme has been completed and published on our website and can be accessed from the following link:  
<http://www.caerphilly.gov.uk/familiesfirst/>

The Caerphilly Flying Start programme is meeting the requirements in the Children and Families Measure, for delivery of enhanced health services, childcare places, parenting support and early language development in the ten existing areas and will have delivery in the additional 9 new areas during 2014. Early indications through the Welsh Government quantitative statistical release shows that Caerphilly Flying Start is delivering above the Welsh average for outcomes for families, as well as independent family case studies supporting the individualised evaluation for outcomes for families (see examples attached). Caerphilly Flying Start is working in close partnership with both Communities First and Families First programmes to ensure transition out of the programme is supported and communities are able to thrive as well as provide targeted support (Flying Start light) in non-Flying Start areas. Indirect benefits also include regeneration through sustainability support for non-maintained voluntary sector groups, upskilling the workforce to Level 5 and ongoing CPD, as well as delivering substantial new employment in posts above the living wage.

Additionally, the Caerphilly Local Service Board has adopted a priority: "To tackle the impact of poverty". The LSB has identified the Upper Rhymney Valley as the geographical focus for this Priority. A multi-agency task group has been established in relation to this Priority consisting of Jobcentre Plus, Citizens Advice Bureau, Rhymney Comprehensive School, and the Rhymney Valley Food Bank for example. Task and Finish sub-groups have been set up in relation to Food Banks, Digital Inclusion, Credits Unions, and Youth Unemployment and Engagement.

For 2013/14 the Council has set the following 6 Improvement Objectives:

- Ensure children and young people who are looked after are supported to achieve their full potential.
- Improve job opportunities by implementing the Council's Passport Scheme.
- Develop an effective and accessible Youth Service that supports the personal and social development of young people
- Improve awareness, access, variety and use of leisure, community and sporting facilities.
- Investment in Council homes to transform lives and Communities.
- Improve the availability of private and public sector housing to reduce the number of residents who may become homeless.

Each Improvement Objective will have a detailed action plan that will be monitored with a yearly assessment report, which is published each October.

## **2. How do you think the publication 'Building Resilient Communities: Taking Forward the Tackling Poverty Action Plan' helped to shape or change how Local Authorities work?**

The Tackling Poverty Action Plan has helped to shape the delivery plans for all the Welsh Government programmes detailed above. I hope that it will also be apparent from the above that this has also influenced development of Priorities of the Local Service Board and with in our Single Integrated Plan.

## **3. Ongoing dialogue across Local Authorities and the wider public sector including Local Health Boards is critical to a joint approach to tackling poverty.**

### **3.1 How effective is the dialogue?**

### **3.2 What improvements can you suggest are made to re-enforce combined efforts.**

Health Board colleagues and other partners are engaged in this joint approach through participation in the Local Service Board and through the lead roles and delivery mechanisms identified in relation to our Single Integrated Plan. Dialogue at delivery level is extremely good both across the Authority and with partners, as are the links between the key anti poverty programmes (Communities First, Families First and Flying Start). Delivery links with Health Visitors and Primary Care (in particular the primary mental health service) are developing well and further information on how partnership working at this level is beneficial for the community can be provided if required.

#### **4. Good practices – what works well and why?**

We are able to provide many examples of what we consider has gone well and I will highlight some major examples here.

In July 2012 the Council established a Welfare Reform Programme Board to oversee projects that would prepare the authority and its residents for the changes introduced by the UK Government via the Welfare Reform Act 2012 and Localised Finance Act 2011. I attach a summary Report to our Policy and Resources Scrutiny Committee from July of this year for your information.

As you are aware we are implementing a programme of work to bring all of our properties up to Welsh Housing Quality Standard (WHQS) by 2020. During this time, the council will spend around £200million on improvements to tenants' homes throughout the borough. Improvements will include new kitchens, bathrooms and heating systems, as well as work to the exterior of many homes and environmental improvements. In the course of this programme we are taking steps to maximise employment, skills and training opportunities for local people. We are also seizing this once in a lifetime opportunity to transform the lives of our tenants by integrating support for welfare reform changes, as well as signposting to money advice, for example, into the programme.

The Council's Apprenticeship and Traineeship Scheme provided significant opportunities for local people. The success of this project led to the development of a scheme called the Passport Programme, which commenced in April 2013 and we aim for this to result in an increase in the number of young people supported to at least 200 or more a year.

#### **5. Blockages – what isn't working well, why, and suggestions to help resolve these.**

As raised with you at your meeting with East Wales Poverty Champions on 28<sup>th</sup> August, our Poverty Task Group has identified a concern that, despite high levels of unemployment in the Upper Rhymney Valley, the Work Programme providers have withdrawn their outreach services from the area and customers were now expected to travel to Caerphilly to receive support. The Group understands that the Work Programme average success rate is only 3% nationally and this figure is likely to be worse in the Upper Rhymney Valley. Contracts let to Work Programme providers on a payment by results basis may provide a disincentive to operating in more challenging localities.

As the Work Programme is the most significant provision, the Group agreed to invite the two providers (Working Links and Rehab Jobfit) to discuss how partners might be able to support them. Disappointingly, having agreed to attend, representatives of both providers failed to attend either the July or September meetings of the Group. Our concerns remain that the Work Programme providers have not been able to enter into a discussion on how support for unemployed people can be improved in one of the most deprived areas of Wales. We remain interested in engaging on this issue and recognise that the Work Programme is a Department of Work and Pensions initiative, but would welcome any representations that you are able to make.

In relation to addressing potential blockages we have a Personal Information Sharing Project being delivered on behalf of the LSB with ESF support. This project aims to improve public services across LSB partners by developing best practice in sharing information efficiently and appropriately. We are also leading on a Gwent Money Advice project which is supported by

Welsh Government Region Collaboration funding. This project is part of a range of activities to mitigate against the effects of welfare reforms and aims to build capacity within LSB partners the provision of money advice.

**6. What steps are being taken to monitor outcomes in relation to tackling poverty?**

There are a number of reporting frameworks in relation to this. With regard to our Single Plan performance will be presented, monitored and reviewed by the Lead Delivery Group and by Caerphilly LSB. Additionally our Policy and Resources Scrutiny Committee will undertake scrutiny of Caerphilly Delivers.

I apologise again for the lateness of this response, which I hope is of interest.

Yours sincerely,

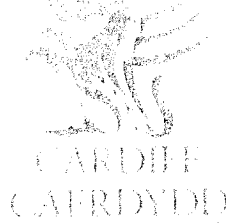


**Councillor Gerald Jones  
Deputy Leader and Cabinet Member for Housing  
Anti Poverty Champion**





**SWYDDFA'R ARWEINYDD  
LEADER'S OFFICE**



Yr Aelod  
Cwmdeithiau a Chymdeithwedd  
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Fy Nghyf / My Ref: CM28061  
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Dyddiad / Date: 31 July 2014

Lesley Griffiths AC/AM  
Minister for Local Government and Government Business  
Welsh Government  
Cardiff Bay  
CARDIFF  
CF99 1NA

07 JUL 2014

Annwyl/Dear *Lesley*

**Tackling Poverty in Wales**

Thank you for your recent letter asking for an update on the activity being undertaken by the City of Cardiff Council and our partners to tackle poverty in the city. I highlight below a number of examples of the broad range of work being undertaken and would be happy to provide further details on any of the initiatives should you wish.

The provision of services to assist those most vulnerable in the city, is a key objective for this administration and as you will see from the activity described below, we are aligning provision to improve accessibility based on locally identified need. This process to focus interventions in a more coherent way will need to continue in light of current financial challenges.

**Front Line Services**

Our front line services have been remodelled to meet the ever growing demand of support for service users and a **Cardiff Get on Line** project has been set up to assist citizens of Cardiff to get on line. The Digital Inclusion Officers can help customers;

Create an email address	Help with Universal Job Match
Basic computer skills	Use of comparison websites

For many clients, it is the first time they have ever used a computer. Drop in sessions are provided across the city in 11 locations to help and assist those who want and need to get on line. In turn, becoming digitally included means clients become financially included as they are able to access lower cost insurance, banking, utility schemes and all the financial benefits that being able to use the computer can bring.

With Universal Credit being introduced to Cardiff in the future, it is vital that citizens are able to have access to and be able to use a computer. In addition to this, Cardiff is



leading the way with a financial inclusion project to assist customers to open basic bank accounts and have access to low lost loans, providing a real alternative to pay day loan companies. One to one advice and assistance on personal budgeting is provided at the City Centre Advice Hub.

### **Into Work**

The Into Work service has been remodelled in Cardiff from March 2014. This face to face service is now provided in 11 locations across the city. The Into Work Team provides help and support with:

Job Clubs	CV's	Job Applications	Universal Job Match
Job Searching	Interview Skills	Confidence Building	Computer Training
First Aid Training	Customer Service	Manual Handling	

To date the Into Work team have helped over 5700 clients. They have successfully assisted at least 54 clients back to work. 78% of clients feel more job ready after using the Into Work Advice services.

### **Advice Services**

The City Centre Advice Hub has been open since 29<sup>th</sup> April 2013. It was recognised that there was a huge demand for advice services within the city that could not be met with existing services. Customers often having to wait for weeks to see someone about the problems they were facing, causing many people to sink further into poverty and debt. It was envisaged that this situation would be exasperated with the introduction of Central Governments Welfare Reform changes.

The Advice Hub brings together the Cardiff Council Money Advice Team and other partner organisations who can offer in depth and specialist advice. This way of collaborative working offers the client the best possible provision, with many services all under one roof.

Cardiff Money Advice team help clients on a face to face basis with many queries including –

Maximising income and benefits/health check	Household personal budgeting
Basic debt advice and referring to debt case workers when required	Welfare benefit checks and better off calculations for clients looking to return to work
Welfare reform issues.	Issuing food bank vouchers (and dealing with the root cause of the emergency)
Completing Welfare Benefit Application Forms.	Assisting clients to apply for grants and schemes for those on low incomes.

To date the Cardiff Council Money Advice Team has assisted over 5,500 citizens of Cardiff. The team have also obtained over £5.5 million in previously unclaimed benefits. These are welfare benefits that advice officers have identified that a customer may be entitled to and are not currently claiming. These include Housing Benefit, Employment and Support Allowance, Income support, Child Benefit and tax Credits.

The team have also made one off savings / lump sum awards of over £370,000 for their clients. These may be backdating of benefits, requesting Single Persons Discount on council tax accounts and applying for goods from various grant schemes that are available.

These one off payments and have helped to reduce people's arrears of rent, council tax, utility bills and have also helped to obtain goods / vouchers for essential items such as washing machines and fridges, giving a viable alternative to high interest lenders and shops to purchase such items. Which in turn really helps people get out of debt cycles.

We are looking at a range of new initiatives to assist those who need credit references, learning from the experience of other Co-operative Councils.

### **Partner Organisations**

The success of the Advice Hub is due to the unique way that several organisations work together to achieve a common goal of providing the best help and support to clients possible. Citizens Advice Bureau, Cardiff and Vale Credit Union and Somali Progressive Association are permanently based at the Advice Hub. In addition to this there are many other specialist organisations provide a drop in service, on a timetabled basis, from the Advice Hub, these organisations include Age Connects, NEST (help with fuel poverty) and Shelter.

### **Facilities at the Advice Hub**

There are free phones for clients to use at the Advice Hub to call the Department of Work and Pensions and other agencies as calling such numbers from mobile phones can prove expensive. There are also 6 public access computers for clients to use for paying bills, complying with UJM, job searching and to look at comparison websites to get better deals on insurance and fuel products.

### **Welfare Reform - Benefit Cap**

From December 2013 a project was introduced to help those who had been affected by the Benefit Cap by awarding them a Discretionary Housing Payment (DHP) to help with the shortfall in their rent on the condition they agree to a back to work action plan. The councils Into Work Team will help these clients on an individual basis take steps back to work. This may be by referring to ESOL classes, helping with job searching, work related training or basic skills training.

The client must agree to a money health check by the Money Advice team. Following this assessment, the client may be able to afford the shortfall themselves. In this case the money advisors will ensure that clients are getting any grants and help with bills and debts they have.

To date this scheme has prevented 38 families from becoming homeless due to rent arrears. Four families have also been helped back to work and are claiming Working Tax Credits, which makes them exempt from the cap. From returning to work, one of these families is now over £268 a week better off.

### **Citizen Hubs**

Citizen Hubs have been created to provide various Council Services at the heart of the community. Hub services are based on the needs of the area and deprivation indicators are taken into account in determining the location of future hubs

The Hub brings together the work of the Council and other agencies under one roof, allowing all residents regardless of tenure type, to use our services more quickly and conveniently than ever before. The Hubs have a relaxed and friendly atmosphere that are accessible, with extended opening hours to 6pm. Most provide a late night to 7pm and are open all day on a Saturday. To allow tenants a choice of how to access the

service we also provide a Housing Enquiry Telephone service for those who cannot get to hubs. These customers can expect the same level of advice as provided face to face.

So far we've opened five Hubs, the City Centre Advice Hub, St Mellons, Llanrumney, Butetown and Ely & Caerau each offering a range of services.

We are currently working to extend this concept to other areas of deprivation throughout the city. Grangetown and Splott hubs have been approved and the following areas are under consideration:

St Mellons	Llandaff North	Maelfa – Llanedeyrn
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### **Affordable Warmth Strategy**

There is a desire to see Fuel Poverty eradicated in Cardiff and the Council has an Affordable Warmth Strategy (see document attached) which seeks to ensure residents throughout the city live in properties that allow them to stay comfortably warm whilst keeping energy costs below 10% household income. The steering group was introduced to bring together key partner organisations and help identify & assist those most vulnerable. Whilst the group originally existed as a multi-agency body covering both Social and Private sectors to deliver the first Affordable Warmth Strategy (2006-11), to allow meetings to become more targeted and productive it subsequently divided into two sub-groups; one dedicated to private sector and one to social.

To address some of the challenges associated with external partner working, and improve and re-focus current group activities, we are currently introducing a new British Gas funded project with National Energy Action Cymru. NEA Cymru will help us to identify and introduce a new programme of community action to address fuel poverty. A Fuel Poverty Stakeholder Workshop for this purpose is taking place in July 16<sup>th</sup>. The workshop will be supported by a range of activities across the city which could result in the introduction of initiatives such as, free fuel poverty training, awareness raising for frontline workers, supporting volunteer energy champions, benefits entitlement checks, developing referral networks, improving the energy efficiency of all tenures of housing (including privately owned and rented), analysing opportunities for district heating and renewable technologies, mapping and targeting and developing links between cold homes and health services. However, the actual activities taking place in Cardiff will depend entirely on input received at the workshop from the range of invitees representing different community projects, council departments, voluntary organisations, statutory bodies and other relevant agencies.

In addition to undertaking works to make our housing stock more energy efficient, further funding opportunities are sought to also improve mixed estates of social and privately owned properties. In this respect we have been successful with several applications for ARBED related funding and currently have active schemes of improvement onsite in Caerau and Pentwyn, which are bringing significant benefits to residents of non-traditional construction properties. Similar opportunities for other project areas have also been applied for.

## **Young People not engaging in Education, Training or Employment**

Cardiff Council is leading on work focused on addressing the engagement of young people not engaging in education, training and employment. In taking this forward with partners, we have worked to progress delivery of the Welsh Government's Engagement and Progression Framework.

The work undertaken is need driven and whilst delivered across Cardiff most of the delivery is focused on areas of the highest deprivation. We have tackled a number of areas including:

### Early Identification

- Developed and trialed a Vulnerability Assessment Profiling (VAP) tool.
- VAP tool adopted in 19 secondary schools, including Greenhill, Cardiff Pupil Referral Unit, and ACT (pre16).
- VAP indicators include:-attendance (less than 85%) and behaviour indicators. Other factors including SEN, Looked After status, involvement with Youth Justice, poverty indicators (FSM) and language needs taken into account.
- For 2014 identified year 11 pupils most at risk of not progressing into education, training or employment post 16.
- Identified years 9 and 10 who require additional support.
- Careers Wales have developed an identification system in line with VAP for those who require additional Careers Advice and Guidance.
- VAP framework is being applied to those vulnerable pupils represented on the FairAccess Panel and those Educated Other than at School (EOTAS).

### Brokerage

- Ahead of the roll-out of the VAP, support has been provided for young people in years 9, 10 and aged 16-18; 'Learning Coaches' in 2012/13 supported 167 into an ETE offer.
- Established Vulnerability Panels with schools to enable a case management approach involving Careers Wales Education Advisors, Enhanced Advisers, Cardiff Youth Service and Families First.
- Established multi agency Neighbourhood Panels, supported by Careers Wales, Communities First, Cardiff Youth Service and Families First, to enable a case management approach for each identified young person post 16.
- Appointment of a dedicated 'lead worker' team to support those young people identified at risk year 9, 10 and 11 through the VAP panels.
- Drawn on good practice to inform development of a 'lead worker' role, agreed working protocols and casework processes.

- Agreement on a reporting framework using a consistent RBA approach reporting locally to schools and Neighbourhood Partnership Teams.
- Securing funding through 14 -19 and WG Youth Service Revenue Grant to support the development of a team of lead workers.
- Arranged referral pathways into Family First interventions including Tros Gynall's, Team Around the Family (TAF).

### Tracking

- The vulnerability assessment process and the Careers Wales assessment are being used to track young people between pre and post 16. Support being offered post school.
- Transition support is being targeted using VAP to ensure vulnerable learners pre 16 are managed through transition into a sustainable offer.
- Careers Wales are reporting the level of engagement of young people post 16 at a Neighbourhood level using personalised data to inform multi agency case loading.
- Ensuring that young people disengaging from ETE at any point are tracked and referred to Neighbourhood Partnership Panels for case loading.
- Developing work with C&VC and work based learning providers and Careers Wales to report non-starters or disengagement in a timely fashion.

### Mapping Provision

- In addition to Careers Wales online information we have mapped education/learning/training provision available to young people aimed at re-engagement and entry level interventions.
- Mapped the wider support provision available to young people and made this available to young people and those working with them.
- Produced a directory to provide professionals and public with a single access point to the range of support services for young people and families.
- Established a Service Mapping task and finish group to oversee this work.
- We are planning to develop a proactive approach to establishing the offer of a 'Youth Guarantee' to all students to access a suitable place in post 16 learning.
- Develop the Youth Guarantee to bring a more systematic approach to signposting post 16 progression routes to pupils and enabling improved targeting of support to those not taking up the offer.
- Develop a detailed mapping exercise and generation of data sets that will better inform the development of a comprehensive and inclusive range of Post 16 provision within the Youth Guarantee.

## Employability and Employment

- Employer Engagement Group established.
- Shared account management with JCP and Cardiff Council agreed – promoting financial assistance from DWP.
- Job Facts sheet produced and mapping exercise of business engagement with schools completed and report produced.
- A commitment to partnering a major employer with every secondary school presented to schools.
- Economic development team current liaising with financial services sector and FE to support employability skills for sector (linking with Enterprise Zone).
- We are developing an employer workshop event planned.
- Developing a partnership event planned for potential European Social Fund projects.
- Developed an improved communications with employers to ensure they are aware of support that is available.
- Aiming to involve businesses in all school governing bodies.
- Working with employers and other partners to develop “challenges” in the new Welsh Baccalaureate.
- Implementation of a Council framework to support a variety of co-ordinated work placements including, work experience, work placements, apprenticeships/ traineeships and a graduate scheme.
- Utilising “community benefit” clauses in procurement contracts in order to encourage other employers to also support the Youth Engagement Strategy.

### **Adult Community Education**

Adult Community Education has contributed to the tackling poverty agenda through the delivery of the Widening Participation and ICT/ Work based learning programmes. These programmes are delivered free or at a subsidised rate to individuals living in areas of deprivation and those in receipt of benefits. The aim of the programmes has been to engage non-traditional learners via short taster activities including activities with families and to progress individuals onto a selection of courses designed to improve skill levels and confidence. The courses on offer include ICT, Childcare; CV writing, Job search as well as the use of craft based activities to reintroduce adults to learning.

By working in partnership with other providers and other agencies, the programmes support the progression of individuals into work volunteering or training. Some of the courses that have been offered over the last academic year include:



### Ty Tresillian Hostel

- Cooking on a Budget
- Healthy Eating and Nutrition

This has consisted of 4 hour sessions delivered on a Wednesday for residents who will soon be leaving the hostel and moving into their own accommodation. These courses give them the skills to eat healthily whilst being able to stay within a limited budget. To date, 16 have gained an Agored Cymru accreditation.

### City Wide

- Universal Job Match, job search, Interview skills and ICT for Work classes, with 7 classes run across the city to help members of the Cardiff community actively look for work, preparing them for interviews, improving their skills in this area.
- ESOL classes delivered in partnership with Job Centre Plus to improve skills among the ESOL community by teaching language for the workplace.
- 8 ECDL and 7 CLAIT classes in various locations across the city, to enable Cardiff community members to up skill to improve their job prospects and in some cases move in to full time employment.
- Numerous child care, Cooking on a Budget and Healthy Eating and Nutrition related courses across the city.

### Cardiff East - Llanedeyrn

- Range of courses delivered for young parents not in education employment or training. Members of the group of 16 young adults have, over the course of the past academic year, attended in total, 40 learning courses delivered by various providers who have worked together to support the group. Of the original group 7 have gained employment and, 4 have gone into education. All have benefited from their membership of the group and the development opportunities they have enjoyed.

### The priority groups identified in Delivering Community Learning for Wales (2010):

- Anyone aged 16 and above accessing an ACL basic skills and/or ESOL programme, including contextualised basic skills and citizenship courses.
- Those who are not currently in education, training or employment and are in receipt of state benefits or support (excluding state retirement pension).
- Those aged 50 plus who are not in full-time employment (and who have not previously engaged in learning or who are at risk of not engaging in learning in the future).

### Learners may also be targeted by ACL providers for the following reasons:

- They may be under-represented in the learner cohort or be non-traditional participants.
- They may have low levels of formal qualifications or be returning to learning.
- They may be learners associated with issue-based work such as ex-offenders, the homeless, or be adults at risk such as those with drug addiction.
- They may be individuals and groups with social, physical and/or mental disadvantages and/or disabilities.

## Economic Development

The Economic Development Team aims to tackle poverty within Cardiff and the Capital City-region by aiding the growth of the city's economy to create more jobs and opportunities, across a range of sectors. This work is primarily focussed on improving the business environment of the city, but also involves working with partners and stakeholders to improve the capacity of individuals and communities to contribute towards the economy. An example of some of this work is given below.

**Progress the Capital Square project** – to support the development of thousands of jobs at the focal point of the city's transport hub. The focus on this area is predicated on the fact that it is the most accessible area for people to access jobs in the city by public transport. This means that we can have a greater impact on providing employment opportunities for those in more deprived areas of the city where car ownership may prove a barrier to employment. It is also essential to note that the scale in terms of job creation of this development also enables us to have a direct impact on a wider range of communities in the city with regard to providing opportunities. Previous developments have shown that if employment opportunities are provided in areas less accessible by public transport, even if they are located in relatively deprived communities, they often attract workers from a wider radius who travel only by car. This also applies to the development of the city's **Enterprise Zone**, a partnership with the Welsh Government.

Supplementing this work are the activities of our **Inward Investment Team**. Their goal is to attract a significant number of jobs to the city. In doing so they work with stakeholders, such as JobCentre Plus, to help support local people access these job opportunities. In particular the Council is working with Careers Wales, JobCentre Plus and Cardiff University as part of an Employer Engagement Group that seeks to support young people who are classified as 'NEET' into employment. As part of this work Cardiff University are currently undertaking a study into how we can better prepare young people in Cardiff to get into the workplace, and how we engage employers in skills and training development.

We have also recently introduced **Free Street Wifi** for the city centre and Cardiff Bay, which means that anyone can get free internet access in the city's key locations, in particular supporting those on low incomes in accessing the internet on the move. This is due to be extended to the city bus fleet and public buildings, meaning that public transport users will be able to access the internet for free from mobile devices from any bus or public building in the city.

The Economic Development Team are also working with local schools to both promote job opportunities, and get businesses involved in schools governance. The team provide **Job Facts** for the schools to give them information on career and job opportunities as well as provide contacts and information on what kinds of jobs are available and what they need to do to get them. Further work has also led to the development of a **Business and Schools Governance Group** that has brought together secondary schools and employers and aims to ensure that all secondary schools in Cardiff have a business representative on their board of governors.

As part of community development the Economic Development Directorate has also launched a **Community Asset Transfer Strategy** that seeks to identify ways in

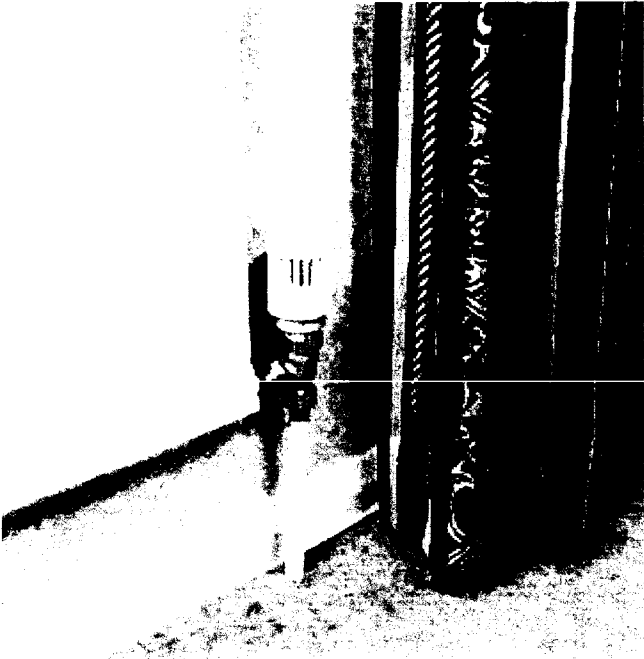
which the Council can support community activity through its property portfolio. Supporting this is the recently announced **Social Innovation Fund** which will provide start up support for social entrepreneurs to build capacity to deliver services and provide jobs in their local communities.

I hope that you find this information of use and if you have any further queries please do not hesitate to contact me.

Yn gywir,  
Yours sincerely,

A handwritten signature in black ink, appearing to read 'Phil Bale', with a horizontal line underneath.

**CYNGHORYDD / COUNCILLOR PHIL BALE  
ARWEINYDD, CYNGOR DINAS CAERDYDD  
LEADER OF THE CITY OF CARDIFF COUNCIL**



## Foreword



Fuel poverty continues to be an issue high on local and international agendas. Cardiff Council is dedicated to ensuring that residents of Cardiff have access to affordable warmth. We recognise that fuel poverty is a complex problem and there are many factors that need to be addressed in the efforts to eradicate it.

An Affordable Warmth Strategy for Cardiff was launched in 2006 and provided a framework for key partners working to tackle fuel poverty to coordinate their efforts. A multi-proxy approach is essential to effectively use each others expertise to the best advantage.

The current economy and the threat of rising energy prices make fuel poverty more urgent than ever. It is essential that we continue to strive to improve the quality of housing, help residents maximise their income and increase education around energy efficiency to ensure our residents can enjoy good health and well-being.

*Cllr Judith Woodman, Deputy Leader, Cardiff Council*



Fuel poverty has a significant impact on the health, social and economic well-being of vulnerable people. As well as causing illness and making existing health conditions worse, inadequate warmth can affect physical dexterity and subsequently increase the risk of falls.

Older people are particularly vulnerable to the effects of fuel poverty. This situation is only likely to get worse as rising fuel prices continue to hit the most vulnerable the hardest. Some older people are often faced with extremely tough choices such as 'eat or heat'.

Care & Repair Cardiff fully supports Cardiff Council's Affordable Warmth Strategy. The Agency welcomes working in partnership with the Council to alleviate fuel poverty amongst people living in Cardiff. Through the services we provide, we will contribute to achieving many of the outcomes outlined within the Strategy.

*Richard Thomas, Agency Manager, Care and Repair*

## Introduction

Fuel poverty occurs when a household must spend over ten percent of income to adequately heat the home. Fuel poverty is a complex problem which affects a variety of households across the city. Some groups particularly vulnerable to fuel poverty include the elderly, single parents, the unemployed, students and households on a low income. However, as energy prices continue to rise the number of people who will struggle to pay their fuel bills will increase and more will be at risk of suffering fuel poverty.

The effects of fuel poverty can be devastating ranging from stress and worry to debt and poor health. It is therefore essential that fuel poverty is addressed in range of ways such as ensuring the energy efficiency of the housing stock, education on behavioural changes, maximising household income and considering alternative energy sources where feasible.

*It is only by pulling together social, environmental and economic objectives that we can improve the well-being of householders and communities in Wales (WAG FP Strategy 2010)*

Cardiff Council and its partner organisations are committed to tackling fuel poverty and helping residents achieve affordable warmth. The first Affordable Warmth Strategy for Cardiff (2006) brought together a variety of stakeholders from private companies to Registered Social Landlords and charities. Through the monitoring and delivery of the action plan the Steering Group is able to employ a coordinated and targeted approach to deliver objectives and tackle fuel poverty.

In the future the Affordable Warmth Steering Group will maintain and build on the partnerships that have been developed over the past years and work to deliver innovative, partnership-based initiatives that maximise national and international funding streams while improving the lives of residents of Cardiff.

## Affordable Warmth: 2006—2011

Under the first Affordable Warmth Strategy for Cardiff the objectives were organised under a key aim to:

*'Eradicate fuel poverty among vulnerable households in Cardiff and achieve affordable warmth by establishing a committed partnership approach with key organisations'*

The formation of the Affordable Warmth Strategy Steering Group provided a forum for shared working and a partnership approach that had previously not existed. This allowed for a more targeted and cooperative approach to helping Cardiff residents achieve affordable warmth.

Some of the initiatives that arose from this include:

- Successful acquisition of CESP and ARBED funding to benefit social and private homes
- Over 33 public engagement events across Cardiff delivering individual advice to over 4,500 people
- Appointment of 2 Care and Repair Affordable Warmth Caseworkers to provide face to face assistance to vulnerable residents
- Targeted mail outs in partnership with the Energy Saving Trust and the South East Wales Energy Agency to residents in receipt of benefits to inform them of the availability of free insulation work to their homes
- Engagement with frontline staff to provide training in basic energy efficiency
- Engagement with the Cardiff Landlords Forum to promote tax relief schemes available to upgrade their properties
- Cardiff's overall percentage reduction of energy use under the Home Energy Conservation Act was recorded at 14.45% and the reduction in CO2 emissions is 12.51% (based against the 1997 levels), ranking Cardiff third in terms of energy efficiency improvement compared to other Welsh Local authorities.
- Development and launch of Energy monitor loan scheme in partnership with Cardiff Libraries



## **Affordable Warmth: 2006—2011 continued...**

The Affordable Warmth Steering Group has previously existed as a multi-agency body made up of representatives from Council departments, social housing providers, private companies, Communities First, Energy Advice Centres, and health professionals.

Over the past 5 years it became apparent that due to the nature of the different issues that face private and social housing in terms of government targets, funding and resident engagement the Steering Group may function better if it was divided into two sub-groups, one dedicated to private sector and one to social. This allows the focus of the meetings to be more targeted and productive.

In addition, the key aims of the previous strategy were reviewed and in line with the new Results Based Accountability approach they have been simplified into quantifiable, comparable measures which should allow the Steering Group to easily assess progress year on year and identify data gaps that need to be addressed to improve our performance.



## **Strategic Context**

Fuel poverty can no longer be looked at in isolation. Efficient and holistic working to tackle this issue must consider objectives linked to financial inclusion, carbon reduction as well as community engagement and education. With this in mind it is essential to coordinate efforts with key strategies to ensure that the fight against Fuel Poverty is recognised by all key partners.

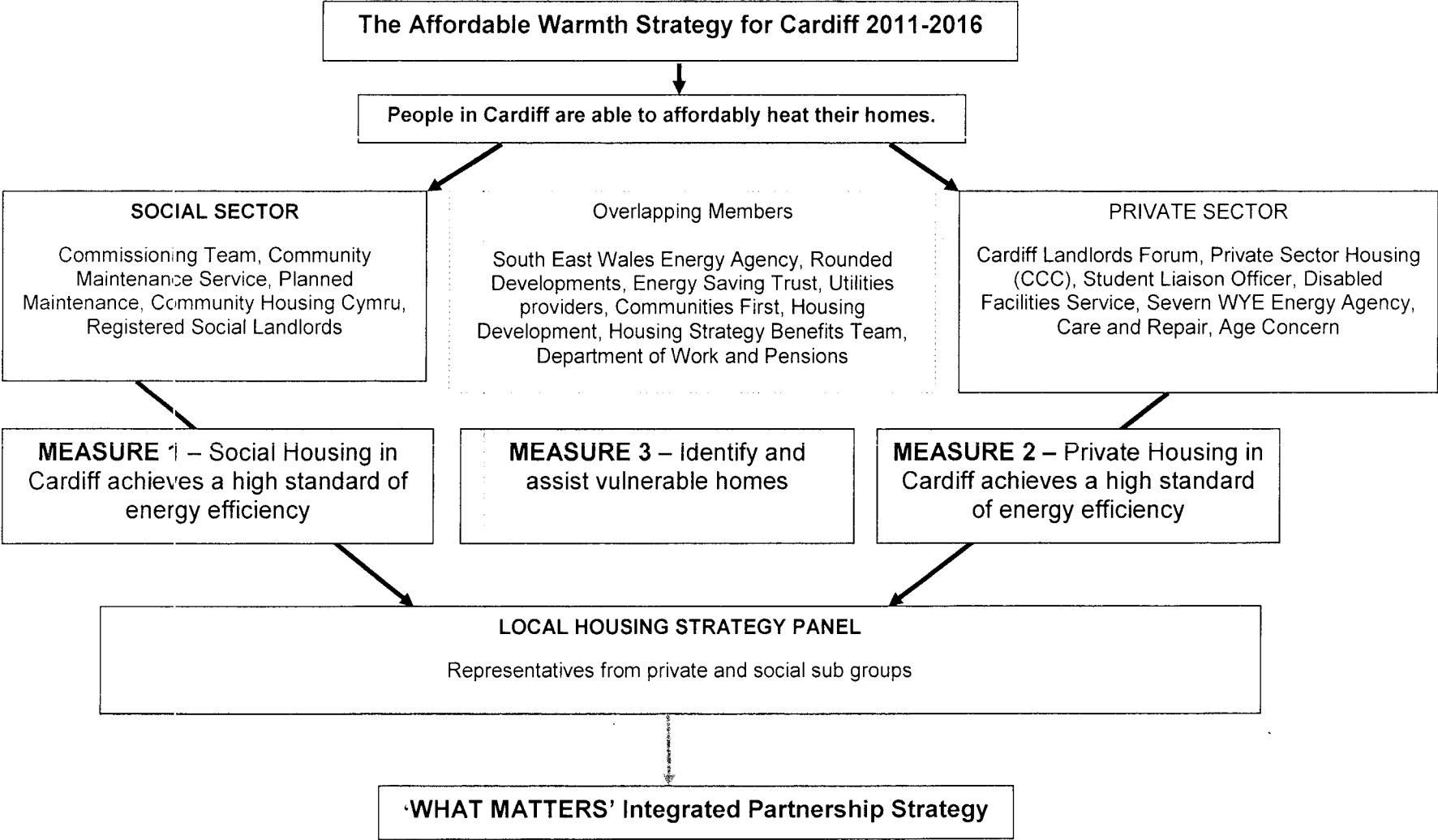
Recently, statutory partnerships in Cardiff integrated the Community Strategy; Health, Social Care and Wellbeing Strategy; Children and Young People's Plan; and a Community Safety Strategic Assessment to form the “**What Matters**” Integrated Partnership Strategy which introduces seven outcomes:

- **People in Cardiff are healthy;**
- **People in Cardiff have a clean, attractive and sustainable environment;**
- **People in Cardiff are safe and feel safe;**
- **Cardiff has a thriving and prosperous economy;**
- **People in Cardiff achieve their full potential;**
- **Cardiff is a great place to live, work and play;**
- **Cardiff is a fair, just and inclusive society.**

In order to ensure an effective partnership approach, the Affordable Warmth Strategy and its outcomes have been integrated into the revised Cardiff Housing Strategy. The strong links between the desired outcomes of “What Matters” and those of the Affordable Warmth Strategy and the Cardiff Housing Strategy have been important in designing the strategies in a way that will reflect and effectively deliver an overarching strategy for Cardiff.

‘What Matters’ has been developed through the ‘Results Based Accountability’ model. This provides a structured way of identifying actions, partners and assessing performance over time. This methodology will help key organisations to monitor their progress towards achieving desired outcomes and identify areas of future data collection that can help quantify performance. In undertaking this new approach a key part of this strategy will be to identify meaningful and measurable indicators with the Steering Group and ensure that the data collection methodology is implemented.

# Strategic Reporting Structure



## **Social Housing**

Social housing providers have been working to increase the energy efficiency of their stock and the well-being of their tenants to comply with Welsh Housing Quality Standards (WHQS). Cardiff has a diverse social housing stock comprising of a variety of homes of differing age, type and construction. Improvements to heating systems, windows and doors and the installation of loft and cavity wall insulation have been undertaken. This work has been undertaken through dedicated budgets and accessing external funding through utility providers such as the Carbon Emission Reduction Target (CERT) and the Community Energy Saving Programme (CESP).

In addition to funding basic measures such as loft and cavity wall insulation, CESP and the Welsh Government's Arbed funding seek to enable the delivery of improvements such as external wall insulation to solid wall 'hard to treat' homes and renewable energy options where appropriate.

New build homes are required to comply to a minimum level of 3 on the Code for Sustainable Homes, ensuring that new properties are built to a high standard of energy efficiency. Cardiff Council also implemented the Cardiff Partnering scheme in 2001. This scheme sought to work with private developers and other social housing providers to deliver high quality, sustainable energy efficient social and private homes. The next phase of this partnering project will be launched by May 2012.

Ensuring the health and well-being of residents is a priority for social housing providers. Beyond the WHQS deadline of 2012 there is a continued commitment to improve the quality of housing in Cardiff. This will be facilitated through a focus of joint working with a variety of partners and accessing future funding streams such as the Renewable Heat Incentive (RHI), Greend Deal and Energy Companies Obligation (ECO).

In order to determine WHQS compliance social housing providers have been collecting Standard Assessment Procedure (SAP) data on their stock through surveys and the production of Energy Performance Certificates. This provides us with a basic understanding of the energy efficiency of the social housing in the city. Under the new RBA approach we will use this strategy and the new structure of the Steering Group to establish quantifiable indicators to use alongside this data such as tenant engagement, measures installed and carbon savings.

# Social housing in Cardiff achieves a high standard of energy efficiency

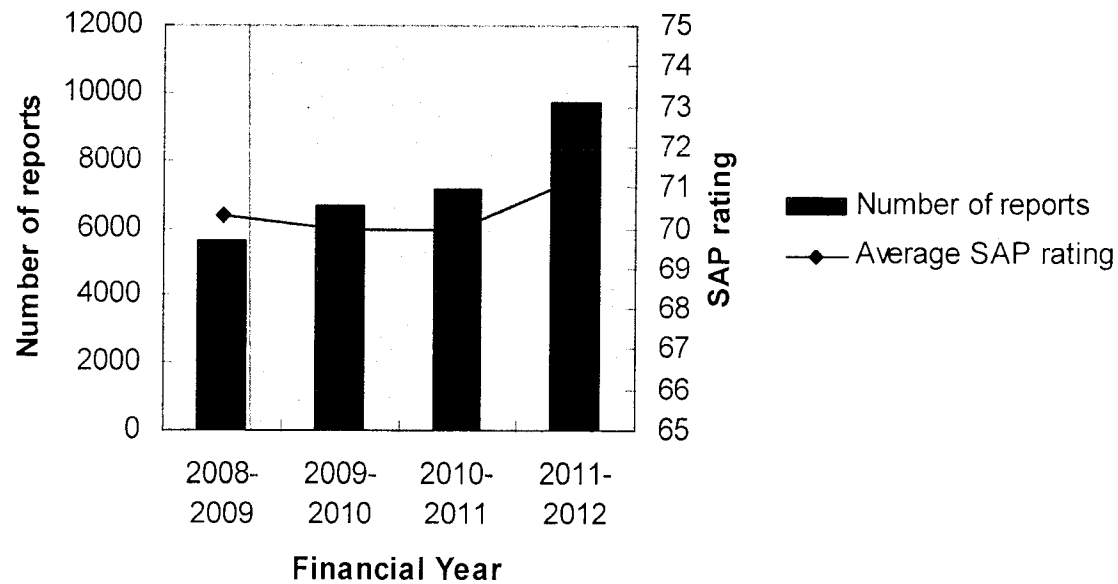
**Population:**  
Social housing tenants in Cardiff

**Outcome:**  
Cardiff has a clean, attractive and sustainable environment

## DATA DEVELOPMENT AGENDA:

- Up to date energy efficiency of all social housing in Cardiff
- Indicators to measure fuel poverty
- Tenant engagement
- Carbon/cost saving achieved

### SAP of Social Housing in Cardiff



## STORY BEHIND THE CURVE

There are 24,140 social housing units in Cardiff. Social housing providers such as Cardiff Council and Registered Social Landlords have a statutory requirement to ensure these homes meet the Welsh Housing Quality Standard of a minimum SAP rating of 65 by 2012.

From October 2008 Energy Performance Certificates were required when a property was let or sold. This allowed a regular, standardised assessment of the energy efficiency of each house. The certificates identify the measures undertaken and highlight areas for improvement.

The graph shows the average SAP rating for Cardiff's social housing stock. We will continue to gather data from partners to ensure that this reflects the current status of the social housing stock.

This graph shows a small decrease in the average SAP of Cardiff Council's housing stock over the past 4 years. The reason for this is that the data set this average refers to is increasing year by year.

As improvement programmes continue and new reports are generated we would expect to see the average SAP ratings increase year on year.

## WHAT ACTIONS DO WE NEED?

- Coordinate with all social housing providers in the city to determine the energy efficiency of the social housing stock
- Ensure that all social housing has benefited from basic insulation measures such as cavity and loft insulation
- Design and submit two bids for Cardiff based energy efficiency schemes to the first phase of the Welsh Government's Arbed 2 fund by November 2011
- Interrogate Energy Performance Certificate data to identify properties failing WHQS and implement improvement programmes
- Undertake EPC ratings on all 'designated elderly' bungalows and identify measures for improvement
- Assess council homes for suitability for installation of photovoltaic or solar panels to reduce energy bills for tenants and generate income under FITS and RHI

## **Private Housing**

In 2005 Cardiff Council undertook a Private Sector Housing Stock Condition Survey. Part of this survey focussed on the energy efficiency of private homes. Overall, the private sector was shown to have a much lower standard of energy efficiency than the social sector with an average SAP rating of 52.

Typically, the older the property the lower the SAP rating. Approximately one third of private homes in Cardiff were built before 1919 and have an average SAP rating of 48.

Private homes present a number of problems in terms of improving energy efficiency and well-being of the occupants. In addition to the consideration that must be given to the cost of improving the energy efficiency of the home, there are challenges in terms of identifying those homes that may be in need of assistance and how to engage and assist them.

Over the past 5 years the Steering Group has worked closely to ensure that significant effort has gone into engaging the general public and referring private owners to grant schemes that can help with the cost of heating their homes. This work has provided energy efficiency advice and assistance and where possible, designed area based schemes to improve the energy efficiency of all homes in specific estates through external funding streams.

Determining the current average SAP of the private sector housing is challenging as SAP and EPC data is not collected as with social housing. However, under the new strategy we will work with partners such as Disabled Facilities Service, Care and Repair, The Landlords Forum and the Energy Saving Trust who are in a position to compile this information so we can gradually build an up to date picture of the private sector.

# Private housing in Cardiff achieves a high standard of energy efficiency

## Population:

Owner occupiers and private tenants in Cardiff

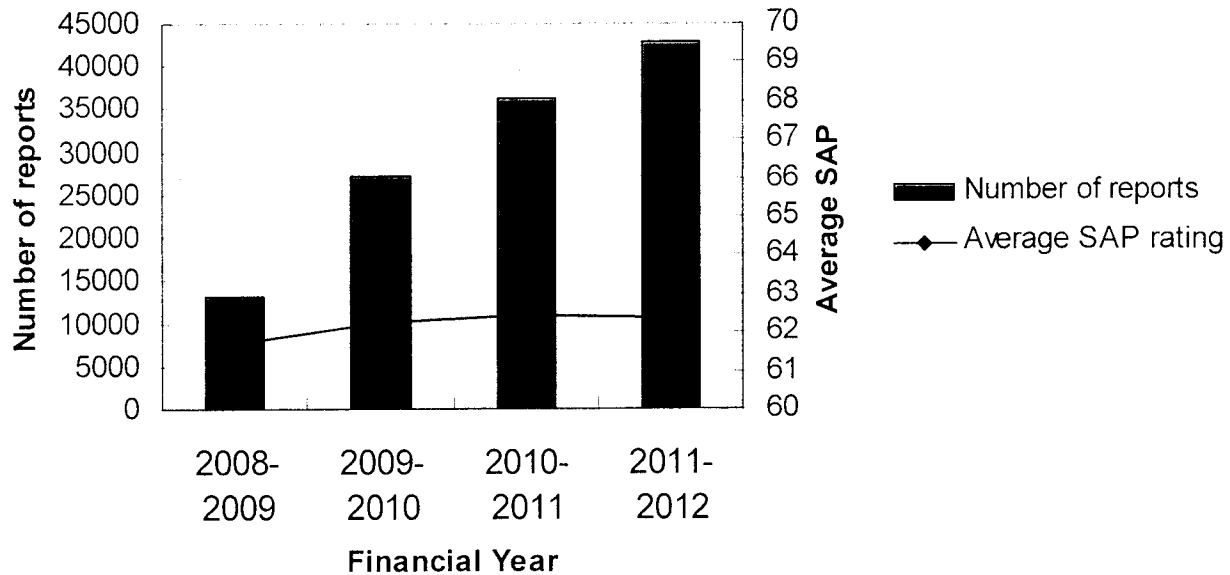
## Outcome:

Cardiff has a clean, attractive and sustainable environment

## DATA DEVELOPMENT AGENDA:

- EPC data from private homes in Cardiff
- Energy ratings from properties improved through Council grants and schemes

### SAP of Private Housing in Cardiff



## STORY BEHIND THE CURVE

There are an estimated 102,188 privately owned and privately rented homes in Cardiff. Unlike social housing there are no requirements on privately owned homes to achieve a certain standard of energy efficiency.

The Private Sector Stock Condition Survey was produced in 2005 and estimated that private homes in Cardiff had an average SAP rating of 52. This is significantly below the average SAP of social housing in Cardiff.

In order to establish a better understanding of the current energy efficiency of the private sector, a Freedom of Information request was lodged with Communities and Local Government to provide the number of reports and average SAP of the EPCs registered to them for Cardiff.

The graph shows the average SAP rating of the private homes in Cardiff. The average SAP is 62, noticeably lower than the social housing average of 72. However, new build homes due to current building regulations achieve an average of 81.

In order to ensure that privately owned homes in Cardiff are as energy efficient as possible it is necessary to cultivate and maintain close ties with a variety of organisations and community groups to ensure that information about grants and behavioural changes is communicated to the general public.

## WHAT ACTIONS DO WE NEED?

- Private Sector Housing Enforcement Policy to implement a minimum SAP of 62
- Ensure that the Energy Saving Trust NEST scheme is well publicised to those who may benefit
- Explore the possibility of retrieving EPC data from the Energy Saving Trust
- Explore the possibility of retrieving EPC data from the Cardiff Landlords forum.
- Interrogate Private Sector Housing Stock condition survey to identify areas of housing that have low energy efficiency scores.
- Ensure that improvements bids to funding such as Arbed and CESP includes private homes that need improvement.
- Investigate funding options to allow private owners to take advantage of small scale renewable schemes such as the Feed in Tariffs and the Renewable Heat incentive



## **Identifying and Assisting Vulnerable Homes**

Continued work to improve the social and private housing in Cardiff will ensure that homes in Cardiff are well insulated and achieve a higher standard of energy efficiency.

However, fuel poverty is not a result of the quality of housing alone. The three main contributing factors are:

- Poor energy efficiency of the home
- High fuel costs
- Low Income

Improving the energy efficiency of homes is key, but in order to efficiently tackle fuel poverty we have to ensure that our efforts are also being directed towards providing education and advice as to how to reduce energy consumption in the home and cost effective ways to purchase fuel. These elements are vital factors in ensuring that residents can comfortably heat their home.

Much of the external funding that is available is directed by the Wales Index of Multiple Deprivation in order to ensure that areas that have been designated as the most deprived are able to benefit from investment and improvement. Similarly, much of the public engagement that takes place is through partnership working with Communities First who work in the most deprived areas of the city.

In addition to targeting specific areas that are considered more vulnerable, it is also necessary to address certain demographics of the city that are known to be likely to be suffering from fuel poverty. Close working with agencies such as Care and Repair, Age Concern, The DWP and various community groups is key in ensuring that people are able to access information that could help them achieve affordable warmth.

# Identifying and Assisting Vulnerable Homes

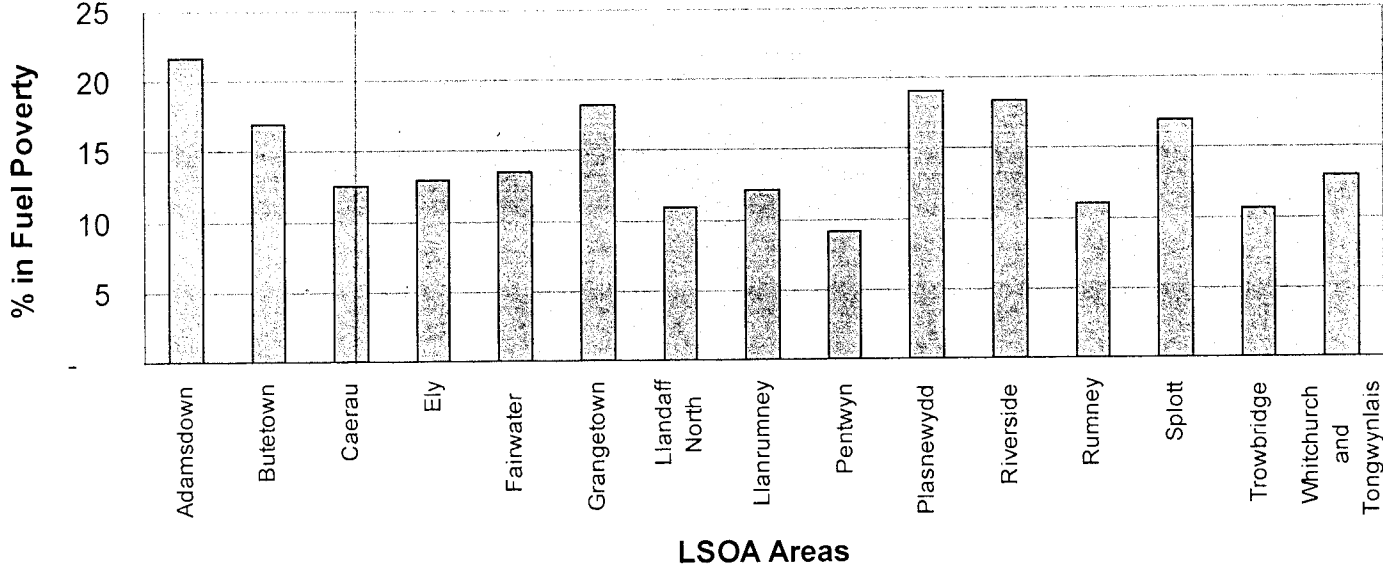
**Population:**  
Households vulnerable to fuel poverty

**Outcome:**  
Cardiff has a clean, attractive and sustainable environment

**DATA DEVELOPMENT AGENDA:**

- Up to date information on fuel poverty indicators

### Concentration of Fuel Poverty in Cardiff



## STORY BEHIND THE CURVE

In 2008 the Centre for Sustainable Energy and Bristol University were commissioned by the Welsh Assembly Government to produce fuel poverty maps for Wales. These indices were based on estimated income levels from 2001 Census data and housing data from the 1998 Welsh House Condition Survey and fuel poverty estimates from the 2004 Living in Wales Survey.

This data provides us with an indication as to which areas in Cardiff are suffering from fuel poverty. Using this and information from the Wales Index of Multiple Deprivation we are able to target advice and assistance to these areas.

Unfortunately, there are no plans to conduct a follow-up survey, but future partnership working will allow us to generate indicators that will identify engagement and assistance to vulnerable groups.

## WHAT ACTIONS DO WE NEED?

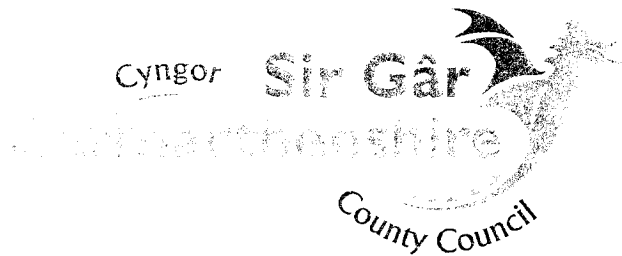
- Investigate possibility of updating current fuel poverty indicators with more recent 'Living in Wales' survey data
- Work with Care and Repair to develop a targeted approach to the work of the Affordable Warmth Caseworkers
- Undertake a city wide mailshot to vulnerable properties informing them of funding available to improve their homes
- Work with the Tenants Federation to develop an training and Energy Champion scheme in the most vulnerable areas of the city
- Interrogate Private Sector Housing Stock condition survey to identify areas of housing that have low energy efficiency scores.
- Meet with Cardiff Third Sector Council to establish energy efficiency training for front line staff who may work with vulnerable people
- Promote energy efficiency in schools
- Promote the value of EPCs among the student population in Cardiff
- Work with RSLs to help identify vulnerable tenants and offer assistance and advice

## **Next Steps**

Much work has been undertaken over the past 5 years under the last Affordable Warmth Strategy for Cardiff. Key partnerships have developed and many schemes have been taken forward through the successful bidding and allocation of external funding from private companies and the Welsh Government.

Many of the previous initiatives, although successful were not developed or monitored under a Results Based Accountability Methodology and are therefore difficult to quantify under this Strategy.

This Strategy seeks to identify some basic indicators that will provide us with an overall understanding of the energy efficiency of the homes in Cardiff. While some of the data is incomplete and sparse it is the intention that this Strategy is a starting point from which we will continue to work with our partners to build our knowledge and identify further indicators that will help assess the progress we are making, identify problems and work more effectively to tackle fuel poverty across the city.



**Cynghorwr / Councillor Kevin Madge**

**Arweinydd y Cyngor**

Neuadd y Sir, Caerfyrddin, SA31 1JP.

Swyddfa'r Arweinydd, Neuadd y Dref, Llanelli, SA15 3AH.

**Leader of the Council**

County Hall, Carmarthen, SA31 1JP.

Leader's Office, Town Hall, Llanelli, SA15 3AH.

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Eich cyf • Your ref:

IHLI/RSLI

Fy nghyf • My ref:

8<sup>th</sup> August 2014

Dyddiad • Date:

Gofynner am • Please ask for:

Llinell Uniongyrchol • Direct Line:

Lesley Griffiths AM  
Minister for Local Government  
& Government Business  
Welsh Government  
5th Floor  
Tŷ Hywel  
Cardiff Bay  
CF99 1NA

Dear Lesley,

### **Tackling Poverty**

Poverty is an issue that cuts across all areas of service delivery and society. As a result, there is work across all of the Authority's departments that contribute to tackling both the presentations of poverty here and now and the ongoing root causes. In Carmarthenshire our Anti-Poverty Champions have initiated the development of a Carmarthenshire Tackling Poverty Plan to capture the ways in which the Authority's various departments and teams contribute to this agenda under the broad headings of:

- Preventing poverty,
- Helping people back to work and
- Mitigating the impact of poverty.

In mirroring the Welsh Government's priorities for tackling poverty, as outlined in the Tackling Poverty Action Plan 2012 and subsequent update, Building Resilient communities 2013, we will be able to demonstrate the need for a coordinated and cohesive response to poverty and identify any gaps in our current efforts to do so.

The Carmarthenshire Plan will be finalised in the next few months and will be complimented by the inclusion of Tackling Poverty as one of the Authority's Key Improvement objectives for the forthcoming year and the decision to include Tackling Poverty as a Local Service Board Priority for the coming year.

Carmarthenshire delivers a wealth of initiatives to help people tackle poverty, including the Welsh Government's Flagship Anti-Poverty Programme, Communities First. The Carmarthenshire Communities First Team are working with families, individuals and communities predominantly in the Llanelli areas of the county to build stronger, more resilient communities that are healthy, prosperous and achieve their potential through education and skills development.

The Communities First Team work closely with partners including the Hywel Dda Local Health Board, MENCAP, Families First and Department for Work & Pensions to deliver initiatives such as smoking cessation, skills and employment opportunities and family learning in some of the most deprived areas of our County.

In addition, the Carmarthenshire Communities First programme is one of the pilot areas for 50+ health checks and oversees the delivery of the Welsh Government's LIFT programme which tackles entrenched worklessness in disadvantaged communities. In working with the SPICE time bank, Carmarthenshire Communities First supports reinvestment into local communities and empowers the resilience and pride that is fundamental to tackling poverty. An increasingly significant factor in the overall poverty agenda is the Coalition Government's Welfare Reform Programme.

A joint scrutiny investigation into its impact on households and communities across the county recently (June 2014) reported its findings to the Executive Board which fully endorsed 20 recommendations aiming to ensure we work in a cohesive and collaborative way internally and externally to make the most effective use of shrinking resources in a targeted way to support our citizens and households. I have enclosed a copy of the scrutiny task and finish report and recommendations.

I would also like to highlight some innovative developments within Carmarthenshire over the last eighteen months.

***Un Sir Gâr*** was initially developed as a pilot project in partnership between Carmarthenshire's Economic Development Team, Jobcentre Plus, Coleg Sir Gâr and Careers Wales, to address the need to streamline access to training and job opportunities within the County. Following the success of the initial one year pilot *Un Sir Gâr* has now become a key part of the Authority's work to help people back or into work.

*Un Sir Gâr* works with over 300 skills, training and employment providers across Carmarthenshire to provide a single point of contact for the public to access them all. In streamlining these advice services in this way *Un Sir Gâr* helps to remove barriers to finding opportunities to develop skills or enter work by removing confusion around what different providers can offer individuals or where to go to access support. This makes it easier for our citizens to engage with these services and to develop the skills and tools they need both to enter employment and therefore to avoid, mitigate or move out of poverty.

Initially a remote service utilising telephone and website services the *Un Sir Gâr* project has recently developed to establish a physical outlet, ***Yr Hwb***, in Llanelli to provide their service via face to face interaction. In addition to being able to provide assessments of an individual's training and employment support needs, *Yr Hwb* will

co-locate a number of partner organisations so that people can access a wealth of support in one place. These services not only include key employment and training advice services but also additional, inter related advice services such as housing options and credit union. In expanding to include these additional support services Yr Hwb embodies the holistic approach to supporting people out of poverty and social exclusion. Issues of poverty are rarely isolated and therefore *Un Sir Gâr* is working to provide a package of support for individuals, where necessary, that is both assessable and effective.

Carmarthenshire was recently selected as one of eight new Local Support Service Framework (LSSF) Trial areas across the UK, one of two in Wales. As a trial area Carmarthenshire is working in partnership with DWP, Communities First, local Credit Unions, Digital / Financial Inclusion Programmes and Rural Development projects to develop initiatives for supporting people affected by Welfare Reform, in particular by the transition to Universal Credit.

The Carmarthenshire LSSF trial will build upon and strengthen existing partnerships at both strategic and operational level and work to address key issues such as; rural poverty, equality of opportunity/access to services, needs assessment, data sharing and digital and financial inclusion. The trial looks to establish triage assessment in all JCPs and appropriate CCC outlets, dedicated personal budgeting support for those identified as financially vulnerable and a hub-spoke model for delivering advice and support in rural areas.

The hub-spoke model will establish digital satellites in rural communities which enable residents to virtually link, via facetime / skype technologies, to the newly established one-stop shop for advice and support in Llanelli; *Yr Hwb*. In this way the LSSF trial will add value to existing services and projects in Carmarthenshire through establishing innovative solutions to complex issues presented by the geographical and economic nature of the County.

For further details of our activities, programmes and actions, I have enclosed the relevant extract from our Annual Report 2013/14 Improvement Plan 2014/15 as Appendix A (Pages 4-10).

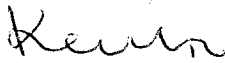
Tackling Poverty is also Outcome 4 within our Outcome Agreement Grant; Improving the health and educational outcomes of children, young people and families living in poverty.

I have enclosed our self evaluation of progress against this outcome as Appendix B (Pages 11-15).

If you have any further queries or would like clarification on any of the points noted in my response please do not hesitate to contact my office or Rebecca Llewellyn, Advice & Support Carmarthenshire Co-ordinator ([RSLlewellyn@carmarthenshire.gov.uk](mailto:RSLlewellyn@carmarthenshire.gov.uk) / 01267 224164).

As you can see Carmarthenshire County Council takes its responsibility for tackling poverty very seriously and will be taking deliberate steps, across a number of Council services, to support the prevention and mitigation of impacts of poverty for the people of the County.

**Yours sincerely,**

A handwritten signature in black ink that reads "Kevin".

**Councillor Kevin Madge,  
Leader, Carmarthenshire County Council**

Cc Cllr. Pam Palmer, Executive Board Member for Tackling Poverty &  
Carmarthenshire Anti-Poverty Champion  
Mark James, Chief Executive, Carmarthenshire County Council



## Fuel Clubs

- ✓ Carmarthenshire's Housing Team have facilitated the establishment of nine fuel clubs across the County membership is over 1500 residents and 2500 individual orders have been placed. By ordering in bulk, the average saving across all the fuel clubs has been 5p per litre. This has resulted in total savings of over **£60,000** for residents.


### Nan's Story

*"Previously I was constantly watching the fuel gauge every time the heating was on! I don't seem to worry so much now; I usually order oil once the tank is on half, unlike before I struggled to afford to buy 500 litres oil, now I order 200 litres when I have enough credit on the account. Thankfully, with the cold weather approaching, the tank is nearly full. I had been saving high street vouchers and last year went to Cardiff with friends to spend them and because I have savings this year I have a bit of cash to spend as well. Without the volunteers encouraging me to save with the Credit Union I probably wouldn't have saved as much."*

**Nan Woolfe lives in a council bungalow in Bancyddraenen and is a member of the local fuel club and credit union**



## How we plan to achieve the KIOP this year

What we will improve & how we will measure success	2014/15
	Target
Develop a Tackling Poverty Action Plan for the coordination of advice and support in Carmarthenshire	Mar 15
Improve coordination of support services through existing networks and projects such as Advice & Support Carmarthenshire and Un Sir Gar	Mar 15
 <ul style="list-style-type: none"> <li>• We will develop an action plan for taking forward the 20 recommendations of the Welfare Reform Joint Task and Finish Group</li> </ul>	Mar 15
<b>Preventing poverty</b>	
We will work through colleagues in health, the flying start and communities first programmes to improve the health, wellbeing and awareness of expectant mothers in order to work towards reducing the number of low birth weight babies in Carmarthenshire	Mar 15
We will continue to support the work of preventative intervention programmes such as Families First and Flying Start to ensure that children and families receive the right support, in the right place, at the right time.	See page xx

<p><i>Note: We signed an Outcome Agreement with Welsh Government on 'Tackling Poverty –Improving the health and educational outcomes of children, young people and families living in poverty'</i></p> <p><i>The 10 actions and targets we have set ourselves are outlined under Goal C1 Ensure each child has the best start in life</i></p>	
We will work with schools to roll out access to the Money Sense training programme already delivered across all of Carmarthenshire's primary schools to ensure continued delivery of the project in each new school year	<b>Mar 15</b>
The % pupils that are eligible for Free School Meals who achieved the Level 2 threshold including a GCSE grade A*-C in English or Welsh first language and mathematics (5.0.3.1)	<b>31.40%</b>
<b>Helping people into work</b>	
We will promote the Carmarthenshire I-local system as the single point of contact for information on a wide range of advice and support services across Carmarthenshire	<b>Mar 15</b>
We will continue to support the delivery of back to work help and support programmes across Carmarthenshire working closely with the Regional Learning Partnership to ensure streamlining of this area of advice and support	<b>Mar 15</b>
The % of people who enter employment in sustainable jobs having been through the Workways programme. (5.6.3.11)	<b>35%</b>
We will promote the Un Sir Gar project as the one stop shop for information and advice on Education, Skills, Training and Employment in Carmarthenshire	<b>Mar 15</b>
We will continue to work to support interventions which address the issue of NEETs in Carmarthenshire (5.1.0.1)	<b>2.9%</b>
<b>Mitigating the impact of Poverty</b>	
We will continue to work in partnership to address key issues of poverty and social exclusion through the LSB and external partnership networks to ensure consistency in this agenda	<b>Mar 15</b>
We will continue to support the work of Carmarthenshire Communities First Programmes & work across the sector to share &, where appropriate, replicate best practice within Non-Communities First areas	<b>Mar 15</b>
We will reduce the average number of days taken to process new Housing/Council Tax Benefit claims (6.6.1.2)	<b>26 days</b>
We will retain the low average number of days taken to process notifications of changes of circumstances in Housing/Council Tax Benefit claims (6.6.1.3)	<b>7 days</b>

**Appendix A: Extract from our Annual Report 2013/14 Improvement Plan 2014/15**

**Goal G4: Tackling poverty and its impact on the local economy**

The Welsh Government definition of poverty is *'household income below 60% of median income'*.

Therefore 35% of households in Carmarthenshire can be defined as living in poverty.



- The Council's Members Joint Task and Finish Group on Welfare Reform has been investigating and researching the potential impacts of the reforms in Carmarthenshire and has published its **20** recommendations for mitigating these potential impacts. To ensure coordination of the Council's response to Welfare Reform we have established a Welfare Reform Programme Board and ensured strong links with the Department of Work and Pensions at both a strategic and operation level

- ✓ Housing benefits continue to manage a caseload that is well above pre-recession levels whilst also dealing with fundamental changes and associated workloads arising from welfare reform. The accuracy of benefit processing and benefit overpayment recovery is on or ahead of target. However, the speed of processing has fallen slightly below target.
- ✓ The Communities First Programme launched in 2013 has been supporting individuals and families in 14 of the 112 Lower Super Output Areas in Carmarthenshire which are amongst the most deprived, as experiencing some of the highest levels of deprivation in the whole of Wales. The programme works to reduce these levels of deprivation through initiatives such as time banking, budgeting and job support, health and wellbeing classes and family learning opportunities.
- ✓ In total 344 children provided with Christmas gifts, together with 2 mixed bags of toys provided to Carmarthen Women's Refuge for needy families in the community who had left the refuge, 6 mixed bags provided to Towy Church and 16 mixed bags provided to Antioch in Llanelli.
- ✓ During the course of 2014 Carmarthenshire County Council has continued to support the work of Carmarthenshire's five food banks which are run by independent and 3<sup>rd</sup> sector organisations. The council has supported the development of a dedicated website for people to find information on the services provided by food banks and their nearest local outlet.
- ✓ Advice and Support Carmarthenshire (ASC) continues to work to bring together over 70 advice and support services working to tackle poverty across Carmarthenshire to establish a more clear, holistic, effective and efficient system of support within our County.
- ✓ The ASC project is currently working with the Local Authorities i-Local team to develop a single portal for information on available advice and support in Carmarthenshire and with a number of partners to establish a common referral system to streamline the referral process for our support organisations and our citizens who benefit from them.

**Tackling poverty is a Key Improvement Objective Priority for 2014/15.** This is due to:-

- the findings of the elected members Task and Finish group on Welfare reform
- Its identification by the Local Service Board as one of its priorities for 2014/15
- recognition that this is a key issue for urban and rural communities in the County

# Key Improvement Objective Priority (KIOP) for the Council

KIOP



## Tackling Poverty

### Tackling Poverty Through Everything We Do

#### A coordinated response to collective challenges

*Poverty is an issue of increasing concern in Carmarthenshire with additional challenges posed by welfare reform.*

As a result now, more than ever, it is crucial that we work together across services and sectors to tackle poverty effectively and efficiently, addressing the root causes of poverty as well as the symptoms it presents. To date work in this area has been taken forward in a number of ways by a number of different areas, the coordination of which has been lacking and as a result the effectiveness of our activities has been limited. Our more coordinated approach to tackling poverty will be structured as follows:-

- Preventing poverty
- Helping people into work
- Mitigating the impact of Poverty

#### Key Measures of Success

Household Income Figures				
<i>Source: CACI's 'PayCheck' data</i>				
	2012		2013	
	Carmarthenshire	Wales	Carmarthenshire	Wales
Mean Income	<b>£30,336</b>	£32,391	<b>£30,207</b>	£29,386
Median Income (Mid Value)	<b>£23,127</b>	£24,848	<b>£23,284</b>	£24,721
Households Living in Poverty	31,620 <b>(38%)</b>	474,632 (35%)	28,543 <b>(35%)</b>	368,119 (28%)

- **35%** of households in Carmarthenshire can be defined as living in poverty.
- This is a reduction of 3% compared to the year before. However, whilst this is a reduction it is still far too high a percentage.
- Mean Average income has declined in Carmarthenshire, but is now higher than the Welsh Average and widely dispersed across the County
- The Median Income is lower than the Welsh Average - 50% of households earn less than £23k
- Alarmingly further 13.1% of Carmarthenshire's households have an annual household income of less than £10,000.

In a working age population (16 – 64) of nearly 112,000 people, **13%** claim key out of work benefits such as Jobseekers allowance and Employment and Support Allowance. Figures show that of these claimants Carmarthenshire has a disproportionately high number of lone parent claimants when compared to neighbouring authorities.

Carmarthenshire also has high rates of Disability Living Allowance claimants with just over 16,000 in 2013. 40,334 people in Carmarthenshire aged between 16 and 74 have no qualifications and in March 2014 nearly 3000 young people aged between 16 and 18 are known to be NEET (not in education, employment or training).

Supporting performance measures	2013/14 Result
<b>Preventing poverty</b>	
<p>We have continued to support the work of preventative intervention programmes such as families first and flying start to ensure that children and families receive the right support, in the right place, at the right time.</p> <p><i>Note: We signed an Outcome Agreement with Welsh Government on 'Tackling Poverty –Improving the health and educational outcomes of children, young people and families living in poverty'</i></p> <p><i>The 10 actions &amp; targets we have set ourselves are outlined under Goal C1 Ensure each child has the best start in life- See page xx</i></p>	
The number of pupils achieving level 2 threshold including a GCSE grade A* - C in English or Welsh first language and mathematics (EDU/017)	<p>53.9%</p> <p>(Wales Average 52.7%)</p>
The % pupils that are eligible for Free School Meals who achieved the Level 2 threshold including a GCSE grade A*-C in English or Welsh first language and mathematics (5.0.3.1)	<p>29.27%</p> <p>(Wales Average 25.80%)</p>
<b>Helping people into work – please see the wider Economy outcome for further actions and measures on this.</b>	
<p>% of people aged 16-64 in Employment in Carmarthenshire (Oct 2012- Sept 2013)</p> <p><i>(Source: Annual Population Survey ONS)</i></p>	<p>66.6%</p> <p>(Wales Average 68.3%)</p>
The % of children living in workless households (Source: Welsh Government Stats Wales)	<p>20%</p> <p>(Wales Average 17.7%)</p>
The % of Year 11 leavers (aged 15/16) that are known not to be in education, employment or training (NEET) (5.1.01)	<p>3.0%</p> <p>(65/2198)</p> <p>(Wales Average 3.7%)</p>
The % of people who enter employment in sustainable jobs having been through the Workways programme. (5.6.3.11)	<p><b>50%</b></p> <p><b>(265/533)</b></p>
<b>Mitigating the impact of Poverty</b>	

The number of individuals and families receiving support through Communities First Programmes (focussing on healthy, learning & prosperous communities)	2,680
The number of local people and community organisations that are engaged with, involved and shape the work of the Communities First Programme	1,850
Know how to get advice and support on welfare reform?  Citizens Panel - March 2014 'Should the need arise, would you know where to get advice or support regarding welfare reforms?'	41% Yes
The average number of days taken to process new Housing/Council Tax Benefit claims (6.6.1.2) (There has been an increase in the volume of claims in the last few years with 8,089 new claims received during 2013/14)	28.34 days
The average number of days taken to process notifications of changes of circumstances in Housing/Council Tax Benefit claims (6.6.1.3)	7 days

## Why these measures are important

### Preventing Poverty

Inequalities in educational outcomes affect physical and mental health, as well as income, employment and quality of life.

- Giving every child the best start in life is crucial to reducing health inequalities across the life course. ⓘ  
See Goal C1
- Those with fewer qualifications and less engagement in work related activities are less likely to secure well-paid, permanent posts and are therefore at greater risk of experiencing poverty during their lifetime. ⓘ See Goal D2
- The Level 2 inclusive is regarded as "the gold standard" measure of achievement at the end of compulsory education. ⓘ See Goal D1
- There is a strong link between achievement and the level of entitlement to free school meals. Everyone deserves to have the best chance in life.

### Helping People into Work

Helping people into work remains a fundamental and effective means of tackling poverty in all its forms. Work not only provides income, but also opportunities in terms of achievement and personal development as well as a new social environment to explore.

**How do we know we made a difference? / Is anyone better off?**

Participative  
Integrity Account  
Transparency Oper  
Monitoring Improv  
Participation Ho  
Integrity Acc Intl  
Transparency per  
Monitoring prev  
Participation

# Scrutiny

in Carmarthenshire

## Community and Policy & Resources Scrutiny Committees

### Joint Task & Finish Review 2013 Final Report

*Impact of the Welfare Rights Reform on  
households and communities throughout  
Carmarthenshire*



**Members of the Joint Task and Finish Group**



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## Chair's Foreword

*I am pleased to present the final report of the joint Community and Policy and Resources Scrutiny Committees Task and Finish Group concerning managing the impact of Welfare Reforms on the people of Carmarthenshire.*

*Before I go any further I would like to thank the many people , internal and external, who have been involved in giving information to the Task and Finish Group, the Group itself who have provided much needed input, advice and support and of course the Scrutiny Officers.*

*The aim of the Welfare Reforms is to simplify the many Benefits systems, reduce the reliance of people on Benefits, to make it easier for people to move off Benefits and into work and also to reduce fraudulent claims thereby saving the Central Government expenditure.*

*The sheer scale of these reforms is breathtaking and is manifesting itself in a number of areas including:*

- 1. The reduction in Housing Benefit regarding under occupancy (the Bedroom Tax).*
- 2. Combining many current Benefits into a single payment to be paid in arrears and directly to the head of the family rather than to individuals where a family unit is concerned (Universal Credit).*
- 3. Changing the Disability Allowance to a new Benefit designed to allow a more focused benefit for disabled people to run their lives better, the Personal Independence Payment (PIP).*

*One of the stated objectives by the UK Government is to reduce the cost of Benefits to the Exchequer and the corollary to that is a loss in income for many people that has a number of knock on financial effects to both the County Council and to the economy of Carmarthenshire.*

*The impact of these changes, which we as a Council are mandated to support, will be disastrous for many vulnerable people in our society and yet we have a moral duty to support these people the best we can in an economy which although showing some signs of recovery is still far from buoyant and offering limited employment opportunities.*

*The challenge for the joint Group was first to understand the current situation regarding poverty and its symptoms within Carmarthenshire including increasing arrears to the Council, the Health impacts (drug and alcohol abuse, depression and disability documentation), the use of Food Banks, the use of "payday loans, the proliferation of "loan sharks", the increase in concerns over the ability to pay, the increase in short term financial support from the Council and so on.*

*This led to the realization that regular monitoring of these trends by the County Council officers and members would be necessary both previously, during and after the implementation of the Welfare Reforms.*

*The next issue to understand was how we as a Council are able to deal with the impacts of the changes that are to be implemented within the Council Departments and working with external partners and 3<sup>rd</sup> Sector support groups in order to help the people and households affected. Within*

*the Council itself it was found that many departments were delivering excellent support and advice as part of the Council's "tackling poverty agenda" but there is duplication which needs to be rationalized and streamlined to make full use of resources.*

*Although there are some examples of "good practice" in all sectors, this is not true in all cases, and we do not always communicate good practice and share the right sort of intelligence either internally or externally. Closer links are essential if we are to help people in an effective and holistic way.*

*As the operation of the Universal Credit System is based around accessing and using "online systems", efforts are being made to train digitally excluded people in this technology as well as to provide local access to people across the County.*

*The placing of people into work has also been considered by the Task and Finish Group and Carmarthenshire County Council's initiative in this area is encapsulated by the highly successful "Un Sir Gâr" (One Carmarthenshire) which is a "one stop shop" for apprenticeships, jobs, training, advice etc.*

*Signposting people to the correct Department is already being achieved by Carmarthenshire Direct but needs to evolve to reflect the changing delivery mechanisms that are being implemented as part of the amalgamation and interdepartmental linkages.*

*A number of recommendations are made within the following report supported by facts and figures but these will need to be flexible as the Welfare Reforms themselves are subject to change and delay as the various Governmental Pilots are "rolled out" and the detail prior to full implementation is refined.*

*Currently although PIP is now started this will be gradually implemented as people's circumstances change, the Bedroom Tax has been implemented adding to arrears from our tenants but the start of Universal Credit has slipped and it is thought that this will not affect Carmarthenshire until the second half of 2014 and most likely later.*

*We should not however be complacent as these changes may affect 35,000 people and many of them will require our help.*

*How we achieve that is detailed in the following report.*

*Deryk Cundy*

*Chair of the Joint Task and Finish Group and Community Scrutiny Committee*

## 1.0 Introduction

On the 8th March 2012 the Welfare Reform Act 2012 received Royal Assent. The Act introduces a wide range of reforms aimed to make the benefits and tax credits system fairer and simpler by:

- creating the right incentives to get more people into work by ensuring work always pays
- protecting the most vulnerable in our society
- delivering fairness to those claiming benefit and to the tax payer.

The main elements of the Act are:

- the introduction of Universal Credit to provide a single streamlined benefit that will ensure work always pays
- a stronger approach to reducing fraud and error with tougher penalties for the most serious offences
- a new claimant commitment showing clearly what is expected of claimants while giving protection to those with the greatest needs
- reforms to Disability Living Allowance, through the introduction of the Personal Independence Payment to meet the needs of disabled people today
- creating a fairer approach to Housing Benefit to bring stability to the market and improve incentives to work
- driving out abuse of the Social Fund system by giving greater power to local authorities
- reforming Employment and Support Allowance to make the benefit fairer and to ensure that help goes to those with the greatest need
- changes to support a new system of child support which puts the interest of the child first.

This welfare reform programme is likely to have far reaching and significant consequences for a substantial number of Carmarthenshire residents and in turn on local public service provision across a number of different agencies from the local authority to health and the police.

There are direct implications for the Council in terms of new arrangements for the provision of housing benefits but there is also a need to plan for a probable increased demand on advice and support services provided by the Council.

## 2.0 Review Background

At their respective meetings in the Autumn of 2012, both the Community and Policy & Resources Scrutiny Committees agreed to form a joint Task and Finish Group to investigate the impact of the changes that have already been introduced and assess the likely impact of the changes yet to be introduced on households and communities across the county, as well as the impact on services provided by the Authority and partner organisations.

### 3.0 Objectives and Scope

The main objectives of the review were to consider:

- The wider implications of welfare and Council Tax support reform on the population of Carmarthenshire, including the potential impacts on poverty and social impacts such as health and crime.
- The implications of the introduction of the Universal credit.
- The likely increased demand for advice and support from front line Council services and debt and advice partners.
- The impact of housing benefits changes on our Council tenants and others in social housing.
- The operational requirements of changes to benefits directly administered by the Council such as housing benefits.
- The implications of the changes in relation to individuals, groups and communities affected by the changes.
- Options to mitigate the impact on vulnerable individuals, households, groups and communities.

### 4.0 Approach

The Task and Finish Group consisted of the following elected members from both the Community and Policy & Resources Scrutiny Committees:

#### Community Scrutiny Committee

- Cllr. Deryk Cundy (Chair)
- Cllr. Deian Harries
- Cllr. Shirley Matthews
- Cllr. Jeff Owen
- Cllr. Edward Thomas

#### Policy & Resources Scrutiny Committee

- Cllr. George Edwards
- Cllr. Hazel Evans
- Cllr. David Jenkins
- Cllr. Hugh Richards
- Cllr. Jan Williams

The Scrutiny & Consultancy Team within the People Management & Performance Division of the Chief Executive's Department, provided research and general support to the Group.

Other officers were also co-opted onto the review team to provide specialist advice and support, namely:

- Chris Burns (ACE, Customer Focus & Policy)
- Philip Davies (Head of Public Protection)
- Chris Moore (Head of Financial Services)
- Robin Staines (Head of Housing Services)
- Jonathan Willis (Housing Services Manager Advice & Options, SCH&H Dept.)
- Les James (Housing Services Manager – North, SCH&H Dept.)
- John Gravelle (Revenue Services Manager, Resources Dept.)
- Ann Thomas (Benefits and Council Tax Manager, Resources Dept.)
- Penny Graepel (Customer Services Manager)
- Sian Rees-Harper (Customer Service Centre Coordinator, CEX)
- Gwyneth Ayers (Policy & Partnership Manager, CEX)
- Lyn Bright (Advice & Support Carmarthenshire Co-ordinator, CEX – *left March 2013*)
- Rebecca Llewellyn (Advice & Support Carmarthenshire Co-ordinator, CEX – *from June 2013*)

As part of the review process, the group received evidence from internal and external representatives as follows:

#### Internal

- Lesley Rees (Policy Research & Information Officer)
- Huw Lloyd (Fair Trade Officer, Public Protection)
- Wendy Thomas (Planning & Commissioning Manager, Children's Services)
- Neil Edwards (Adult Safeguarding & Improvement Manager)
- John Wilson (Community Regeneration Manager, Economic Development)
- Mike George (Community Regeneration Manager, Coastal)
- Amy Hawkins (Communities First Cluster Manager)
- Chris Burton (Senior Prosperous Communities Officer)
- Emma Rees (Gateway Manager, Un Sir Gâr)

#### External

- Tom Messere (Specialist Benefits Advisor)
- Suzanne Gainard (Carmarthenshire Citizens' Advice Bureau)
- Rhys Sinnet (Public Health Wales)
- Liz Emmons (Wales Illegal Money Lending Unit)
- Inspector Eric Evans (Dyfed-Powys Police)
- Menna Davies (Department of Work and Pensions)

The Group considered the Welfare Reform Programme that has been delivered to date, including any identifiable impacts so far as well as what the implications of further changes might be over the course of 10 meetings. Detailed findings are included in Appendix 7.1.

Consultation was undertaken with local members through a series of workshops and Town and Community Councils via a survey (Results in Appendix 7.4). The results were integrated into the recommendations in the report.

A survey was undertaken with Advice and Support Carmarthenshire and consultation was also undertaken at the Compact Liaison Panel Conference and with the Disabilities Coalition. The results of consultation undertaken with Council Tenants and with Voluntary Sector Organisations commissioned by Adult Social Care Services were also considered by the Group.

The Group also considered statistics relating to benefit claimants in the county, Communities First areas and digital exclusion.

## **5.0 Key Findings and Recommendations**

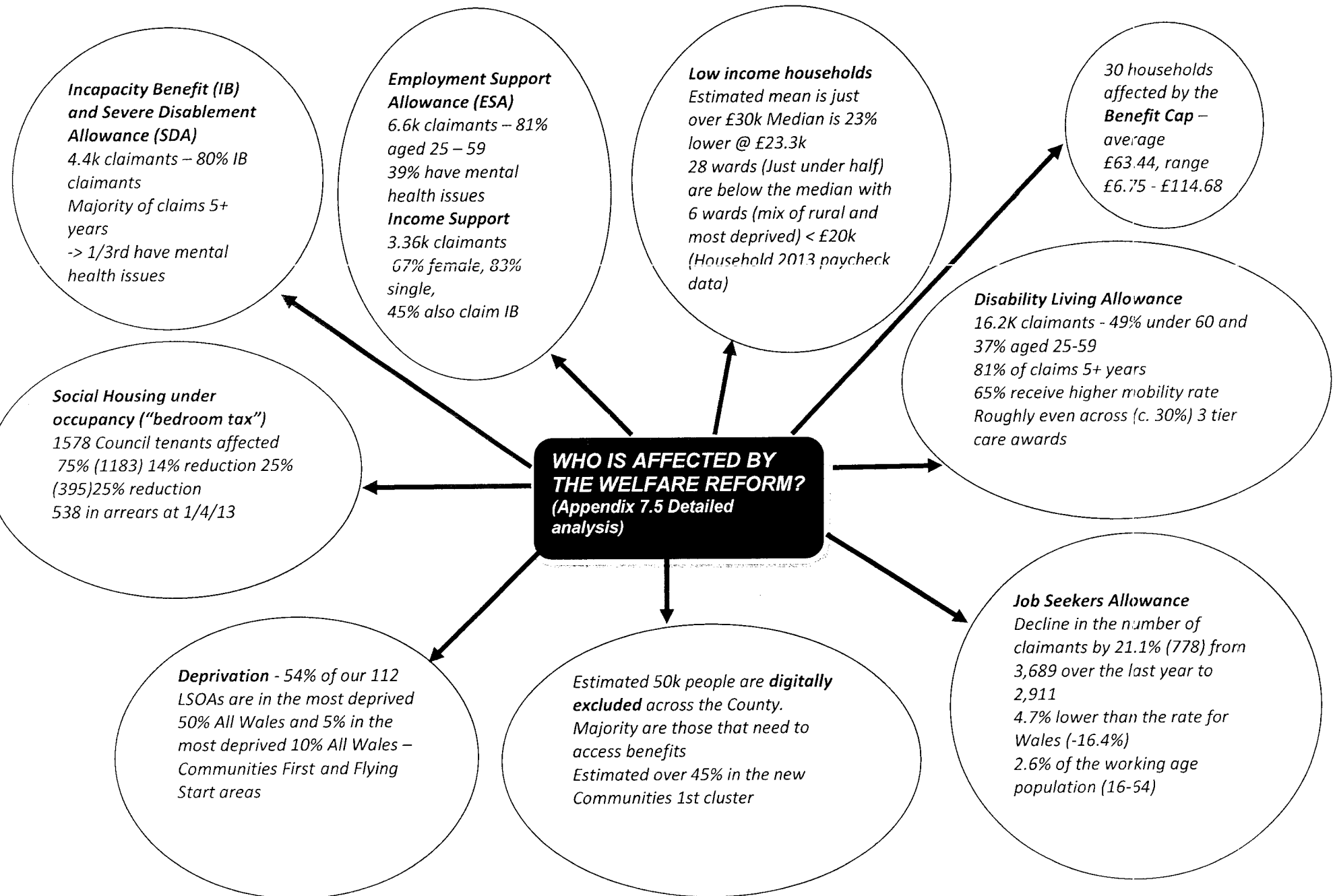
### **Who is affected and what have we been told?**

Detailed analysis of the key benefits affected by the Welfare Reform and claimants within the county is included in Appendix 7.5:

- Incapacity Benefit and Severe Disablement Allowance, replaced by the Employment Support Allowance
- Disability Living Allowance, replaced by Personal Independence Payments
- Job Seekers Allowance

Detailed analysis of Council tenants affected by the Social Housing Under Occupancy Discount was also undertaken (Appendix 7.1) as well as households affected by the Benefit Cap. Household Income Paycheck data was considered as well as deprivation. A key aspect of the Reform is via online claims thus digital exclusion in the County was investigated.

The headlines are shown in the diagram on the next page.





*"All the stress these changes are putting on clients is affecting their health. Many have died before receiving a response from the DWP in relation to assessment forms they have completed for Employment & Support Allowance which replaced Incapacity Benefits. The workload of our appeals co-ordinator has increased dramatically and has resulted in people being turned away as she is unable to take on any more cases. This will only worsen when Personal Independence Payment replaces Disability Living Allowance in June 2013."*  
(ASC Survey)

*"We are seeing lots of people with severe mental health problems who are in their late 50's and early 60's being found fit for work when they are not managing basic life skills and have been out of work for 30 years plus...This is causing huge emotional distress.."*  
(West Wales Action for Mental Health)

*"My clients (with mental health issues) are being put under a lot of pressure and it is affecting their mental health."*  
(ASC Survey)

*"We're very concerned about PIP assessments following the experience of ESA assessments which caused huge stress, mistakes in judgements were made and, without advocacy, the majority of appeals fail. And capacity for advocacy support is shrinking fast."*  
(Disabilities Coalition)

*"The change in how benefits will be received through Universal Credit will also have a great impact on service users who have never had to manage their money in this way before."*  
(ASC Survey)

### **WHAT HAVE WE BEEN TOLD?**

*"The bedroom tax impacts unfairly on people with disabilities who need space to store equipment and couple carers."*  
(Disabilities Coalition)

*"LINKS members have voiced concerns about the Welfare Reform Changes. Many have already witnessed changes to their benefits and the effect on their health is evident. The impact, or just the intention, of the likely changes have caused serious problems for many at LINKS. Members do not feel they have a clear understanding of what is likely to happen to their benefits and this uncertainty has caused considerable, and unnecessary, stress. We have seen many tears shed in frustration."*  
(Links Manager)

*"Forcing people back into work whilst in refuge is very inappropriate. Monthly payments has a really bad effect on budgeting. Crisis loans are much more difficult to access. Cap on benefits will impact on larger families. The bedroom tax will have a major impact on women fleeing domestic abuse, particularly when there is a joint custody as only one of the parents allowed to claim the bedroom! Forcing different sex children to share a bedroom for longer is a backward step. A graduated introduction for all of the above would have made it far easier to adjust e.g. fortnightly payments then moving to monthly."*  
(ASC Survey)

*"Communication from the Council needs to be clearer and concise...translate the jargon into plain language...give us choice in how you communicate with us."*  
(Disabilities Coalition)

*"There is an alarming lack of awareness and accurate understanding of the potential effects of the welfare reforms with my services users...Up-skilling communities in terms of budgeting and money management is an essential part of managing the impact of the welfare changes...For those who are not used to managing their own payments or receiving monthly benefits, getting into the routine of will prove challenging."*  
(ASC Survey)

### **WHAT HAVE WE BEEN TOLD?**

*"Gwalia Care and Support are looking at ways in which we can help through the Digital by Default approach, where we are using net books that the staff are able to take with them and support service users to have the service come to them as opposed to having to travel to somewhere, where they can get IT access. We are also looking into the possibility of opening our static services, where appropriate for the Community to access IT systems and to get advice at the same time."*  
(ASC Survey)

*"There are concerns regarding how Welfare Reform will impact, as there is no clarity in exactly how it will affect service users; there may be higher arrears as has been the case in the pilot areas; there may be an increase in homelessness need; Loan sharks will become more prevalent; the bedroom tax implication means that people will need smaller properties, of which there is already insufficient."*  
(ASC Survey)

*"This government does not live in the real world - how can someone on Jobseekers Allowance of £71.70 per week, living in a three bedroom house on their own be expected to pay for food, clothing, heating, lighting whilst also having to pay rent because their housing benefit is cut by 25% because of the "bedroom tax". We have seen an increase in the number of people asking us where they can find additional help such as the discretionary housing payment & food banks."*  
(ASC Survey)

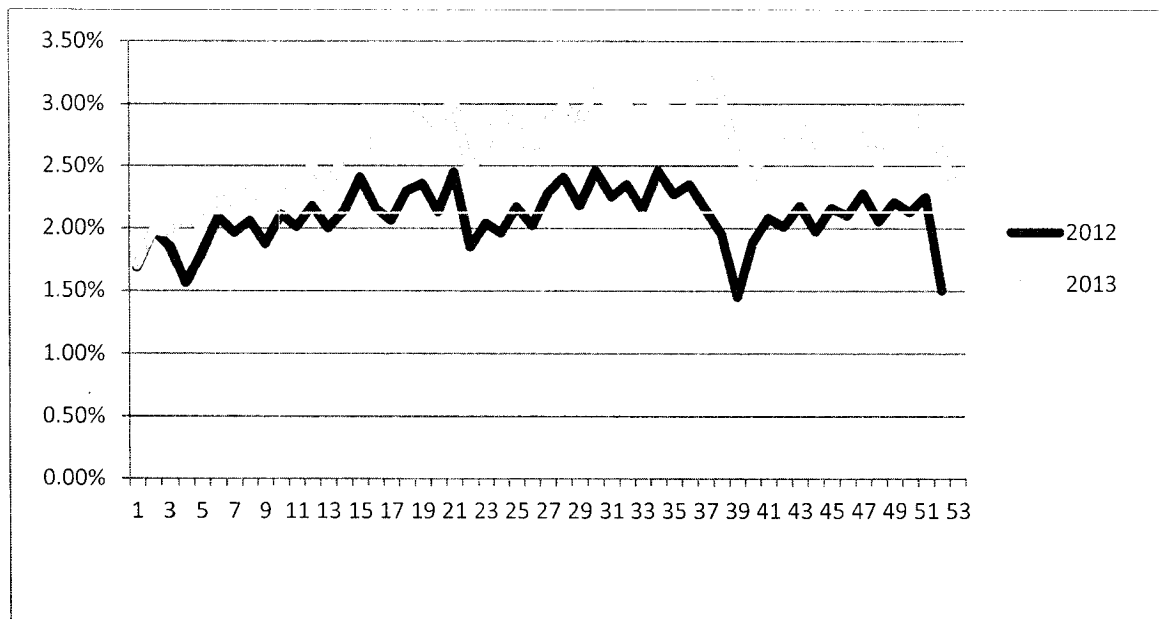
## 5.1 Vulnerable Groups, Impact on Health, Social Care and Triage

Experience tells us that people tend to not ask for help until they hit a crisis. Housing Services met with all households affected by the under occupancy discount prior to its introduction and the majority said they could manage. We now have the evidence that this is not the case. The table below shows the numbers of households affected by the discount at the 1<sup>st</sup> of April 2013 and level of rent arrears and throughout the year. **The number of tenants affected by the discount and in rent arrears has increased during the year and there has been an overall increase in current tenant rent arrears compared with the previous year.**

	1/04/2013	30/09/2013	13/12/2013	31/03/2014
Households affected by 14% reduction in housing benefit (1 bed under occupation)	1,183	1,196	1,203	1,210
Households affected by 25% reduction in housing benefit (2 bed under occupation)	395	354	282	286
Total tenancies	1,578	1,550	1,485	1,496
Households affected by the under occupancy discount in rent arrears	(742) 47%	(1,038) 67%	(965) 65%	(928) 62%

At 31<sup>st</sup> December 2013, the number of households affected by the under occupancy discount was 1,485, a decrease of 82 (5.2%) from 1st April 2013 however 62% (928) of the 1,496 households were in rent arrears, compared with 47% (742) of affected households at the 1<sup>st</sup> April 2013. The number of households affected by the 2 bedroom reduction of 25% has decreased by 28% (109) throughout the year however there has a slight increase of 2.3% (27) in the number of households affected by the 1 bedroom reduction of 14% during the same period. Additional information regarding the approach taken by the Authority to supporting tenants affected and wider housing options advice is included in Appendix 7.1. The Housing Service is continuing to support all tenants in arrears and is also reviewing its rent arrears processes and systems with the corporate Transform, Innovate & Change (TIC) team.

The graph below shows comparative current tenant rent arrears for the financial years of 2012/13 and 2013/14 and demonstrates an overall increase during 2013/14. 2.5%-3% rent arrears equates to £1m-£1.2m.



**Table 1: Comparative rent arrears, (2012/3 and 2013/14)**

While the under occupancy discount may be a contributory factor to the increase in arrears, there are other financial pressures:

- Annual increase in rent and water charges
- The increase in non-dependant deductions has risen significantly (a non-dependant is someone over 18 who normally lives with the tenant such as an adult son, daughter, relative or friend),
- Other financial constraints on household budgets like utility bills – however Housing Services are working with communities to set up fuel clubs to assist with reducing heating costs as well as promoting the energy switching scheme.

### **Vulnerable Groups**

Those with mental health issues or learning difficulties often have problems recognising or dealing with financial difficulties and bureaucracy.

Conversely many people want help however are not sure where to go for it. In many cases they do not get the holistic support they need at the first point of contact.

We can identify those most affected by the welfare reform and already work with many vulnerable groups through our core services and grant funded programmes such as Communities First, Flying Start, Families First, Youth and Youth Offending services as well as Supporting People. As well as the evidence from the analysis of claimants data which reveals people with Mental Health issues, physical disabilities and their carers, will be significantly impacted, so will women (part-time or zero based contracts, low incomes and single parents). Anecdotal evidence strongly suggests that the number of JSA claimants is falling

because they find the claim regime too stringent, inflexible and travelling costs prohibitive and either are sanctioned for not meeting the requirements or just stop claiming.

We need to ensure that where we have contact with vulnerable groups, individuals and households that this includes discussions about the welfare reform changes and how it affects them.

This also means raising staff awareness about the changes, where to signpost to and referral mechanisms.

### **What have we got in place?**

#### **Adult Social Care**

This service area covers learning disabled, mental health physically disabled/sensory impairment and older people with a particular level of need. There are a range of multi disciplinary teams within the department working across the county.

Each of Adult Social Teams works with their service users and provides benefit advice commensurate with the worker's knowledge. Complex issues e.g. appeals are often referred to specialist agencies. However these agencies are increasingly less able to directly support appeals eg. CAB issue guidance on the appeals process but do not have the capacity to attend. Support workers within our Mental Health teams have to provide a high level of one to one support because of the adverse impact of assessment and appeals process on their clients.

Previous training has been provided to social care staff on benefit changes and a further training programme is being organised to brief staff on the changes now being introduced.

The department has also a financial assessment team that undertakes financial assessments when a person falls under its charging provisions. The team will provide benefit advice when undertaking this role.

The department also commissions over 30 organisations to provide a range of services to our service users. Each organisation has a contract with the department. Services include advice and information, advocacy, day support, direct payments, provision of aids/adaptations, employment training, awareness training. Some are specifically commissioned to provide benefit advice (Catch Up, Mencap, Macmillan) whilst others provide it as part of their general service or have obtained funding from other sources to provide benefit advice.

There is a wealth of research which shows the impact of poverty on health and well being. Building resilience in individuals and communities through informal and formal support networks can mitigate against the impact of financial stresses and poverty on health.

Statistics from Public Health Wales show that there has not been an increase in suicide rates and, whilst there has been an increase in referrals for alcohol misuse over the last 3 years,

referrals for substance misuse have declined for the same period. It is unclear however whether or not the latter is a result in changes in the types of drugs being misused.

GPs are generally pulling back from supporting claims and appeals for ESA work capability assessments because of the additional administration burden which is affecting their capacity to see patients. It is also reported that more patients are visiting their GPs with minor ailments that they would have previously self managed, with increasing cases of stress and anxiety.

Referrals for acute Mental Health Services have increased however these are due to breakdowns in recovery and there is strong anecdotal evidence to suggest that work capability assessments and other welfare benefit changes are a significant factor in this.

The Centre for Mental Health has recently published a report which recommends that Mental Health services offer specialist welfare rights as a core part of their work to support recovery and prevent relapse.

The report concludes that specialist welfare advice can cut the cost of health care in three main ways:

1. **reductions in inpatient lengths of stay:** for example, an advice service may resolve a complex housing problem such as possible eviction or repossession and so enable a patient to be discharged from hospital more quickly than would otherwise be possible. At the national level the average cost of an inpatient stay is £330 per day.
2. **prevention of homelessness:** people with severe mental illness are at much higher risk of homelessness than average and an advice service can help to prevent this, for example by negotiating directly with landlords and creditors in cases of rent arrears. A number of studies suggest that the costs of homelessness to the public sector, including the NHS, are in the range £24,000 to £30,000 a year.
3. **prevention of relapse:** severe mental illnesses such as schizophrenia and bipolar disorder are long-term conditions, with acute episodes of illness being interspersed with periods of remission. Relapse is common and very costly. For example, in the case of schizophrenia, the probability of relapse is around 40% a year, at an estimated cost to the NHS of over £18,000 per episode. The widely accepted vulnerability-stress model of mental illness suggests a number of ways in which a welfare advice service can help to reduce the risk of relapse, most obviously by directly acting on an immediate cause of acute stress which threatens to trigger relapse but also by reducing the vulnerability of clients to future problems through the development of improved coping mechanisms.

For additional information, click on this link [\*Centre for Mental Health report December 2013\*](#)

## 5.2 Advice and Support

There are a plethora of organisations, including services within the Council, which give advice and support to individuals and households in need within the county.

These include the vast range of voluntary organisations such as Citizens Advice Bureau, Age Concern Cymru, and Shelter Cymru and other members of Advice and Support Carmarthenshire (ASC). ASC was re-launched in 2008 to provide a network which allowed voluntary organisations to work collaboratively, share information and support people in an effective manner through referrals mechanisms. The Group surveyed ASC about the impact of the Welfare Reform however the response was extremely disappointing, with only 12 responses from the more than 60 organisations signed up.

See appendix 7.3 for details of the results of the survey.

In some cases they provide general support, whilst in others, varying levels of specialised support with restrictions in terms of geography and criteria such as age, disability, risk of homelessness or exposure to domestic abuse.

When asked *“What, if any, do you feel are the barriers that prevent better partnership working and how could these be removed?”*, respondents made the following comments.

- *“Attitudes, funding and strategic thinking. Find areas of commonality and invite organisations to specialise to allow for free referral into services.”*
- *“Communication – users and providers need to know that other services are out there and what they do.”*
- *“Funding of projects.”*
- *“The rurality of the county.”*
- *“Better links between statutory services and community based third sector organisations.”*
- *“Removing the focus on, and protectionism of, funding to prioritise on the needs of service users.”*

*(ASC Survey)*

Within the Council; there are services offering a variety of advice and support to specific vulnerable groups or in general. These include; Carmarthenshire Direct, Housing Options Advice (including a debt advisor), Supporting People, Care and Repair Carmarthenshire, Integrated Family Support Services, Flying Start, Adult Social Care, Communities First Financial, Employment and Digital Skills (FEDS)- new initiative, Communities 2.0 Digital Inclusion Project, Rural Development projects and Un Sir Gâr (Training and employment opportunities).

The Group has found that these services are not always aware of other internal services and what advice and support they offer which link with welfare reform and the impact of poverty. Better co-ordination is needed to ensure that services work effectively together.

**There are internal examples of how we are working well to support individuals and households as well as some excellent work in the voluntary sector however there is no strategic overview across the Council which results in duplication of effort, an ineffective use of resources and people not always being treated holistically.**

The lack of effective referral mechanisms means that people either have to wait too long for the type of support they need before reaching crisis levels or “slip through the net”.

There are also capacity issues in all sectors as the level of demand escalates which exacerbates the situation and the changes introduced so far, together with the wider economic climate, have demonstrated that demand will peak as a change is introduced.

### **How important is it to help people in the right way at the right time?**

The following case studies show how the right help given at the right time makes a huge difference.

#### **Case Study**

*A woman attended drop in session, she explained she was probably not eligible for advice as she was a home owner. She thought all advice service were means tested, I explained this was not true. She was married, home owner, had three children of school age. She had no debts previously and had never been behind on payments. Both she and her husband had lost their jobs some time ago and were receiving JSA and had used the little saving they had. She was behind on mortgage payments, had no food or funds to buy food, the electric was threatened to be cut off and the gas had no credit in the meter. The children were off school for summer and a mistake had been made by JC+ where a sanction had been issued but could not be lifted until a decision maker looked at it.*

*She was very emotional and had used her child tax credit to pay other bills as she expected JSA to be paid that week.*

*I contacted JC+ to discuss JSA claim, luckily the mistake had been addressed by the decision maker who had reinstated the payment but the client would need to wait for the payment to be processed. This did not solve the initial problem, of no food and threat of electricity being disconnected.*

*I contacted electric company who agreed to put a month hold on any action in order for the client to get her finances sorted, she could then arrange a payment plan. I discussed with her whether she had contacted LA regarding council tax payments and Council Tax rebate, she had not and agreed to visit council office on the way home. I contacted Antioch centre who provide food parcels for people in need, she was directed there where a parcel would be prepared for her to collect, this would tide her over until she receives her next payment.*

*She left feeling relieved there was help available for her, which she had no idea was there.  
(Citizen's Advice Bureau Adviser)*



### **Case Study**

*We are often given a dose of reality as to why we do the job when we get a desperate client attend the drop in session. An example of this was during the early summer when I was closing the session for lunch and a young, scruffy looking man insisted he spoke to someone ASAP, he was close to tears and appeared to have little confidence, he was at 'rock bottom'.*

*He explained he had recently been released from prison, he was sentenced for a number of petty crimes. He lived in shared accommodation which was poor and as a result of the post often being stolen the landlord took the letters for safekeeping, it was then delivered at the end of the week.*

*He was receiving JSA which had been sanctioned due to him missing an appointment (he received the letter too late to attend, he was 2 hours late) The result of him being sanctioned left him without money for food or to top up his rent payments (he had been given notice by his landlord), he only had the clothes he stood in.*

*He had no close family since he has been in prison and his friends were involved in drugs and crime which he wanted to stay away from, he felt his only option was to return to prison as he was guaranteed a bed and food, he had tried to take his own life and felt there was no way to turn his life around.*

*During the next hour I went with him to The Salvation Army who gave him a clean set of clothes and a waterproof coat, I contacted the Antioch Centre who gave him a food parcel and a cup of tea and a sandwich. He told me how depressed he was and I suggested he attend his doctor surgery as a matter of urgency to discuss, I also suggested in his present state he was not fit for work and suggested he apply for ESA.*

*He went on his way and I saw nothing of him, until a few weeks later when he returned to thank the bureau for changing his life, he was almost unrecognisable, he was shaven, clean and had a healthy looking glow, he explained after visiting the GP he was put on a course of antidepressants and his claim for ESA was successful, he had found more suitable accommodation and could now see his life going the right direction, he told me of his excitement when he received his first payment, he went straight to Asda to fill his food cupboard. This shows that what we do every day changes people's lives for the better, and makes all the stress worthwhile.*

*(Citizen's Advice Bureau Adviser)*

### Case Study

*A Council tenant, Mrs Y, suffered the loss of her baby daughter last year. The strain of this event resulted in a relationship breakdown with Mrs Y's husband thus putting further strain on Mrs Y's emotional state, and she struggled to manage. Her rent account was slipping further and further into arrears. Housing Officers were proactive and the following support measures were put in place.*

*Hafan Cymru is helping her with budgeting her finances. She's undertaken counselling sessions to deal with the bereavement and relationship breakdown. She's now in employment and has made an agreement to pay a sum every month to clear her debt.*

*To support her and bring some stability to her life, Housing agreed to contribute a lump sum to further reduce her debt, making her debt more manageable, prevented her potential homelessness, and has contributed greatly to her well being and sustainability of her tenancy.*

*(Housing Services)*

The shrinking financial climate going forward for public and voluntary sectors creates its own difficulties as services will "fight for funding" and become self protective at a time when a collaborative approach to make the most of scarcer resources is increasingly important.

### **An internal review of how we fund the third sector has been implemented.**

During the course of the review a new ASC co-ordinator was appointed and the Terms of Reference for the ASC Steering Group have been refreshed (see Appendix 7.3) with short term and medium/long term aims and objectives. The ASC Coordinator post is funded through LSB ESF Funding until December 2014.

The details of the Local Support Service Framework have not so far been finalised however the Head of Financial Services is leading on discussions in relation to this county.

**In order to implement a co-ordinated approach, a Welfare Reform Programme Board, led the Council's Tackling Poverty Champion, Executive Board Member Cllr. Pam Palmer, and including a small group of key Heads of Service has been introduced as well as an Officer Working Group co-ordinated by the ASC Co-ordinator.**

### Recommendations

**R1** Ensure that the frameworks (i.e. Local Support Service Framework, internal and external

Tackling Poverty working groups) we set up or are engaged with are clear in their purpose, linked effectively and share appropriate information in a timely manner.

**R2** Ensure that the review of funding of the third sector looks to establishing a co-ordinated approach with partners to future funding and commissioning regimes for building capacity for high-quality advice and advocacy support as well as ensuring clear criteria and monitoring mechanisms are established, particularly where grant funding is provided.

**R3.** Through the Advice and Support Carmarthenshire network, promote partnerships and collaborative working between advice agencies to:

- respond to funding opportunities in appropriate cases
- avoid duplication of effort
- make cost efficiencies
- facilitate volunteering opportunities across various roles
- share good practice and disseminate learning
- activities within the county to facilitate service development
- promote the importance of independent quality assured advice
- operate within a recognised quality framework

**R4.** Build on good practice in relation to the Welfare Reform changes, as demonstrated in service areas such as; Carmarthenshire Direct, Housing Services, Housing Advice and Housing Benefits, with a view to treating people and households holistically at the first point of contact. Improving their immediate situation helps prevent crisis however proactive and appropriate signposting for further support (such training and employment via Un Sir Gâr) will deliver improved longer term outcomes.

### 5.3 Budgeting and Financial Management

A clear message is that people affected by the welfare reform changes and the economic climate generally need this type of support. This is evidenced by the early learning from the DWP pilots as well as our own experience.

The Housing Debt Advisor (fully funded by Housing Benefit until January 2014 and seconded from Shelter Cymru) has given advice to people with numerous issues and different types of debt including; council tax, rent and mortgage arrears, fines, utilities and credit debt. She has advised in cases of disabled owner occupiers who are not managing, tenants who could not cope with the impact of the under occupancy discount and those facing eviction.

#### Case Study

*Mr K is a Council tenant living in a rural area. He was referred for debt advice following the visit by his Housing Officer regarding the changes in housing benefit entitlement.*

*He had been visited by Bailiffs collecting Council Tax arrears He was also subject to a Suspended Possession Order from 2007. He had however been managing to make payments for his rent arrears and Council Tax arrears that were acceptable to the Council*

*until the 14% reduction in Housing Benefit due to under occupation.*

*The Housing Debt Advisor advised that the only way to reduce his current outgoings was to reschedule his repayments to Bailiffs collecting Council Tax arrears and she liaised with the Bailiffs and the Council to get these reduced to an affordable level.*

*She also referred him to Cyngor 50+ Advice with Shelter Cymru for help with benefit appeals and funding for furniture that was previously destroyed.*

*In addition Mr. K received DHP until 30<sup>th</sup> June 2013 and has been offered a hard to let 1 bedroom property.  
(Shelter Debt Adviser)*

### **What else have we been doing?**

Since 2007, Economic Development has been supporting programmes such as Glanymor / Tŷ-Isha Volunteering / Debt and Benefit Project, Pantyffynnon Debt and Benefit Back to Work Project and a digital inclusion project delivered by Communities 2.0. The projects are designed to support those who require the most financial inclusion support.

Communities First - Glanymor / Tŷ-Isha Communities First developed and delivered the initial pilot to demonstrate the need; Working in partnership with Glanymor / Tŷ-Isha Communities First and Llanelli Citizens Advice Bureau identified the need to deliver an outreach based debt and benefit project; current demand for services outweighed current provision. The programme was extended to cover all Communities First and RDP areas in Carmarthenshire.

*In the first three years the Debt and Benefit Volunteering Programme tackled **£2,705,545** of domestic debt.*

*From April 2012- December 2012 the programme has tackled **£967,778** of domestic debt and supported a number of people into employment, providing up skilling opportunities through its volunteer programme.*

*In 2011 the Debt and Benefit project was extended to cover the Rural Development Plan areas of Carmarthenshire. To date they have supported 56 clients to tackle **£155,071.22** of domestic debt.*

*Pantyffynnon Back to Work Programme- In addition to tackling Debt and advising on benefits the project has supported residents to access employment and education opportunities through the design and delivery of employment related workshops. From May 2012 to January 2013 the project has tackled **£ 1,314.303.76** of domestic debt. Both projects have supported an estimated **1,800** people.*

## Financial, Employment and Digital Skills (FEDS) TEAM

The new Prosperous Communities FEDS team are offering Financial, Employment and Digital Skills throughout the new Carmarthenshire Communities First Cluster area. The team provides a community access point for anyone wishing to access FREE support to improve their Financial, Employment and Digital Skills. This support can be provided on a one to one basis, through group workshops and training sessions or information and activity sessions in the community. The team can help with:

- Information and support with debt and benefits
- Clarity on Welfare Reform Changes and Universal Credit
- Help with budgeting or better off calculations
- Support with CV building, interview skills or job searching
- Using a computer or the internet for the first time
- Help with online applications, universal credit online or using the web to find work

There are also examples of community venues across the county which already offer support and could be used for additional outreach work.

### Case study

*Llandovery YMCA is based in a central community venue where a range of services are offered for all community members. These include drop in sessions each morning for employment searches and support as well help with IT. The RDP debt adviser also has held sessions there. There is a 'Getaway' after school club, a youth club and regular sessions for young parents and home-educated young people.*

*Excellent partnership working has resulted in external funding for a centre that is dynamic, vibrant and well attended. Facilities available include a Digilab, a recording studio, sports, a kitchen to support group cooking activities, and an art room. Support from Tir Coed resulted in young people making garden furniture while completing an Open College Network course. The furniture has been so popular that people have placed orders and a new enterprise has developed.*

A key provider of high quality debt and benefit support and a founder member of ASC is Carmarthenshire Citizens Advice Bureau. The Council provides funding through Public Protection and Social Care for Welfare Rights advice. CAB also receives funding from Welsh Government, Money Advice Service, and SWALEC for fuel poverty, the three main Town Councils, Community Councils and donations.

From April 13, legal aid and legal help has been substantially reduced in these areas (to near non existence) but not withdrawn completely. You can still receive help under debt if you are a home owner at risk of repossession or under benefits for appeals to the Upper Tier Tribunal. Help is available at the last stage. A client will have to appeal to the first tier tribunal, fail, ask for permission to appeal to the Upper Tier Tribunal which is normally

rejected as a judge rarely agrees they were wrong and once they have received notification if they can appeal, it is at this stage they are eligible for help)

*Citizens Advice Bureau (CAB) became a county wide service in 2011 and during 2012/13 increased provision to 82 hours a week of drop-in meetings, appointments, home visits and telephone advice.*

*New services introduced include:*

- *A GP and mental health team referral scheme ensuring vulnerable clients are called within 24 hours and given appropriate assistance.*
- *A dedicated welfare benefits telephone line.*
  
- ***4,992** clients were seen in 2012/13 (4,716 in 2010/11 pre-merged CAB).*
- ***17, 434** issues were assisted with during 2012/13 (11,815 in 2010/11 pre-merged CAB).*
- ***£5,499,769** debt ( **1,814** individual debts/ average **£3,031**) was helped with in 2012/13 including:*
  - ***358** unsecured loans of **£1,443,349***
  - ***419** credit/store/debit card debts of **£1,295,509***
  - ***10** bankruptcies amounting to **£415,113***
  - ***37** other legal remedies amounting to **£392,532***
  - ***110** Council Tax arrears amounting to **£100,899***
- ***1,296** total gains of **£4,322,323** (average **£3,335**) were realised in 2012/13 including:*
  - ***341** gains of **£928,541** for disability benefits*
  - ***114** gains of **£594,938** for Employment Support Allowance*
  - ***132** gains of **£565,341** for Housing Benefit*
  - ***119** gains of **£485,654** for Working and Child Tax Credits*
  - ***212** gains of **£186,385** for Council Tax Benefit*

*The changes to the benefits system and complexity of issues have seen an increase in demand for advice and support.*

*CAB has close relationships with Trading Standards and Council Tax Recovery in the Council as well as Shelter Cymru and Carmarthenshire Solicitors. CAB has seen an increase in the incidence of pay-day loans during the year.*

*CAB note underlying factors contributing to the increased demand for debt advice include reduced hours of employment, reductions in benefit entitlement and increased cost of living. Those on low incomes with little or no assets have been affected but also those used to a more affluent lifestyle affected by redundancy or business failure. CAB also notes that debt can be closely correlated to mental health.*

*CAB provides advice on the appeal process and written submissions for negative ESA decisions. There has been a huge increase in the number of clients appealing and CAB can no longer attend all tribunal hearings. The majority of appeals are successful.*

*Increasing numbers of clients are also being referred to Food Banks.*

*CAB is implementing a new national data management system which once embedded will allow sharing of anonymous countywide data in relation to demand for debt and benefit support with the Council and ASC. It was noted that links to Citizens Advice Bureau on our Council information services and web pages go to the national CAB website which does not give accurate details for the merged Carmarthenshire CAB service.*

### **Financial Education for Young People**

The National Curriculum for Key Stage 2 includes the requirement that pupils develop their mathematical skills, knowledge and understanding through learning about and using Number, Measures and **money**, Shape, position and movement, and Handling data. They should use a variety of ICT resources as tools whenever appropriate.

The Welsh Government also provides guidance on the provision of financial education for 7 to 19-year-olds in Wales for governing bodies, senior management teams and practitioners in primary, secondary and special schools and colleges with the responsibility for the planning and delivery of aspects of financial education. There is also a suite of financial education materials for use by primary and secondary schools, local authorities and/or consortia to deliver quality training for teachers. The materials may also be used by an individual practitioner aiming to enhance their knowledge and identify opportunities to deliver financial education in their own classroom.

The training materials focus on the provision of effective teaching resources and provide practical advice and support for teachers in understanding the progressive nature of the 'Manage money' element of the numeracy component of the National Literacy and Numeracy Framework (LNF). There are signposts to websites and other organisations that can support the development of financial education in schools. The training materials were developed from the face-to-face training programme that took place during 2012 and 2013.

### **Recommendations**

- R5.** Establish a data sharing mechanism with the Department for Work and Pensions and Carmarthenshire Citizens Advice Bureau (once its data management system is fully in place).
- R6.** Update I-Local, Council information services and advice web pages with local contact details for advice and support services offered by Carmarthenshire Citizen Advice Bureau and other providers operating in the county.

### **5.4 Money Lending**

There is evidence that increasingly people are turning to payday loans and illegal money lending to help with immediate financial pressures. Anecdotal evidence from the Integrated Families First Team shows that vulnerable low income families are increasingly using payday loans which then become problematic.

There is evidence that loan sharks are operating in some areas of the county and the Illegal Money Lending Unit in Cardiff urges anyone with intelligence about loan sharks to report it to them. There are close links with our Trading Standards services.

We already work with communities and community groups and outreach programmes and should build on the good practice we already have. There is evidence from other Councils and the pathways that offering standalone financial management sessions is not a successful approach. Offering financial management sessions in partnership with established local groups at community venues and libraries, Family Centres etc is more likely to be effective.

## **5.5 Digital Inclusion**

Carmarthenshire ranks 17th in the table of digital inclusion for adults over the age of 18 in Wales. It is estimated that 50,000 people are digitally excluded across the County and the majority of these residents will be the very people that will need to access benefits i.e. people in social housing, older people, disabled and the economically inactive.

It is estimated that more than 45% of people within the 14 Lower Support Output Areas (LSOAs) in the new Communities First Cluster area are considered to be digitally excluded according to the Welsh Index of Multiple Deprivation 2011. Any changes to the welfare system will impact the deprived communities significantly.

The Communities First Cluster area scores highly when looking at the numbers of people accessing Income related benefits in comparison with the rest of Carmarthenshire. With a cluster population of 21,796k (c. 28 %) in relation to LSOAs / 30% in relation to whole wards, are in receipt of income related benefits. 5,904 adults aged 16+ have no qualifications (2011 Census data).

One of the key changes within the welfare reform is that claimants will now have to access their benefits on line. This will prove difficult in areas of deprivation as families may not have the necessary access to computers or knowledge of the internet, the concerns would be:

- Do claimants have the skills / ability to apply for benefits on line?
- Are claimants able to access PC's, whether it be their own or a public service e.g. library / community facilities?

The demand for Digital Inclusion support for the hardest to reach groups is expected to rise by at least 50% based on current trend and requests for support. By October 2013 in Carmarthenshire it is anticipated that the average number of digital inclusion sessions per week will need to increase from 13 to 26 to address demand from the community and Job Centres across Carmarthenshire.



## **Communities 2.0**

*Carmarthenshire County Council officers are funded through Communities 2.0 to deliver outreach work to individuals and community groups within the top 60% LSOA's within the County. The purpose is to encourage citizens to engage with technology, realise the benefits of being online and increase use of online public services.*

*Digital Inclusion is largely delivered through initiatives such as BBC First Click courses which give people who have never been online before the necessary skills and confidence to make full use of the internet.*

*These courses have had a high level of demand and were delivered in community venues, sheltered schemes, libraries and IT suites across eligible areas on a weekly basis. Referrals for groups and individuals come via a number of sources such as Job Centres, Work ways, Working Links, Communities First, Libraries and Housing Officers. In order to meet the constant demand and increase the capacity to deliver the team have developed a Digital Champion Programme which recruits volunteers with an interest in IT to train as digital champions and deliver digital inclusion sessions.*

*There are currently 26 volunteers registered with the programme who are fully utilised delivering courses to Library (Older People) and Job Centre (Economically Inactive) clients. To date the project has supported an estimated 1800 beneficiaries and has a proven track record for best practice in digital inclusion delivery..*

## **Digital Welfare West Project Summary**

The Digital Welfare West initiative is a regional consortium project covering Pembrokeshire, Carmarthenshire and Ceredigion. Its work will provide vital capacity with key organisations dealing with the impact of welfare reform and will bring together financial and digital inclusion as a mechanism to support the anti-poverty agenda. Support will be provided to social housing tenants, low income families, older people and the economically inactive through a partnership approach with existing services. This project is funded by Communities 2.0 through Welsh Government. Consortium Partners include Cantref Housing, Pembrokeshire CAB, Carmarthenshire County Council, Pembrokeshire County Council, Communities 1st Carmarthenshire and Communities 1st Pembrokeshire.

## **Recommendations**

**R7.** Ensure that online budgeting tools are accessible and promoted at our public access venues such as libraries, Customer Service Centres, Family Centres and community venues with IT.

**R8.** Prevent access to payday loan websites from Council public IT access points.

**R9.** Ensure frontline staff working with; social housing tenants, low income families, older people and the economically inactive are aware of the Digital Welfare West Project and how

it can help their customers and clients.

## 5.6 Work Access

A key element of the welfare reform programme is to encourage people to enter employment and no longer need/reduce benefit support. Un Sir Gâr has been set up to provide a one stop shop for anyone seeking to gain employment and voluntary opportunities as well as accessing information on learning and skills within the county. It was launched in July 2012 in conjunction with Jobcentre Plus and Career Wales. The main focus is on people who are trying to return to work or entering work for the first time. It has been promoted extensively however it needs to be ensured that internal services are aware of the possibility of referring people to it and understand how to.

### The Goals Club@Communities First

THE GC@Communities First Goals Club initiative is now up and running in Llanelli Library, Felinfoel Resource Centre and Pantyffynnon with more venues to follow shortly. The GC@Communities First will run at various accessible venues across the Cluster area and will promote the 'One Stop Shop' theme for support with Financial, Employment and Digital Skills. The once weekly three hour sessions will have some core themes/training running throughout each session as well as guest speakers and topics on a rota basis. Over 82 people have enrolled with the goals club to date and have received arrange of support around building their financial capability, improving their job chances or progressing their digital skills.

## 5.7 Information Sharing

It is essential that data sets are established which allow monitoring of the impact of the welfare reform and wider poverty agenda. These need to be shared in a timely manner with relevant partners. In the county we have established partnerships with some excellent information sharing. Understanding the demands on our own and partner services as well as using other relevant measures will help to understand the impacts of the welfare reform and wider poverty issues.

However, it also important to find ways we can share data about individuals and households within the constraints of data protection. Again effective referral mechanisms could be the solution.

*The Somerset Advice Network project began in August 2009 as the result of a Big Lottery bid made by 10 partners including local CABs . The key aim was to provide a seamless and accessible advice service in Somerset .*

*During the last year Somerset Advice Network has designed and delivered introductory training courses to 55 separate organisations across Somerset on 'Signposting and Advice Agency Awareness'. These "What's out there?" courses, held in different location across the county, have provided a wealth of information*

*about local services, clarified the differences between signposting and referral<sup>10</sup> and provided an opportunity for structured and informal networking.*

*The Network website has begun to list organisations by subject area with the aim of moving towards a full online service directory of advice agencies. People most in need have been accurately signposted to the appropriate source of information or advice first time. The website facilitates this signposting process for clients and organisations alongside the training course.*

*A common Online Common Referral System, created by Somerset Advice Network and Somerset District Council, has been introduced, simplifying the process of making a referral, facilitating partnership working between organisations, preventing duplication and ensuring the provision of effective and timely advice. 185 users of the system from 22 different organisations have been given training and access.*

*The Network has also written an Advice Strategy for Somerset in 2012 to ensure that Somerset residents have access to appropriate quality assured advice services when they need them, especially those people identified as being potentially vulnerable.*

*Additional information can be found by clicking on this link, Somerset Advice Network.*

## **Recommendations**

**R10.** Develop a common electronic referral and monitoring system framework that is accessible and promoted to external advice and support agencies in Carmarthenshire which will include client profile, contacts, subject area, location, demographic information and outcomes via Advice and Support Carmarthenshire.

**R11.** Co-ordinate county-wide tackling poverty activities and interventions using local intelligence and data from a central data repository and highlight key issues in Carmarthenshire via the Welfare Reform Programme Board.

**R12.** Raise awareness by developing e-learning and training sessions for staff, members and partners about the welfare reform and referral mechanisms for relevant advice and support. This would be best done via a Local Service Board approach to ensure the same message reaches all and allow reaction to changing circumstances as the reforms are introduced.

**R13.** Consider which service areas in contact with highly vulnerable people and households might benefit in giving frontline staff more specialist training in benefit and debt advice.

**R14.** Develop a plain language summary guide to the welfare reform changes, including useful contacts, for the public, members and other stakeholders. This should be published on the Council's corporate website, made available to Local Service Board partners and promoted through other local media. It will require to be updated as the Department for Work and Pensions makes changes to the welfare reform programme.

**R15.** Develop a communications strategy for publicising changes as they are introduced and

promoting where those affected can access information and advice.

**R16.** Investigate the possibility of providing advice pop-up shops at public access venues such as; Libraries, Leisure facilities and Customer Service Centres in conjunction with key internal services and partners.

**R17.** Promote “Better off in Work” calculation tools for public and staff to dispel misconceptions that work does not pay.

**R18.** Promote Un Sir Gâr as the gateway for those seeking training and employment opportunities both internally and with key partners offering debt and benefit advice.

**R19.** That this Group reconvenes as a focus group to meet with the Welfare Reform Programme Board to consider and monitor progress on a 6 monthly basis .

**R20.** That within 3 months of adoption of the recommendations by the Executive Board, an action plan for delivering the recommendations with clear timescales and named lead officers is developed and reported back to Policy & Resources and Community Scrutiny Committees and an annual monitoring report included in their Forward Work Programmes.

## **6.0 Conclusion**

It is unlikely that we can predict the impact of the welfare reform programme as it unfolds no matter what we put in place to mitigate against it, however the work of this Group has already stimulated a more co-ordinated and targeted approach.

The Welfare Reform Programme Board, led the Council’s Tackling Poverty Champion, EBM Cllr. Pam Palmer, including a small group of key Heads of Service from Economic Development, Finance, Children’s Services and Housing as well as the Assistant Chief Executive for Customer Focus & Policy has been set up and is meeting on a quarterly basis.

The Board has also developed close relationships with the Department for Work and Pensions at a strategic and operational level. The Department for Work and Pensions is supportive of the Board’s aim to provide advice and support in a more targeted and holistic manner. As a result of discussions at the Board, an outreach hub of advice and support including Housing Options, Un Sir Gâr, and Job Centre Plus is being piloted in Llanelli Town Centre.

The Board is also investigating the possibility of utilising the Supporting People Unified Referral IT System developed jointly with Pembrokeshire as a referral and monitoring system as recommended by this Group.

The complexity of the Reform programme and “moving goalposts” is highlighted by the findings of a recent report from the work and pensions committee, 'Universal Credit implementation: monitoring DWP's performance in 2012-2013' in which the committee says the pace of universal credit roll-out has been 'excruciatingly slow'. The report identifies

continuing problems with the Universal Credit (UC) programme and warns that it is still not clear that it will work. The committee suggests that implementation will be delayed even further.

UC was meant to begin for all new claims from October 2013 but, as of March 2014, only 4,280 people with the simplest sort of claims have claimed it. Much of the report concentrates on the delays, IT and says the whole process will not now be completed until after 2017. The committee concludes, 'Whilst it is essential to ensure that the system works effectively for claimants before it is extended, due to the very slow pace of the roll-out to date, it is difficult to envisage how the volumes required to meet the most recent timetable can be achieved.' The committee also identifies the 'regrettable' waste in the two parallel IT systems for universal credit and urges the DWP to provide the required financial support to local authorities to cover the additional costs of the administration of housing benefit up to 2017. Lack of clarity on the Local Support Services Framework for vulnerable claimants is also described as 'regrettable'. The full report can be found at the following link <http://www.publications.parliament.uk/pa/cm201314/cmselect/cmworpen/1209/120902.htm>

Welfare Reform is however just one more factor that is impacting on people who are already struggling as a result of the financial climate, local economy and cost of living creating more in-work poverty, child poverty and fuel poverty. It is therefore vital that anything that is put in place to mitigate against the impact of the Welfare Reform is embedded within the wider tackling poverty agenda to help improve the health and well-being of our residents.

## 7.0 APPENDICES

### Appendix 7.1 Welfare Reform Programme – what does it look like?

#### What's happened so far?

- In April 2011 most benefits and tax credits were switched to the CPI rather than the RPI.
- Various changes to Housing Benefit were also introduced, including rent levels and the age threshold for shared accommodation, which have affected the private rented sector to date.
- Child benefit levels were also frozen for 3 years and there have been changes to income support for lone parents – October 2011 – need to have a child under 5 to qualify.
- Working tax credit – higher hours for couples with children – 24 instead of 16. And a reduction in the childcare element.
- Incapacity Benefit and Severe Disablement Allowance have been migrated to the Employment and Support Allowance from 2011 - with medical assessments and a high level of refusals.

#### From 1<sup>st</sup> April 2013

##### More changes in Housing Benefit

The under occupancy discount of housing benefit was introduced on the 1<sup>st</sup> of April 2013. Tenants in social housing lost 14% per week if they are classed as having 1 spare bedroom and 25% per week if they have 2 spare bedrooms. There were some concessions for households with external overnight carers, foster children, students and armed forces however none for in family carers, disabled people with space needs, separated parents.

The DWP allowance for Discretionary Housing Payments (DHP) was increased to £280k this year. A working group was set up in 2011 to mitigate the changes and all our tenants were visited to discuss the impact of offer advice and support.

Housing Services has also increased its homelessness prevention fund by £50k to £100k and the Bad Debt provision has also been increased.

##### Impacts to date

See section 5.1 for detail relating to the number of Council tenants affected by the under occupancy discount and impact on rent arrears.

##### Stock information

50 box bedrooms have been identified as < 4m<sup>2</sup> which could possibly be re-designated. Bedrooms are defined under the Carmarthenshire Homes Standard however a new Social Rent Policy will be implemented from April 2015 under WG guidance. The Service is currently working through the implications of re-designation as part of this.

### **Turnover of tenancies**

There has been a 23% increase in the number of void properties received (490) during the first half of the year. Only 35% (45) gave notice.

During the period there were 449 allocations compared with 380 for same period in 2012. (18.15% increase)

There have been 103 transfers during this 6 month period compared with 73 for the same period in 2012 (41.11% increase). However only 23 of these transfers can be directly contributed to tenants downsizing due to Benefits issues. The main reason for transfers was because of physical requirements, e.g. transfer to an appropriate property for medical needs or physical needs, changing needs relating to age, fire management or support reason. Other reasons include overcrowding, staying at a decant property or location.

### **Homeswapper**

Tenants continue to register on the scheme – as at the end of October 2013 we had 693 of our tenants registered on the scheme. 160 are tenants who are under occupying. So far this year 21 tenants have exchanged properties by using the scheme.

### **Discretionary Housing Payments (DHP)**

There was a ten-fold increase in the number of applications for DHP received in quarter 1 (627 compared to 66 last year) and twice the number received in the whole of 2012/13. **20% related to private sector tenancies and 80% to social tenancy applications.** This had a significant impact on the Housing Benefit Team which had experienced high call volumes in response to the benefit notification letters. The latter also had a significant impact on our Customer Service Centres (as often happens with high volume Council correspondence).

Initially DHPs are granted for short term support only (3-6 months) and tenants are encouraged to pursue things to alter their situation (eg. Job seeking, finding suitable alternative accommodation) as well as critically review their income and expenditure. There may be a misconception that DHPs will provide a long term solution however tenants can re-apply for further support.

At the end of quarter 2,557 DHPs were awarded, 447 of which related to the social sector, £111k from the overall DHP pot.

### **Housing Options Advice**

The demand for housing advice has significantly increased over the last 2 years as a result of higher costs of living, the recession and general economic climate as well as the welfare reform.

The re-aligned Housing Options and Advice Team has seen general housing enquiries

(potentially homeless) increase by 85% from 195 per month (as at May 2012) to 360 per month (as at August 2013).

The number of presentations of homelessness for the period 1/4/13 – 30/9/13 has however decreased by 6.97% compared with the same period in 2012 (717 in 2012 – 667 in 2013).

Reasons include:

- Private rented property/landlord issues (20%)
- Relationship breakdown (19%)
- Affordability (not an issue 2 years ago) / arrears in public and private sector (17%)
- Disability
- Size of property

The homelessness prevention fund has also been increased by a further £50k.

### **Homeless Acceptances**

Homelessness statutory acceptances (duty to provide permanent accommodation) have fallen by 3.4% from 603 in 2011/12 to 552 in 2012/13. The national trend in homeless statutory acceptances is increasing.

There has been a further reduction of 18.65% for the period 1/4/13 – 30/9/13 compared with the same period in 2012 (from 327 in 2012 to 266 in 2013).

This indicates that holistic housing options support to prevent homelessness by resolving issues or giving appropriate advice to resolve issues and find alternative housing options at the first point of contact is working.

### **Households placed in other types of Temporary Accommodation (TA).**

During the period 1/4/13 – 30/9/13 there has been an 8.49% increase in households placed in other types of TA compared with the same period last year (106 in 2012 to 115 in 2013).

The average length of stay in TA has increased from 117 days for 1/4/12-30/9/12 to 172 weeks for 1/4/13 – 30/9/13.

This is due to delays in moving households on in permanent housing. These households are now vying with our tenants for the same accommodation due to under occupancy issues.

### **Households placed in Bed and Breakfast (B&B) accommodation**

During the period 1/4/13 – 30/9/13 there has been a 150% increase in households placed in B&B ( 8 in 2012 to 20 in 2013)

Only 1 of these households had children in both periods



More use of B&B has been necessary because of delays in moving households on from other forms of temporary accommodation.

The average length of stay in B&B has increased from 0.53% of a week for 1/4/12-30/9/12 to 1.33% weeks for 1/4/13 – 30/9/13

B&B is predominantly used for single households who are more difficult to re-house due to lack of suitable smaller accommodation in Council and Housing Association stock and as most are under 35 years of age the private rented sector is not a viable option. In addition many of this group are ex offenders and there therefore may be restrictions on where they can be housed.

### **Benefit cap**

Changed to £500 per week for couples/lone parents and £350 for single parents and rolled out mid July 2013. Originally DWP scans indicated cap would affect 80-100 households however approximately 30 cases have been received so far, possibly due to exemptions being identified that were not apparent in earlier scans

The average weekly cut has been £63.44 ranging from (£6.75 to £114.88). Although the number of cases is low, the impact on individual families may be significant which will impact on the children involved.

Benefit Officers visited and reviewed the benefit claims of all those families identified in the first scan to ensure their claims were accurate prior to the introduction of the cap. Information has also been shared with Housing Services and Housing Associations.

### **Direct Payments to tenants**

Early learning from the DWP pathfinder pilots indicate that many tenants have struggled to manage their finances and have incurred rent arrears as a result. The Torfaen pilot showed a 7-8 increase in arrears within the first 6-8 months as well as a need for additional resource to deal with the problems.

The DWP has issued fresh guidance in relation to the triggers for switchback from direct payments, now 2 months in arrears.

### **Introduction of Personal Independent Payments (PIP)**

- Replaces the Disability Living Allowance (DLA) by 2017, implemented from June 2013. The DLA has 3 weekly rates for care whereas PIP has 2 4 weekly rates.

- A medical assessment is required and these cause stress on individuals. Research indicates that the majority of supported appeals are successful whilst unsupported appeals are largely unsuccessful.

There are 16,215 claimants of DLA in the county (February 2013).

The Disabilities Coalition was engaged for its views on PIP and the wider welfare reform.

Key themes and concerns were:

- Benefit cuts against the most vulnerable.
- Concerns about the impact of the “bedroom tax” on disabled people and couple carers.
- Concerns about PIP assessments following the experience of ESA assessments – stress, mistakes in judgements, the need for advocacy support and shrinking capacity for it as well as a surge in people losing benefits as the migration to PIP is done.
- Better signposting for where to go for help and a need for greater provision of benefits advice.
- Cuts in funding for groups supporting disabled and vulnerable people.
- Particular impact on those with mental health issues and the hidden costs on other services eg. Increasing demand for health services. People falling through the net.
- Difficulties in finding jobs
- Impact on disabled volunteers – scared to continue in case they’re penalised
- Improvements needed in Council communication about changes – longwinded, unclear. Would like more choice around methods of communication.

The Group also engaged with the Compact Liaison Panel at its annual conference.

- Bedroom tax – People worried it applies to those who own property.
- Wrong information on TV/ media or misunderstood need to emphasise “Social Housing”.
- People don’t want to downsize due to community networks.
- Social impact can be scary
- Client with Mental Health are being put under a lot of pressure and it is affecting their MH
- Lack of help/ support to complete forms, go for assessments for people with Mental Health and other needs
- Lack of understanding and help on the phone
- Could have an effect on suicide rates
- Massive impact on services
- Concerns about media attitude and terminology
- Need to transfer jargon into plain language
- Long term impact as well as now
- No transition period

- Support mechanisms need to be put in place.

#### Views and concerns

- Service users won't be able to afford health & Social care services that are charged for
- Greater demand on health & Social care providers more and more difficult to get benefits and appeals

#### Impact

- Affecting people already.
- Knock on effect on families and services
- Increase in number of people affected by anxiety and depression
- Financial abuse of the elderly
- The views and concerns of community
- People are scared of the changes - they're very anxious and depressed.
- Impact of the changes – poverty
- Health Sector : Increased child Poverty across the board
- Mental health, stress, suicidal rates, food banks, general health one point of contact
- Worry- funding not to landlords
- Arrears
- Can people budget effectively?
- Can people be independent?
- Issues – people isolated, no skills, no ITC, spend money on other things, door step lenders
- Food banks – numbers rising, economic downturn
- If's & maybe's – fall out afterwards, who advising, no legal aid
- How is it being communicated that it's applied differently in diff countries?
- LA support?
- Info is complex.

#### Social Fund

Local community care grants and crisis loans were abolished at the beginning of April 2013 and replaced by the WG Discretionary Assistance Fund.

- WG funds the national scheme - Northgate Public Services administer the scheme, in partnership with Family Fund Trading and Wrexham Council from the beginning of April 2014.
- Quarter 1 shows 427 Discretionary Assistance Fund applications received from Carmarthenshire of which 211 were successful equating to a value of £54,786 of support.

### **From October 2013 - Universal Credit**

Initial proposals were that the national roll-out would be implemented from October 2013 with roll-out in Wales from February 2014. However latest indications are that there will be further pilots or demonstration projects before the national roll-out commences, possibly as late as 2015. There are also recent reports that the IT system developed for Universal Credit is seriously flawed.

- On line claim system (Access and capability)
- Monthly payments in arrears (Personal budgeting issues)
- Payment into a bank account (Many do not have bank accounts)
- The DWP published guidance for Personal Budgeting Support in February 2013. This includes referrals for money advice during the claims process and ensuring vulnerable individuals are exempted from direct payments for housing benefit included in the Universal Credit. For full details see Appendix 7.2.
- The DWP has just published a Local Support Services Framework for consultation and possible alternative payments arrangements.

### **Council Tax Reduction Scheme**

The UK Coalition Government abolished Council Tax Benefit from April 2013 and responsibility for introducing a localised Council Tax Support scheme in Wales (known as Council Tax Reduction / CTR) was transferred to the Welsh Government (WG).

The UK Coalition Government also determined that the funding given to WG would be cut by 10% and move from demand led to fixed-limit budgets. The proposed cut would have left a funding gap for Carmarthenshire of approximately £1.56m for 2013/14 which would have meant a reduction in all claimants' benefit and those that would normally receive 100% relief would have had to pay some proportion of Council Tax. Some 19,000 households would have been affected in the county, however, WG made a late decision in January 2013 that it would fund the £22m gap across Wales.

In her written statement on the Provisional Local Government Settlement 2014/15, the Minister for Local Government and Government Business has stated that CTR scheme is supported by a sum of £244m within the settlement. This is the same level of funding provided by Welsh Government to local authorities in 2013/14. This means that any increase in cost due to increased client numbers and/or council Tax rises will fall on the Authority's budget

## **Appendix 7.2 – Universal Credit DWP Guidance on personal budgeting support**

### **What is personal budgeting support?**

Personal budgeting support is about helping claimants adapt to three key changes that Universal Credit brings:

- a single household payment;
- paid monthly; and
- rent paid directly to the claimant - so the claimant will pay their rent to the landlord themselves.

Personal budgeting support will support claimants who need help managing their money and paying their bills on time as they transition onto UC.

### **What are the elements of personal budgeting support?**

There are two elements to personal budgeting support:

- Money advice to help claimants cope with managing their money on a monthly basis and paying their bills on time.
- Alternative payment arrangements for some claimants who genuinely cannot manage the standard monthly payment and where there is a risk of financial harm to the claimant or their family. This might include rent paid directly to the landlord, a more frequent than monthly payment, or a split payment between partners.

### **How does money advice affect Universal Credit claimants?**

Money advice will be offered to all Universal Credit claimants when they make a claim and will be given to those who have a clear need.

There will be different levels and types of money advice based on need; some claimants will be signposted to online services, some may be offered a single session over the phone, others an intensive face to face session with follow up call(s).

- Money advice will be offered online, by phone, or face to face.
- External organisations with relevant expertise are expected to deliver money advice.
- Money advice services will be tailored to the claimant's ability to handle each of the main Universal Credit financial changes – paid monthly, as a single payment to the household, with rent paid directly to the claimant.

Some claimants will need money advice for a short period of time, others for much longer.

### **What type of money advice will be available?**

There will be a comprehensive set of **money advice** products and services offered at the point of claim or migration.

**Money advice** will include:

- Online budgeting tools for claimants who can help themselves - such as those offered by Money Advice Service and Citizens Advice.
- Advice services offered by external organisations for those who need more support with, for example, getting a bank account or doing a monthly budget plan.

The vast majority of claimants needing alternative payment arrangements will be referred for money advice so that they become more financially independent with a view to the payments arrangements ending when they are no longer needed.

### **What is the money advice process?**

The **money advice** process filters claimants to the most suitable service and channel in the most efficient way. This means that:

- Claimants who have no need for money advice or can help themselves (by using an online or phone service) are signposted quickly to the right place.
- Claimants who need an alternative payment arrangement are identified quickly and a decision made so that payments are set up quickly.
- Claimants needing an intervention to help them manage their money will be referred to a local advice organisation; they will determine how often to see the claimant and the channel, based on the claimant's needs at that time.

### **What are alternative payment arrangements?**

The move to a single monthly household payment will be a significant change to the way most benefits are currently paid so the following alternative payment arrangements will be available to help claimants who need additional support:

- Paying housing costs (rent) directly to landlords.
- Making more frequent than monthly payments.
- Splitting payment of an award between partners.

### **What are the key elements to consider?**

Alternative payment arrangements will be 'claimant centric,' in other words something that is done 'with the claimant' rather than 'to the claimant'. Applications will be considered on a case by case basis using existing business knowledge i.e. information we hold about the claimant.

A claimant can be considered for one or more alternative payment arrangements based on individual circumstances and characteristics. The Universal Credit adviser acting on behalf of the Secretary of State makes the decision taking account of the claimant's ability to:

- Pay their bills on time, particularly their rent
- Budget income and outgoings over a calendar month
- Manage a single payment to the household.

### **In what priority order should they be considered?**

Alternative payment arrangements will be considered in the following order of priority:

- In order to safeguard the claimant's home, paying rent direct to the landlord will be the first priority where rent is part of the Universal Credit award.
- Secondly and where appropriate we should consider if a more frequent payment is needed. A bi-monthly payment (two payments every month) is recommended for those who will struggle to manage monthly - although exceptionally a different frequency may be considered.
- The split payment of an award between partners should only be considered in certain specific situations e.g. financial abuse where one partner mismanages the Universal Credit award or in some domestic violence situations where the couple decide to remain together in the same household and a separate claim to Universal Credit is not made. In these situations we should first consider paying the rent element directly to the landlord (where appropriate), before deciding on the proportion to be split between the couple.

In summary a claimant could therefore have any of the following combinations:

- Housing only.
- Frequency only (for non householders).
- Housing and frequency.
- Housing and split.
- Frequency and split (for non householder couples where appropriate).
- Housing, frequency and split.

The above approach aims to support those claimants over time in developing their budgeting capability and at the same time safeguarding their home.

### **When can an alternative payment be considered?**

Alternative payment arrangements can be considered at any point during the Universal Credit claim. They may be identified at the outset when the personal budgeting support is decided, or during the claim e.g. because the claimant is struggling with the standard monthly payment, or moves house which could affect the housing or split payment.

They can also be triggered by: business knowledge, the claimant, their representative, their caseworker, and/or their landlord as a result of the build up of rent arrears. To safeguard the claimant's home, a landlord can notify Universal Credit asking for the housing cost element to be paid direct to them when a rent arrears 'trigger' has been reached. The Direct

Payment Demonstration Project (DPDP) is testing different rent arrears trigger points that will inform the final trigger to be used in Universal Credit.

### **When should alternative payments not be offered?**

The Government is keen that Universal Credit reflects the world of work where 75 per cent of people receive wages monthly. The majority of claimants should be paid the single monthly payment, enabling them to make a smooth transition into monthly paid work, encouraging personal responsibility for finances and learning how to budget on a monthly basis. Alternative payment arrangements should only be considered for those claimants who genuinely cannot manage the single monthly payment and as a result there is a risk of financial harm to the claimant or their family. These arrangements are not available through choice and this guidance aims to set out the approach to provide support where appropriate, considering a combination of financial and other challenging factors e.g. addiction, homeless, learning difficulties etc. It is important that claimants are able to make the same sorts of decisions as those in work and develop the financial capability to do so.

### **When will alternative payments be reviewed?**

Alternative payment arrangements will be subject to a review. The Universal Credit adviser will decide the review period taking into account the claimant's particular circumstances. At the review, they will decide if the claimant is now capable of managing the standard monthly payment.

If a claimant has two or more alternative payments in place, it may be appropriate to consider a gradual move to the single monthly payment e.g. managing on a monthly basis first, followed at some point by paying their rent. This 'stepping stone' approach aims to help them make the transition to standard monthly payments over time.

### **What are the key factors to consider when deciding if alternative payment arrangements are appropriate?**

When considering alternative payment arrangements, the Tier 1 and Tier 2 factors set out at Annex A should be used to help to decide if these arrangements are appropriate to an individual. All cases must be assessed on an individual basis and information will need to be gathered with sensitivity and in a non judgemental way. It will be important to gain confidence and build trust and rapport with individuals, listening to their needs, probing and questioning to identify the issues. Details from a third party i.e. the claimants' representative, their caseworker and / or their landlord can be used to inform a decision.



## The PBS High Level Design (Pathfinder)

<b>Annex A Factors to consider for alternative payment arrangements</b>
<b>Tier One factors - Highly likely / probable need for alternative payment arrangements</b>
Drug / alcohol and / or other addiction problems e.g. gambling
Learning difficulties including problems with literacy and/or numeracy
Severe / multiple debt problems
In Temporary and / or Supported accommodation
Homeless
Domestic violence / abuse
Mental Health Condition
Currently in rent arrears / threat of eviction / repossession
Claimant is young either a 16/17 year old and / or a Care leaver
Families with multiple and complex needs
<b>Tier Two factors - Less likely / possible need for alternative payment arrangements</b>
No bank account
Third party deductions in place (e.g. for fines, utility arrears etc)
Claimant is a Refugees / asylum seeker
History of rent arrears
Previously homeless and / or in supported accommodation
Other disability (e.g. physical disability, sensory impairment etc)
Claimant has just left prison
Claimant has just left hospital
Recently bereaved
Language skills (e.g. English not spoken as the 'first language').
Ex Service personnel
NEETs - Not in Education, Employment or Training

## Appendix 7.3

### Advice and Support Carmarthenshire Steering Group Membership:

Chair - Chris Burns (CCC)  
Cllr Pam Palmer EBM Poverty Champion  
Cllr Kevin Madge Leader  
Gwyneth Ayres (Policy & Partnerships - CCC)  
John Wilson (Community Regeneration - CCC)  
Amy Hawkins (Communities First, CCC)  
Mike David (Tenovus)  
Leanne McFarland (Family Information Service, Children's Services, CCC)  
Menna Davies (DWP)  
Tom Messerre (Freelance Welfare Rights Consultant)  
Huw Lloyd (Trading Standards, CCC)  
Suzanne Gainard (CAB)  
Ann Dymock (Age Cymru)  
Val Brown (Housing Advice - CCC)  
John Gravelle (Housing Benefit - CCC)  
Simon Richards (Business Development - CCC)  
Debbie Bence / Marie Mitchell (CAVS)  
Bex Llewellyn (ASC Co-ordination - CCC)

#### Purpose statement:

The aim of Advice and Support Carmarthenshire (ASC) is to promote and facilitate networking and better coordination of advice and support agencies, projects and organisations within Carmarthenshire. Through improving communication between advice and support agencies ASC aims to create better awareness of the advice and support available across the County leading to reduced duplication of services and better understanding of gaps in service provision. ASC aims to generate greater collaborative working between advice and support agencies, projects and organisations to provide a more holistic approach to combating poverty and social inclusion for the citizens of Carmarthenshire.

#### Principles:

ASC will coordinate advice and information services within Carmarthenshire by:

- ☐ Identifying the needs of the community for information and advice
- ☐ Assessing the extent to which members, individually and as a network, meet these needs
- ☐ Working with partners and network members to achieve the most effective deployment of available resources to meet identified need within the County
- ☐ Encouraging inter-agency cooperation and collaborative working through opening communication channels and highlighting opportunities for joint working to its members and any other anti-poverty and/or social inclusion advice and support agencies, projects and organisations

☒ Sharing and promoting important information, announcements and updates re: anti-poverty and social inclusion agendas to ensure consistency and alignment with regional, national and local strategy within these fields.

### **Membership:**

Any agencies, organisations or projects that are involved in providing advice, information and/or support to Carmarthenshire's citizens to help them combat poverty and social exclusion.

### **Aims and Objectives**

#### **Long/Medium Term**

- ☒ To strive to continually improve the health and wellbeing of the community
- ☒ To establish a sustainable framework for collaborative working and information sharing between advice and support agencies in Carmarthenshire
- ☒ To raise awareness of advice agencies in Carmarthenshire with Council departments and partners and agencies and the general public
- ☒ To improve the availability and accessibility of advice and support services through-out the County, with particular emphasis being placed upon hard to reach areas
- ☒ To endeavour to work closely with other organisations, projects, agencies and strategic partners to better protect the interests of the citizens of Carmarthenshire
- ☒ To develop and implement localized needs assessments and gap analysis exercises to ensure that the needs of Carmarthenshire's citizens are met
- ☒ To work with partners to ensure that advice & support agencies continue to contribute towards the achievement of the five main outcomes identified in the Integrated Community Strategy for Carmarthenshire

#### **Short Term**

- ☒ To develop an action plan for development of the network
- ☒ To establish a common referral system
- ☒ To develop and continually update a Directory of services for advice and support providers and members of the public to access
- ☒ To re-launch ASC website incorporating a search function and log in area for ASC members

#### **ASC Survey Findings**

The following organisations responded:

- Care & Repair Carmarthenshire
- Macmillan Cancer Research
- Cygnor 50+ Advice (Shelter Cymru)
- Age Cymru Sir Gâr
- RDP Debt and Benefit Volunteer Project
- Anonymous
- Catch-up Information & Advice Centre
- The Wallich
- Ty Enfys Family Centre

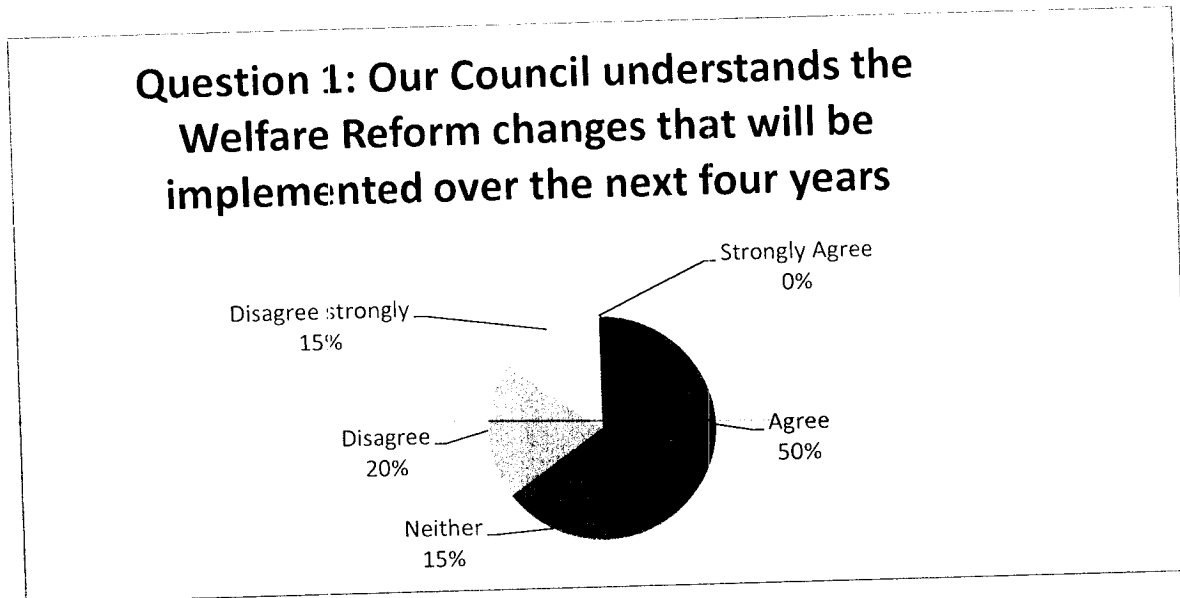
- Gwalia Care & Support
- Chooselife Wales
- Carmarthen Domestic Abuse Service
- 6 organisations offer personal finance information (1 printed, 6 face to face)
- 4 organisations offer personal finance advice
- 2 organisations offer personal finance counselling
- Most organisation offer additional support via referrals
- 8 organisations offer money management advice
- 8 organisations offer debt management advice
- 8 organisations offer debt default service
- 7 organisations offer assistance in compiling income and expenditure statements
- 8 organisations offer assistance in negotiating with creditors
- 4 organisations referred to referrals from other organisations as a means of promoting their services
- The majority of respondents thought the impact of the welfare reform act would be either negative or very negative on their service users

Comments about the barriers preventing better partnership working and how these could be removed included:

- Attitudes, funding and strategic thinking. Find areas of commonality and invite organisations to specialise to allow for free referral into services
- Communication – users and providers need to know that other services are out there and what they do
- Funding of projects
- The rurality of the county
- Better links between statutory services and community based third sector organisations
- Removing the focus on and protectionism of funding to prioritise on the needs of service users

## Appendix 7.4 Town & Community Council survey results

22 responses were received from the survey sent to 72 Town and Community Councils in the county.



The majority of respondents (53%/ 12) agreed that they were aware of the impact on their communities and local residents. 35% / 7 respondents disagreed that they were aware of the impacts.

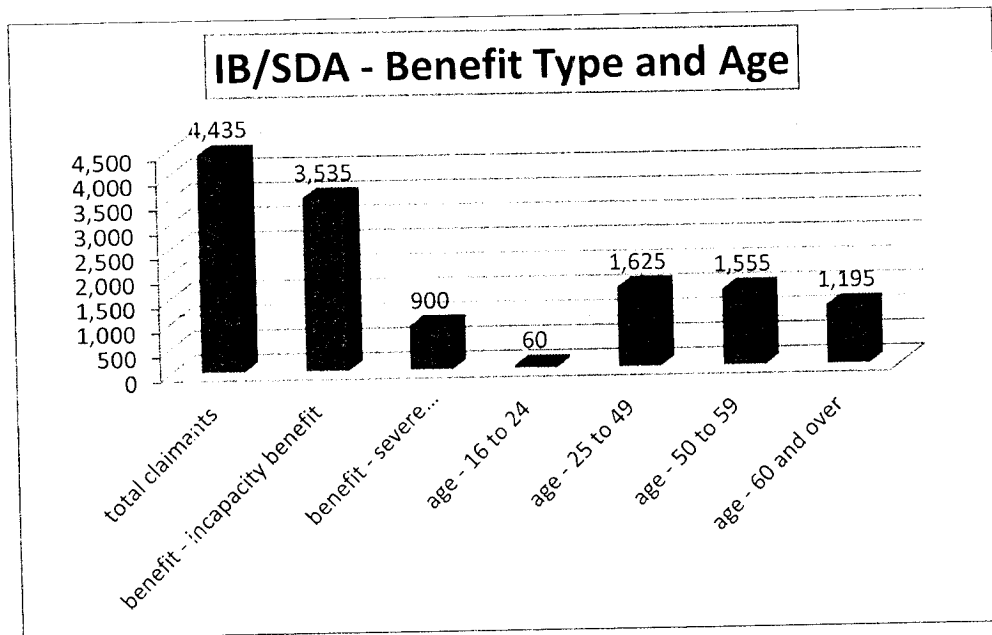
The majority of respondents (75%/ 17) agreed that they know where to signpost people to for debt and benefit advice however 23% / 5 respondents disagreed.

## Appendix 7.5

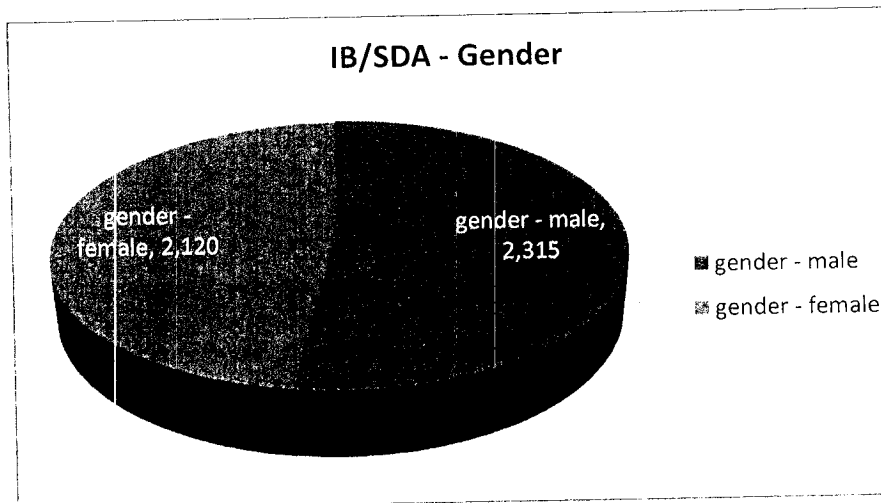
### Carmarthenshire Claimants Data<sup>1</sup>

Incapacity Benefit and Severe Disablement Allowance – 4,435 Claimants

These have now been replaced by Employment and Support Allowance (ESA). Claims will be assessed by Jobcentre Plus in order to ascertain whether an individual is capable of work or eligible for ESA.

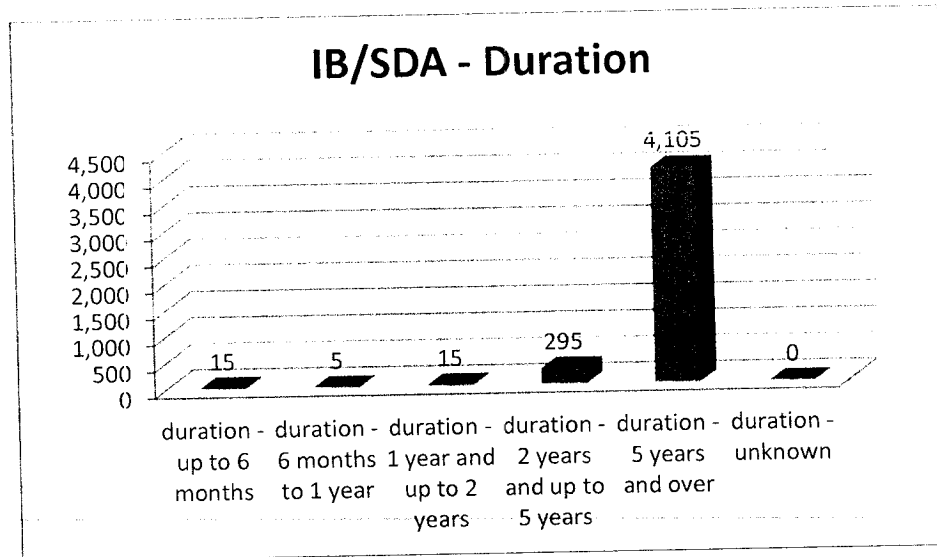


- 80% (3,535) of claims are for Incapacity Benefit.
- 72% (3,180) of claimants are aged 25 to 59.

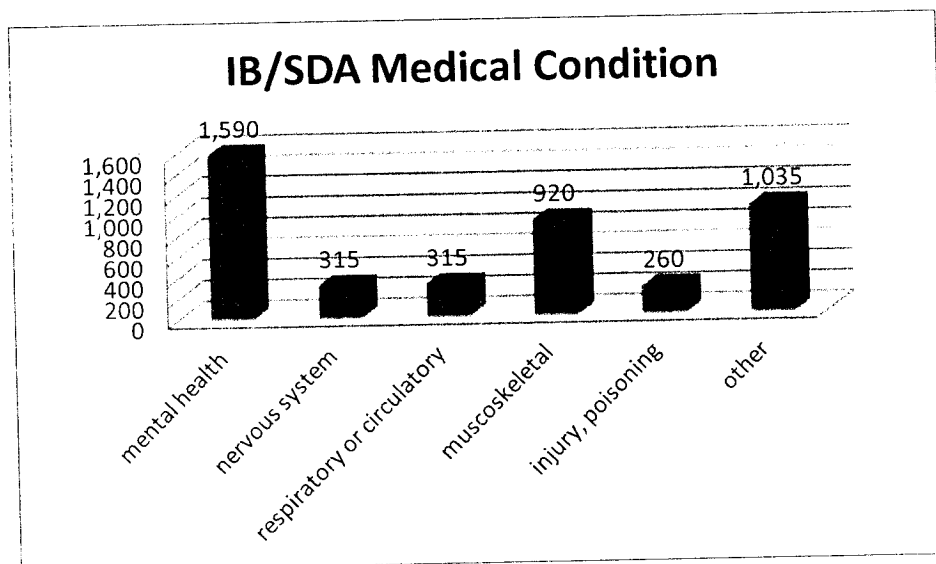


- Just over half (52% or 2,315) of IB/SDA claimants are male.

<sup>1</sup> February 2013 Data - CNS Crown Copyright Reserved [from Nomis on 9 September 2013]



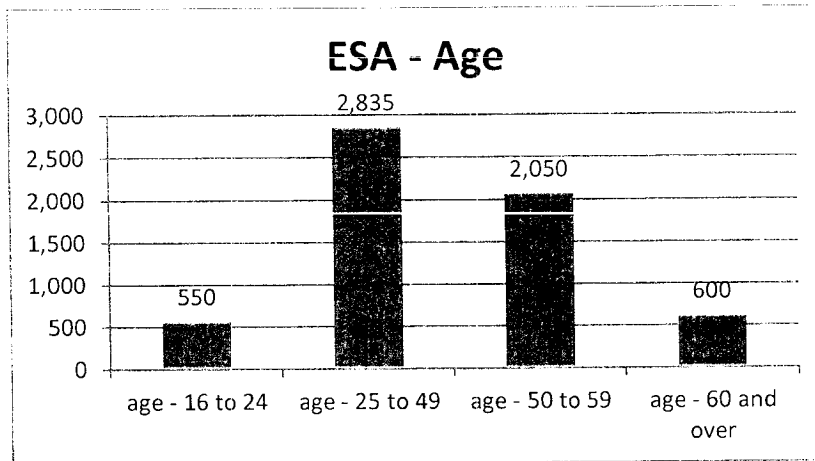
- 93% (4,105) of IB/SDA claims are for 5 years or more.



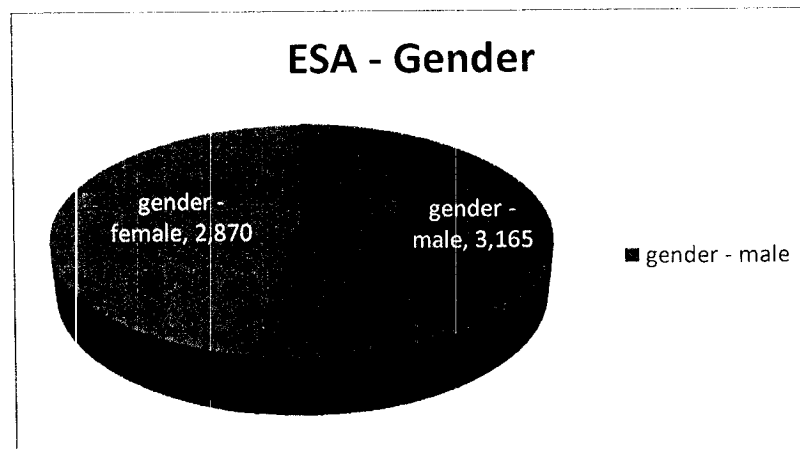
- 36% (1,590) of IB/SDA claimants have mental health issues.
- 21% (920) of IB/SDA claimants have musculoskeletal issues.
- 24% (1,035) of IB/SDA claimants have diseases other than the main categories.

#### **Employment Support Allowance – 6,035 claimants**

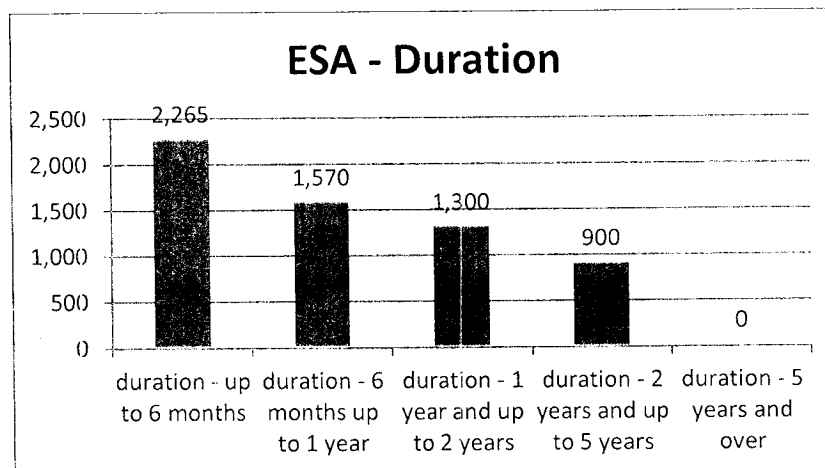
If an individual is ill or disabled, Employment and Support Allowance (ESA) can offer financial support if unable to work, in the form of personalised help so that work is possible. An individual can apply for ESA if employed, self-employed or unemployed.



- 81% (4,885) of ESA claimants are aged 25 to 59.
- 47% (2,835) of ESA claimants are aged 25 to 49.

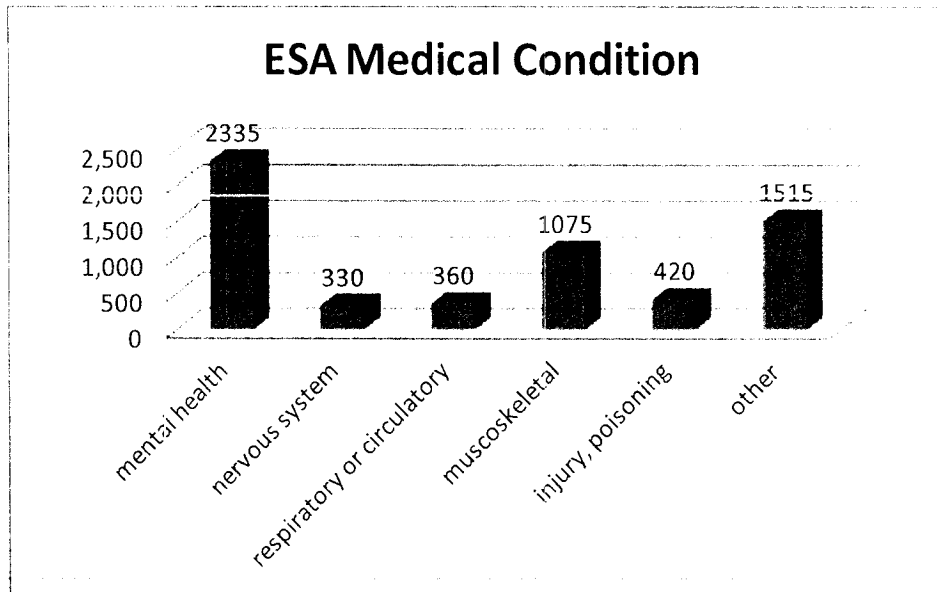


- Just over half (52% or 3,165) of ESA claimants are male.



- 64% (3,835) of ESA claims are for up to 6 months and 6 months up to a year.
- 38% (2,265) of ESA claims are for up to 6 months.

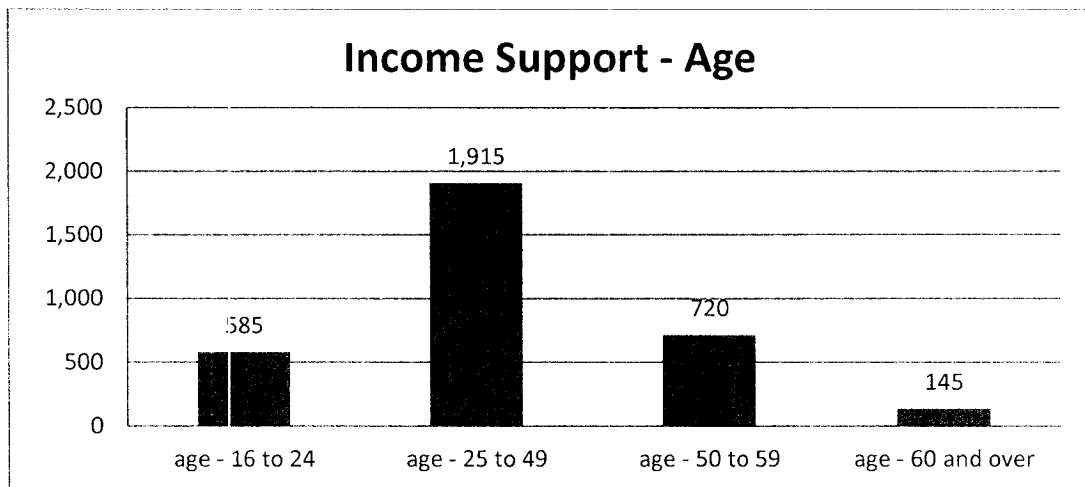




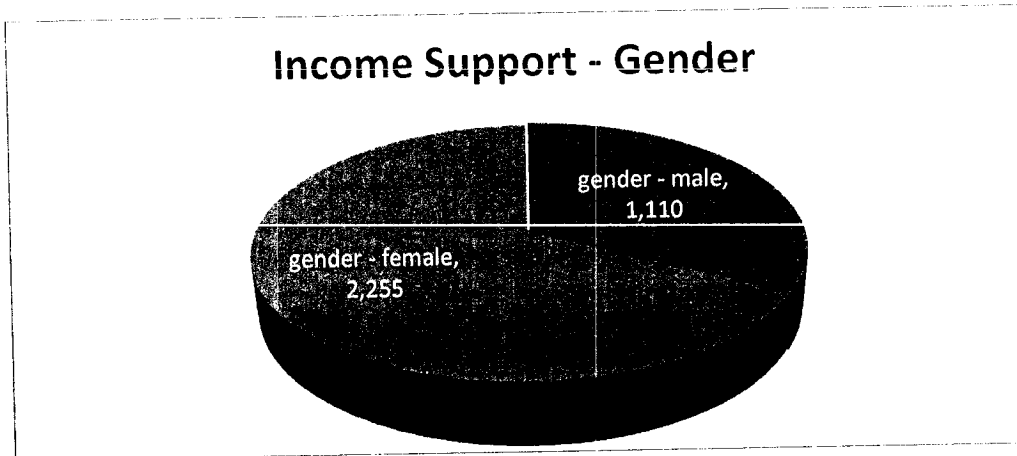
- 39% (2,335) of ESA claimants have mental health issues.
- 18% (1,075) of ESA claimants have muscoskeletal issues.
- 25% (1,515) of ESA claimants have diseases other than the main categories.

#### Income Support – 3,365 claimants

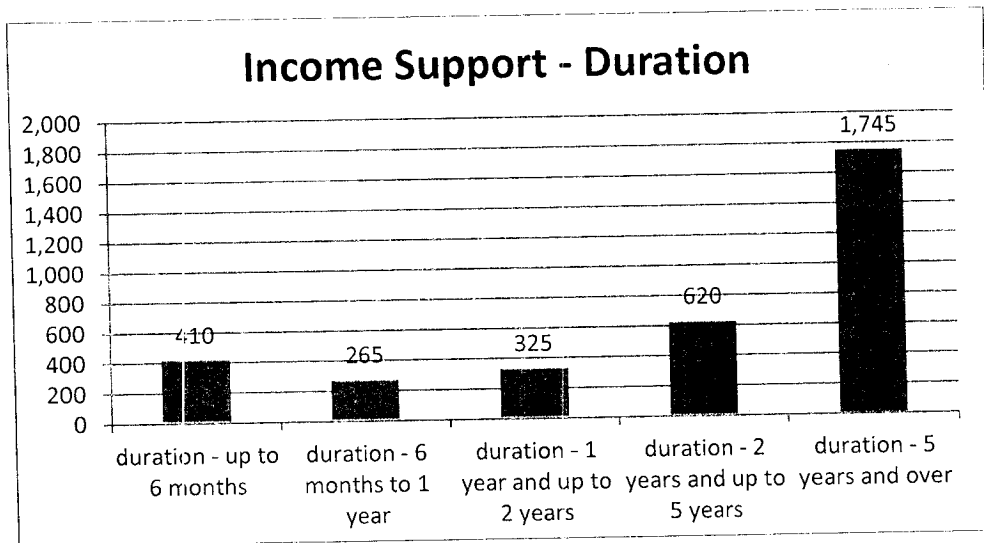
Income Support is classed as extra money for individuals on a low income or none at all, who are working less than 16 hours a week. Individuals can claim Child Tax Credit if also they are claiming Income Support and have children.



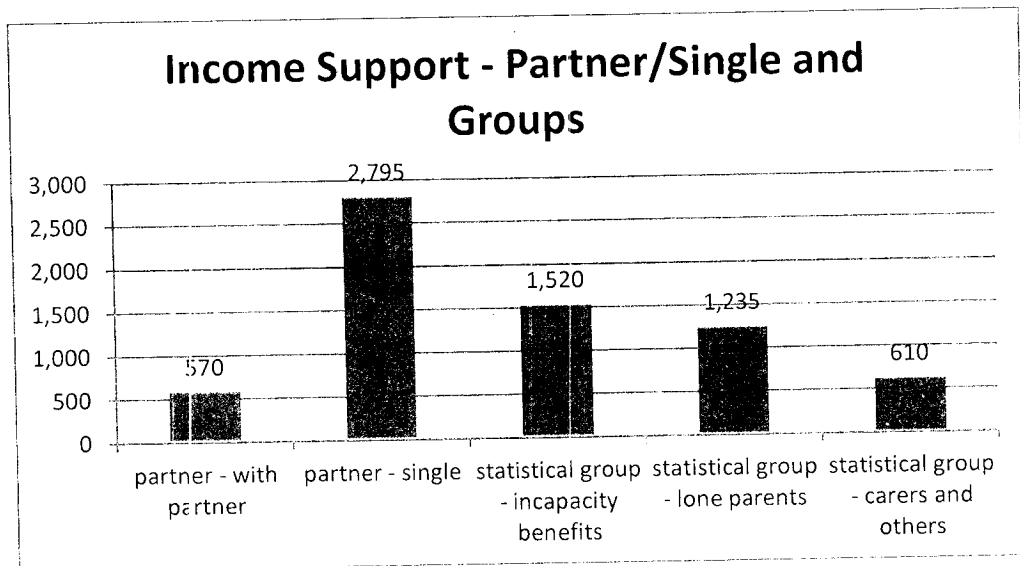
- 57% (1,915) of income support claimants are aged 25 to 49.
- 21% (720) of income support claimants are aged 50 to 59.



- 67% (2,255) of income support claimants are female.



- 52% (1,745) of income support claims are for 5 years and over.



- 83% (2,795) of income support claimants are single.
- 45% (1,520) of income support claimants also claim incapacity benefit.
- 37% (1,235) of income support claimants are single parents.

### Disability Living Allowance – 16,215 claimants

Disability Living Allowance (DLA) can help with the extra costs caused by a disability. The benefit is paid at different rates depending on how much help you need because of your disability or terminal illness. Individuals might require a medical assessment to work out what help is needed. DLA can apply to children or adults, and whether an individual is in employment or not.

#### Care component of Disability Living Allowance (Adults)

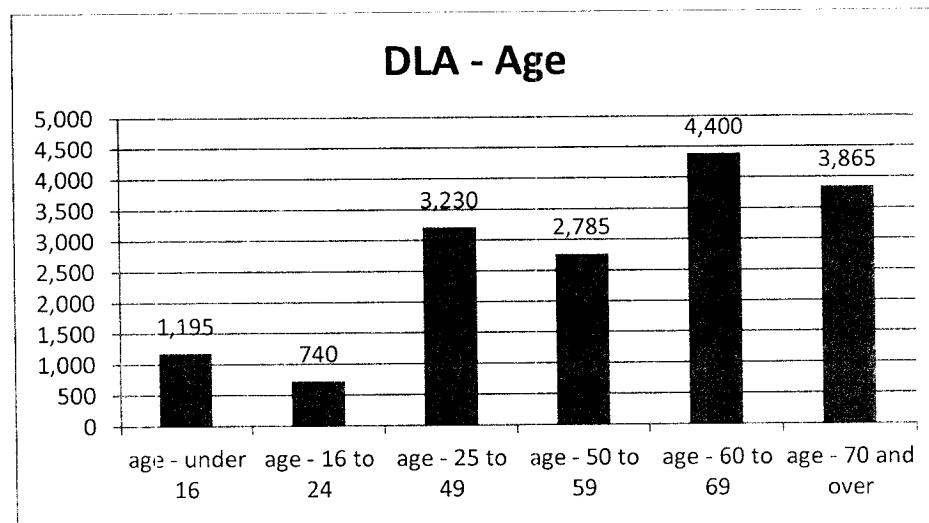
There are three weekly rates:

- £79.15 if help is needed in the day and night
- £53 if help is needed in the day or night
- £21 if help is needed for only some of the day or with cooking a meal.

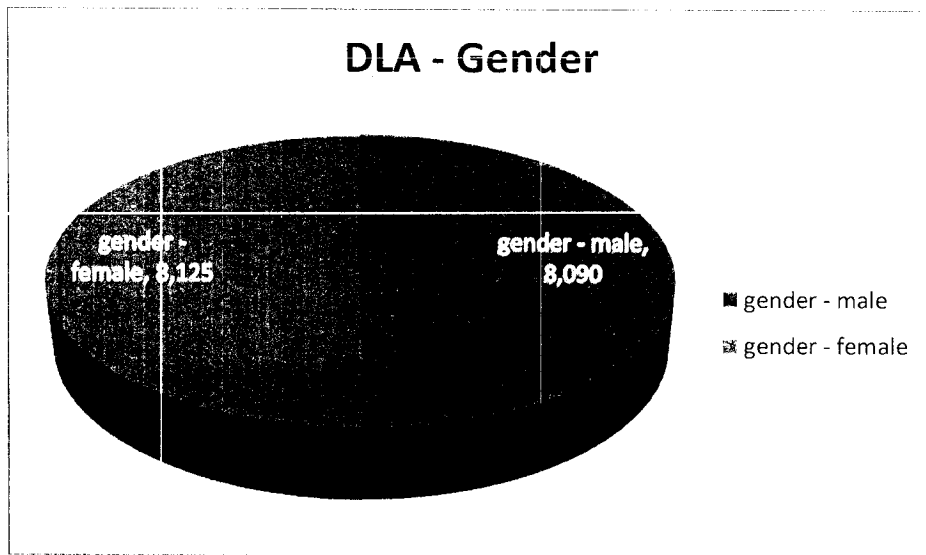
#### Mobility component of Disability Living Allowance (Adults)

There are two weekly rates:

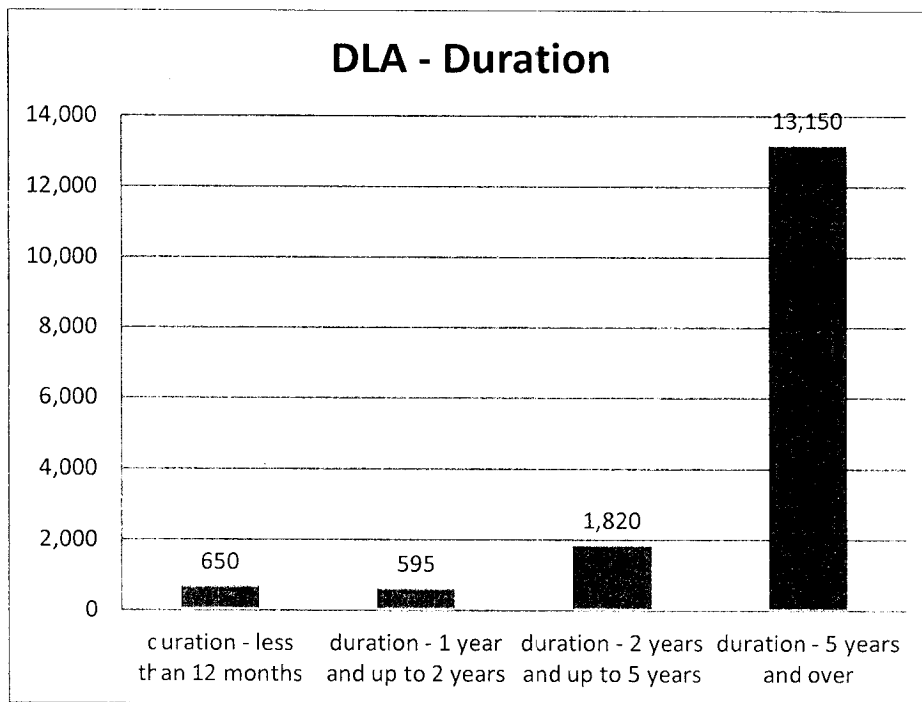
- £55.25 if, for example, an individual is only able to walk a short way before feeling out of breath, dizzy or unsteady, or not able to walk at all outdoors. Individuals also qualify if they're severely sight-impaired
- £21 if an individual needs help walking outdoors in places they don't know because of a physical or mental disability .



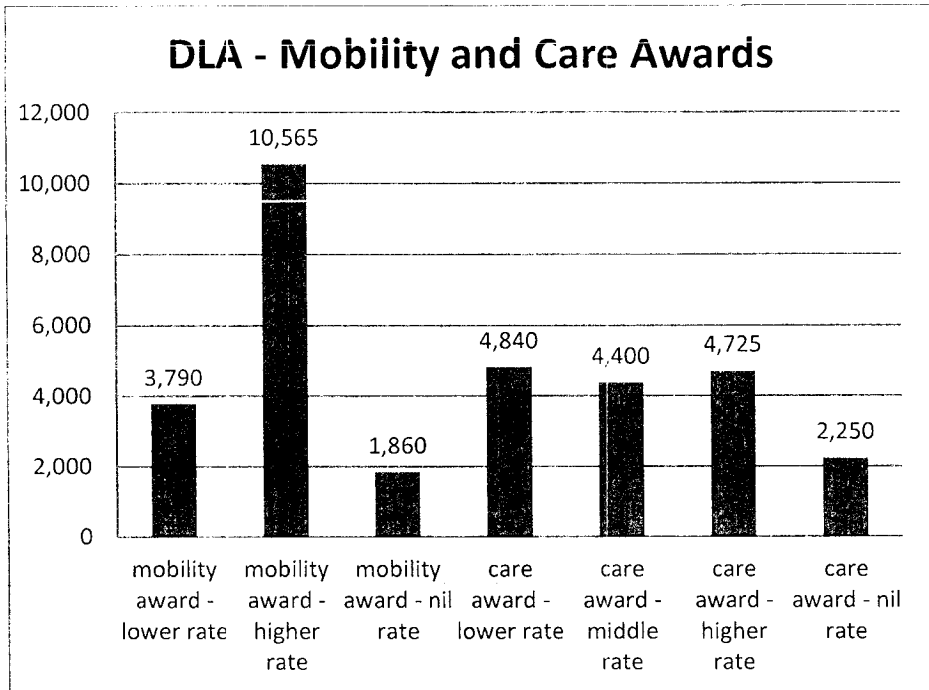
- 51% (8,265) of DLA claimants are aged 60 and over.
- 37% (6,015) of DLA claimants are aged 25 to 59.



- The gender split is approximately even



- 81% (13,150) of DLA claims are for 5 years and over

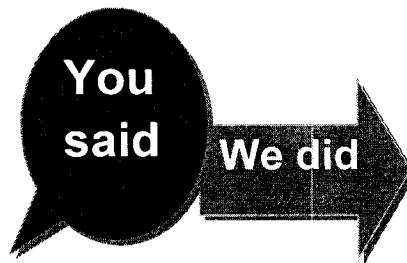


- 65% (10,565) of claimants receive higher rate mobility awards.
- 23% (3,790) of claimants receive lower rate mobility awards.
- There is generally an even split across care awards given with 30% (4,840) lower, 27% (4,400) middle and 29% (4,725) higher rates. 14% (2,250) of claimants have nil care awards.

We will work to develop a common referral system amongst members of the advice and support sector through Advice and Support Carmarthenshire.	<b>Mar 15</b>
Continue to promote and support, where relevant and necessary, the development of Credit Union activity across Carmarthenshire	<b>Mar 15</b>
Continue to support and promote as necessary the operation of food banks across Carmarthenshire	<b>Mar 15</b>
We will help additional residents in Carmarthenshire fight fuel poverty in their communities by co-ordinating 'Fuel Clubs' to bulk purchase oil and a reduced price. (11164) (OAG)	<b>Mar 15</b>

**Rural Poverty**

- ! Nearly 70% (19,716) of the total number of Carmarthenshire households described as living in poverty are in rural locations. Population density in these areas is amongst the lowest in Wales with 76.6 people per km2 compared to a Welsh average of 148. This poses practical problems in terms of service delivery and resulted in all but three of Carmarthenshire’s rural wards being highlighted within the top 30% most deprived in relation to access to services. This situation is worsened as a result of prevalent key service closures in rural areas and limited access to and affordability of public transport. These factors have severe consequences for residents in rural communities, impacting their ability to access services and employment/training opportunities
- ✓ Programmes such as Un Sir Gar, Bwcabus, Work Choice and the Communities First Financial, Employment and Digital (FED) programmes for example continue to improve ease of access to training and employment opportunities across the County.



<b>You asked us for more personal support and advice when you were having difficulty paying your rent</b>	<b>We have revised our approach to collecting rent. We now focus on the individual needs of our tenants and our staff are empowered to do what matters for them providing advice, support and guidance as needed</b>
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**Appendix B: Self Evaluation of Outcome 4 Outcome Agreement Grant<sup>1</sup>**

**Outcome Agreement 2013/14 – 2015/16 between  
Carmarthenshire County Council and the Welsh Government**

This Outcome Agreement 2013/14-2015/16 is between Welsh Government and Carmarthenshire County Council. It has been structured to incentivise the national priorities in the **Programme for Government** and is informed by local needs as identified by the Local Service Board and wider partners through a joint needs assessment and Integrated Community Strategy.

<b>Programme for Government Theme</b>	<b>Outcomes</b>	<b>Fully Successful</b>	<b>Partly Successful</b>	<b>Unsuccessful</b>
Education	Improving school attainment	✓		
21st Century Health Care	Ensuring people receive the help they need to live fulfilled lives	✓		
Welsh Homes/ Supporting People	Welsh Homes - Improving Quality	✓		
Tackling Poverty	Improving the health and educational outcomes of children, young people and families living in poverty	✓		
Environment and Sustainability / Rural Communities	Living within Environmental Limits and acting on Climate Change	✓		

<sup>1</sup> OAG Annual Report 2013/14 to be agreed Welsh Government

# Strategic theme: Tackling Poverty

Carmarthenshire County Council

## Broad Outcome: Improving the health and educational outcomes of children, young people and families living in poverty

### Outcome 4

#### Why are we focussing on this outcome?

- Giving every child the best start in life is crucial to reducing health inequalities across the life course. The foundations for virtually every aspect of human development – physical, intellectual and emotional – are laid in early childhood. What happens during these early years (starting in the womb) has lifelong effects on many aspects of health and well-being– from obesity, heart disease and mental health, to educational achievement and economic status. To have an impact on health inequalities we need to address the social gradient in children’s access to positive early experiences. Later interventions, although important, are considerably less effective where good early foundations are lacking.
- Inequalities in educational outcomes affect physical and mental health, as well as income, employment and quality of life. The graded relationship between socioeconomic position and educational outcome has significant implications for subsequent employment, income, living standards, behaviours, and mental and physical health. To achieve equity from the start, investment in the early years is crucial.

#### What will success look like?

*The focus of the service is on the **child** and in particular to ensure that all children develop their language, social skills, emotionally, physically in order to be ready to begin school.*

*Through early identification of needs Flying Start aims to put support services in place to address those needs within the family.*

#### A. What will we do?

Baseline

2013-14

Targets

2013/14 Result

We will expand the Flying Start programme in the following areas in the next three years

- Dafen, Pwll West / Maengwynne, Carmarthen Town North, Trimsaran, Pantyffynon (Ammanford), Garnant, Glanaman, Burry Port Central & Pembrey. (Action ID 10872)

*The Flying Start service is a Welsh Assembly Government funded programme, which provides intensive support services to 0-3 year old children and their families who live in areas of disadvantage, within Carmarthenshire*

March 14

On target & ongoing

The Flying start expansion is on target with the number of children aged 0-4 in Carmarthenshire benefitting from the intensive Flying Start service provision increased to 1437. CSSIW registration has progressed and confirmation of registration for 'Little Acorns', Pwll, and Little wizards, Myrddin is imminent. Building works has been completed at the Trimsaran School capital scheme and for the



			<p>modular build located in Pembrey Primary School.</p> <p>Many new staff have been appointed, however, we are experiencing recruitment difficulties for key posts such as health visitors which is currently a National problem.</p>
A2	<p>We will develop (Yr 1), implement and evaluate a multi agency safeguarding children hub (MASH), comprising of people from the local authority, police and health services but are co-located in one office. (Action ID 10671)</p> <p><i>This is a model that goes some way to resolving the issue that has been brought up in almost every single serious case review; a lack of information sharing. The concept is that for every referral made, all the information available on this multi-agency basis relating to a child and family is fed into the decision-making process. Once it is all collected, a responsible manager then makes the decision on what happens to that referral.</i></p>	March 14	<p><b>On target &amp; ongoing</b></p> <p>We have developed Multi Agency Safeguarding children Hub (MASH) pilot in partnership with the Police and other agencies, which will go some way to resolving the issue that has been brought up in almost every single serious case review – a lack of information sharing. MASH provides information sharing across the Police and Children's Social Care Services in respect safeguarding referrals.</p> <p>The concept of MASH which originated in Devon is being piloted by Carmarthenshire on behalf of the West and Mid Wales region. Following necessary planning and preparations, a protocol was developed and the pilot became operational from 3rd March 2014.</p>


B. How much did we do?		Baseline	2013-14 Targets	2013/14 Result
B1	The % of children registered to take up the free Flying Start Child Care placement (PI Ref 9.1.8.0)	80%	82%	Exceeded target 87.6%
B2	The % of attendance at the free Flying Start Child Care placement (PI Ref 9.1.8.1)	65%	67%	Exceeded target 75%
B3	The number of children living outside of the Flying Start area who are able to access the Flying Start service through referral for outreach. <i>This is a new provision which commenced at the end of 2012/13 (PI Ref 9.1.8.2)</i>	1	12	Exceeded target 13 children



C. How well did we do it?		Baseline	2013-14 Targets	2013/14 Result
C1	The % of high need families living in a Flying Start area receiving at least a monthly contact from the Flying Start Health Visiting Service. (PI Ref 9.1.8.3)	90%	91%	Exceeded target 96%
C2	The % of children living in a Flying Start area that have had a needs assessment carried out using the Family Assessment Tool within a month of entry to service. (PI Ref 9.1.8.4)	100%	100%	On target 100%
D. Is anyone better off?		Baseline	2013-14 Targets	2013/14 Result
D1	WGTI - Number of homeless families with children in bed and breakfast accommodation (PI Ref 7.3.2.18a)	4 families	<Welsh average of 8 families	Exceeded target 2 families
D2	WGTI - % of Flying Start children fully immunised at 47 months (PI Ref 9.1.8.5) <i>This data is published by Public Health Wales in June every year and 2 years in arrears (i.e. 2012/13 data will be published in July 2014)</i>	2011/12 73%	2012/13 75%	Currently not available – due to be published by WG in July 2014
D3	The % of families with additional social welfare needs linked to poverty, living in a Flying Start area receiving time specified interventions from the wider Flying Start Team e.g. Social Worker or Family Support Officer or Domestic Abuse Project Worker or Midwife. (PI Ref 9.1.8.6)	75%	76%	Exceeded target 89%
D4	The number of children aged between 0-4 years in Carmarthenshire benefitting from the intensive Flying Start service provision. (PI Ref 9.1.8.7)	954	1300	Exceeded target 1437 children

Story behind the data?

There is one result currently outstanding and is due to be published by WG in July, but all other deliverables within this outcome are 'on target' especially those under headings 'C

How well did we do it?' and 'D – Is anyone better off?' -

 Further Information

Project Leader	Name	 Telephone	 E Mail
Head of Children's Services	Stefan Smith	01267 246530	<a href="mailto:SSmith@carmarthenshire.gov.uk">SSmith@carmarthenshire.gov.uk</a>

# Cyngor Sir CEREDIGION County Council

Y Cyngorydd / Councillor Ellen ap Gwynn

Arweinydd y Cyngor /

Leader of the Council

Neuadd Cyngor Ceredigion, Penmorfa, Aberaeron, SA46 0PA

www.ceredigion.gov.uk



Lesley Griffiths AM,  
Minister for Local Government and  
Government Business,  
Welsh Government,  
Cardiff Bay,  
CARDIFF,  
CF99 1NA.

Dyddiad  
Date

16.07.14

Llinell uniongyrchol  
Direct line

01545 572000

Fy nghyf  
My ref

EapG/SD

Eich cyf  
Your ref

Dear *lesley,*

Thank you for your letter of the 24<sup>th</sup> of June enquiring as to Ceredigion County Council's contribution to the poverty agenda in Wales.

Ceredigion County Council is committed to the combatting of poverty in our communities and makes extensive use of the Welsh Government's major tackling poverty programmes where available. You will no doubt be aware that the County has been deprived of the Communities First Programme for the last two years, and that this policy change has taken away one of the main levers available to combat poverty in our poorest areas.

Despite the above, Ceredigion continues to analyse all relevant data on poverty and this ongoing assessment has given us a clear perspective on the particular challenges that we face. These can be summarised as follows:

- Ceredigion is a low income economy, with household income amongst the lowest in Wales despite having relatively high qualification levels in the workforce. In-work poverty is significant, and affects a higher proportion of citizens in our County than in the acknowledged deprived areas in the Valleys and East Wales.
- Despite comparatively low jobless figures economic activity is relatively low, with high levels of part time employment, as well as a higher proportion of people working in the public sector rather than the private sector.
- There is an over-dependence on the public sector for employment and as the public sector is forced to shed staff; the outlook for future employment remains very challenging.
- We continue to lose young people to out-migration, which has long term issues for the economic sustainability of our community and bilingual culture.

Gellir ateb yn Gymraeg neu Saesneg You may reply in Welsh or English

Prif Weithredwr / Chief Executive :

Cyfarwyddwyr Strategol / Strategic Directors :

Bronwen Morgan

Gwyn Jones Adnoddau Corfforaethol / Corporate Resources

Huw Morgan Cymunedau Cynaliadwy / Sustainable Communities

Eifion Evans Dysgu a Phartneriaethau / Learning and Partnerships

Parry Davies Gofal, Amddiffyn a Ffordd o Fyw / Care, Protection and Lifestyle

- Deep rural poverty is affecting all our communities, where real deprivation lives alongside relative affluence. The rural nature and spatial dispersal of our poor residents is not picked up by the standard Welsh deprivation measures. Nevertheless, Cardigan and Aberystwyth towns have wards which have worrying concentrations of children who live in Income Benefit Households.
- Fuel poverty is a major issue for our communities, not least because of the lack of mains alternatives and the ageing housing stock that is most prevalent in the County.
- Housing costs in our County are relatively expensive, particularly in the north and mid of our County, where the rented accommodation market is distorted by the demand from our Universities.
- Property values are high, again in the north of the County, which makes it very difficult for young local people to get on the housing ladder.

The Council is seeking to meet the above challenges in the following ways:

- Along with partners, the Ceredigion Local Service Board has highlighted tackling poverty for families as one of its priorities. Under our 'Supporting families to meet their potential' theme. A number of action and performance measures are listed under this priority which are progressed by various sub-groups.
- Additionally, the County Council operates a 'poverty' group which brings together members and officers from its services to co-ordinate work to combat poverty. This group is currently developing a new Poverty Strategy.
- Our Sustainable Futures partnership has recently developed a specific Regeneration Strategy for the county. This was drawn up with partners and the community. Amongst other more specific action, this will provide the overall context for the development of the LEADER Strategy for 2014–2020 and considerable efforts are underway to ensure that tackling poverty is a key part of the proposed LEADER actions. We are also members of the Regional Learning Partnership and have a vested interest in the success of the regional training strategy in order to upskill our young people for developing economic opportunities within our rural economy.
- Our Flying Start programme mainly targets our most needy communities in Cardigan and Penparcau, Aberystwyth. With WG help, we have extended this highly valued service to additional communities in need in Llandysul and Aberporth. We also support our successful Integrated Children's Centres in Penparcau, Cardigan and Llandysul.
- Our Families First model has been developed to support families living in poverty right across the authority. We have three co-ordinators in the North, Mid and South and an additional co-ordinator working with families with disabled children. Our model is successful in reaching out to many families who are benefitting from our early intervention approach.
- Much of our NEETS provision for 16-18 year olds has been highlighted as good practice by the recent WAO Report. We have succeeded in driving down our NEET population almost unnoticed for a number of years through successful partnership working.
- Our Learning Service is recognised as excellent and this is reflected in the work we undertake to improve literacy and numeracy.
- We have significantly increased the numbers of registered child care places, to enable parents to access work.

- We work with the voluntary sector and support them to deliver projects and services that assist in mitigating the effects of poverty.
- We carefully monitor the effects of Welfare Reform, and have fully utilised DWP and WG funding to assist those claimants disadvantaged by Housing Benefit changes.
- We support the local credit union by offering them publicity to reach our staff.
- We have various schemes to combat fuel poverty. Our 'Cymdogion Cynnes' scheme seeks to harness neighbourly goodwill toward our older and frailer members of society. We have also been successful in securing funding for supporting existing and setting up a network of heating oil purchasing syndicates across the county so that residents may benefit from the cost savings with the bulk purchase of fuel.
- We are working with partners in the Social Registered Landlord sector to develop more social housing, in Aberystwyth, which forms a key priority of the work of the Aberystwyth Regeneration Partnership, in Cardigan and also in more rural communities such as Rhydypennau, Llanwnen and Felinfach.
- The Council itself also has sought powers to lend to potential home owners using our Local Authority Mortgage Scheme. We also have a Home Improvement Loan Scheme and the Safe, Warm and Secure Grants on offer.
- The Council has been able to facilitate transfer of the former local Community First Partnerships to successor third sector organisations and access to lottery funding.

As a result of our work over many years, the outcomes for citizens in Ceredigion remain fairly good, with Ceredigion doing relatively well in many of the standard poverty indicators contained in the WG poverty strategy. Nevertheless, we are aware that the extremely challenging settlements that rural counties face currently and over the next few years mean that we must keep working with partners to address our challenges, if we are to maintain the relatively positive outcomes that we currently note.

I hope the above information provides you with an overall picture of the work taken forward in our County.

Should you require further information, please do not hesitate to contact me. Please note that I have copied your colleague, Vaughan Gething into this letter, to avoid unnecessary duplication of responses.

Yours sincerely,



Councillor Ellen ap Gwynn  
**Leader of the Council**

Copied to: Vaughan Gething AM, Deputy Minister for Tackling Poverty

# Cyngor Sir CEREDIGION County Council

Y Cyngorydd / Councillor Ellen ap Gwynn

Arweinydd y Cyngor /

Leader of the Council

Neuadd Cyngor Ceredigion, Penmorfa, Aberaeron, SA46 0PA

www.ceredigion.gov.uk



Lesley Griffiths AC,  
Y Gweinidog Llywodraeth Leol a Busnes y  
Llywodraeth,  
Llywodraeth Cymru,  
Bae Caerdydd,  
CAERYDD,  
CF99 1NA.

Dyddiad Date	16.07.14
Llinell uniongyrchol Direct line	01545 572000
Fy nghyf My ref	EapG/SD
Eich cyf Your ref	MB/LG/2469/14

Annwyl Lesley,

Diolch am eich llythyr dyddiedig 24ain o Fehefin, 2014 yn holi ynglŷn â chyfraniad Cyngor Sir Ceredigion i'r agenda tlodi yng Nghymru.

Mae Cyngor Sir Ceredigion wedi ymrwymo i frwydro yn erbyn tlodi yn ein cymunedau ac yn gwneud defnydd helaeth o raglenni eang Llywodraeth Cymru ar gyfer delio â thlodi, lle bônt ar gael. Mae'n siŵr eich bod yn ymwybodol nad yw'r sir ers dwy flynedd mwyach yn rhan o Raglen Cymunedau'n Gyntaf, ac mae hyn wedi ein hamddifadu o un o'r prif arfau sydd ar gael i ddelio a thlodi yn ein hardaloedd tlotach.

Er waethaf yr uchod, mae yn parhau i ddadansoddi pob data perthnasol ynglŷn â thlodi ac mae'r asesiad parhaus hwn yn rhoi persbectif clir i ni o'r heriau penodol a wynebwr gennym.

- Mae Ceredigion yn economi incwm isel gydag incwm y cartref ymysg yr isaf yng Nghymru er waethaf lefelau cymharol uchel o ran cymwysterau 'r gweithlu. Ymddengys bod gan y gweithlu gymwysterau sydd uwch law'r swyddi cyfatebol.
- Mae tlodi mewn gwaith yn sylweddol, ac yn effeithio ar ganran uwch o ddinasyddion yn ein sir nag mewn ardaloedd a gydnabyddir fel rhai tlawd yn y Cymoedd a dwyrain Cymru.
- Er bod ffigurau diweithdra yn gymharol isel, mae'r gweithgaredd economaidd yn isel, fodd bynnag ceir lefel uchel o swyddi rhan amser, yn ogystal â chanran uchel o bobl sydd yn gweithio yn y sector gyhoeddus yn hytrach na'r sector breifat.
- Mae yna or-ddibyniaeth ar y sector gyhoeddus am swyddi ac wrth i'r sector gyhoeddus orfod colli staff, mae'r rhagolygon ar gyfer swyddi yn y dyfodol yn parhau yn heriol iawn.
- Yr ydym yn parhau i golli pobl ifanc wrth iddynt symud o'r ardal, ac mae gan hyn ganlyniadau tymor hir o ran cynaladwyedd economaidd ein cymuned a'n diwylliant dwyieithog.

Gellir ateb yn Gymraeg neu Saesneg You may reply in Welsh or English

Prif Weithredwr / Chief Executive :

Cyfarwyddwyr Strategol / Strategic Directors :

Bronwen Morgan

Gwyn Jones Adnoddau Corfforaethol / Corporate Resources

Huw Morgan Cymunedau Cynaliadwy / Sustainable Communities

Eifion Evans Dysgu a Phartneriaethau / Learning and Partnerships

Parry Davies Gofal, Amddiffyn a Ffordd o Fyw / Care, Protection and Lifestyle

- Mae tlodi gwledig dybryd yn effeithio ar ein cymunedau, lle ceir gwir amddifadedd wrth ochr cyfoeth cymharol. Nid yw natur wledig ac ynysig ein trigolion tlotaf yn cael ei gydnabod gan y mesurau amddifadedd safonol Cymreig. Fodd bynnag mae gan Aberteifi ac Aberystwyth wardiau sydd â nifer helaeth o blant sydd yn byw mewn cartrefi lle mae budd-daliadau yw'r incwm.
- Mae tlodi tanwydd yn fater pwysig yn ein cymunedau, ac un o'r rhesymau pennaf yw diffyg dewis arall ac oedran rhan sylweddol y stoc tai yn y Sir.
- Mae prisiau tai yn gymharol ddrud yn ein cymunedau, yn enwedig yng ngogledd a chanol y Sir, lle bo'r farchnad rentu yn cael ei heffeithio gan y galw gan ein Prifysgolion.
- Mae prisiau tai yn uchel, eto yng ngogledd y Sir sydd yn ei gwneud hi'n anodd i bobl ifanc brynu tir am y tro cyntaf.

Mae'r Cyngor am gwrdd â'r heriau uchod yn y modd canlynol:

- Ynghyd â phartneriaid, mae Bwrdd Gwasanaethau Lleol Ceredigion wedi nodi ymdrin â thlodi fel un o'r blaenoriaethau o dan ein thema 'Cefnogi teuluoedd i gwrdd â'u potensial'. Rhestrir nifer o fesurau gweithredu a pherfformiad o dan y flaenoriaeth yma ac mae amrywiol is-grwpiau yn gweithredu ar hyn.
- Yn ogystal mae'r Cyngor Sir yn cynnal grŵp 'tlodi' sydd yn dod ag aelodau a swyddogion ynghyd o wasanaethau er mwyn cydlynu gwaith i ymladd yn erbyn tlodi. Mae'r grŵp ar hyn o bryd yn datblygu strategaeth dlodi newydd.
- Mae ein partneriaeth Dyfodol Cynaliadwy wedi datblygu Strategaeth Adfywio yn ddiweddar ar gyfer y Sir. Lluniwyd hwn gan bartneriaid a'r gymuned. Ymysg camau eraill mwy penodol, bydd hyn yn rhoi cyd-destun cyffredinol i ddatblygiad strategaeth LEADER ar gyfer 2014-2010 a gwneir ymdrech sylweddol i sicrhau bod delio â thlodi yn rhan allweddol o'r camau arfaethedig sydd i'w cymryd gan LEADER. Yr ydym hefyd yn aelodau o'r Bartneriaeth Dysgu Rhanbarthol ac mae gennym ddi-ddordeb greiddiol yn llwyddiant y strategaeth sgiliau rhanbarthol er mwyn uwchraddio sgiliau ein pobl ifanc i'w galluogi i fanteisio ar unrhyw gyfleodd gwaith o fewn ein economi gwledig.
- Mae ein rhaglen Dechrau'n Deg yn bennaf yn targedu ein cymunedau mwyaf anghenus yn Aberteifi a Phenparcau, Aberystwyth. Gyda chymorth Llywodraeth Cymru, yr ydym wedi ymestyn y gwasanaeth gwerthfawr hwn i gymunedau eraill yn Llandysul ac Aberporth. Yr ydym hefyd cefnogi ein Canolfannau Integredig i Blant ym Mhenparcau, Aberteifi a Llandysul.
- Datblygwyd ein model Teuluoedd yn Gyntaf er mwyn cefnogi teuluoedd sydd yn byw mewn tlodi ar draws yr awdurdod. Mae gennym 3 cydlynnydd yng ngogledd, canol a de'r sir a chydlynnydd ychwanegol yn gweithio gyda theuluoedd sydd â phlant anabl. Mae ein model yn llwyddiannus yn cyrraedd nifer o deuluoedd sydd yn elwa o ymyriad cynnar.
- Mae llawer o'n darpariaeth NEETS ar gyfer rhai 16-18 oed wedi ei nodi fel arfer dda gan adroddiad Swyddfa Archwilio Cymru yn ddiweddar. Yr ydym wedi llwyddo i leihau ein poblogaeth NEETS yn ddisylw dros nifer o flynyddoedd drwy weithio yn llwyddiannus mewn partneriaeth.
- Cydnabyddir ein gwasanaeth Dysgu fel ardderchog ac adlewyrchir hyn yn y gwaith a wneir gennym i wella llythrennedd a rhifedd.
- Yr ydym wedi cynyddu'r nifer o lefydd gofal plant cofrestredig er mwyn galluogi rhieni i weithio.
- Yr ydym yn gweithio gyda'r sector wirfoddol ac yn eu cefnogi i gyflwyno prosiectau a gwasanaethau sydd yn cynorthwyo i liniaru effaith tlodi.



- Yr ydym yn monitro effaith diwygiadau lles yn ofalus ac wedi defnyddio cyllid Llywodraeth Cymru a Adran Gwaith a Phensiynau i gynorthwyo'r rhai hynny sydd o dan anfantais oherwydd newidiadau i Fudd-dal Tai.
- Yr ydym yn cefnogi'r undeb credyd lleol drwy roi cyhoedduswydd iddynt gyrraedd ein staff.
- Mae gennym amrywiol gynlluniau i ddelio â thlodi tanwydd. Mae ein Cynllun Cymdogion Cynnes yn ceisio harnessu ewyllys da cymdogol tuag at aelodau hŷn a gwannaf ein cymdeithas. Yr ydym hefyd wedi bod yn llwyddiannus yn sicrhau cyllid er mwyn cefnogi a sefydlu rhwydwaith sefydlu syndicetau ar gyfer prynu olew ar gyfer gwresogi ar draws y sir fel y gall trigolion elwa a gwneud arbedion o ran cost drwy swmp-brynu tanwydd.
- Yr ydym yn gweithio gyda phartneriaid yn y sector Landlordiaid Cymdeithasol Cofrestredig er mwyn datblygu mwy o dai cymdeithasol ym mhartneriaeth Adfywio Aberystwyth, yn Aberteifi ac yn ardaloedd gwledig Rhydypennau, Llanwnen a Felinfach.
- Mae'r Cyngor hefyd wedi cael pwerau i fenthg i ddarparu berchnogion tai trwy gynllun LAMS, y Cynllun Benthyg ar gyfer Gwella Cartrefi a'r Grantiau Diogel, Cynnes a Sigr.
- Mae'r Cyngor wedi medru hwyluso trosglwyddo'r partneriaethau lleol Cymunedau'n Gyntaf blaenorol i sefydliadau trydydd sector olynol a chael mynediad i arian y loteri.

O ganlyniad i'n gwaith dros nifer o flynyddoedd, mae'r canlyniadau ar gyfer dinasyddion Ceredigion yn parhau yn eithaf da, gyda Cheredigion yn gwneud yn dda yn nifer o ddangosyddion safonol tlodi a gynhwysir yn strategaeth dlodi Llywodraeth Cymru. Fodd bynnag, yr ydym yn ymwybodol bod y setliadau heriol iawn y mae siroedd gwledig yn eu hwynebu yn gyfredol ac yn ystod yr ychydig flynyddoedd nesaf yn golygu y byddwn yn parhau i weithio gyda phartneriaid er mwyn delio â heriau, os ydym i gynnal y canlyniadau cadarnhaol a nodir ar hyn o bryd.

Gobeithio fod y wybodaeth uchod yn darparu darlun llawn o'r gwaith sydd yn cael ei wneud yn ein Sir.

Os ydych yn dymuno rhagor o wybodaeth, peidiwch ag oedi i gysylltu â mi. Dylid nodi fy mod wedi copio eich cydweithiwr, Vaughan Gethin yn y llythyr, er mwyn osgoi dyblygu atebion heb angen,

Yn gywir,





Y Cynghorydd Ellen ap Gwynn  
**Arweinydd y Cyngor**

Copi at: Vaughan Gething AC, Ddirprwy Weinidog Trechu Tlodi

## ARWEINYDD/LEADER

Y Cyng/Cllr Dilwyn Roberts, Bodlondeb, Conwy, LL32 8DU

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Ref: MB/LG/2469/14  
Dyddiad / Date: 16.07.14

Dear Minister,

### Tackling Poverty in Conwy

Thank you for your letter dated 24 June asking about Conwy County Borough Council's contribution to the tackling poverty agenda.

I can confirm again that we are aiming to consider tackling poverty at the heart of everything that we do as an authority, a message which has been relayed to the Deputy Minister for Tackling Poverty in earlier letters (attached for your information). This agenda is to be reflected within our strategic documents, namely our Corporate Plan and One Conwy, our single integrated plan. Our adopted outcomes in both our corporate plan and single integrated plan are as follows:

- Outcome 1 People in Conwy are educated and skilled
- Outcome 2 People in Conwy are safe and feel safe
- Outcome 3 People in Conwy live in safe and appropriate housing
- Outcome 4 People in Conwy are healthy and independent
- Outcome 5 People in Conwy live in a county that has a thriving economy
- Outcome 6 People in Conwy live in a sustainable environment
- Outcome 7 People in Conwy live in a county where heritage, culture and the Welsh language thrive
- Outcome 8 People in Conwy are informed, included and listened to.

You will appreciate that all of the above outcomes will impact on the tackling poverty agenda in one way or another and therefore we do not feel that this agenda can be separated from our core business, and we are aiming to weave this agenda into all our activities as a local authority. We have added a dedicated section on our standard report template asking for details re impact of the subject matter on the tackling poverty agenda. We will be working on adopting preventative approaches as well as mitigating issues as we develop our services.

To support this agenda, we have established a Tackling Poverty Board to oversee this broad agenda. The Board is chaired by the Chief Executive and consists of Cabinet Members, Scrutiny Members, Directors and Heads of Service who can directly influence this agenda. Partner organisations are invited to attend when they have a contribution to make to the agenda.

Our nominated dedicated Poverty Champions within the authority are Cllr Phil Edwards, Cabinet Member for Communities as the Elected Member Poverty Champion; and Eryl Rowlands, Head of Revenue & Benefits Service as our Officer Champion. They champion this agenda on various committees and fora.

We are currently looking to integrate our three main tackling poverty programmes – Families First, Flying Start and Communities First – to ensure that resources achieve the best possible outcomes for our citizens.

Work is ongoing on a daily basis within our Services and with our partners to tackle this agenda and we treat this as core activity within our strategic documents which we are proposing will be overseen by the Tackling Poverty Board on an exceptions basis, through established performance management arrangements. In order to focus our working programme for the forthcoming twelve months, the Board has decided to concentrate on the Deputy Minister for Tackling Poverty's two main priorities of NEETs and Low Birth Weights and to gauge the situation in relation to both in the county of Conwy – to what extent is this an issue for us, what is being done to tackle this on an operational level, are we happy with the outcomes, are there any gaps that need addressing and what good practice can we adopt from elsewhere. We are also collating baseline data for the KPIs to see to what extent we have these issues in the county borough. The forward work programme also includes profiling the provision currently in place under the three themes of Prosperous, Learning and Healthier with regard to preventing and mitigating issues, again with a view to evaluating provision and addressing any gaps.

To date, with regard to our priority focus areas, these are our findings:

### **NEETs**

In addition to work on NEETs being carried out by the 14-19 Network partnership in the county, we have, under our single integrated plan, commissioned a project to map out the NEETs landscape in the county for 19-24 year olds. Findings identified a real issue with regard to the number of individual organisations and bodies funded to tackle this problem – approximately 280 services across Conwy & Denbighshire at a phenomenal cost - the lack of cohesion between these which has led to poor outcomes for the people receiving the services, duplication on a large scale, lack of evaluation and concerns about the effectiveness of the services. In mapping the services, over a 100 responses were received to a questionnaire, and although there was an intention to undertake a cost per head analysis, there was (a) lack of collation figures regarding beneficiaries and (b) a reluctance to indicate the amount of funding received. Of those who did respond, the total was over £17 million targeted at supporting people aged 16+. A significant number of these are being funded through Government funding.

We are currently piloting a referral framework between Job Centre Plus and Careers Wales and this will be rolled out across our LSB partner organisations as soon as the necessary data sharing processes are in place. The pilot has successfully referred 40 young people within a six week period. The aim is to ensure the young person gets the additional support they require to make the appropriate transition. The data is being tracked by Careers Wales and will provide a strategic overview as to (a) what young people are identifying as development needs (b) success of some of the projects (c) locality of need.

Ken Skates, AM, Deputy Minister for Skills and Technology, will be attending the launch of the referral framework on 17<sup>th</sup> July 2014.

## **Low Birth Weights**

Low Birth Weights is less of an issue for us here in Conwy however we will also be focusing our sights on this agenda during the next twelve months to identify whether we can impact any of causes behind this ourselves and in partnership.

Additionally, Conwy have two other key projects connected to the poverty agenda . The first is the joint Financial Inclusion Together project with Denbighshire which is a European Social Fund project which aims to tackle poverty by developing, coordinating and promoting financial inclusion within Local Service Board organisations across Conwy and Denbighshire. Both our Tackling Poverty Champions play an active part in overseeing progress against this project. The aim of the project is to improve the co-ordination and collaboration of Services across Conwy and Denbighshire to ensure financial inclusion is integrated and embedded into the normal service delivery of relevant public, private and third sector organisations. Also to improve access to quality financial inclusion information and advice services which will ensure that people in Conwy and Denbighshire are empowered to manage a challenging economic future.

The second key project is the Welfare Reform project dealing with the implementation of the many welfare reforms introduced by Westminster Government over the last three years e.g. Local Housing Allowance restrictions, under occupancy rules and the benefit cap. Conwy has been working very closely with Landlords in both the private and social sector and tenants in relation to these changes in order to mitigate the impact. In addition, we are now in the process of preparing all stakeholders in relation to the implementation of universal credit in 2016.

In addition to the above the Council has recently developed a partnership with Cartrefi Conwy to provide a "One Stop Shop" for housing advice in the centre of Colwyn Bay to assist in our prevention of homelessness. The partnership has also seen the development of a Social Lettings Agency to increase access to more affordable options in the private rented sector. The Council has also been successful in attracting funding to develop energy efficiency schemes to assist in tackling fuel poverty in Llandudno Junction and Colwyn Bay.

The Council was also successful in its bid for funding under the Welsh Government's Vibrant & Viable Places to continue its work in regenerating Colwyn Bay which has tackling poverty and creating opportunity at the heart of the programme by helping people into work, preventing and mitigating the impacts of poverty.

I hope this gives you a brief overview of the work being undertaken by Conwy County Borough Council but the evidence above would suggest that a significant amount of work is being undertaken by all during very difficult times. Naturally, we will be keeping the Deputy Minister for Tackling Poverty informed of our progress, however, if you would like further insight into the work we are undertaking, we would be happy to oblige.

Yours sincerely,



Cllr. Dilwyn Roberts  
**Leader**

Vaughan Gething AC / AM  
Y Dirprwy Weinidog Threchu Tlodi  
Deputy Minister for Tackling Poverty



Llywodraeth Cymru  
Welsh Government

To: All Local Authority Anti-Poverty  
Champions

Cc. Local Authority Chief  
Executives  
Steve Thomas, Chief Executive  
WLGA

7 October 2013

I am writing to follow up our initial meetings over the summer. One of the consistent themes that came up was the desire from Champions to have one or two priorities from the refreshed Tackling Poverty Action Plan [TPAP] to focus upon. This is consistent with the request made at the initial meeting with Huw Lewis when he was the Communities and Tackling Poverty Minister.

I indicated that I would return to you with two nominated areas to focus upon as Champions. The two areas that I would like you individually and collectively to focus upon are:

1. To reduce the number of young people who are not in employment, education or training aged 16-18. Our target for the whole of Wales in the TPAP is 9 per cent by 2017. At the end of 2011, the figure was 12.1 per cent [p.17 TPAP].
2. To reduce the number of babies born under 2500g in the most deprived fifth of the population. Our target for the whole of Wales in the TPAP is by 19 per cent – by 2020 [p.23 TPAP].

The first priority should fit with the recent launch of the Welsh Government's Youth Engagement and Progression Framework. Further information can be found at:

<http://wales.gov.uk/topics/educationandskills/skillsandtraining/youthengagement/?lang=en>

I am especially interested in the good practice examples of Swansea and Wrexham Councils. Both authorities have managed to make a sustained reduction in the numbers of young people not in education or training. Further information on the successful approaches adopted are available via the following link, or by directly contacting each authority.

<http://wales.gov.uk/topics/improvingervices/pslg/nwp/effectservices/neets/?lang=en>

I would be grateful if you could confirm whether you will or have already adopted the successful practice highlighted. If you have decided to follow another path to reduce the number of young people not in education or training then I would be very interested to understand:

- a) why you have opted for a different approach
- b) what approach your local authority is taking instead to reduce the number of young people who are not in employment, education or training
- c) what evidence underpins your own approach

The focus on low birth weight babies addresses an issue mentioned in the majority of single integrated plans. This is a focus in the Public Health Wales child poverty strategy and should be an issue of on going action for each LHB Director of Public Health. I am aware that 3 pilots are already underway within Wales and there is successful practice in reducing low birth weight births from the rest of the UK.

Mothers of low birth weight babies are disproportionately likely to be:

- a) young mothers with a much higher instance of teenage conception
- b) not in education training or employment
- c) smokers during pregnancy
- d) living in poverty

Addressing this issue and successfully intervening to change behaviour before and during pregnancy is not solely an area for health service action, there are key opportunities to address this challenge in education, social services and many other local authority services. I would be grateful to hear ahead of our next series of regional meetings what progress each of you has made with your colleagues in your local LHB and Public Health Wales on this issue.



**Vaughan Gething AC / AM**  
Y Dirprwy Weinidog Threchu Tlodi  
Deputy Minister for Tackling Poverty

Vaughan Gething AC / AM  
Y Dirprwy Weinidog Threchgu Tlodi  
Deputy Minister for Tackling Poverty



Llywodraeth Cymru  
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**Vaughan Gething AC / AM**  
Y Dirprwy Weinidog Threchu Tlodi  
Deputy Minister for Tackling Poverty





GIG  
NHS

Bwrdd Iechyd Prifysgol  
Betsi Cadwaladr  
University Health Board



# Executive Director of Public Health, Annual Report, 2011



*The Early Years - building the blocks for future life*

# Acknowledgements

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Karen Chambers

## **Denbighshire Local Authority**

Leighton Rees

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*The Early Years - building the blocks for future life*

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# Foreword

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# Foreword

I am pleased to present my first full Annual Report. This follows on from the publication of my interim report in March 2011 which described the health of the population of North Wales and highlighted the challenges for us to work together as a whole system to achieve a step change in health outcome.

In putting population health at the centre of all that we do, it is appropriate to focus on a life course approach. The life course, from pre conception to end of life will therefore form the framework for this and future annual reports.

There is currently much discussion on the provision of public services. It is therefore timely, in a local context, for my first full annual report to focus on the early years of life and the **health experiences** and **outcomes** for our babies, young children and their families. In so doing, I seek to remind us all that we each have a role to play in improving the health of our population and that many policies and services impact on health outcome.

My interim report highlighted the **variation** in health status and outcome that exist across our local communities. Such harm, variation and inequity can start before birth and continue through life.

A public health approach highlights the importance of understanding population need and applying the evidence of what works.

Over and over again, the published literature demonstrates that investing in the early years brings cost effective improvements quickly and sustainably at an individual, community and population level. Major reports continue to highlight the importance of a system approach to **early intervention and prevention**, targeted support for vulnerable families and responsibilities of policy makers, organisations, communities and individuals.

The current financial challenges also highlight the importance of using available resources wisely. Whilst there is a risk that we may wish to focus on the short term, the simple fact is that we cannot afford to ignore the evidence and the opportunity to improve health outcomes now and into the future.

In seeking to achieve sustainable improvements in health and well-being, it is absolutely essential therefore that we work together to invest time, energy and resources in the early years of life.

This challenge is not easy and requires partnership working focused '**upstream**' on the determinants of health.

In Wales, 'Our Healthy Future' and 'Achieving Fairer Outcomes for All' provides our framework, implemented locally through strategies, partnerships, community and family engagement (Welsh Assembly Government 2009, Welsh Assembly Government 2011a).

In this first and most important part of the life course our challenge is to work together for the benefit of a generation.

I am most grateful to Ms Siobhan Jones and Dr Angela Tinkler, who as joint editors of the report have brought together the contributions. My thanks also to colleagues in the wider editorial team including the local Public Health team and Public Health Observatory of Public Health Wales and colleagues from the Betsi Cadwaladr University Health Board and Local Authorities.

A handwritten signature in black ink that reads "A. D. Jones."

**Andrew Jones**  
**Executive Director of Public Health**



# Executive Summary

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# Executive Summary

The foundations for every aspect of human development are laid down during pregnancy and in early childhood.

As Director of Public Health, I have chosen to focus this, my first annual report on the early years of life because the evidence tells us that influencing the development of children to maximise their health, social and educational development is most effective when done as early as possible. There is also a strong economic case, as return on investment in the early years is higher than at any other stage of the life course.

Rates of stillbirth, preterm birth, low birth weight, neonatal deaths, admissions to neonatal units, infant mortality, child mortality, injuries and teenage pregnancy have all been shown to be significantly higher in areas with high levels of deprivation. Across North Wales we have described variation in health outcome and life experience. This includes the unacceptable variation of low birth weights of babies across our communities and the fact that babies born in the most deprived areas of North Wales could expect to die approximately seven years earlier than those born in the most affluent areas.

Giving every child the best start in life is the highest priority recommendation in Professor Sir Michael Marmot's recent strategic review of health inequalities (Marmot 2010). His work highlights that this is the key to reducing health inequalities and creating a fairer society.

Achieving a sustainable improvement in health and well-being requires a systematic approach, with partners working together to implement and target interventions that are known to work. In bringing together the evidence base and health need data on maternal and child health outcomes in North Wales, this report highlights some key areas for action.



The NHS and partners need to work together to ensure:

- All women are supported to stop smoking in pregnancy through the systematic and coordinated implementation of evidence based public health interventions.
- Addressing maternal obesity is the highest priority aspect of any work on obesity.
- All maternity units and community providers achieve full UNICEF baby friendly accreditation as a minimum standard in order to maximise initiation and maintenance of breastfeeding.
- Evidenced based interventions to reduce teenage conceptions are implemented in a systematic and coordinated way.
- Target immunisation uptake rates are achieved for children and pregnant women.
- The pre-school healthy schools scheme and the new early years physical activity guidelines are implemented.
- Partnership working to achieve smoke free environments for children.
- Robust mechanisms exist to identify parental mental health issues as early as possible and facilitate referral to appropriate services and support.
- Equitable access to evidence based parenting programmes.
- A more integrated approach to supporting vulnerable families, with a strong emphasis on prevention and early intervention.
- Active Engagement in targeted partnership approaches such as Families First, Flying Start and Integrated Family Support.

Public health is about working in partnership for the benefit of the population. In this first part of the life course our collective aim is to ensure that babies are born healthy in North Wales and that pre-school children remain healthy, safe and develop to their full potential. It is intended that the information in this report will support organisations and partnerships to take forward this vital work through engagement with communities and families.

To note: some examples of local initiatives, through a series of case studies, have been included to reflect a range of initiatives that are seeking to address factors that cause poor health outcomes and health inequalities. However this does not necessarily represent an endorsement of these projects nor do they represent geographical coverage of projects and initiatives.

# Vision

---

“Babies in North Wales are born healthy and preschool age children are healthy and develop to their full potential”

# Chapter 1

---

## The importance of the early years and the family



# The importance of the early years and the family

## Key Messages and Recommendations

- The foundations for every aspect of human development are laid down during pregnancy and in early childhood.
- Influencing the development of children to maximise their health, social and educational development is most effective when done as early as possible.
- There is a strong economic case for investing in the early years of life.
- Rates of stillbirth, preterm birth, low birth weight, neonatal deaths, admission to neonatal units, infant mortality, child mortality, injuries and teenage pregnancy have been shown to be significantly higher in areas with high levels of deprivation.
- Babies born in 2007-09 in the most deprived areas of North Wales could expect to die approximately seven years earlier than those born in the most affluent areas.
- The Local Public Health Strategic Framework has been developed in North Wales using a life course approach and sets out actions to improve the health of the population – this needs to be implemented in a systematic and coordinated way by partners.
- Services for women, children and families tend to take a reactive 'fire-fighting' approach to disease rather than proactively working to prevent ill health.
- There needs to be transformational change in the way all public sector services are delivered to families, ensuring prevention and early intervention approaches are embedded in any future service change and planning.

# 1.1 Introduction

The foundations for every aspect of human development are laid down during pregnancy and in early childhood. The health of babies can be affected before they are born, making it vitally important that pregnant women are healthy and safe and get the best support before and during their pregnancies.

The focus of this report is the health and well being of children in North Wales, but across Wales, children are not achieving the best outcomes when compared to other European countries, for example (Kennedy 2010, Marmot 2010, University of Salford 2007, Department of Health 2007, NHS Information Centre 2011, Centre for Maternal & Child Health 2010, Welsh Assembly Government 2011b Bradshaw et al 2010):

- Child mortality rates have fallen less quickly than in other developed countries.
- The UK has some of the highest rates of teenage pregnancy and low birth weight babies in Europe.
- The UK has recently been ranked bottom out of 25 industrialised countries for well being enjoyed by children.
- Children growing up in deprived circumstances have significantly poorer outcomes on almost every indicator of health and well being.
- Wales currently has the highest rate of smoking during pregnancy in the UK.
- Wales has the highest rate of obesity during pregnancy in the UK.
- Wales has the highest rate of women who drink before and during pregnancy in the UK.
- Wales performs poorly on measures of educational attainment when compared to the rest of the UK and other developed countries (see Appendix 1 for latest Programme for International Student Assessment (PISA) scores).

There is a strong body of evidence on the importance of the early years (Allen 2011, Kennedy 2010, Marmot 2010). In his recent report on health inequalities, Professor Sir Michael Marmot stresses that in order to give every child the best start in life, addressing inequalities and intervening early to prevent health problems must be prioritised (Marmot 2010).

Helping people make the best health choices for themselves now and for their children in the future is recognised as being vitally important.

It is for these reasons that the second Director of Public Health's Annual Report will focus on the early years and the health experiences and outcomes for babies, young children and families in North Wales.

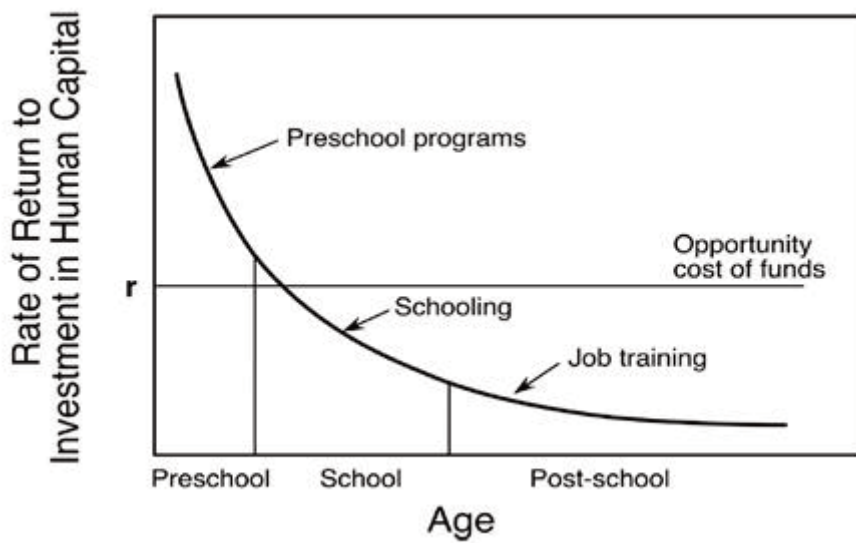
## 1.2 The importance of the early years

Influencing the development of children to maximise their health, social and educational development is most effective when done as early as possible. Brain development is most rapid before three or four years of age.

There is a strong economic case for investing in the early years of life. The rate of economic return on investment is significantly higher in the pre-school stage than at any other stage of the education system (see Figure 1). Despite this, investment in services for children and young people is often at its lowest in the very early years which are the most crucial in the development of the brain. Investment only increases at the point when development slows (see Figure 2).

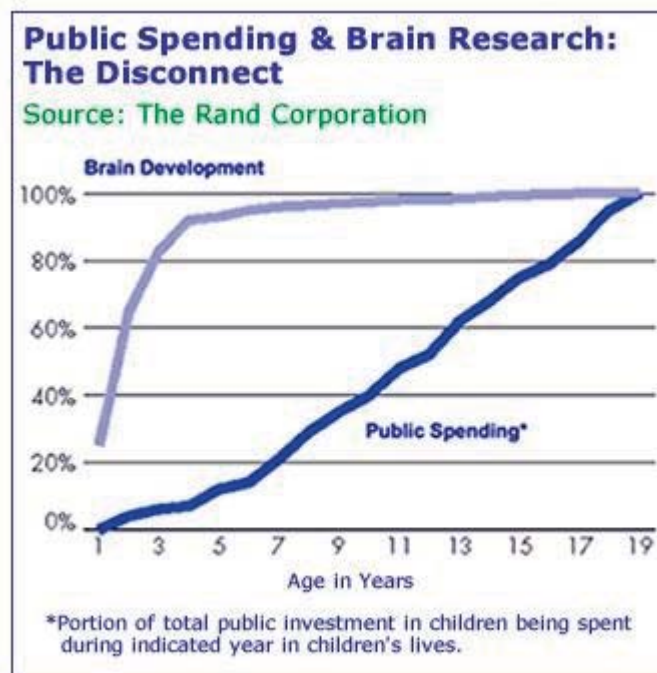
Despite the current evidence, services for women, children and families tend to take a reactive 'fire-fighting' approach to disease rather than proactively working to prevent ill health. Decades of late intervention from health, education and social services have failed, but the right early intervention programmes can pay back their costs many times over (Allen 2011). There needs to be transformational change in the way all public sector services are delivered to families, ensuring prevention and early intervention approaches are embedded in any future service change and planning (Allen 2011, Royal College of Obstetricians & Gynaecologists 2011, Kennedy 2010, Marmot 2010).

Figure 1: Rates of return to investment in human capital as function of age when the investment was initiated



Source: Knudsen EI et al. PNAS 2006; 103:10155–10162.

Figure 2: Public spending & brain research: the disconnect



Source: The Rand Corporation

# 1.3 Health inequality and the early years

It is well known that inequalities in health exist, with those living in deprived areas having poorer health outcomes in relation to almost every indicator of health and well-being. The pattern of deprivation in North Wales shows that the most deprived areas are found mainly in coastal areas such as Rhyl, Colwyn Bay, Caernarfon and Wrexham. Denbighshire has the highest percentage of lower super output areas (LSOA) in the most deprived fifth in Wales, and contains three out of the top five most deprived areas in Wales. Wrexham contains the second highest percentage of LSOAs in the most deprived fifth in Wales; Gwynedd has the lowest percentage of LSOAs in the most deprived fifth in Wales. Of the 425 LSOAs in North Wales, 12% are in the most deprived fifth Wales (Public Health Wales 2011a).

It is also important to consider the issue of rurality when considering the impacts of deprivation for the North Wales population. Large areas of North Wales are classed as rural with low population density. People living in these areas can be vulnerable to particular types of poverty such as poverty of participation and access to vital services.

Figure 3 details the impacts of the wider determinants of health; these wider determinants and socioeconomic circumstances have an important influence on the health and wellbeing of a population. The potential consequences of socioeconomic deprivation are multiple and complex (Public Health Wales 2010a).

Figure 3: Determinants of health and well-being

## The health map



Source: Dahlgren & Whitehead



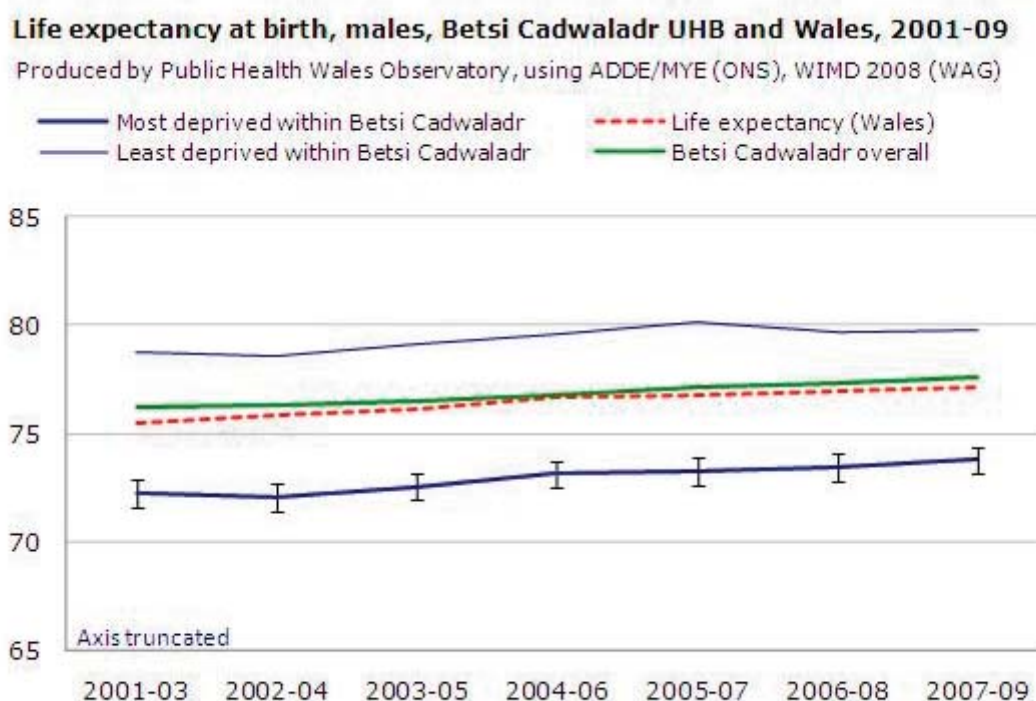
### 1.3.1 Impacts of deprivation on maternal and child health

There are well documented links between a number of key maternal, neonatal and child health indicators and deprivation. Rates of stillbirth, preterm birth, low birth weight, neonatal deaths, admissions to neonatal units, infant mortality, child mortality, injuries and teenage pregnancy have been shown to be significantly higher in areas with high levels of deprivation. Lifestyle factors are linked to deprivation and are an important contribution to health inequalities. Rates of smoking and obesity levels have been shown to be higher in areas with high levels of deprivation. Consumption of fruit and vegetables and levels of physical activity have been shown to be lower in areas with high level of deprivation (Public Health Wales 2010a).

Smoking, obesity and substance misuse during pregnancy are preventable causes of a significant proportion of morbidity and mortality for mothers and babies. Smoking and obesity in particular have a high prevalence in the population and can impact on rates of miscarriage, still birth, maternal death, neonatal death, admission to neonatal care and low birth weight. The impacts on the use of maternity and neonatal services are significant.

The graph below showing life expectancy at birth for male babies born in North Wales, gives an illustration of some of the inequality in health outcomes that currently exist. **It can clearly be seen that a considerable gap exists, and that babies born in 2007-09 in the most deprived areas of North Wales could expect to die approximately seven years earlier than those born in the most affluent areas.**

Figure 4: Life expectancy at birth, males, Betsi Cadwaladr UHB and Wales, 2001-09



## 1.4 Key actions for the early years

As part of the five year strategic planning process, a Local Public Health Strategic Framework has been developed in North Wales using a life course approach and sets out actions to improve the health of the population. In relation to the early years the high level aims are to ensure babies are born healthy in North Wales and that pre-school children are healthy, safe and develop to their full potential. This report will describe some of the partnership working that is happening across North Wales to contribute to achieving this vision. The table below sets out some of the key high level actions for the early years and the anticipated outcomes of implementing these actions in a coordinated way across North Wales.

ACTION	IMPACT
Improve preconception advice	<ul style="list-style-type: none"> <li>• Reduced infant mortality</li> <li>• Fewer low birth weight babies</li> <li>• Reduced congenital anomalies</li> </ul>
Increase early uptake of ante-natal services	<ul style="list-style-type: none"> <li>• Reduced infant mortality</li> <li>• Improved safeguarding</li> <li>• Fewer low birth weight babies</li> </ul>
Increase breastfeeding uptake	<ul style="list-style-type: none"> <li>• Reduced infant mortality</li> <li>• Reduced childhood obesity</li> <li>• Improved oral health</li> <li>• Reduced hospitalisation for infections</li> <li>• Reduced female cancers</li> </ul>
Improve access to dentistry	<ul style="list-style-type: none"> <li>• Improved oral health</li> <li>• Reduced hospitalisation</li> </ul>
Reduced alcohol/drug abuse	<ul style="list-style-type: none"> <li>• Improved safeguarding</li> <li>• Reduced infant mortality</li> <li>• Reduced childhood injuries</li> <li>• Reduced teenage pregnancy</li> <li>• Reduced hospitalisation</li> </ul>
More support on parenting	<ul style="list-style-type: none"> <li>• Improved mental well being</li> <li>• Better school-readiness</li> </ul>
Reduced teenage pregnancy	<ul style="list-style-type: none"> <li>• Reduced infant mortality</li> <li>• Fewer low birth weight babies</li> <li>• Reduced childhood injuries</li> </ul>
Improved immunisation rates	<ul style="list-style-type: none"> <li>• Reduced hospitalisation</li> <li>• Reduced epidemic risk</li> </ul>
Reduced smoking prevalence	<ul style="list-style-type: none"> <li>• Reduced infant mortality</li> <li>• Raised life-expectancy</li> <li>• Reduced hospitalisation</li> <li>• Improved fire safety</li> </ul>

## Chapter 2

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# Getting the best start



# Getting the best start

## Key Messages and Recommendations

- There is stark geographical variation in low birth weight rates in North Wales, linked to areas of high socioeconomic deprivation
- Maternal smoking, maternal nutrition, young maternal age and substance misuse are important risk factors for low birth weight.
- Mothers in Wales are more likely to smoke in pregnancy and less likely to give up than in any other UK country.
- High quality evidence exists to support interventions to reduce maternal smoking. Succeeding on this one issue alone would have a substantial impact on the long term health of the children of North Wales and should be a high priority area for public health action for NHS and partners.
- Obesity in pregnancy is currently one of the biggest threats to maternal and child health in developed countries. Women in Wales are more likely to be obese during pregnancy than in any other UK country. Due to the high level of harm to mother and baby, maternal obesity should be the highest priority aspect of any work on obesity being taken forward by NHS or partners.
- The UK has the highest rates of under-18 pregnancy in Western Europe and Wales has a higher rate of teenage conceptions than England. The evidence base on interventions to reduce teenage pregnancy should be implemented in a systematic and coordinated way by partners.
- Breastfeeding saves lives and protects the health of mothers and babies. The UK has the lowest breastfeeding rate in Western Europe and North Wales has lower breastfeeding rates than the UK.
- High quality evidence exists to support interventions to increase the uptake and maintenance of breastfeeding. All maternity units and community providers should work to achieve full UNICEF baby friendly accreditation as a minimum standard.
- Communication is the most important and fundamental life skill, and forms the basis on which all children learn and achieve. Competence in spoken language is crucial for later academic success, positive self esteem and improved life chances. Early identification and timely support is critical to ensure that infants reach their potential.

## 2.1 Infant mortality – why it is important

Infant mortality is a measure of the rate of deaths in children aged less than one year. It gives a good indication of the overall health of children in a country or region and is strongly influenced by the health of mothers before, during and after pregnancy.

During the period 2004 to 2008, the infant mortality rate in North Wales and Wales was 4.5 per 1,000 births. The most common cause of infant deaths was premature birth (All Wales Perinatal Survey 2008).

Whilst there is variation in these measures at a Local Authority level in North Wales, there is no Local Authority area that has mortality that is statistically significantly above the average for Wales.

Table 1: Infant mortality rate per 1,000 births, North Wales, 2004-2008

	Rate per 1,000 births	95% CI
Wales	4.5	(4.2 4.8)
North Wales	4.5	(3.9 5.3)
Isle of Anglesey	4.9	(3.1 7.9)
Gwynedd	4.5	(3.1 6.5)
Conwy	5.4	(3.8 7.7)
Denbighshire	4.4	(2.9 6.7)
Flintshire	4.5	(3.3 6.1)
Wrexham	3.8	(2.7 5.5)

Source: NCCHD & AWPS

Addressing infant mortality is vital because of the loss of life and the devastating effect these deaths have on the parents, families and communities. It is also an important indication of more general ill-health in mothers and families, as for every death there will be other children who survive but suffer long-term ill-health and/or disability.

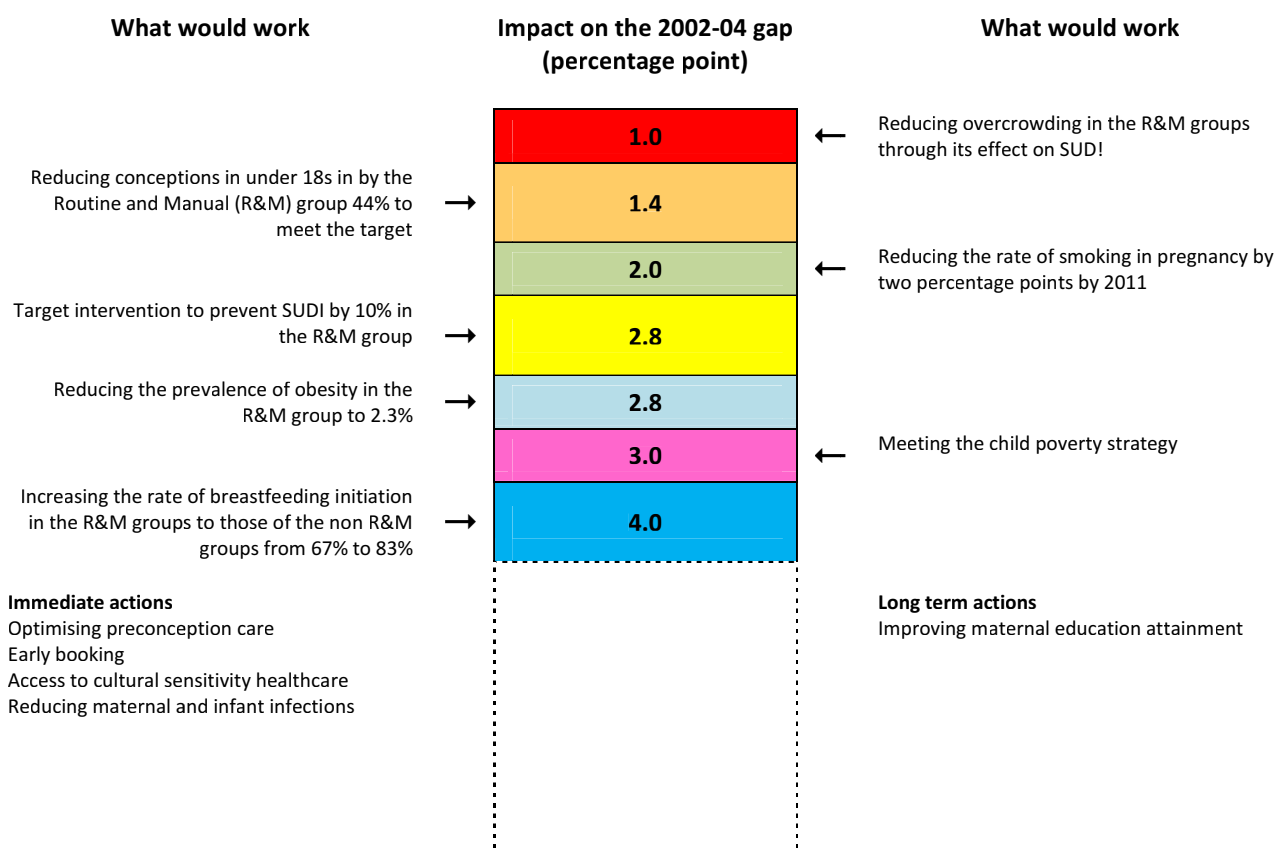
### 2.1.1 What works to reduce infant mortality?

Infant mortality is closely associated with poverty and deprivation, and improving family income is known to be the most effective way of preventing it (Department of Health 2007). Other interventions to help reduce infant mortality are outlined in other parts of this report; however the **best evidence** is for the following:

- Improved pre-pregnancy and antenatal advice, screening and care and early booking with a midwife.
- Reducing or stopping smoking during pregnancy.
- Help with breastfeeding, improved nutrition and healthy choices in pregnancy.
- Identifying pregnancies with increased risks for both mother and baby and providing appropriate additional services for these.
- Good quality obstetric and neonatal services.
- Reducing teenage pregnancies and targeting support for teenage mothers.

Figure 5 shows the likely impact of specific interventions in relation to reducing the inequality gap known to exist in infant mortality rates.

Figure 5: Identifiable actions to reduce the 2002-04 gap in infant mortality



Source: Adapted from Department of Health 2007

## 2.2 Low birth weight

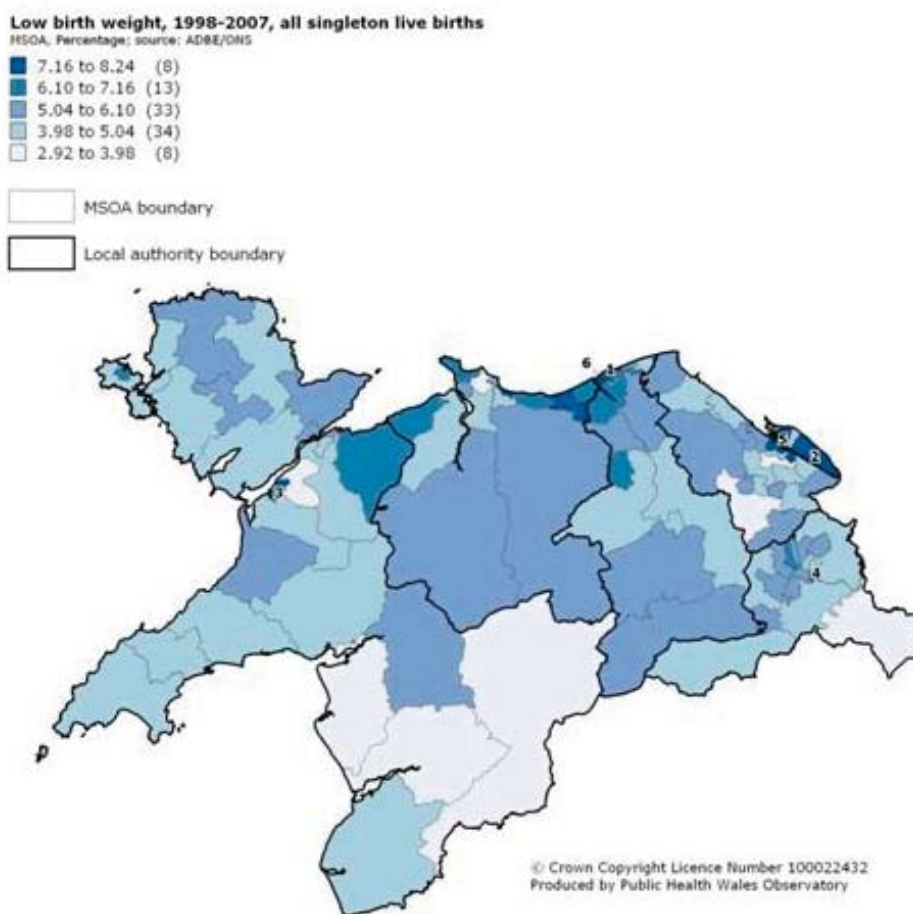
Low birth weight, when a baby is born weighing less than 2500g, is caused by either premature birth or failing to grow in the womb (or a combination of both). Britain has the worst rate of low birth weight babies of any country in Europe except Greece (UNICEF 2007).

In Wales, there is a clear link between low birth weight and socio-economic deprivation: the highest rate is in the poorest areas and it is almost twice the rate found in those areas with the lowest rates of low birth weight (Public Health Wales 2010b). This is an example of health inequality. Low birth weight is so strongly connected with poor health and deprivation that it is sometimes used as a general measure of poverty in a community.

The proportion of babies born with a low birth weight is slightly higher than a decade ago. This increase in low birth weight babies can be partly explained by improved medical technologies, resulting in more successful deliveries of low birth weight babies, and increased fertility treatment which is more likely to lead to a low birth weight baby. The percentage of low birth weight births in North Wales (5.5%) is slightly lower than the average for Wales (5.8%); however there is considerable variation across North Wales. Across Middle Super Output Areas (MSOA) in North Wales, covering an average population size of 7,500, there are six areas that have a percentage of low birth weight births that is statistically significantly higher than the average for Wales. There is stark geographical variation in low birth weight rates in North Wales, linked to areas of high socioeconomic deprivation. The **highest** percentage of low birth weights in North Wales is in MSA Denbighshire 006 (Rhyl South West) at 8.2%, compared to the lowest percentage, 2.9%, found in Conwy 003 (Llandrillo yn Rhos) (Public Health Wales 2010a).



**Figure 6:** Low birth weight, 1998-2007, all singleton live births, Middle Super Output Areas North Wales



MSOAs significantly higher than overall % for Wales

Label	MSOA Name	Annual Average	% Low Birth Weight
6	Denbighshire 006	7	8.2
5	Flintshire 007	6	8.1
4	Wrexham 010	9	7.5
3	Gwynedd 006	8	7.5
2	Flintshire 009	9	7.4
1	Denbighshire 004	9	7.4

Numbers on map indicate MSOAs with a rate statistically significantly higher than the all Wales rate.

Low birth weight is a major cause of infant mortality in developed countries including the UK. Babies born weighing less than 2500g are more likely to die or suffer poor health. In addition, low birth weight can lead to chronic diseases such as diabetes and coronary heart disease in adulthood.

Maternal smoking, poor maternal nutrition and excessive alcohol or drug consumption during pregnancy are causes of low birth weight (Public Health Wales 2010b). Smoking is a major modifiable risk factor contributing to low birth weight, and other people smoking around a pregnant woman adds to the risk.

A number of nutritional factors also have an influence on low birth weight, including pre-pregnancy maternal weight, gestational weight gain, energy intake, iron and anaemia. Young maternal age is also known to contribute to the risk of having a low birth weight baby, with rates higher among teenage mothers (Department of Health 2010, Welsh Assembly Government 2011c).

### **2.2.1 What works to reduce rates of Low Birth Weight?**

Actions recommended to help reduce rates of low birth weight are similar to those listed for infant mortality, with a particular focus on:

- Smoking cessation advice and support before and during pregnancy to help women and their partners stop smoking quit and for the home environment to remain smoke free.
- Advice on healthy eating and alcohol consumption/drinking before, during and after pregnancy.
- Specialist support to women who misuse substances.
- Interventions to reduce teenage conceptions.

## 2.3 Preconception advice and support – why it is important

It is vital for women to be healthy at the start of pregnancy. This will significantly impact on the outcome of the pregnancy for both mother and baby. This is also an important factor in the delivery of maternity services as healthy women are more likely to stay on midwifery led care pathways during pregnancy, labour and delivery and are less likely to require caesarean section and admission to neonatal intensive care units.

Many health factors in pregnancy are difficult to address once a pregnancy has started. It is more effective if advice and behaviour change occur before conception; these include:

- Advice on vitamin D and taking folic acid supplements prior to conception and for the first 12 weeks of pregnancy to prevent neural tube defects;
- importance of abstaining from smoking, alcohol and substance misuse whilst trying to conceive and during pregnancy;
- being a healthy weight before starting a pregnancy;
- checking rubella immunisation status;
- advice about individual health and genetic conditions; and general advice about when and how to get help as soon as pregnancy starts.

Whilst this advice is available from all GPs, midwives and health visitors there is a need for more proactive targeting of this advice to those who need it most, in a format that is accessible and easily understood.

The latest Centre for Maternal and Child Enquiries report on maternal deaths (Centre for Maternal and Child Enquiries 2010) highlights the benefits of providing targeted support and pre-pregnancy counselling to women at high risk of complications in pregnancy. Women with epilepsy, obesity, known significant mental ill health and congenital heart disease were highlighted as specific examples of women who could benefit from this approach.

## 2.4 Teenage pregnancy

Pregnancy can be a positive life choice for many teenagers; however, for many it is unplanned and can be associated with negative health outcomes for both mother and baby. Young mothers are more likely to suffer postnatal depression and less likely to complete their education. Children born to teenage parents are less likely to be breastfed, more likely to live in poverty and are twice as likely to become teenage parents themselves.

The UK has the highest rates of under-18 pregnancy in Western Europe. Half of all under-18 conceptions occur in the 20% most deprived wards in the UK (Teenage Pregnancy Associates 2011).

Wales has a higher rate of teenage conceptions among 15 to 17 year olds than England, 40.1 per 1,000 females aged 15 to 17 years in Wales compared to 38.2 per 1,000 in England.

In North Wales in 2009, there were 524 conceptions to females aged 15 to 17 years. The Isle of Anglesey has the highest under-18 conception rate in North Wales: 46.8 per 1,000; only Flintshire has a teenage conception rate lower than the average for Wales. When considering data, such as that on teenage conceptions, where numbers are often small, it is important not to rely on single year data which can vary considerable year to year, but also consider trend data. Table 3 shows the trend in conceptions since 2001.

**Table 2:** Teenage conception rate per 1,000 females aged 15 to 17 years, 2009

	Conception rate per 1,000 females aged 15-17 years
Isle of Anglesey	46.8
Gwynedd	42.6
Conwy	41.0
Denbighshire	43.6
Flintshire	32.2
Wrexham	44.2
Wales	40.1
England	38.2

Source: ONS

**Table 3:** Teenage conception rate per 1,000 females aged 15 to 17 years, 2001-2008

	2001	2002	2003	2004	2005	2006	2007	2008
Isle of Anglesey	36.0	34.8	34.0	32.5	31.1	40.9	36.8	41.5
Gwynedd	44.1	47.0	34.6	38.0	40.5	43.3	49.3	38.1
Conwy	38.3	41.5	53.4	49.3	49.4	52.6	40.2	43.4
Denbighshire	37.3	40.8	42.8	50.5	44.7	42.6	49.8	48.6
Flintshire	38.7	40.4	35.5	37.5	40.5	34.2	41.2	35.8
Wrexham	40.6	44.9	55.8	62.2	62.5	58.8	43.9	46.9
Wales	45.5	46.0	45.7	45.0	43.6	45.0	44.9	44.3

Source: ONS

For pregnancies under the age of 16, there is a different geographical pattern and Wrexham tends to have the highest rates. However annual statistics for numbers of under 16 pregnancies are usually small and therefore there is much variation from year to year. Some teenage pregnancies are planned, but most are not and around half of teenage pregnancies end in abortion.

### 2.4.1 What works to help reduce unplanned teenage pregnancy?

There is evidence that the following can help reduce unplanned teenage pregnancy:

- School-based sex and relationships education, particularly when it is linked to contraceptive services, can delay sexual activity and reduce pregnancy rates.
- Interventions tailored and delivered to a particular group of adolescents by trained facilitators are associated with a decrease in sexual risk behaviours.
- One-to-one interventions based on psychological behaviour change theories provided by sexual health professionals.
- Ensuring easy access to services providing a choice of contraceptive methods, including long-acting reversible methods.
- Improving confidentiality, accessibility and a welcoming environment can encourage uptake of services by young people.
- Condom card schemes to broaden access to free condoms.

#### Case study:

#### Project Jiwsj – targeting young people at greatest risk of poor sexual health

Project Jiwsj is a sexual health and self-esteem project for vulnerable young people, delivered by the charity FPA (formerly Family Planning Association) on behalf of the Health Board. It is delivered in non-mainstream settings across North Wales. The children and young people targeted can be vulnerable because of a physical or learning disability, sensory impairment, being in local authority care, being homeless, having behaviour which puts them at risk, or any other vulnerability. The project has four strands:

- Three project staff deliver tailored programmes (usually 8-10 weekly sessions) of education to small groups of children or young people from agencies across the six counties.
- Every year 16 staff from statutory and other voluntary agencies are given free accredited training to deliver the same style and quality of work.
- Graduates of the Jiwsj course and others have formed a network to meet and share good practice.
- A bilingual book of teaching materials has been produced and is available to download.

The project has run successfully and at full capacity since being established in 2002. It is a good example of partnership working between the Health Board and specialist expertise from the voluntary sector. Between April 2010 and March 2011, 54 groups were operational and services were provided to 547 young people.

## 2.5 Maternal smoking - why it is important

In 2010 around a quarter (26%) of mothers in the UK smoked directly before or during their pregnancy. Smoking levels before or during pregnancy were highest in Wales (33%) and lowest in England (26%). Across the UK, one in eight mothers (12%) continued to smoke throughout pregnancy, and were still smoking after the baby was born. Mothers in Wales were most likely to smoke throughout their pregnancy (16%) (NHS Information Centre 2011).

The smoking habits of teenage girls are a particular cause for concern as smoking rates in this group continue to increase despite a downward trend in all other areas. Pregnant women are also at risk from other people smoking, especially in the home and in cars: 20% of non-smoking adults are exposed to second hand tobacco smoke.

The risks of smoking in pregnancy include miscarriage, perinatal death, prematurity, low birth weight and congenital anomalies in the baby in particular of the heart, face and limbs.

### Case study:

#### developing a smoking in pregnancy service

Professionals from Betsi Cadwaladr University Health Board's maternity and child health services, Public Health Wales and Stop Smoking Wales have come together to develop a service for pregnant women who smoke. Bespoke training for midwives, health visitors and support staff has been developed and an evidence based (National Institute for Clinical Excellence 2010a) referral pathway is now in place to support the referral of women from maternity services to Stop Smoking Wales. Regular training sessions now take place across North Wales and are very well attended and referrals into Stop Smoking Wales are increasing.

### 2.5.1 What can we do to reduce maternal smoking?

- Healthcare professionals who work with pregnant women and their partners need to be trained to deliver brief interventions about stopping smoking, including referring them to Stop Smoking Wales.
- Accelerated one-to-one service for pregnant women and their partners.
- Tobacco education in schools should include additional booster activities until school leaving age.

High quality evidence exists to support interventions to reduce maternal smoking and this needs to be implemented in a coordinated and systematic way by all frontline staff delivering services to pregnant women and their families. Due to the level of harm caused by smoking, interventions to support women to stop smoking in pregnancy are always cost effective for the NHS. **Succeeding on this one issue alone would have a substantial impact on the long term health of the children of North Wales and should be one of the highest priority areas for public health action for the NHS and partners.**



## 2.6 Maternal obesity – why it is important

Body mass index is (BMI) is a measurement comparing weight to height, with obesity being defined as a BMI over 30. The 2010 Centre for Maternal and Child Enquiries report Maternal Obesity in the UK found that 6.5% of pregnant women in Wales had a BMI of 35 or more, compared to the UK average of 5%. Wales has the **highest prevalence** of maternal obesity of all the UK countries (Centre for Maternal and Child Enquiries 2010). **Obesity in pregnancy is currently one of the biggest threats to maternal and child health in developed countries.** Women who are obese are more than twice as likely to have a stillborn baby, and the risk increases with increasing maternal BMI. Babies born to obese mothers are less likely to be breast fed, more likely to have congenital anomalies, especially neural tube defects, and to require admission to neonatal units. It is also more difficult to monitor the health of these babies during pregnancy and birth.

The mother's health is also at risk, as they are more likely to have pregnancy-related complications such as gestational diabetes, pre-eclampsia, haemorrhage following birth, thromboembolism and deliver their babies by caesarean section.

The prevalence of obesity can be intergenerational, as women who are obese during pregnancy are more likely to have obese children. When these children enter adulthood and possible pregnancies, they too face the increased risk of health problems associated with obesity (World Health Organisation 2007).

### 2.6.1 What works to reduce maternal obesity and its associated risks?

- Pre-pregnancy counselling and support provided to women of childbearing age with a BMI over 30 together with information about the increased risks associated with obesity and how to minimise them.
- Supplementation of routine ante-natal care with specialist services and facilities as required.
- Height, weight and body mass of pregnant women measured and recorded without reliance on self-reported measures.
- Surveillance and screening for foetal abnormalities and pregnancy complications should follow available guidelines.
- An antenatal anaesthetic consultation is advised for women with a BMI over 40 and may also be required for other women together with consideration of type and place of birth.
- Risk of thromboembolism should be assessed early and preventive treatment provided according to guidelines.
- Links should be maintained with local weight management services and referral pathways developed for preconception, antenatal and postnatal care.
- Although breastfeeding rates are lower among women with high BMI, breastfeeding can help with post natal weight reduction and has a protective effect for the baby in relation to future risk of childhood obesity and obesity in adulthood.

## 2.7 Breastfeeding – why it is important

Breastfeeding saves lives and protects the health of mothers and babies. Breastfed babies are less likely to have to go to hospital with infections, and are more likely to grow up with a healthy weight and without allergies. Mothers who breastfeed are protected against some cancers. Breastfeeding is free and costs less for the family and also saves the health service money as babies stay healthier.

The 2010 Infant Feeding Survey found 71% of mothers in Wales reported breast feeding compared to 81% across the UK. As with previous years, the 2010 Survey found a clear association between breastfeeding and socio-economic status. Incidence of breastfeeding remains highest in the least deprived groups (NHS Information Centre 2011).

Breastfeeding rates in the UK are amongst the lowest in Europe, with about 66% of women starting breastfeeding, falling rapidly after a few days. There are considerable variations in breastfeeding rates, with older, better-educated and higher social class women being more likely to breastfeed, and full-term, heavier babies more likely to be breastfed.

The World Health Organisation recommends that babies should be exclusively breast-fed until six months old, but many women do not breastfeed either out of choice or because they experience problems with it. Many mothers start breastfeeding but do not continue.

In 2009, 59% of mothers in North Wales reported breastfeeding at birth. Reliable figures for breastfeeding continuation are limited, but most mothers stop well before the recommended six month minimum. There is considerable variation across North Wales in the rates of starting and continuing breastfeeding.

The Welsh Assembly Government breastfeeding strategy Investing in a Better Start: promoting breastfeeding in Wales provides detailed guidance on evidence-based ways to improve breastfeeding, including shifting culture and attitudes among the public and health professionals, education for relevant staff, information and education in schools and development of local strategies to address local issues impeding breast feeding (Welsh Assembly Government 2001).

High quality evidence exists to support interventions to increase the uptake and maintenance of breastfeeding (National Institute of Health and Clinical Excellence 2007a). All maternity units and community providers should work to achieve full UNICEF baby friendly accreditation as a minimum standard. There is also good evidence to support peer support approaches to breastfeeding. Access to peer support is variable across North Wales, but where these initiatives are in place they are reported to be working well to support breastfeeding mothers. Due to the overwhelming health benefits, interventions to support breastfeeding are cost effective (National Institute of Health and Clinical Excellence 2007a).

### 2.7.1 What works to help increase uptake and continuation of breastfeeding?

- 24-hour access for mothers to good breastfeeding advice and support for at least four months following delivery.
- Full implementation of the UNICEF Baby-friendly initiative across all sites to achieve a systematic programme of training and policies for staff which promote breastfeeding.
- Further promotion across local partnerships of the Welsh Government Breastfeeding Welcome Scheme in cafes, restaurants, public buildings and other areas where mothers may need to feed their babies when away from home. Improved collection of data will help to measure progress and identify problem areas where more help is needed.
- Education on the importance and benefits of breastfeeding through the school system at appropriate key stages as part of the focus on preparing for parenthood.

#### Case study:

#### the volunteer breastfeeding peer support scheme in Wrexham

The role of the volunteer breastfeeding peer supporter is to support new mothers to initiate and continue breastfeeding. Between October 2010 and April 2011 there have been 20 peer supporters trained and they are currently working in Wrexham Flying Start areas. The breastfeeding rates in these areas are historically lower than other areas of Wrexham.

In 2010 data showed that 75% of patients who had initiated breast feeding at birth had given up before their post natal visit. As a result of this finding, clients are visited by the breast feeding co-ordinator ante-natally and they are referred to a local peer support volunteer who is able to provide support and advice both before and after the birth with the aim of increasing both initiation and continuation rates.

For example, one peer supporter has successfully supported her sister in law with breastfeeding her second child after encountering difficulties breastfeeding her first child. This time she has been helped with overcoming engorgement and been taught how to hand express and feels much more positive about breastfeeding.

A future planned development is the introduction of peer supporter visiting to the Post Natal wards in Wrexham Maelor hospital as from September 2011.

## 2.8 Speech, Language and Communication in the Early Years- why it is important

Communication is one of the most important and fundamental life skills, and forms the basis on which all children learn and achieve. In the early years, children's communication environment is a better predictor of their success with speech and language skills than their general social background. Parents that provide a positive communication environment for their children from the very start of their lives can have a significant impact on how their children learn to talk (Law, 2011).

Competence in spoken language is crucial for later academic success, positive self esteem and improved life chances (Snow and Powell, 2004). Speaking and listening together with reading and writing are prime communication skills central to children's intellectual, social and emotional development (Rose, 2006).

However, between 1-8% of children have long-term, persistent Speech, Language and Communication Needs (SLCN) which need specialist help.

Without the right help, infants with communication difficulties are likely to find it harder to learn, integrate into society, make friends and reach their academic potential. They may become isolated and frustrated – increasing the risk of poor behaviour, mental health issues and offending (I CAN 2006).

For those infants with communication and language difficulties, targeted support through services (health, education and social care), as well as parental advice is a vital aspect of helping to ensure that they develop to their full potential.

### 2.8.1 What can we do to promote speech, language and communication development?


Consistent advice to all parents on the importance of positive interaction, talking and reading with infants and toddlers is a vital aspect of Early Years interventions (Department of Health 2009, NHS Health Scotland 2011).

In addition to this, for infants with communications difficulties to reach their full potential, it is essential for their needs to be identified early and for them to receive timely support from health, education and social care services, working in partnership.

One example of early intervention is new born hearing screening. Hearing impairment can present a significant barrier to speech and language development. Early detection leads to improved outcomes and to improvements in the general well being of the child and family.

Wales has a national newborn hearing screening programme in place, the aim of which is to identify babies with hearing impairment and intervene with appropriate help and support which will enable the child to develop better language and communication skills.

**Case study:**  
**Newborn hearing screening programme**



Through the All Wales Screening Programme 99.9% of eligible babies were offered screening and 99.7% tested, with very few parents declining. The coverage rates for Newborn Hearing are consistently well above the standard rate for all of the unitary authorities in Betsi Cadwaladr UHB. In fact the rate is excellent with all unitary authorities achieving close to **100% uptake rate.**

**Table 4:** Coverage of Newborn Hearing of eligible babies, North Wales, 1st April 2009 to 31st March 2010

	Number tested	Percentage (%)
Wales	33,455	99.7
North Wales	7,434	99.9
Isle of Anglesey	699	100
Gwynedd	1,245	100
Conwy	1,102	100
Denbighshire	1,019	99.9
Flintshire	1,712	99.9
Wrexham	1,657	99.8

Source: Public Health Wales

## Chapter 3

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# Protecting Health



# Protecting Health

## Key Messages and Recommendations

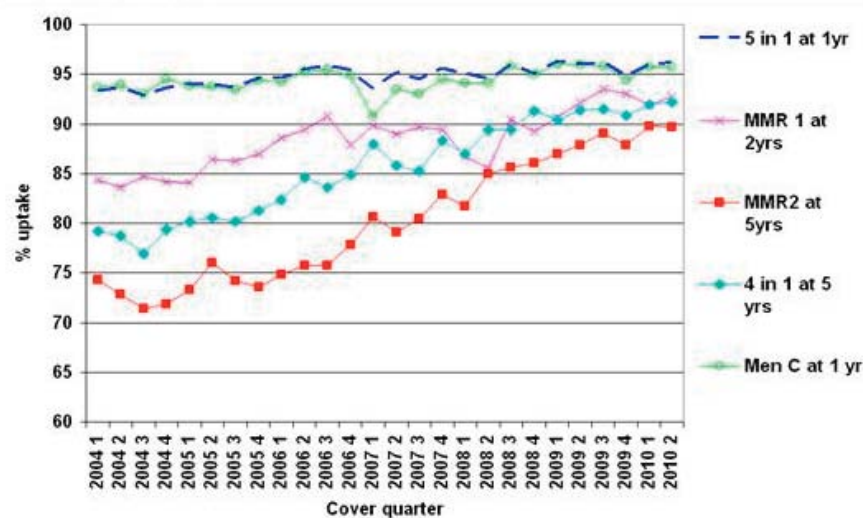
- Immunisation is a cost effective intervention which saves lives. The immunisation target uptake rates of 95% are not being achieved in all areas of North Wales.
- MMR uptake rates are improving, but still fall short of the 95% target required to achieve herd immunity. Some children are starting school without receiving two doses leaving communities at risk of outbreaks of measles.
- Pregnant women are more at risk of developing complications from seasonal flu infection consequently all pregnant women are now offered seasonal flu immunisation. Uptake of this in North Wales last year was below 50%. Health services need to have robust systems in place to ensure a high uptake of the flu vaccination among pregnant women.
- Childhood obesity is a significant public health issue in Wales, 22% of school children in the Reception Class measured as being overweight or obese.
- NHS and partners should be implementing initiatives to improve healthy eating and physical activity in pre-school children. The pre-school healthy schools scheme and new early years physical activity guidelines should be supported and implemented across North Wales.
- Exposure to second hand tobacco smoke is associated with significant ill health in childhood and high costs to the NHS. Smoke free environments for children and support to parents to stop smoking should be a high priority for NHS and partners.
- Children living in deprived areas of North Wales have worse oral health. NHS and partners should engage in targeted initiatives to improve oral health such as Designed to Smile.
- Injuries are a key cause of death and disability among children. Partnership working in relation to implementing the evidence base on injury prevention needs to be strengthened.

## 3.1 Childhood immunisation

The widespread implementation of immunisation programmes over the past 30 years has led to a dramatic reduction in illness and death due to vaccine-preventable diseases. To prevent outbreaks of vaccine preventable disease, high coverage levels of 95% and above must be maintained.

Despite the increase in uptake of the routine childhood vaccinations, the vaccination target of **95% is still not being achieved in all areas of North Wales** (see Appendices for the full schedule of childhood vaccinations and details of coverage in North Wales).

Figure 7: Uptake of childhood immunisations, North Wales, Quarter One 2004 to Quarter Two 2010



Source: Public Health Wales

There are small areas across North Wales which are not achieving the target immunisation rate of 95% for one year olds or for the four in one pre-school vaccine. In addition the 95% target uptake for the first or second dose of the Measles, Mumps & Rubella (MMR) immunisation is not being achieved.

Consequently, some children in North Wales are starting school without receiving the recommended two doses of MMR immunisation. This leaves communities at risk of outbreaks.

### 3.2.1 What we are doing locally to improve uptake of childhood vaccinations?

A new action plan has been developed to improve immunisation for all ages. This plan covers training; improving the provision of information and support; targeted interventions where uptake is lower; and improvements in the way that immunisation records are kept so that children can be more accurately targeted.



## 3.2

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*Protecting the health of women and the unborn child through immunisation*



## 3.2 Protecting the health of women and the unborn child through immunisation

### 3.2.1 MMR vaccination

Immunisations given during a child's life provide protection into adulthood and in particular, benefit pregnant women. By ensuring that all children leave school having received two doses of MMR, the numbers of cases of rubella infections in the community are reduced. If a pregnant woman contracts rubella it can cause devastating abnormalities to the unborn baby. If she has received two doses during childhood she is reliably protected against this infection. Health services need to have robust systems in place to ensure women found not to be immune to rubella during their first pregnancy are offered MMR vaccination to ensure immunity for subsequent pregnancies.

### 3.2.2 Human Papilloma Virus (HPV) vaccination

Girls aged 12-13 years are offered a course of HPV vaccine to reduce the chances of developing cervical abnormalities and cancer caused by the virus by around 70%. In addition to the life saving potential of the vaccine, protecting girls against cervical abnormalities caused by HPV also increases the chance of a normal delivery if they become pregnant.

North Wales has an average uptake of 85% and is not currently achieving the 90% target (Public Health 2011b).

### 3.2.3 Influenza

Pregnant women have recently been identified as a group at risk of developing complications from seasonal flu infection. If a pregnant woman were to develop complications the health of the unborn baby can also be affected (Public Health Wales 2011c).

A seasonal influenza vaccination programme is now offered on an annual basis to all pregnant women to help prevent them catching influenza and therefore avoid the risk of complications. Influenza uptake in pregnant women (with no other risk conditions) in North Wales in 2010/11 was 43.1% compared to 39.6% across Wales (Public Health Wales 2011c). Health services need to have robust systems in place to ensure a high uptake of the flu vaccination among pregnant women.

## 3.3 Childhood Obesity – why it is important

People become overweight when their consumption of food exceeds the number of calories used. There are a number of risk factors for unhealthy weight in children including a sedentary lifestyle, poor diet, social deprivation and parental obesity.

In children and teenagers a wide range of health problems can be associated with excess weight including high blood pressure, diabetes, psychosocial dysfunction and the worsening of existing conditions such as asthma. However in children, the persistence of obesity into adulthood is the most important concern. This risk increases with age and according to the severity of obesity.

The prevalence of obesity in the UK has more than doubled in the last 25 years, making obesity a major public health issue. It has been estimated that by **2050 60% men, 50% of women and 25% of the children in the UK will be obese** (Foresight 2007).

It is important to recognise that adults have an important role in determining the lifestyle choices of children, particularly during the earliest years of a child's development.

Factors such as income, gender and a person's ethnicity increases the impact of obesity within certain population groups (Foresight 2007).

A study measuring the prevalence of overweight and obesity in Wales found that **22% of school children in the Reception Class measured as being overweight or obese** (Public Health Wales 2010c).

Recent guidelines issued by the four Chief Medical Officers in the UK draw on global evidence for the health benefits people can achieve by taking regular physical activity (Department of Health 2011). The report emphasises the importance of physical activity for all ages. The guidelines for under five year olds are:

- Physical activity should be encouraged from birth, particularly through floor-based play and water-based activities in safe environments.
- Children of pre-school age who are capable of walking unaided should be physically active daily for at least three hours, spread through the day.
- All under five year olds should minimise the amount of time spent being sedentary (being restrained or sitting) for extended periods (except time spent sleeping).

## Case study:

### The Anglesey Healthy Preschool Scheme



Following the success of the Anglesey Healthy Schools Scheme and the award of the first National Quality Assurance Award in North Wales to Ysgol Uwchradd Bodedern, the Anglesey Education Department in partnership with Public Health Wales worked together to establish a local healthy pre-school scheme.

The scheme includes all 57 cylchoedd meithrin and playgroups on the island. All children within the pre-school settings were given opportunities to:

- use the outdoor environment regularly by going for walks and enjoying movement sessions;
- grow vegetables and prepare healthy foods;
- taste new foods;
- learn about where food comes from and what makes a healthy diet;
- learn about the importance of hand washing before eating snacks;
- learn how to brush their teeth.

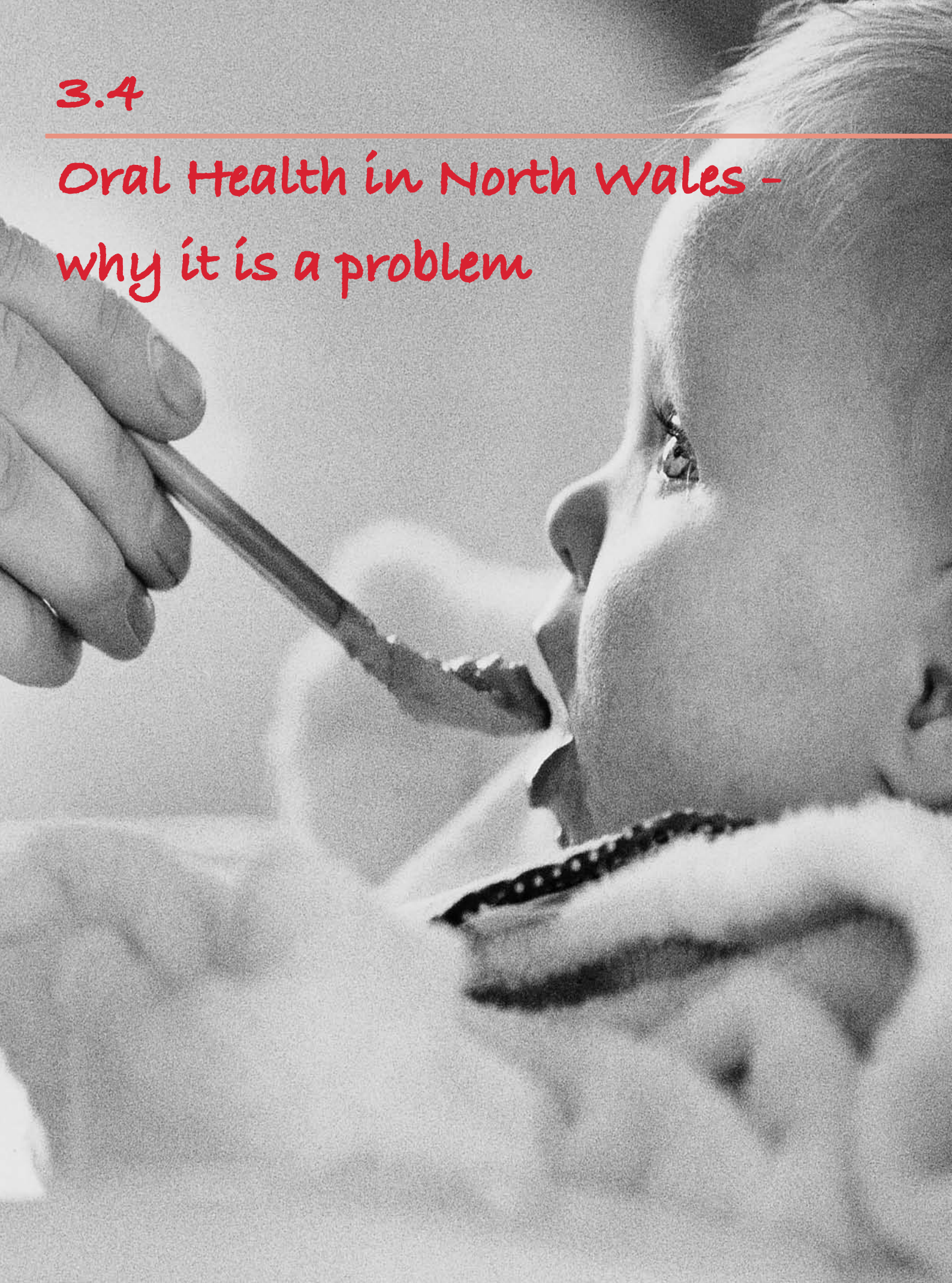
Each preschool setting developed a healthy snacks policy, and the leaders were supported by a retired teacher who visited each group.

Each group provided an evidence portfolio which was assessed at the end of the year. All of the pre-school groups successfully reached their objectives and were awarded their certificates at the annual Healthy Schools Award ceremony.

The preschools are currently working on the second phase of the scheme and are addressing objectives that relate to safety and the environment.

## 3.4

# Oral Health in North Wales - why it is a problem



## 3.4 Oral Health in North Wales

### - why it is a problem

Despite the fact that it is largely preventable, dental caries (tooth decay) is the main oral disease in early childhood. Dental decay in young children is strongly linked to deprivation and frequently leads to pain and infection necessitating hospitalisation for dental extractions under general anaesthesia. As well as the discomfort of pain and infection, young children can experience loss of sleep, absence from school and low self esteem.

More than half (53%) of children in Wales have experienced dental caries by the age of five (Welsh Oral Health Information Unit 2005/06).

Although the North Wales figure, at 46%, compares favourably with the Welsh average, there is variation when looking at the data for smaller geographical areas. For example, in one county in North Wales, five-year-old children with decay in one ward is 31% compared to 67% in another ward with higher levels of socio-economic deprivation (Welsh Oral Health Information Unit 2005/06).

Treatment index records record the proportion of teeth that have been treated with fillings or have been extracted because of decay. In North Wales these records indicate that a very high proportion of disease may be going untreated.

#### 3.4.1 What is being done to tackle tooth decay?

##### Case study:

##### Designed to Smile



Designed to Smile is a three year national pilot oral health programme commenced in January 2009 and funded by the Welsh Government. It started in North and South Wales but due to its success has been rolled out across Wales and includes 0 to 3 year olds in targeted areas.

Fluoride applications have been introduced as part of the initiative. At the end of March 2011, some 159 schools were participating in the scheme and 13,334 children were brushing at school on a daily basis. Additionally, 107 preschool venues were engaged with 2,667 children aged three and under, participating in the pre-school aspect of the programme.

### 3.4.2 What do we know works to prevent dental decay

The two key messages to prevent tooth decay/dental decay are:

- regular tooth brushing as soon as the first tooth appears;
- limit the amount of sugar that the teeth come into contact with.

Parents and families should refer to health professionals for advice on tooth brushing and diet and health professionals should ensure they are up to date with the latest evidence on weaning and diet.

## 3.5 Exposure to second hand tobacco smoke in childhood - why it is a problem

The predominant source of second hand smoke exposure for children is smoking in the home by their parents. Children who live in households where someone smokes on most days are exposed to about seven times more smoke than children who live in smoke free homes and it is estimated that exposure to smoke in the household causes around 40 sudden infant deaths in the UK each year.

In North Wales, 24% of the adult population smoke and exposure to tobacco smoke is still greatest among children from lower socio-economic status households (Welsh Assembly Government 2010a).

The Royal College of Physicians report on Passive Smoking and Children identified that children regularly exposed to second hand smoke have (Royal College of Physicians 2010):

- more than double the risk of sudden infant death;
- increased risk of lung infections and wheezing at all ages;
- increased risk of lower respiratory tract infection in children under the age of 3 years;
- increased risk of asthma and middle ear disease in young children;
- more than double the risk of bacterial meningitis.

The Royal College of Physicians have calculated the costs to the NHS of consultations attributable to second hand smoke see Table 5.

**Table 5:** Cost at 2007 prices of primary care consultations for diseases in children caused by passive smoking in the home

Disease	Age (Years)	UK consultations attributable to smoking	Cost of consultations (£)
Lower respiratory infection	≤ 2	26,000	780,000
Middle ear infections	0-16	160,000	4,806,000
Wheeze	≤ 2	10,300	309,000
Asthma	3-4	7,600	228,000
Asthma	5-16	99,000	2,970,000
Meningitis	0-16	800	24,000
<b>Total</b>		<b>303,900</b>	<b>9,117,000</b>

Source: Royal College of Physicians, 2010

The potential wider financial and economical impacts of passive smoking in children are difficult to measure fully. Children's ill health may impact on their schooling and their educational achievements. Such impacts are then likely to impact on their future earning capacity and their long term health and well being.



### 3.5.1 What works to stop children being exposed to second hand smoke?

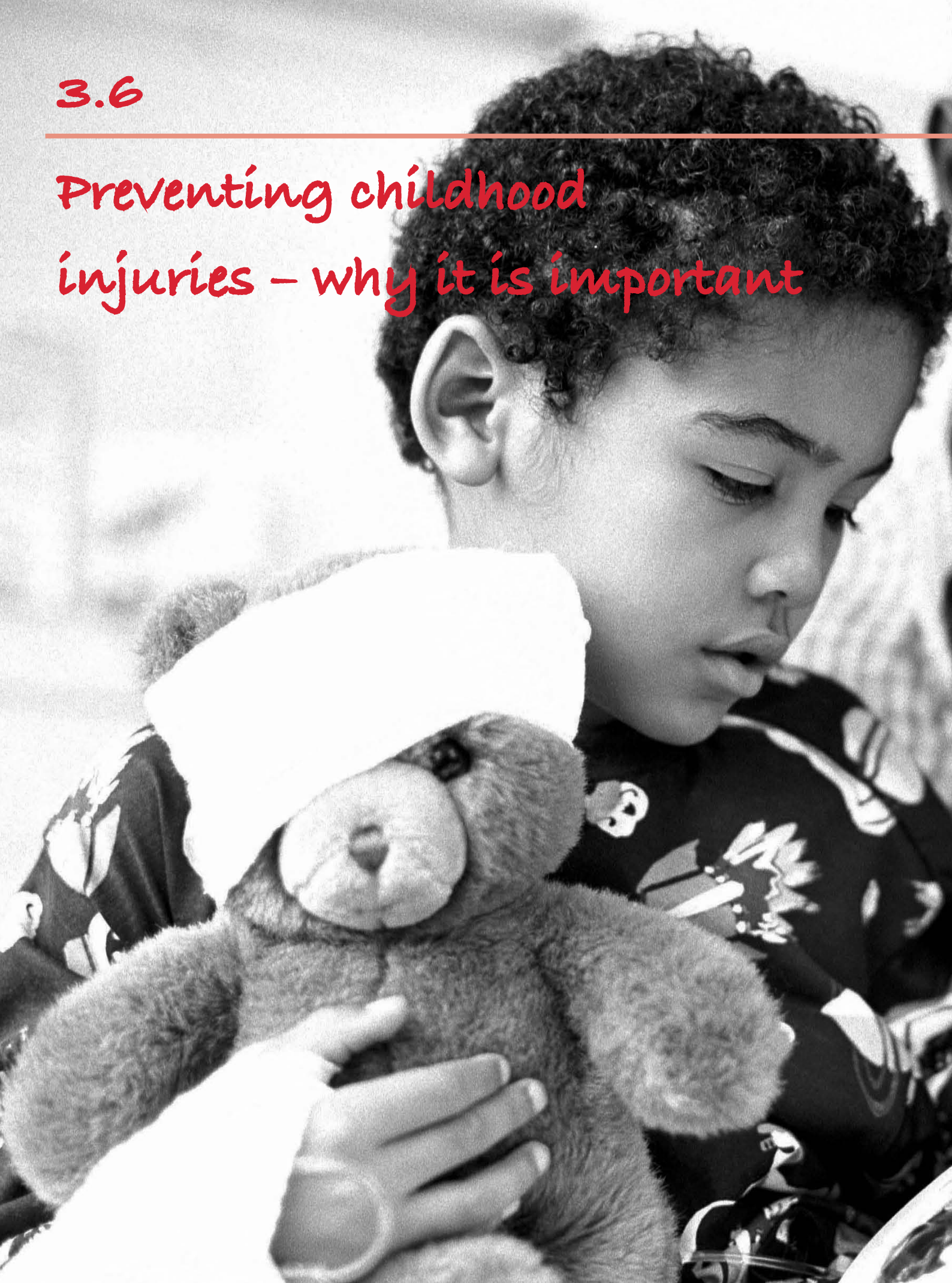
- Reduce the numbers of parents and future parents who smoke.
- Make **homes completely smoke free** to prevent exposure to second hand smoke in the home environment.
- Health professionals in primary and acute care settings should take the opportunity to advise all patients who smoke to quit when they attend a consultation, this is described as a **brief intervention** (National Institute for Clinical Excellence 2006). Those who want to stop should be offered a referral to an intensive support service such as Stop Smoking Wales.

The Welsh Government is currently debating the issue of smoking in cars with children and has announced that it will consider legislation if people's attitudes do not change in three years. It is important that all professionals working with families take every opportunity to give strong consistent messages on the dangers of smoking in cars with children and lobby to support such a ban in order to protect children's health.

## 3.6

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# Preventing childhood injuries – why it is important



## 3.6 Preventing childhood injuries – why it is important

Injuries are a key cause of death and disability among children and place significant burden on individuals, families, health services and wider society. Inequalities in childhood injuries are stark as children from the poorest families are at least three times more likely to die from an accident than those who are from the wealthiest families (Children in Wales 2009). Injuries are not inevitable; they can be prevented or controlled by effective interventions.

The National Institute for Health and Clinical Excellence (NICE) favour the term unintentional injuries, as the word accident implies an unpredictable and therefore unavoidable event (National Institute for Health and Clinical Excellence 2010b). The World Health Organisation states that (World Health Organisation 2008):

*As injury is a leading cause of death and disability among children worldwide, preventing child injury is closely connected to other issues related to children's health. Tackling child injury must be a central part of all initiatives to improve the situation of child mortality and morbidity and the general well-being of children.*

### 3.6.1 What do we know?

There were 833 admissions to hospitals due to injuries among children aged five years and under in North Wales during 2009.

**Table 6:** Emergency hospital admissions for injuries, children aged 0 to 5 years, North Wales, 2009

	Number of admissions	Crude rate per 100,000
North Wales	833	1,856
Isle of Anglesey	116	2,573
Gwynedd	166	2,220
Conwy	134	1,975
Denbighshire	128	2,094
Flintshire	178	1,720
Wrexham	111	1,151

*Produced by Public Health Wales Observatory, using PEDW (NWIS)*

The most common type of injury resulting in accident and emergency attendances for the five years and under age group include poisoning/overdose, lacerations/wounds and scalds. Data relating to the location of injuries shows that the 0 to 5 year age group are at the highest risk of injury in the home (National Institute for Health and Clinical Excellence 2010b).

The National Institute for Health and Clinical Excellence (NICE) in their recommendations for reducing unintentional injuries among under 15s recommend (National Institute for Health and Clinical Excellence 2010b):

- That priority should be given to identifying those households where children and young people aged under 15 years are at greatest risk of unintentional injury. Households should be identified based on surveys, needs assessments and existing datasets (such as local council housing records).
- That the households identified should be prioritised for home safety assessments. 'Priority households' could include those with children under five; families living in rented or overcrowded conditions; families on a low income; and those living in a property where there is a lack of appropriately installed safety equipment.

### 3.6.2 What do we know works?

Children in Wales (Children in Wales 2009) have identified the most effective injury prevention programmes, which require partnership working and collaboration between agencies.

#### In the home:

- Home based social support, such as a health visitor visiting a young family regularly, significantly reduces the rate of childhood injury.
- There is evidence to suggest that home equipment schemes which include the identification of families in need, followed by the provision of identified home safety equipment including stair gates, fire guards and thermostatic mixing valves, window restrictors and cupboard and window restrictors would help reduce injury.
- Child resistant containers on medicines and dangerous substances have substantially reduced mortality.
- Window bars reduce childhood injury and death from falls.
- Education initiatives targeted at the most vulnerable families when combined with practical help, such as free or subsidised stair gates, reduce child injury.
- Promoting parental education through schemes such as Sure Start are likely to reduce injuries due to the positive impact on behaviour.
- General safety devices such as coiled kettle flexes, safety catches for cupboards and smoke detectors are shown to reduce injury.

#### On the road:

- Using seatbelts and child safety restraints results in fewer injuries.
- Enforcing speed limits results in fewer injuries.
- Design changes to roads reduce deaths and area traffic management schemes reduce the number of pedestrian injuries.
- Children who wear cycle helmets experience fewer injuries.

Injury prevention is the responsibility of several organisations, as the range of actions required is broader than the remit of one individual organisation. Across North Wales the Children & Young People's Partnerships have taken a leading role with developing local partnerships to coordinate the prevention of effective injury prevention programmes and there is further opportunity to strengthen the partnership working in accordance with the Working Towards a Child Safety Strategy for Wales (Children in Wales 2009) and the National Institute for Health and Clinical Excellence Guidance to support the development of local strategies to prevent unintentional injuries among children and young people aged under 15 (National Institute for Health and Clinical Excellence 2010b).

# Chapter 4

## Preparing for Parenthood



# Preparing for Parenthood

## Key Messages and Recommendations

- Positive parenting has a profound effect on the personal, emotional, mental, social, intellectual and physical development of the child.
- Strong and affectionate relationships between parents and children, fostered in the first three years of life, coupled with positive consistent parenting, makes a real difference to social, health and educational outcomes for children.
- Mental ill health impacts on the ability to provide positive parenting and this is particularly important in the first two years of life when attachments are forming and brain development is most rapid.
- NHS and partners should ensure robust mechanisms exist to identify parental mental health issues as early as possible and to facilitate referral to the most appropriate service in a timely manner.
- High quality evidence exists to support the availability of group based parent-training programmes designed to promote emotional attachment and improve parenting skills – NHS and partners should ensure equitable access to evidence based parenting support is available across North Wales.
- Transformational change is required in the way public sector services work together to support vulnerable families. A much stronger focus on prevention, early intervention and universal services is required in order to reduce health inequities, improve outcomes and protect children.
- NHS and partners need to actively engage in targeted partnership approaches such as Families First, Flying Start and Integrated Family Support Service in order to address inequalities through facilitating access to prevention and early intervention services and good quality parenting support.

# 4.1 Preparing for parenthood - why it is important

Positive parenting has a profound effect on the personal, emotional, mental, social, intellectual and physical development of the child. Within this chapter the factors contributing to the development of parenting skills, and the ways that parents can be supported to parent more effectively will be described. This has to be a partnership approach and cannot be the work of one single agency or setting, this is evident in the examples of partnership working cited in this report.

## 4.1.2 Opportunities for preparing for parenthood

Parenthood education is vital to help children and young people think about the role of parenting before they actually become parents themselves. They can learn the skills that are necessary for successful family relationships, gain knowledge about child development and develop their understanding of some of the reasons for good and bad parenting.

Since 2008 there has been a Welsh Government requirement for the provision of a Personal and Social Education Framework for 7 to 19 year olds. Within this framework pupils in Key Stage Three (the first three years of secondary school) are required to explore:

- the features of safe and potentially abusive relationships;
- the role of marriage, the importance of stable family relationships and the responsibilities of parents;
- the features of effective parenthood and the effect of loss and change in relationships; and
- the factors that affect mental health and the ways in which emotional well being can be fostered.

Positive parenting skills can help young people grow up with a clear understanding of the parenting role. Parenting education within schools increases the likelihood of young people becoming more effective parents in the future.

### 4.1.3 Positive Parenting

Babies born to parents who understand and meet their physical and emotional needs have a good chance of reaching their full potential later in life. Positive parenting practices have a profound impact on children's development, and especially on child mental health and well-being.

Parenting style strongly affects how children feel and behave. Strong and affectionate relationships between parents and children, fostered in the first three years of life, coupled with positive consistent parenting, makes a real difference to social, health and educational outcomes for children.

When parents are bringing up their children in difficult circumstances, it is even more important that help and support is easily accessible and effectively delivered to enhance positive parenting.

### 4.1.4 Parenting programmes – what works?

There is a strong body of evidence to demonstrate that well-designed pre-school programmes aiming to improve parenting skills show a high level of effectiveness, including cost-effectiveness.

Significant improvements in children's behaviour and parental mental health (specifically low mood) can be achieved if evidence-based parenting courses are delivered effectively. These benefits persist throughout childhood and into adult life, leading to such outcomes as improved employability and earnings, and reduced criminal behaviour.

Programmes such as the Incredible Years series and Triple P, both of which focus on strengthening parenting competences have an impressive evidence base and are being delivered in many parts of North Wales.



#### 4.1.5 What needs to be done to support positive parenting?

- Increase and ensure equitable access to good quality, evidence based parenting programmes for parents of infants and toddlers in North Wales.
- Develop and enhance strong local multi-agency partnership approaches to planning and delivering parenting interventions if sustainable outcomes are to be achieved.
- Appropriate training, support and supervision for the staff delivering programmes.
- Reliable, valid and consistent outcome measures need to be agreed in order to evaluate effectiveness over time and compare effectiveness across programmes.
- Programmes need to be targeted at specific groups of parents who most need help, and delivered flexibly in a non-stigmatising environment

### Case study:

#### The Sure Start Arts Project Llandudno – Summer 2010

The project took place in the Llandudno Area with two distinct groups of parents, one from a rural area and one from a Communities First area, the sessions promoted parents and children working together. The project aimed to:

- develop appropriate group behaviour;
- build confidence and self esteem and raise aspirations; and
- build on developing recognisable skills that could lead to future learning and employment.

#### Outcomes:

- 28 parents and children took part.
- All parents produced several pieces of finished art work.
- Parents reported gaining confidence.
- 10 young parents attended and completed the condensed version of the Family Links Nurturing Programme.
- The completed art work was put on public display.

#### Qualitative Feedback

'I never thought I would be able to do this, I still can't believe I did. I'm going to hang it in their bedroom. I want my children to see what I can do.'

'I created a cushion and I've never made anything before.'

'I think the project has been excellent, I have bonded with the staff.'

'I didn't want it to end, we used to go to the park after the group finished to sew.'

'You were dead right about Kids giving me some time to stitch! And make! We did it as a family and I managed to make something.'

## 4.2 Mental well being - why it is important

An unhappy, unresponsive adult carer limits a baby's ability to develop its social and emotional capabilities (Allen 2011)

Mental well-being includes either the absence, or good management, of mental ill-health, as well as positive factors contributing to a holistic sense of wellness and being happy. Mental ill health impacts on the ability to provide positive parenting and this is particularly important in the first two years of life when attachments are forming and brain development is most rapid (Allen 2011). Good parental mental health is an essential component of secure attachment. This has an important role to play in children's physical health; brain development; self esteem; social skills; and emotional competence.

A range of factors can make mental wellbeing particularly difficult for pregnant women and new mothers and fathers including:

- the stresses of pregnancy and parenthood, including postnatal depression (experienced by more than one in ten mothers);
- poverty and disadvantage;
- domestic violence or bullying;
- poor housing and an unsafe physical environment;
- use of drugs and alcohol;
- social isolation, including looked-after young people, migrants, refugees and asylum seekers;
- mental or physical ill-health or disability.

#### 4.2.1 What helps to improve parental mental well being? (National Institute for Clinical Excellence 2007b)

- High quality evidence exists to support the availability of group based parent-training programmes designed to promote emotional attachment and improve parenting skills. Providing consistent support to parents (including fathers) during pregnancy and through the early years is important in achieving this.
- Ante-natal checks to identify risk factors, including routine enquiries about domestic abuse and drug/alcohol use.
- Additional care and support is provided for vulnerable mothers and also for fathers.
- Robust mechanisms in place to identify mental health issues as early as possible and to facilitate referral to the most appropriate service in a timely manner.
- Postnatal care contacts should include routine enquiries about emotional wellbeing and coping strategies.
- Specialist support should be provided for ongoing and severe problems. Treating psychological distress in parents is also beneficial to their children who have not yet been affected (primary prevention), and those children who have already been exposed to its effects (secondary prevention).
  - A good home learning environment for pre-school and primary school children to aid development of social and emotional competence in the early years.

### Case study:

#### Early Intervention and Prevention Case Study Flintshire

Flintshire's Early Intervention and Prevention Team and Flintshire's Child and Adolescent Team were recognised for excellent practice in the field of mental health when they became the winner of the second annual Royal College of Psychiatry Awards in 2010. The multi-disciplinary and multi-agency teams won the Specialist Child and Adolescent Mental Health Services Provider of the Year, in recognition of their "outstanding contribution to mental health".

The Flintshire Early Intervention and Prevention Team delivers the Primary Mental Health component of Child and Adolescent Mental Health Services (CAMHS), helping parents and colleagues who have questions or concerns about emotional and behavioural difficulties, or the things that can give rise to these difficulties, in children and young people of all ages and their families. The team aims to catch things at an early stage by offering brief interventions as quickly as possible, and also by building understanding and skills in staff groups who are in frequent contact with children and young people in their every day work. Where there are concerns about parent well-being, counselling is available for parents whose needs cannot be met by adult services, as even mild to moderate emotional difficulties in adults can have a significant impact on parenting. Our focus is on quick assessment, brief goal focused direct interventions, supported signposting, and work with professionals to help them to address mental health problems earlier and where appropriate within their existing roles.

## 4.3 Safeguarding children – why it is important

Children enjoy the best possible health and are free from abuse, victimisation and exploitation (WAG 7 Core aims for children)

At the end of March 2010 there were 2,730 children and young people on Child Protection Registers across Wales, 440 in North Wales. There were 17,159 children classed as 'in Need' across Wales with 2,876 (16%) of these children living in North Wales. (Welsh Assembly Government 2010b). Children in need are not necessarily deemed to be 'at risk' and only children in need of protection are added to the child protection register. In accordance with the Children Act 1989, a child shall be taken to be in need if:

- He/She is unlikely to achieve or maintain, or to have the opportunity of achieving or maintaining, a reasonable standard of health or development without the provision for him/her of services by a local authority.
- His/Her health or development is likely to be significantly impaired, or further impaired, without the provision for him/her of such services.
- He/She is disabled.

The statistics demonstrate the fact that a proportion of children in North Wales will be suffering abuse from their parents and carers under one (or more) of the four following categories: physical, emotional, sexual and neglect. This will have potential long term consequences on the health and well being of children into adulthood. Health Boards are required to work with partners to safeguard and promote the welfare of children.

There are a number of targeted services aimed at particularly vulnerable families including Flying Start, Families First and the Integrated Family Support Service which provides intensive support to parents identified as having issues with alcohol and substance misuse. These are multi-agency initiatives and support families to make a positive change to their lives.

### 4.3.1 Domestic Abuse

The Welsh Assembly Government's National Domestic Abuse Strategy defines domestic abuse as (Welsh Assembly Government 2005):

*the use of physical and/or emotional abuse or violence, including undermining of self confidence, sexual violence or the threat of violence, by any person, who is or has been in a close relationship with the victim, including abuse of parents or adult children.*

The growth in public and professional understanding and acknowledgement of domestic abuse has been one of the most significant developments of the last 30 years. It is now far more widely recognised that domestic abuse affects people from all walks of life and from all cultural, social and ethnic backgrounds. Domestic abuse can include all kinds of physical, sexual, emotional and financial abuse. Domestic abuse is gendered – the majority of perpetrators are men and between 80-95% of those who experience it are women. However, it can occur within all kinds of intimate relationships including same sex relationships, with one in four victims being in a same sex relationship.

Domestic abuse includes actual harm of children as part of controlling women and is a strong indicator of child abuse. The Children's Act has extended the definition of 'harm' to include any impairment to a child's health and development as a result of witnessing the ill treatment of others.

Domestic abuse and the crimes associated with it cannot be resolved by the Police and Criminal Justice System alone, and the All Wales Violence Against Women and Domestic Abuse Implementation Plan (Welsh Assembly Government 2010c) sets out how joint collaboration and action can bring down barriers, share information and work collectively to meet the needs of victims under the guidance of the Multi Agency Risk Assessment Conference (MARAC).

### 4.3.2 What do we know works?

- Maintaining an effective, skilled and well resourced front line workforce who work directly with children and their families is key to protecting and promoting the welfare of those affected by domestic abuse. This includes in particular the maternity, health visiting and school nursing services, Emergency Departments and adult mental health services.
- Ensuring staff are **trained to recognise and suspect abuse and know what to do**.
- Organisations require **safe recruitment** with robust vetting procedures including CRB checks in place to help prevent unsuitable people from working with children directly or indirectly.
- Effective **information sharing** by professionals is central to safeguarding and promoting the welfare of children. Health staff will need organisational guidance and support to know when and how to share information appropriately.

### 4.3.3 Supporting Vulnerable Families

Some children and families are particularly vulnerable to poor health outcomes arising from their life circumstances. Vulnerability is sometimes defined as families having five or more of the following disadvantages (although any one alone may be severe enough to create vulnerability):

- No parent in work;
- Poor/overcrowded housing;
- No parental qualifications;
- Mother has mental health problems;
- Parental longstanding limiting illness/disability/infirmity;
- Family has low income (below 60% median);
- Family cannot afford certain food/clothing items;
- Domestic violence within family;
- Substance misuse within family.

Some families may be immediately vulnerable due to being refugees or asylum seekers, or by suffering discrimination, or other serious circumstances. Such vulnerability endangers the physical and/or mental well-being of all family members, especially the youngest. In addition the problems can make it harder for families to have access to available services and to have sustained and successful contact with them, thus prolonging the problems and increasing the likelihood of issues continuing to affect the next and subsequent generations. The focus needs to shift more to prevention and early intervention especially in the early years. High quality parenting support is particularly important as it is known that strong, positive parenting can protect children against some of the negative impacts of poverty and disadvantage (Department of Health 2009).

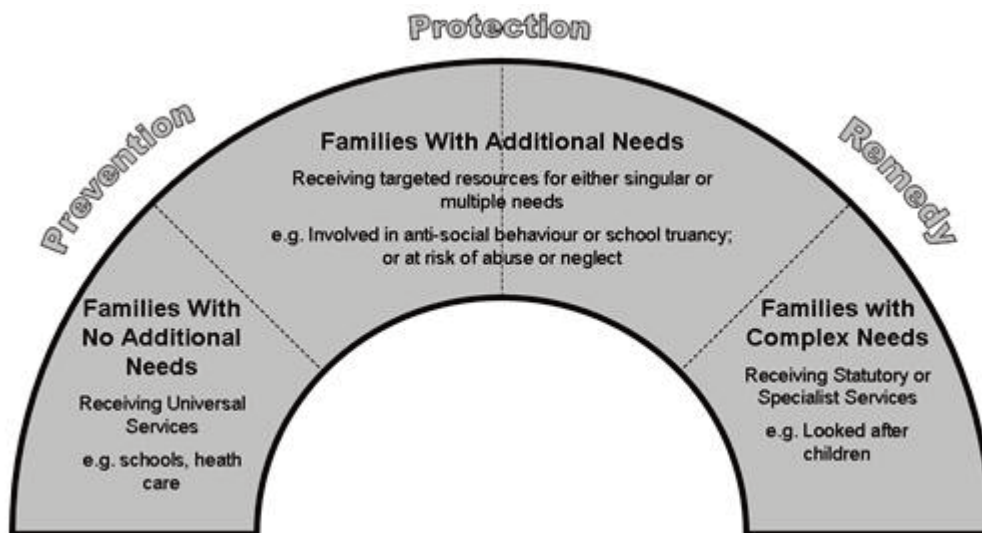
In order to best support these families it is important to address the wider determinants of their economic circumstances and promote job availability through economic development. This would be helped by closer working between services, making it simpler for families and services to keep in touch, and avoiding premature withdrawal of services that are making a difference.

The 'Torri'r Cylch – Breaking the Cycle' project undertaken recently in Gwynedd focused on 50 of the most vulnerable families in the county. The aim of this project was to look in detail at the public sector support to vulnerable families. The case for change document (Torri'r Cylch Project Board 2011) produced as part of this project found that there is a lack of integration of services supporting these families, a need for a more family focused approach, a cyclical pattern to the experience of some of the most vulnerable families and a reactive rather than proactive approach with a lack of prevention and early intervention – highlighting in many areas these interventions were often at risk due to the economic situation.

The report concluded that in order to improve outcomes a transformational change is required in the way public sector services work together to support these families, with a much stronger focus on prevention, early intervention and universal services. The report highlights a strong economic case for making these changes; the 'do nothing' option is not an option. There is a trend towards an increase in demand for services and an increasing cost of service delivery.

The findings of the Torri'r Cylch work will now be taken forward by the North West Families First Consortium. The Families First project is a Welsh Government funded initiative that operates across North Wales in two consortia. Families First and Integrated Families Support Service (IFSS) are both based on the principles of Team around the Family approaches. This model should reduce duplication; strengthen communication between agencies and result in multi agency proactive care planning for children and their families with potentially a single point of access.

The Welsh Government describes this model as an arch, Families First focussing on Prevention and Protection and IFSS focussing on Remedy with some overlap to Protection.



Families First's focus on 'Prevention' and 'Protection', responds to the needs of families before they escalate into crisis or child protection.

The Welsh Government has set the challenge of eradicating poverty by 2020. Families First will strive towards this goal by aiming to reduce the number of families living in workless households by;

- Improving the skills of parents and young people living in low income households so they can secure well-paid employment;
- Reducing the inequalities that exist in health, education and economic outcomes of children and families by improving the outcomes of the poorest.

These projects provide a vital opportunity to address many of the issues that have been highlighted in this report. In particular, with other targeted and funded projects such as Flying Start, they offer the opportunity to strengthen the support to vulnerable families and those living in our most deprived communities to address the wider determinants of health; take a preventative approach; work in partnership; and ensure the next generation of children have the opportunity to break out of the cycle of poverty, disadvantage and poor health.

## 5. Glossary

**Immunisation/vaccination:** These words can be used interchangeably when discussing vaccine preventable diseases. They both represent the process of giving vaccines to develop antibodies to protect against certain infections.

**Vaccine preventable disease:** a disease which can be prevented by the giving of a vaccine which induces immunity. When a vaccinated person comes into contact with the infection the person is protected as antibodies have developed in the person to fight off the infection. Most vaccine preventable diseases can in rare cases result in death following complications.

**Diphtheria:** is a contagious bacterial infection that mainly affects the nose and throat. Less commonly, it can also affect the skin.

**Tetanus:** is a serious, acute (severe but short lived) condition that is caused by infection with a bacterium known as *Clostridium tetani* which is found in soil, it can never be eradicated.

**Poliomyelitis:** also known as polio is caused by a highly infectious virus. For most people, polio is a mild illness and causes flu-like symptoms. However, polio can be potentially fatal. A severe case of polio attacks the nerve cells that help the muscles to function and can cause severe muscle paralysis (paralytic polio).

**Hib:** (*Haemophilus influenzae* type b) is a bacterial infection that can cause a number of serious illnesses such as pneumonia, blood poisoning and meningitis, especially in young children.

**Pertussis:** sometimes known as whooping cough is a highly infectious disease causing an infection of the lining of the airways. It mainly affects the windpipe (trachea) and the two airways that branch off from it to the lungs (the bronchi).

**Pneumococcal infection:** is caused by the *S. pneumoniae* bacterium entering the nose and mouth causing various serious infections such as meningitis or otitis media.

**Meningitis C:** Meningitis is an infection of the meninges (the protective membranes that surround the brain and spinal cord). The infection can be caused by bacteria, and it leads to the meninges becoming inflamed (swollen). This can damage the nerves and brain.

**MMR:** Measles mumps rubella vaccine.



**Measles:** is a highly infectious viral illness. It causes a range of symptoms including fever, coughing and distinctive red-brown spots on the skin. However, possible complications of measles include pneumonia, ear and eye infections and croup (an infection of the lungs and throat). More serious complications, such as inflammation of the brain (encephalitis), are rarer but can be fatal. There are hundreds of thousands of deaths worldwide from measles every year.

**Mumps:** is a highly contagious viral infection that usually affects children but can affect adults as well. The most common symptom of mumps is a swelling of the parotid glands. The parotid glands are located on one side, or both sides, of the face. The swelling gives a person a distinctive 'hamster face' appearance. Serious complications can occur such as hearing loss and meningitis.

**Rubella:** (German measles) is an infectious disease that is caused by a virus. It can cause a distinctive red-pink rash. In most cases, rubella is a mild condition, but it can be serious in pregnant women as it can harm the unborn baby causing brain damage, eye abnormalities, heart problems and deafness. The rubella virus is passed on through droplets in the air from the coughs and sneezes of infected people. It is about as infectious as flu. Anyone can get rubella, but young children are most commonly affected.

**Human Papilloma Virus;** The human Papilloma virus (HPV) is the name given to a family of viruses that affect the skin and the moist membranes (mucosa) that line the body. There are over 100 different types of HPV, with around 40 types affecting the genital area. These are classed as high-risk and low-risk depending on the type of conditions that they can cause.

**Influenza:** also known as Seasonal flu is a highly infectious illness caused by a flu virus. The virus infects your lungs and upper airways, causing a sudden high temperature and general aches and pains. However, elderly people or those with certain medical conditions may develop a complication as a chest infection. This can lead to serious illness and can be life-threatening.

**MSOA - Middle Super Output Area:** Defined geographical area based on Census output areas with an average of 7500 persons per MSOA. There are 413 MSOAs in Wales, and the number of MSOAs can vary between health boards

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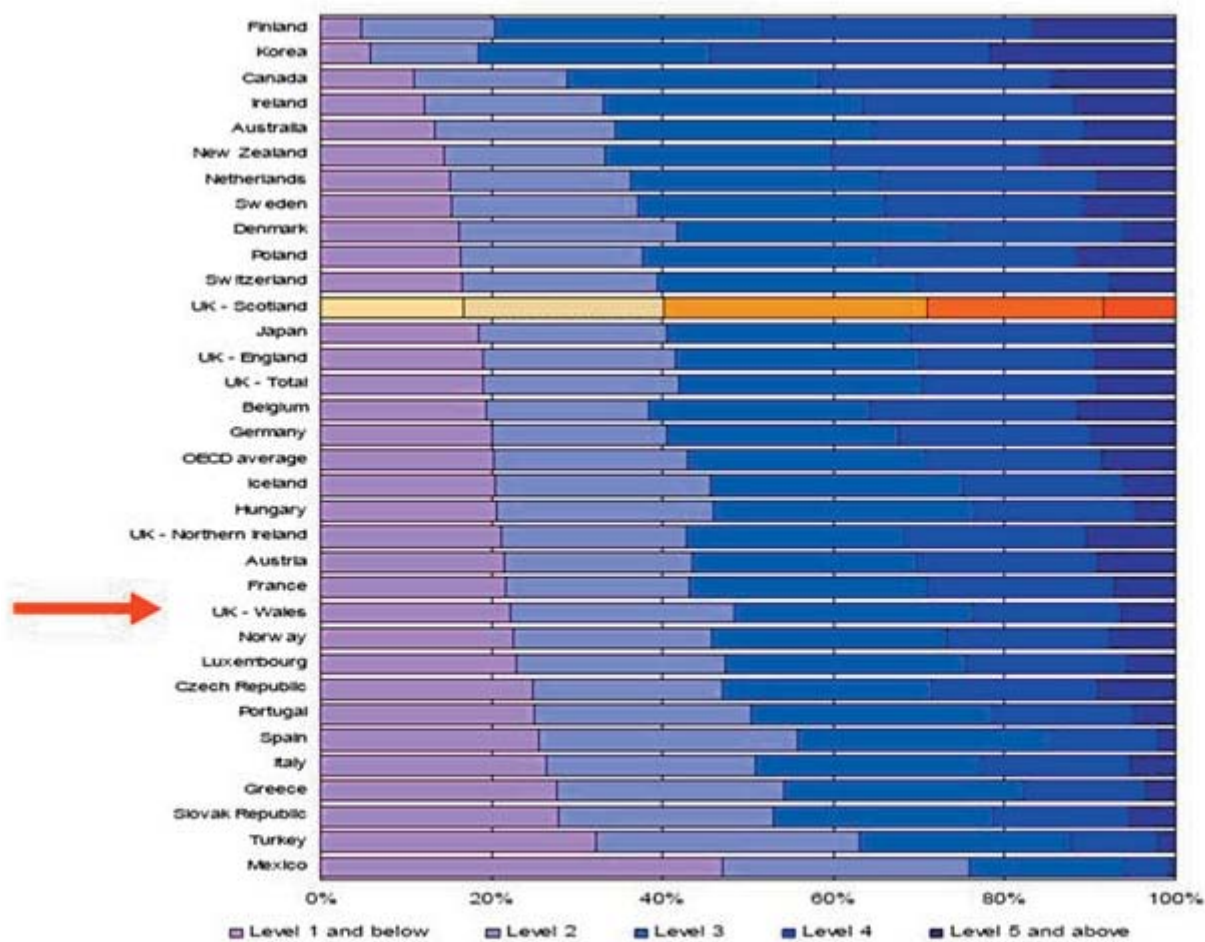
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# 7. Appendícies

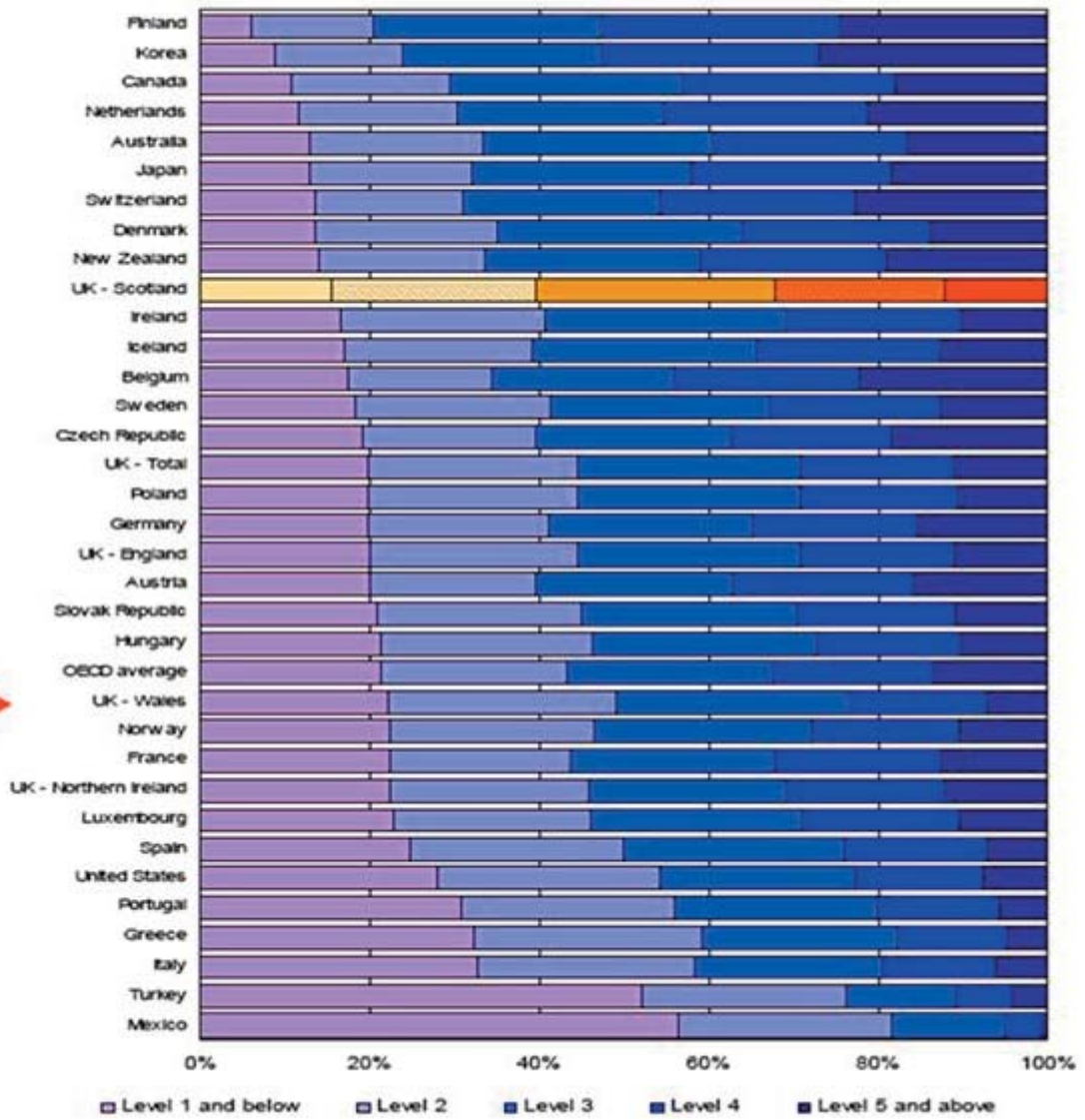
## Appendix 1: Programme for International Student Assessment (PISA) Scores

Source: Bradshaw et al 2010

PISA 2009: Reading



PISA 2009: Mathematics





## **Conwy – Healthy Weight in Pregnancy pilot programme 2012**

### **Summary report – prepared by Lee Parry Williams, Public Health Practitioner, Public Health Wales**

A pilot programme was undertaken in Conwy which formed part of the work in North Wales contributing to the Obesity Pathway. A focus was placed on healthy and safe weight for pregnancy due to the prevalence and strong links to poor maternal and child health outcomes. Specific aspects of maternal obesity calls for different actions to address prevention for pre-conception, supporting pregnant women to manage weight gain during the pregnancy and supporting weight post natal.

The pilot was delivered in partnership with Conwy County Borough Council, PHW, BCU HB and addressed maternal obesity but specifically focused on supporting women to manage weight gain during pregnancy and support appropriate weight loss post natal.

The proposal to develop and implement the pilot within the county of Conwy began with the Section Head for Active and Creative Lifestyles, Conwy County Borough Council (CCBC) having attended the workshops to develop the Obesity Pathway Action Plan (September 2011/February 2012). There were existing initiatives being delivered in partnership between the Health Board (HB) and CCBC. CCBC are keen to explore additional joint initiatives. The section head recognised that Conwy had a multi-disciplinary team consisting of a dietician, exercise professional and a community engagement facilitator that were well placed to be deployed to develop and implement the proposed pilot.

Whilst there were a range of services and interventions addressing various aspects of pregnancy being delivered across North Wales a gap had been identified in relation to a specific focus on maternal obesity within a community setting. There was recognition of the need for a sustainable community approach where the focus would be supporting women of child bearing age to make positive and sustained behaviour changes in relation to good nutrition and being active.

Following the development, design, implementation and evaluation of the pilot it was hoped key learning would inform the future direction of similar support across North Wales.

#### **1. Aims**

- To develop an intervention based on community development approaches to contribute to the Healthy and Safe Weight for Pregnancy outcomes.
- To support women to manage safe and healthy weight gain during pregnancy
- To support weight loss post natal

#### **2. Approach**

The pilot was designed to provide additional support to current antenatal care. The pilot was delivered at the community level within a group format but did

allow for individual support and advice when required. The approach adopted social cognitive theory to support behaviour change. Social media i.e. texting and 'Facebook' was used to support ongoing participation and motivation. Entry to the programme was through introduction/signposting by team members from Community Midwifery, Flying Start and Communities 1<sup>st</sup>. An information leaflet was produced to be distributed by the staff teams. All the individuals who were signposted signed a consent form to enable the project team to contact them prior to attending sessions. This provided an opportunity to get to know the project team and the women were able to ask further questions and indicate whether they wished to take part.

### **3. Structure**

The programme was designed to provide 8 'face to face' group sessions. Each session was structured to provide participants with skills and knowledge to adopt appropriate healthy behaviours during pregnancy and the post natal period. The key learning outcomes were delivered through discussions and practical opportunities incorporating a range of learning styles (kinaesthetic, visual and auditory).

To encourage attendance at subsequent sessions and to provide motivation support, participants were contacted via social media. The project team also posted information such as recipes and exercise tips and advice on their Facebook Page.

In addition to the eight attended sessions there were additional physical activity opportunities available to the participants during the programme:

- 'Walk and Chat' – escorted walks led by the project play and exercise officer incorporating appropriate exercise and the chance to talk with peers and professionals in a relaxed informal setting. For those with young children special buggies were provided. For the Colwyn Bay cohorts the new Rugby Centre at Eirias Parc also provided an indoor venue for walking when the weather prevented outside options.
- Aqua natal Sessions – To overcome some of the identified barriers for participation in Aqua natal all participants were issued with a maternity swim suit. In addition vouchers were issued to enable the participant along with a 'buddy' to attend swim sessions (open or aqua natal) during the programme at a site most convenient to their circumstances.
- Easyline – this is gym based equipment offering appropriate support for a range of users from regular users of gym equipment to older frailer participants. This session was developed and led by the play and exercise officer. The use of the equipment was tailored for pregnancy and the session included warm up, circuit of appropriate pieces of equipment, cool down and relaxation. As this equipment is only available at the leisure centre in Colwyn Bay this option was only suitable for the Colwyn Bay cohorts. Inclusion of this option was to trial this particular equipment for specific antenatal groups with feedback informing future developments within the leisure services to contribute to addressing maternal obesity.

Six cohorts of ten people were to be recruited. Targeted areas were Kinmel Bay Communities 1<sup>st</sup> area and Colwyn Bay Town Flying Start area.

#### 4. Content

A session plan was developed for each of the weekly sessions -

1. Introduction and Activity
2. Activity and Pregnancy
3. Eat Well
4. Ready Steady Cook
5. Portion Size
6. Food labels
7. Meal Planning
8. Healthy Home Environment

During the sessions a number of resources were used to support the discussions and provide prompts and reference for participants, such as the 'Healthy Plate' outside of session time. Other resources were developed specifically for the pilot and were tested and assessed within the pilot with a view to publication in the future -

- 'Exercising during your pregnancy'
- 'Trimesters, body changes and exercise'.

#### 5. Implementation

The project development and delivery was undertaken by a dietitian and a play and exercise officer from the Active and Creative Lifestyles Team in CCBC. This was supported by their team manager within CCBC and partners from Communities 1<sup>st</sup>, Flying Start BCUHB and PHW.

It had been intended to recruit groups of ten to six cohorts and run a programme for three cohorts in late autumn of 2012 and three cohorts in the New Year of 2013. There were delays in recruiting but following further promotion and working with team members from Community Midwifery, Flying Start and Communities 1<sup>st</sup> in Kinmel Bay it was possible to start running the programme within week commencing 14<sup>th</sup> January 2013.

During the initial contact between potential participants and the project team the time, day and venue was discussed to reach a consensus that would best meet the majority's circumstances. There were referrals/signposting from Community Midwife Kinmel Bay, Community Midwife Team Colwyn Bay, Flying Start Colwyn Bay and Kinmel Bay Communities First. To aid promotion both the Flying Start midwife and the Community 1<sup>st</sup> project officer held promotional events to support recruitment. The programme ran with 3 cohorts.

Cohort	Locality	Recruited
1	Colwyn Bay - Eirias Park	8
2	Colwyn Bay - Eirias Park	10
3	Kinmel Bay -	9

	Communities House	1 <sup>st</sup>	
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## 6. Evaluation

### Purpose of the evaluation:

- To demonstrate outcomes in line with the aims of the pilot i.e behaviour change in relation to healthy eating and physical activity
- To assess the process of the development and implementation of the pilot to inform potential 'roll out' across North Wales.

### Components of the Monitoring & Evaluation:

A monitoring and evaluation plan was drawn up. An overview is provided below.

### Monitoring

A data base of participants was set up and a register kept at each session to track attendance and overall number of participants for the pilot.

#### • Evaluation

A range of methods were used to capture both individual and programme learning:

1. Questionnaire – administered first and last session. Questions covered physical activity, healthy eating and the mental wellbeing measure
2. Session evaluation – three questions were put to participants at the end of each session:
  - a. What has worked well for you this week?
  - b. What has not worked so well for you this week?
  - c. One key learning point you will take away with you
3. Managing weight gain antenatal and weight loss post natal – Participants were invited to be weighed at the first and last session of the programme.
4. Focus group – participants were invited to a post course focus group to explore their experience and update on changes they have been supported to make. An overview of the prompts for discussion is shown below.

### Focus Group Opening question for starters- were the sessions a good idea or not?

#### Process –

What has worked well/not so well ?

- Hearing about the session best way to promote/'sell the idea' / what would be the best way to do this in the future?
- Explanation of sessions, were you clear what the sessions were going to be about
- Where the session were held, access suitability of room and ideas for alternative settings
- When the sessions were held, both in terms of the stage of your pregnancy and also actual time of day.
- Thoughts on length of sessions both number of sessions in the programme and actual time of each session.
- If you had not attended the sessions are there other ways you would have got the same information and support?
- How could we improve the programme

## Session content and activity opportunities

What has worked well/not so well?

- How did you find the balance of information covered in the sessions i.e. did you feel you were getting the right information
- Presentation of information and session handouts/information sheets
- Were the sessions duplicating any other support you are receiving during your pregnancy?
- Have there been any topics discussed that were particularly useful for you
- Were there topics you were hoping to hear about but did not?
- Was there anything that you didn't find useful?
- What are your thoughts on the physical activity opportunities on offer, can we take one at a time walking/swimming/Easy Line
- Your thoughts on the nutrition content

## Learning Information/advice – If comfortable to discuss .....

- What have been the key learning points for you
- Are there any changes you have made as a result of attending the sessions
- Anything you will do differently having attended the session;
  - For you
  - Your baby
  - Your family

5. Project staff post delivery reflection

## Results

### 6.1 monitoring

Cohort	Locality	Recruited	Completed 4 weeks	Completed all 6 weeks	Attended Focus Group week 7
1	Colwyn Bay – Eirias Park	8	5	2	5 (3 attended exercise options but not taught sessions)
2	Colwyn Bay – Eirias Park	10	2	2	2 (1 attended exercise option but not taught session)
3	Kinmel Bay – Commnities 1 <sup>st</sup> House	9	2	2	2

As shown above there was drop of in numbers attending the session's. The project team had made contact with all identified participants prior to the first session. Individuals had been asked their preferred day, time and venue. The sessions had then been confirmed having taken their preferences into account. In addition throughout the pilot the project team maintained contact via text and

facebook to encourage and motivate individuals to attend and participate in the exercise options. A number of reasons emerged that accounted for the drop of in attendance but the key reasons were:

- Non attendance at the first session and despite repeated contact and encouragement individuals chose not to join.
- Work patterns changed
- Either GP or Midwife appointment
- 1 attendee had child care issues and were offered support to pay for appropriate support but declined
- Sickness

## **6.2 Evaluation**

### **1. Questionnaire-**

5 participants completed a pre and post questionnaire, therefore findings need to be considered within that context. However for those who did complete there were some positive improvements recorded including:

- Q.1 - 3 out of the 5 increased the frequency of eating 3 meals a day at regular intervals
- Q.2 – only 1 increased the number of portions of fruit and vegetable consumption, the other 4 remained at their pre intervention level
- Q.3 – 4 increased the frequency of cooking their meals from scratch at home
- Q.4 – 2 increased their motivation to eat healthily during their pregnancy
- Q.5 – 3 have increased their light exercise frequency. Of the other 2, 1 was already undertaking light exercise 7 days a week and the other was undertaking 4 days a week.
- Q.6 – when it came to moderate exercise 4 participants reported an increase in frequency (0 to 5, 0 to 3, 0 to 2 and 2 to 4) which was encouraging and showed that with the right support and opportunities women were engaging with exercise.
- Q.7 - All 5 recognised the importance of being active during their pregnancy
- Wellbeing - The inclusion of the set of questions from the Short Warwick-Edinburgh Mental Wellbeing Scale (SWEMWBS) was in recognition of the evidence which highlights the importance of behaviour change programmes enhancing the core protective factors for wellbeing. This was taken into consideration within the planning of the pilot specifically in terms of the approach by the project officers to engage and support individuals. The SWEMWBS is a validated tool for this purpose. Due to the small numbers completing both the pre and post questionnaire it is difficult to gain any firm conclusions. However the 5 reported positive scores and this may indicate that they all have good levels of mental wellbeing which gave them confidence to engage with the project in the first instance.

- 2. Session Evaluation-** Through this process there was an attempt to gain feedback on a session by session basis. Participants were asked three questions each week:
- a. What has worked well for you this week?
  - b. What has not worked so well for you this week?
  - c. One key learning point you will take away with you?

Many of the responses on 'what worked well' focused on the opportunities for trying new foods, the reinforcement of pelvic exercises, practical application of the advice and information, having information to discuss then take away and specific comments on the delivery. Comments included:

'healthy does not have to be boring, (when referring to making meals)

'doing safe exercises that are easy to do'

'actually doing the exercises rather than just talking about them'

'good open and friendly atmosphere'

'being in a smaller class much more relaxed'

There were no comments on 'what has not worked so well' which was very encouraging.

When asked about a key learning point comments included:

'keep trying different foods try my best to get food groups into my day☺'

'portion size, portion size'

'not eating for 2 – literally calorie intake should not be no more than normal'

'Balanced diet and being aware of what you eat in a day, write it down to keep track'

'the exercises'

'Strengthening pelvic floor'

- 3. Weighing** – The weighing was too inconsistent to record here. A number of ladies did come forward but as the delivery period of the pilot was short in relation to the duration of a pregnancy the figures do not provide enough insight. If this was to be repeated you would need to have a continuum, ie. pre-conception, key points during the pregnancy and followed by post-natal recording. However by simply inviting women to be weighed and getting a positive response did show they were not adverse to this taking place so long as it was done with privacy and respect.

#### **4. Focus Group-**

Two focus group sessions were held. There were seven attendees in the first and two in the second. It was decided to invite participants to the focus groups following the delivery of the 6<sup>th</sup> session. Participant numbers had reduced and were asked whether they wished to complete sessions 7 and 8. The responses were they all felt they had gained what they needed from attending and would rather just continue attending the exercise opportunities. Three themes were covered within the focus group sessions:

- Process
- Session content and activity opportunities
- Learning, information and advice

#### **Process –**

This theme looked at the experience for participants in engaging with the project, suitability of venues, length of the programme and any improvements they could identify.

Most participants felt introduction of this type of support should be via their health care professional i.e. the midwife or other support worker. The highest proportion of participants had been signposted to the project via the Flying Start scheme in Colwyn Bay. Those who joined the sessions or exercise opportunities after the start date were encouraged through friends or word of mouth. As highlighted in the planning finding trusted links to the women was thought to be important for the promotion of the project. Those associated with the Flying Start scheme had those links and therefore the confidence to participate.

The majority of participants also suggested it would be better if the intervention could have been delivered earlier in their pregnancy prior to their booking in appointment. However there was some recognition that in certain circumstances attending earlier may cause problems such as morning sickness or individuals not wanting to make others aware of the pregnancy within the very early stages.

Quote below:

'the earlier the better, then prompts to top up at the end of the pregnancy'

The comments above were also combined with suggestions that the number of 'taught' session could be reduced to 2 'face to face' sessions covering the key nutrition aspects but having access to weekly exercise sessions throughout the pregnancy and beyond. The actual length of each session (one and half hours) was felt to be about right.

There were no issues with the timing in the day but that was due to all participants having been contacted by project staff prior to the start and being asked their preferences. All were offered either morning, afternoon, late afternoon or evening session and in this instance all opted for a morning session. There was recognition on the part of the project staff that sessions should be available at different times of the day and this would need to be taken into consideration for any future interventions.



All participants found the first session of value. They felt everything had been explained about what was going to happen, what was going to be included.

As the sessions progressed they commented on the informal, friendly nature of the project team and how welcome they were made to feel.

Collectively they appreciated the communication between the project team and participants with the use of texting and facebook.

The impression given was the delivery within the session was value led, there was a good level and quality of communication throughout the sessions between participants and the project team and between the participants outside of the sessions.

Evidence to support behaviour change includes the importance of developing and maintaining supportive social networks and promoting resilience, strengthening the core protective factors for mental wellbeing. The responses below would indicate the delivery did go some way to achieve this. Participants liked the group approach and commented on the support they gained from one another.

In addition they felt it was important that it was focused solely on pregnant women especially the exercise opportunities. They said they would not have been as comfortable or confident to take part if the exercise had been offered to non – pregnant women. This was particularly important for the easy-line session.

Comments capturing this included:

'nice to know someone is caring for you, getting the text in the morning'

'I felt really comfortable, liked the group approach but also the 1:1 support if I needed it'

When asked if they had not attended the session did they feel they would have got the same support/opportunities on the two aspects (nutrition and physical activity). The key response here was the importance of the opportunity for practical application of the information and advice.

'the show how's rather than just the know how's, we know what we should be doing but how?'

'this is the how'

' in a previous pregnancy when I asked specific questions on nutrition I was signposted to a paragraph in the pregnancy book, having the opportunity to speak direct with a dietitian and having things shown in a practical way was so much more helpful'

## **Session content and activity opportunities**

When asked about the content of the sessions, participants talked about the right information being given both for nutrition and physical activity. They felt the information was relevant to them as a group but also appreciated the opportunity to talk to the project team 1:1 for specific advice and individual concerns.

Again comments returned to the theme of the practical application of information, i.e.

'basic brief of what you should be doing, instead this gives you what you can do'

'really specific information, you can ask questions and you get the answers either in the session or via text. Otherwise normally a long time between appointments'

The response to the nutrition content was very positive. They like the show how's, demonstrations, tasting of new foods, sharing of recipes.

There were some difficulties with the lack of adequate facilities for all participants to undertake practical cooking opportunities. Whilst they enjoyed the demonstrations given by the dietician and the recipe ideas there were a number of comments that they would welcome more opportunities for hands on practical cookery sessions.

Comments included:

'shown how easy it is to eat healthily, doesn't have to be salad all the time'

'more aware when I go shopping now'

They also raised that it may be helpful to have the cookery session in the winter months when the weather is not so favourable for outdoor activities.

Another improvement they felt important was more support around breastfeeding. They felt it would be helpful to have more interaction between pregnant mums and breastfeeding mums. They also said they would welcome more mentoring. They discussed the need to handle breastfeeding sensitively, more time required for some mums to be confident with breastfeeding. Some felt there were a lot of judgements made if someone could not continue to breastfeed.

'made to feel you had failed'.

The physical activity content was reported positively.

From the discussion it appears that prior to the sessions there was a lack of confidence and understanding by the participants of both the importance of staying active during their pregnancy but also what activities they could/should be doing.

Following the intervention they are far more confident and recognise the benefits of increasing the activity levels. They also felt they had a greater understanding of what they can participate in.

The participants in general enjoyed the activities on offer. The walks were received well. In relation to the 'Easyline' equipment there was a really positive reaction. Those who took part said it was 'brill' and 'would love to have more access'. As previously mentioned above they appreciated that all participants in the exercise were pregnant. They felt it was important to have specific sessions for pregnant women for certain types of activities i.e. the easyline.

One theme they kept coming back to was the pelvic floor exercises even though there were lots of jokey comments they all recognised the importance of them and now knew how they could incorporate them into their daily routine. Key comments were:

'I did not realise how active I could be throughout my pregnancy'

'I now see walking as part of my exercise'

'swimming was one of the first activities I thought about when I knew I was pregnant but I knew cost would be an issue having the costume provided and having the pass was great'

'really loved the easyline, the social, proper warm up, equipment, relaxation the whole thing'

There does appear a degree of inconsistency in the advice women are given regarding being active during their pregnancy. It appeared that unless the women specifically asked about exercise when attending appointments with health professionals then it was not mentioned in a number of cases. If it was mentioned there was not a consistent message given to women.

The resources prepared by the project team were well received. They felt they were clear and helpful. They were used as reinforcement following a face to face session and useful for referring back to.

## **Discussion**

The purpose of the pilot was to:

- To demonstrate outcomes in line with the aims of the pilot i.e behaviour change by pregnant women in relation to healthy eating and physical activity
- To assess the process of the development and implementation of the pilot to inform potential 'roll out' across North Wales.

The pilot was made possible due to the presence of an available experienced team within Conwy Leisure services who had just completed the delivery of a Big Lottery funded food and fitness project. A 12month grant from the Conwy Families First budget enabled retention of the team for a further 12months to develop and deliver the pilot.

It has to be acknowledged that the pilot was small scale. From the initial recruits into the three cohorts (twenty seven individuals in total) those completing both the pre and post questionnaires were five. Those five also attended the focus groups at the end and provided valuable feedback. They were joined in the focus groups by an additional four who had participated in the physical activity sessions but had not attended the 'taught' sessions. Within the timescale to develop the pilot content, recruit and implement the programme it was only possible to support women during their pregnancy. There was no follow up during the post natal period.

The outcomes identified confirm that short term funding does not provide the right environment to fully develop, implement, evaluate or refine interventions. Where positive outcomes are shown there is a need to find ways of embedding these practices into mainstream services and hopefully some of the findings from this pilot can support those developments.

Through careful planning of the pilot in line with current advice and guidance it has been possible to demonstrate behaviour change in the target group during their pregnancy. Within the pilot the women felt supported, appreciated the value led approach of the project deliver team, welcomed the advice and information provided but most of all valued the practical 'show how', ie. being shown how to interpret the advice and guidance into practical steps they could take and be a part of. The pilot has shown that with the right support and information women are able to make changes to their lifestyles while pregnant which is a significant event in their lives and their families. There was insufficient data to provide details on managed weight gain but the pilot was able to show that the participants were happy to be weighed so long as this was managed sensitively.

To enable further development of life style support to pregnant women across North Wales the pilot has provided the following insight:

- It is clear that the women participating in the pilot had knowledge in terms of appropriate diet or knew where to obtain that information, whether via their midwife or through other sources. However there was some inconsistency in that information and they expressed difficulty in putting it into practice. Therefore having support with the practical application of that knowledge was important.
- The need for more practical opportunities for teaching cookery skills. Both demonstrations and specific 'come and cook' opportunities provide the ideal format for teaching new skills and knowledge. They also support informal exchange of thoughts, questions and information. There are some difficulties in accessing appropriate facilities for these sessions, which needs to be addressed.
- It is not so clear that the women participating had the same degree of knowledge in relation to physical activity during pregnancy. There would appear to be inconsistent information and advice available on physical activity for pregnant women at a local level, whether via maternity services or local leisure services. Whilst they could access information via the internet, magazines, this could be conflicting.

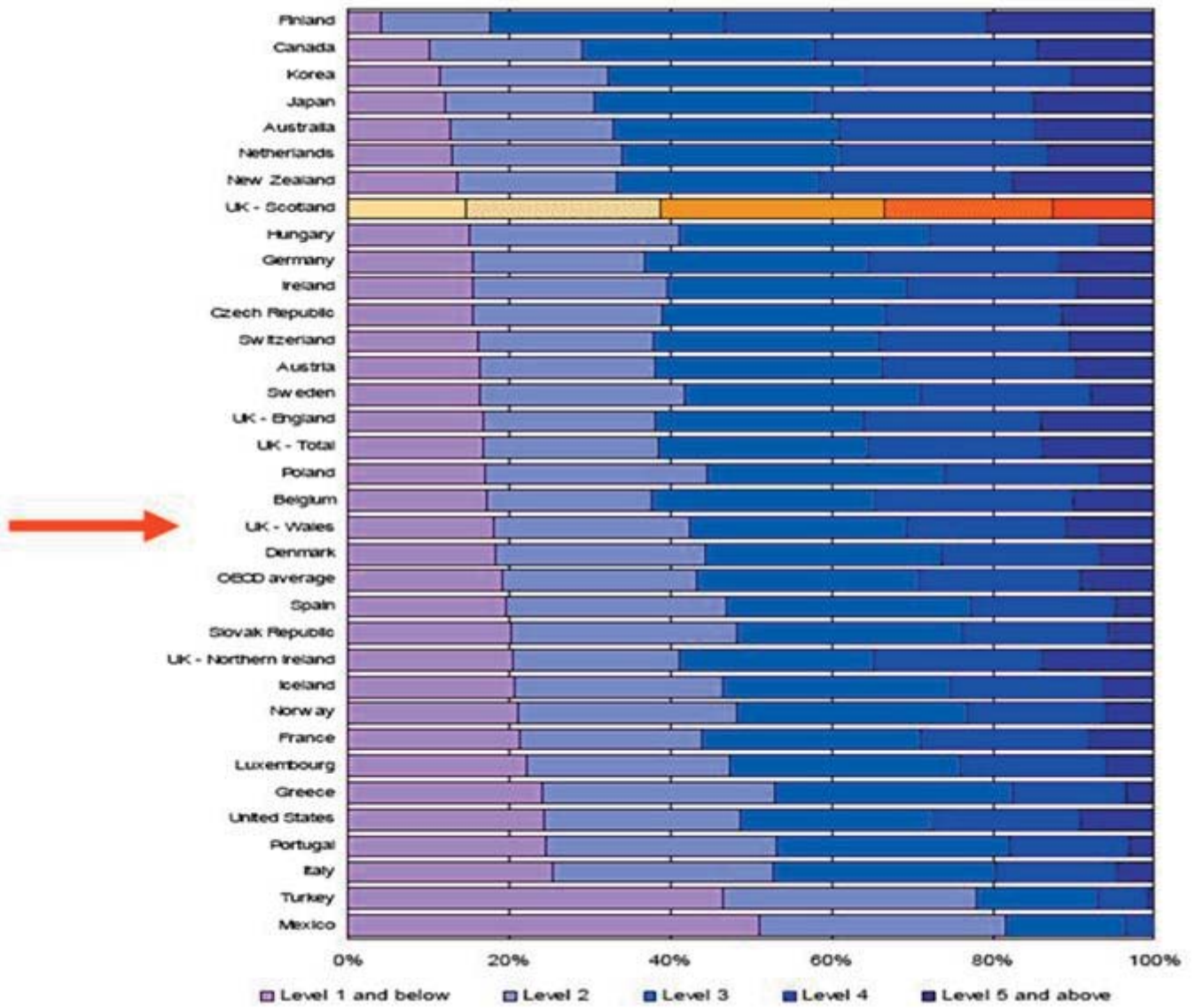
- The advice and support provided within the pilot was received well and it was the combination of how that was presented along with the practical application that enabled the women to make positive changes. The importance of practical opportunities to increase knowledge, as stated by one of the participants 'the show how's rather than just the know how's, we know what we should be doing but how?'
- In addition the resources developed by the project were seen to helpful by the women. They could be referred to following the 'taught' session to remind individuals of key points. The resources would not have had the same impact if they had simply been handed out with no instruction/discussion on the content.
- The need for trusted networks to engage with the target group. In this case all those professionals supporting pregnant women. To enable women to take advantage of available support the professionals need to have confidence in the services/initiatives available and this confidence will then transfer to the potential participants. All professionals with a role in supporting pregnant women have a responsibility to promote the importance of being active during pregnancy and to follow a healthy appropriate diet. Due to a range of reasons this does not currently appear to be the case on a consistent basis.
- The 8 weeks of sessions proved to be too long for the participants. However the women felt it would have been really helpful to have had a couple of sessions at a very early stage of their pregnancy to cover the essential information on appropriate diet and other lifestyle support. Earlier contact with the pilot had not been possible as recruitment was via midwives signposting women to the pilot following their 10-12week booking in appointment. The project delivery team had been advised that this would be the appropriate period to make contact. The women felt this was too late.
- The physical activity options had proved popular and had supported the women to make changes in their level of participation. They suggested the physical activity opportunities that are available should be more widely promoted for pregnancy and post natal to support weight loss. In addition they felt it was more supportive to have certain activities focused solely on pregnant women, especially the easyline option.
- The importance of those delivering interventions to create the right atmosphere, informal approach which supports learning but is non-threatening and non-judgemental. All, participants and professionals should be seen to be equal and valued.

## **8 Recommendations –**

- Where they exist there should be improved promotion of physical activity opportunities appropriate for pregnant women by those delivering the activities.
- For those health care providers supporting pregnant women there should be increased promotion and sign posting to appropriate activities.

- Where there are gaps in professional confidence to discuss fully the specific advice for pregnancy and physical activity further training/awareness raising should be undertaken
- Whilst it is recognised that it would be difficult to replicate the pilot across North Wales there would be opportunities to incorporate aspects within a closer working relationship and partnership between maternal health and leisure services. This would strengthen the support given to women during pregnancy and post natal. There are now a number of examples of initiatives where health and leisure services work closely including the National Exercise Referral Service (NERS). Through building on these models it should be possible to develop opportunities that best meet the needs of pregnant women.
- Explore current ante natal support to include specific tailored lifestyle support and advice during the early stages of a pregnancy for nutrition and physical activity. Many felt at 10-12weeks the support provided in the pilot was too late. There are schemes which were highlighted during the research/development stage of the pilot that could provide insight for into future developments if pursued further. One example is *Bump into Action* in Cardiff.
- The practical demonstrations provided for healthy food options were welcomed within the pilot and have been demonstrated to support behaviour change. There have been difficulties in the past in accessing appropriate venues which enable group cookery sessions to take place therefore it would be helpful to create stronger partnerships between those who have the skills to deliver community focused cookery sessions with those who have the facilities to support practical sessions.
- The 'Come and Cook' initiative provides opportunities for practical cookery sessions and this includes opportunities to tailor these for specific groups. Ways to increase the delivery of 'Come and Cook' should be explored. Strengthening links with Communities 1<sup>st</sup> would be one way to do this. These sessions would help both with pre-conception, antenatal and post natal issues and would support Communities First in addressing a number of their set targets.
- Whilst there is acknowledgement that 8 weeks was probably too many sessions and possibly not replicable, the session content was well researched and accurate for the target group. The content should not be lost and could be adapted for future service developments in line with the points above. The session content would also be helpful to inform any future professional staff training needs
- The resources developed within the pilot should be further developed to become a trusted information resource for pregnant women in North Wales.

PISA 2009: Science



## Appendix 2: Routine childhood immunisation schedule

<b>When to immunise</b>	<b>Diseases protected against</b>
Two months old	Diphtheria, tetanus, pertussis, polio and Haemophilus influenzae type b (Hib) Pneumococcal infection
Three months old	Diphtheria, tetanus, pertussis, polio and Haemophilus influenzae type b (Hib) Meningitis C
Four months old	Diphtheria, tetanus, pertussis, polio and Haemophilus influenzae type b (Hib) Meningitis C Pneumococcal infection
Around 12 months old, after the first birthday	Hib/MenC, Measles, mumps and rubella (MMR), Pneumococcal infection
Three years four months to five years old	Diphtheria, tetanus, pertussis and polio Measles, mumps and rubella (MMR)
Girls aged 12 to 13 years	Cervical cancer caused by human papillomavirus (HPV) types 16 and 18
Thirteen to 18 years old	Tetanus, diphtheria and polio



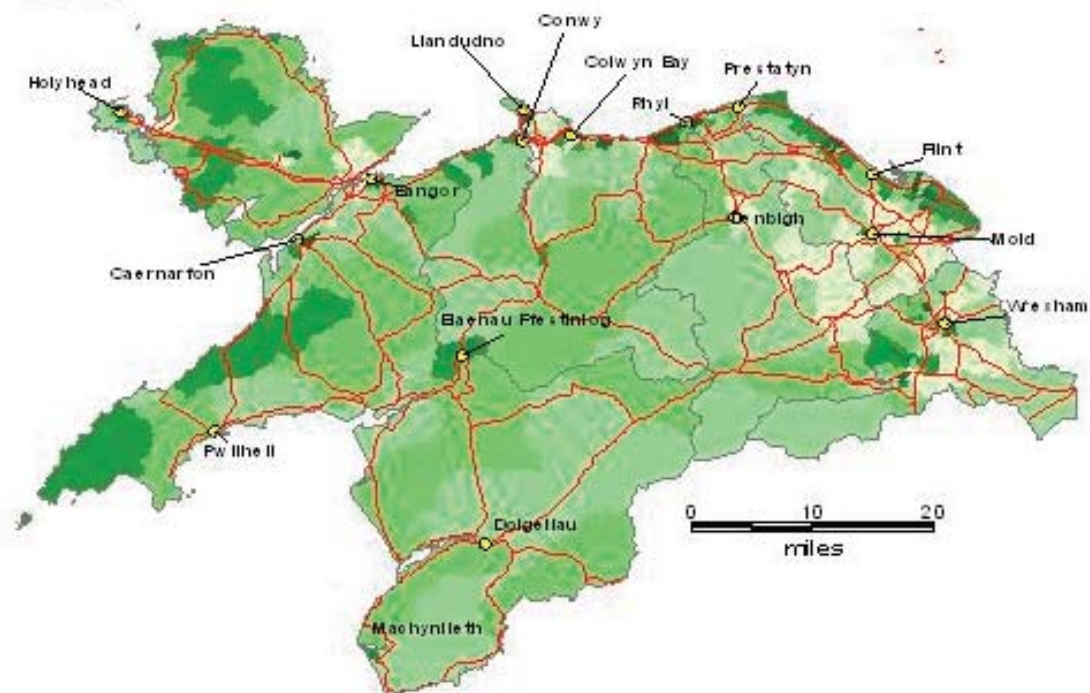
### Appendix 3: Deprivation

In North Wales, Denbighshire has the highest percentage of lower super output areas in the most deprived fifth in Wales, and contains three out of the top five most deprived areas in Wales. Wrexham contains the second highest percentage of LSOAs in the most deprived fifth in Wales; Gwynedd has the lowest percentage of LSOAs in the most deprived fifth in Wales

#### Overall Welsh Index of Multiple Deprivation 2008

Fifths of deprivation, Lower Super Output Areas, Data source: WAG

- Most deprived (49)
  - Next most deprived (80)
  - Median (107)
  - Next least deprived (109)
  - Least deprived (80)
- Local authority boundary
- A Roads



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## Conwy County Borough Council – approach to lowering Low Birth Weights

### Overview

Low birth weight is defined as when a baby is born weighing less than 2500g; this can be caused by either pre-mature birth or failing to grow in the womb. The current available data in Conwy (Source: Stats Wales) are listed below;

During 2011 and 2010 Conwy data was below the Wales average but higher during 2009.

Live births with low birth weight	2009		2010		2011	
	No. a	% b	No. a	% b	No. a	% b
Wales	2,513	7.3	2,479	7.0	2,403	6.8
BCUHB	N/A	N/A	571	7.3	526	6.7
<b>Conwy</b>	<b>91</b>	<b>8.0</b>	<b>66</b>	<b>5.6</b>	<b>73</b>	<b>6.1</b>
Denbighshire	63	6.1	92	8.8	72	6.5
Flintshire	137	7.8	132	7.3	109	6.4
Wrexham	113	6.7	141	8.4	132	7.6
Gwynedd	65	4.9	83	6.6	83	6.3
Isle of Anglesey	60	7.8	57	6.9	57	7.4

Local available data for Conwy County Borough from BCUHB;

Live births with low birth weight	2012				2013			
	Qtr 1	Qtr 2	Qtr 3	Qtr 4	Qtr 1	Qtr2	Qtr 3	Qtr 4
Conwy	9	17	23	18	13	16	15	15
Total	Total 2012			67	Total 2013			59
					(Estimate Qtr 4)			

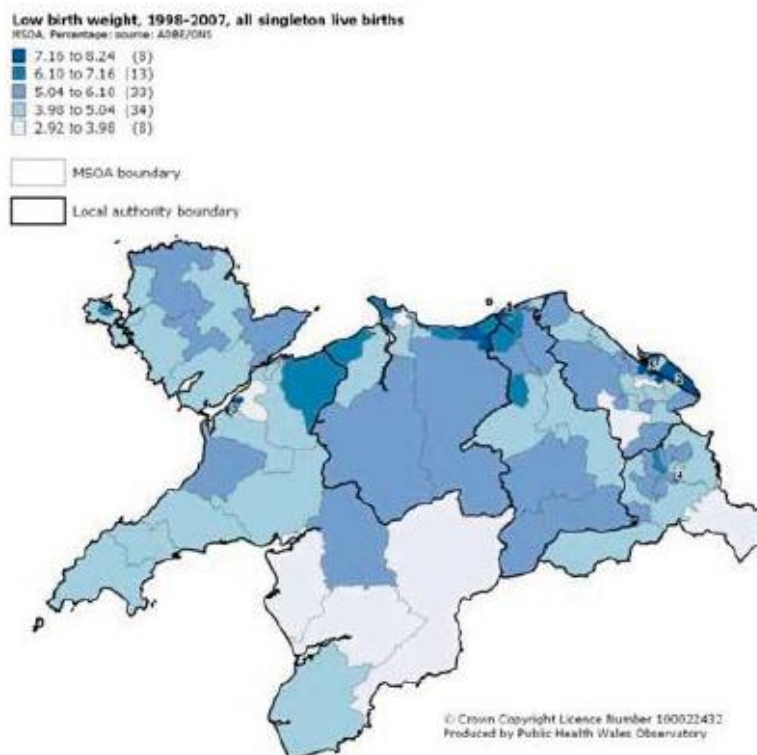
Overall the figure for live birth weight in Conwy is gradually decreasing, and the estimate figure for 2013, 59 is looking promising to reduce in comparison to 2012, 67 and 2011, 73

As stated in the Executive Director of Public Health Annual Report 2011 (North Wales) 'The Early Years - Building the blocks for future life'; (page 24).

*"The proportion of babies born with a low birth weight is slightly higher than a decade ago. This increase in low birth weight babies can be partly explained by improved medical technologies, resulting in more successful deliveries of low birth weight babies, and increased fertility treatment which is more likely to lead to a low birth weight baby. The percentage of low birth weight births in North Wales (5.5%) is slightly lower than the average for Wales (5.8%); however there is considerable variation across North Wales. Across Middle Super Output Areas (MSOA) in North Wales, covering an average population size of 7,500.... The highest percentage of low birth weights in North Wales is in MSOA Denbighshire 006 (Rhyl South West) at*

8.2%, compared to the lowest percentage, 2.9% found in Conwy 003 (Llandrillo yn Rhos) (Public Health Wales 2010a)

Figure 6: Low birth weight, 1998-2007, all singleton live births, Middle Super Output Areas North Wales



MSOAs significantly higher than overall % for Wales

Label	MSOA Name	Annual Average	% Low Birth Weight
6	Denbighshire 006	7	8.2
5	Flintshire 007	6	8.1
4	Wrexham 010	9	7.5
3	Gwynedd 006	8	7.5
2	Flintshire 009	9	7.4
1	Denbighshire 004	9	7.4

Numbers on map indicate MSOAs with a rate statistically significantly higher than the all Wales rate.

As identified above Conwy has one of the lowest levels of low birth weight in North Wales, this is currently monitored by the Children and Young People’s Partnership Core Aim Group 1. This group is a multi agency group with members from CCBC, Public Health Wales, Flying Start, Rural Families First, CYPP, BCUHB Practitioners and Health Visitors, Voluntary Sector, Wales PPA, Mudiad Ysgolion Meithrin and Foundation Phase.

Conwy has recently been involved in a pilot completed in areas of deprivation in Conwy ‘Community Intervention to support ‘A Healthy and Safe Weight for

Pregnancy and Post Natal' within Conwy' during 2012. This project was delivered in partnership with BCUHB, Midwifery, Public Health Wales, Conwy Local Authority and Communities First. A draft evaluation report is currently being completed and a summary is included in Appendix 1. The finalised report is scheduled to be discussed in several settings and the CYPP Core Aim Group 1 will lead in terms of the recommendations.

As identified in the previous mentioned report 'Executive Director of Public Health Annual Report 2011 (North Wales) 'The Early Years - Building the blocks for future life'. Page 26

*"What works to reduce rates of low birth weight?*

*Actions recommended to help reduce rates of low birth weight are similar to those listed for infant mortality, with a focus on;*

- *Smoking cessation advice and support before and during pregnancy to help women and their partners stop smoking quit and for the home environment to remain smoke free.*
- *Advice on healthy eating and alcohol consumption / drinking before, during and after pregnancy.*
- *Specialist support to women who misuse substances*
- *Interventions to reduce teenage conceptions.*

In relation to the above actions there are many interventions happening in Conwy County Borough which contributes to ensure babies are born a healthy weight;

Conwy Local Authority and Public Health Wales have developed Conwy Tobacco Control Action Plan 2013/14. All relevant employees i.e. Flying Start. Rural Families First, Communities First attended 'Stop Smoking Wales Brief Intervention Training'. Each programme has received a tobacco control resource box as a visual support during discussions with service users.

In relation to children and young people; resource boxes are also available in all high schools in Conwy for use by School Nurses and teaching staff. Youth Services are contributing to the action plan through ASH (Wales) and currently support Youth Services to deliver key messages within this setting and actively promote the ASH (Wales) filter. Some of the initiatives include; prioritise tobacco control within informal education sessions for young people aged 11-25 to include basic introductions to detailed progressive sessions. Ash Wales delivering sessions to young people in Youth Service settings. The Welsh Government Well being activity grant has contributed to renewing the licence for the age progression software showing the effects of smoking, UV and obesity on the body / skin.

The Welsh Government Wellbeing Activity Grant 2012/13 and 2013/14 in Conwy have prioritised funding for obesity and tobacco control, action plans have been developed.

Community Development Dieticians (BCUHB) work in partnership with community first / families first / flying start and other key groups have completed 'Train the Trainer' cook and eat course and have been allocated come and cook toolkits to provide advice on healthy eating alongside basic cooking skills.

Appetite for Life (update April 13 – September 13); Audit has been conducted of the food and nutrient standards in the secondary schools. This has highlighted a need for further intervention. There is now a baseline measure of the nutrition and food

standards to compare with the WG Appetite for Life requirements; all Conwy schools are committed and are compliant with the Healthy Eating in Schools Measure (Wales 2009)

Conwy & Denbighshire Children and Young People's Substance Misuse Service; Drug and alcohol education sessions/ health theme days and events/ drop-ins and assembly presentations have been delivered to pupils of all ages in the following schools in Conwy: Ysgol John Bright, Ysgol Y Creuddyn, Ysgol Dyffryn Conwy, Ysgol Bryn Elian and Llandrillo College. A conscious effort made during 2012-13 to target young people that may not be in mainstream education ensuring that targeted outreach was delivered within the PRU's such as Penrhos Avenue Education Centre and the Inclusion Centre at Ysgol Emrys Ap Iwan.

Teenage pregnancy is an important contributing factor in low birth weight, premature birth and poor child and lifetime health and economic opportunities. Conwy CYPP has recently established a Multi agency 'Sexual Health Task and Finish Group' with partners from BCUHB, Public Health Wales, Youth Service, Children and Young People's Partnership Conwy Education, Jiwsj Project Family Planning Association, Communities 1<sup>st</sup>, Coleg Llandrillo and Health Practitioner LAC). The group will focus on the following;

- Undertaking a qualitative study on access and acceptability of sexual health service provision for young people in Conwy (linked to Locality Leadership Team priority)
- Undertaking an audit of SRE provision in secondary schools in Conwy
- Produce a Conwy Young People's Sexual Health Strategy
- Providing dedicated, accessible sexual health and contraceptive services including C-card scheme and school based services
- Supporting a review of LARC prescribing patterns across localities to inform future planning of services (this action will be led regionally)
- Reviewing availability of sexual health information and make recommendations for future provision to ensure accessible information for all including consulting with young people
- Raising awareness of unsafe sex as one of the vulnerabilities associated with alcohol/substance misuse in local/national campaigns/initiatives.

School based nurses in Conwy (Update End of Year October 12 – March 13); Training to all school nurses to deliver the emergency hormonal contraceptive pill in school nurse drop in sessions has been completed, and agreed by the Head teachers.

- All school nurses received sexual health annual update training in July and will be working within the Sexual Health Clinic in Colwyn Bay for 2 x 3 hour sessions each year to gain practical updating experience.
- Further work to be completed in developing the C-Card and to get young people registered by a professional to the scheme, this will link in with the sexual health task and finish group.
- School nurses continue to attend secondary schools to discuss contraceptives with year 9 pupils.
- Through the Wellbeing Activity Grant purchased pregnancy testing kits for school nursing teams in Conwy.
- Meeting arranged with the Locality Matron, Minor Injuries Unit in Llandudno to discuss administering the emergency contraception if requested by young women. Training to MIU staff at the hospital has been arranged and will be delivered by the Nurse Manager Sexual Health.

Conwy County Borough is committed to ensuring the low birth weight figure continues to decline within the Local Authority. The Children and Young People's Partnership Core Aim Group 1 will continue to monitor and ensure effective interventions are in place to ensure the health and wellbeing of mothers and babies.

## **Conwy County Borough Council – approach to engaging with NEET young people October 2013**

Reducing the number of young people who become NEET has been a focus of our work in Conwy County for a number of years and a co-ordinated approach has been adopted across the county since the launch of the Welsh Government's "Extending Entitlement" document in 2002. During this time we have developed effective partnership work between key agencies such as Education, Social Services, Careers Wales, FE, WBL, Youth Justice and the 3<sup>rd</sup> Sector. The Careers Wales Year 11 school leaver destination figures demonstrate an overall year-on-year reduction in the NEET figures for this group. The Careers Wales destination survey reports that in 2010 3.7% of Year 11 leavers in Conwy were known to be NEET, in 2011 3.6% and in 2012 3.4% were NEET against the national averages of 5.4%, 4.4% and 4.2% respectively. The destination survey for 2013 is currently being collated and reports will be available soon.

The last Estyn Youth Support Services inspection in Conwy County Borough Council was in 2009 where Estyn found that: *"The number of young people who are NEET is below the Welsh average. The local authority, Job Centre Plus and Careers Wales work well together and have clear lines of responsibility for pre-16 and post-16 support work with these young people"*.

The report also states that *"vulnerable young people make good progress into education, training or work-based learning schemes. As a result, the proportion of 16-19 year olds not in employment, education or training (NEETs) is below the Wales average. Young people respond well to community initiatives targeted at reducing anti-social behaviour and crime"* and that *"vocational curriculum provision is good for young people at risk of disengagement with school, or not in education, employment or training (NEETs)"*

In the 2011 inspection Estyn reported that *"Many of the young people who need help to continue in education respond well to good targeted support work and develop the skills and confidence to take up a course or employment."*

A multi-agency NEET strategy has been put in place by a Strategic NEET group established in 2009 and led by Careers Wales. This group has now become part of Core Aim Group 2 (CYPP) which firmly places multi-agency work with NEETs as one of its priorities. Through our work in CAG2 we have developed a robust measurable outcome which has enabled this group of young people to become a shared priority for key agencies. A good example of the outcome of the good partnership work and the shared view that joint working is key to the successful engagement of young people is the secondment of a full time Careers Adviser from Careers Wales to the Youth Justice Service specifically to allow access the NEET's agenda.

Reducing the number of young people who become NEET is a priority for partnership groups in Conwy such as 14-19 Learning Network, C&YPP (through its Core Aim Group 2) and other groups such as the Young Carers Strategic group, the virtual school (focussing on LAC learners) the YJS Management Board and The Youth Council.

Working in partnership we have seen the benefits of Attendance Officers in schools and the impact that the 14-19 Learning Pathways has had on engaging young people on appropriate courses and by providing access to Learning Coaches and therefore improving their attitude to school and as a consequence contributing to an increased number accessing EET after Y11.

Conwy is also one of seven delivery partners of the Potential project which is an ESF funded project aimed at reducing NEETs. The other delivery partners are Denbighshire, Gwynedd, Mon, Coleg Llandrillo, Coleg Menai and Careers Wales. This funding has enabled us to enhance the work already carried out with these learners by focussing on preventative work in schools through on-site inclusion units where intensive support is offered to young people identified as being at risk of becoming NEET while in school.

These learners have been identified through effective use of shared identification tools such as the Careers Wales NEET identifier, use of PASS and other packages used by schools; the early identification has enabled effective preventative measures to be put in place effectively. Careers Wales have also seconded, through Potential funding, a full time Careers Adviser to work with LAC young people up to age 19 to support them into employment, education and training.

The findings of the Arrad report "Efficiency and Innovation Board: New Models of Service Delivery, (a study of approaches to increase the proportion of young people in education, employment or training, with a focus on potential and actual efficiency savings)", 2011, which highlights the successes of Wrexham and Swansea areas in reducing the number of young people becoming NEET, were presented to the Conwy and Denbighshire LSB in March 2012 by members of CAG2 (Coleg Llandrillo and Careers Wales) with a recommendation that the LSB consider funding a strategic co-ordinator for the work carried out with the NEET group. This role would be a collaborative role across both counties. It was felt that the NEET figures at the post-16 age were already low and reducing, but that this effective partnership work developed to implement multi-agency approaches to reducing NEET figures with this age group should be replicated at the post-18 transition point. As a consequence, in October 2013 a Progressive Engagement Pathways Project Co-ordinator was appointed to map current provision for this client group in Conwy and Denbighshire and to seek ways to improve outcomes through a strategic co-ordinated approach. This post is a short-term post funded through ESF.

Additionally as part of the Potential project a Careers Officer is secondment to the leaving care team in Conwy to work in partnership with the team to target those Care Leavers whom are at risk of becoming NEET. Other initiatives' developed in the NEET panel which is held multi agency to identify those young people whom are at risk of becoming NEET. The Leaving care team in conjunction with Llandrillo College hold a monthly drop in facility and hold a monitoring group to ensure that Care Leavers don't drop out of college.

Young People in Care are closely monitored in school via the Personal Education Plan Review Process. During 2011/12 the format of the PEP has been completely revamped after consultation with Social Workers, schools, designated teachers and foster carers. It was then trialled with two schools so that the students' views could



also be taken into consideration. Currently a new format is being considered for Special Schools and for Key Stage 5 – in consultation with the local FE/HE College. Careers Wales support all students from Year 9 onwards, where Further / Higher Education and Training / Work options are discussed. During Key Stage 4 – Careers Wales’ “Moving Forward” Action Plan incorporated into the young person’s PEP.

Consultation between LAC Education Co-ordinator and Careers Advisor takes place early in the academic year to discuss all LAC in Key Stage 4. All LAC are closely monitored by the Careers Wales service for 12 months after leaving school. Practical Protocols and Procedures reinforce close links with Careers Wales and Llandrillo College and LAC Education Co-ordinator. The Education Co-ordinator for Looked After Children meets with the Careers Wales NEET Officer to discuss and identify prospective NEET Pupils so that intervention by means of support and advice can be offered to the Young People on an individual basis. The Education Co-ordinator for Looked After Children attends Careers Wales Team Meetings on a termly basis. They meet with all secondary schools’ Careers Wales representatives, individually, and discuss prospective NEET pupils as well as checking that Careers Wales support has been given to each LAC Pupil within each school.

Foster Carers are invited to attend training sessions with representatives of ‘The Reaching Wider North Wales Partnership’ – related to The University of Wales, Bangor where suggestions and advice is given regarding encouraging young people to go on to FE/HE. Training is provided for Foster Carers and delivered by Llandrillo College’s Student Welfare Officer and the manager of Pathway Team Personal Advisers and the Education Co-ordinator for LAC. In the near future, the findings of a Young Person’s Research project – entitled ‘**What works well re Promoting Education Outcomes for LAC**’ will be shared with relevant personnel. The Research project was carried out by former LAC Pupils who have gone on to study Further and Higher Education courses. The findings highlight what was helpful and what was not so helpful to the Young People whilst they were engaging in mainstream education within Conwy schools.

Careers Wales has recently been in communication with Conwy County to discuss mechanisms for sharing information on the destinations of the whole of the 16-18 cohorts through the 5-Tier reporting model. Further discussions will soon take place to put meaningful information sharing protocols in place so that Conwy County Borough Council can agree with Careers Wales on the more detailed information to be shared (such as the destinations of LAC learners) which previously formed part of the reporting on outcome measures through CAG2.

In light of the new Youth Progression and Engagement Framework arrangements are already in place to draw up a multi-agency implementation plan to Welsh Government by December 2013. Conwy is well placed to make effective progress with the implementation of the YEPF and we feel that the framework will enhance and build on our existing robust foundation for drawing together best practice from all partners to undertake a joined-up approach to our work in this field.



Lesley Griffiths AM  
Minister for Local Government and  
Government Business  
Welsh Government  
Cardiff Bay  
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[leader@denbighshire.gov.uk](mailto:leader@denbighshire.gov.uk)

Dear Minister,

In response to your letter of 24 June to Leaders of Local Authorities, I am highlighting key activities within Denbighshire on the area of Tackling Poverty.

Denbighshire is maintaining a holistic approach to tackling poverty across the County. Our first Single Integrated Plan – The Big Plan – which was published in 2011 – included the outcome ‘Vulnerable Families in Denbighshire are Supported to Live a Life Free from Poverty, Where They can be Independent and Flourish’. Underpinning that outcome are several indicators and performance measures that we are monitoring to ensure that there is a sustained improvement for our vulnerable families.

Our new Single Integrated Plan, which is currently out for consultation, has the overarching theme of Supporting Independence and Resilience. Our approach is to support the population of Denbighshire to maximise their independence and help build the capacity of communities to be better able to support themselves.

Our three key anti-poverty programmes, Families First, Flying Start and Communities First, are delivering significant benefits to the most vulnerable families in Denbighshire. We have been working for the past six months to maximise their effectiveness by supporting creative collaboration to ensure and sustain their maximum impact. For instance, Flying Start and Families First have jointly commissioned a project so that people in need outside the geographical boundaries of Flying Start can benefit from the same evidence-based interventions.

The **Denbighshire Advice Network** (DAN) is an important network of public, private, trades union and third sector organisations working together to help people, many of whom are in economic and fuel poverty. Most of the staff involved in DAN either give financial inclusion information to people they have contact with, or make referrals to the three main welfare rights advice providers for more in depth casework: Denbighshire CAB, Rhyl Benefits Advice Shop and DCC Welfare Rights Team. These three providers pool their performance information: in 2013/2014 DAN enabled 2,820 people gain £11.7m in extra benefit and tax credit gains which in

turn lifted 1,177 people out of economic poverty (raised over the 60% median income thresholds) and 278 households out of fuel poverty. DAN also leads on the development and implementation of **Denbighshire's Fuel Poverty Strategy**. This is a key development in Denbighshire with significant urban and rural challenges in affording domestic fuel

As indicators of the innovative thinking that is happening in Denbighshire, I would draw your attention to two LSB-sponsored projects which add value to existing anti-poverty initiatives:

The **Financial Inclusion Together** project is developing, coordinating and promoting financial inclusion services within Local Service Board organisations across Conwy and Denbighshire. The project brings together the Joint LSB organisations where new methods of service delivery are developed to ensure everyone has the opportunity to access the financial advice, services and products needed to participate fully in society. By the end of the project 1,000 frontline workers will have been trained in Financial Inclusion, and an e-learning module will ensure this training can be spread even further across the organisations.

The **Progressive Engagement Pathways (PEP)** project focuses upon improving opportunities for disengaged young people (classed as being 'Not in Education Employment or Training' (NEET)) aged 19-24 years through developing smarter commissioning of services, introducing a strategic coordination, by encouraging collaborative working and preventing unnecessary duplication. This project was established as we perceived a gap in thinking about this group of young people as most NEET provision has hitherto focussed on the 16-19 age group. This gap was confirmed in the Auditor General's recent report into NEETS across Wales and we look forward to being able to influence policy and practice in this area based on our experience of delivering this project.

I hope that this letter provides a flavour of activities within Denbighshire aimed at tackling poverty. Please feel free to contact me if you would like further detail about these or other initiatives that are ongoing in the County.

Yours sincerely,



**Councillor Hugh H Evans OBE**  
**Leader of Denbighshire County Council**

Lesley Griffiths AC/AM,  
Minister for Local Government & Government Business,  
Local Government Finance and Performance Division,  
Welsh Government  
Cathays Park,  
Cardiff,  
CF10 3NQ

Your Ref/Eich Cyf

Our Ref/Ein Cyf AS/KAF

Date/Dyddiad 17 July 2014

Ask for/Gofynner am Aaron Shotton

Direct Dial/Rhif Union 01352 702105

Fax/Ffacs

Dear Minister,

### Re: Tackling Poverty - Flintshire County Council

Thank you for your letter dated the 24 June 2014, concerning the above. Please accept my apologies for the lateness in replying.

Flintshire County Council is committed to preventing poverty and maximising opportunity within the County. The Council's Improvement Plan sets out the full list of our priorities for the period 2012 - 2017, with 'protecting people from poverty', one of the key priorities. I have set out in the bullet points below, and within the enclosed documents, examples of the work that is underway within Flintshire to prevent, tackle and mitigate poverty.

- The Flintshire Tackling Poverty Partnership (comprising of representatives from key stakeholders across all sectors) is working towards the development of a coordinated approach to the funding, planning and delivery of services which work towards attaining the objectives of the Welsh Government's Tackling Poverty Action Plan. This work is also laying the foundation for the development of the Flintshire Local Support Services Framework.
- The majority of the services within Flintshire, who are proactively engaged in activity linked to the attainment of the objectives within the Tackling Poverty Action Plan, are coordinated and managed within the Flying Start, Families First and Communities First programmes. Please refer to enclosures 1 and 2, for information on the individual services operating within these programmes. It is difficult to summarise all the outcomes delivered by these services within this response and, as you will appreciate, measuring the success of some individual programmes is hard as their successful outcomes will take time to attain as poverty can be very entrenched.

(cont'd)

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However, in 2013/14, the Flintshire Flying Start programme was delivered to households containing 1,200 children, providing these children with a better start in life and the Families First programme lifted over 300 households out of poverty by helping them to obtain £550,000pa of welfare benefit income. For your information, I have enclosed a case study (enclosure 3) relating to the Flintshire Parenting Strategy. I am sure that you will agree that this shows the excellent work being undertaken within Flintshire to reduce the impact of poverty on educational achievement.

- Flintshire County Council recognised that the provisions within the Welfare Reform Act 2012, would, if not effectively and proactively managed, have significant negative impacts upon households who are in, or at risk of poverty. Therefore, the Council, together with our partners, developed and implemented a range of proactive measures which aim to mitigate the impact of the social security changes upon residents and maintain our positive progress (as far as practical) in tackling poverty and reducing worklessness within the County. These measures include:
  - II. funding additional front line service resources through the introduction of the Welfare Reform Response Team. This team has proactively targeted help and support at over 225 households impacted by the spare room subsidy or benefit cap with 198 households being helped to implement solutions that have alleviated, in full or part, the difficulties that they faced as result of losing welfare benefit income.
  - III. developing a range of initiatives to reduce financial and digital exclusion amongst low income households. For example, the Council is working in partnership with the two Credit Unions operating within the County to promote and increase access to affordable credit and has funded Flintshire CAB to provide a personal budget support service for residents claiming Universal Credit. We are working to reduce digital inclusion through partnership work between the Communities 2.0 Project, College Cambria, and the DWP and we have put in place measures through which residents can access digital support to make an on-line claim for Universal Credit.
  - IV. working with our partners to deliver more for less. For example, we are developing the Flintshire Advice and Support Gateway Support (FCC is funding the cost of a 12 month post within Flintshire CAB to develop the Advice Gateway) to maximise the effective use of available services resources through reducing duplication of effort and ensuring residents have ease of access to service providers. Our 'Empowering Flintshire's Front Line Project' is ensuring practitioners have the knowledge, skills and confidence to be able to advise and support their service users on a range of social welfare issues, i.e., maximising income, managing money, improving opportunities to access training or employment, etc.

**(cont'd)**

- I. FCC and the DWP have put into operation a local delivery agreement to ensure appropriate support is available to help claimants to make and sustain their Universal Credit (UC) claims. Due to the enhanced working disregards within UC, we are examining the potential to encourage UC take-up amongst some Jobseekers Allowance and/or Housing Benefit claimants who are working part-time in order to maximise their household income.

If you require more detailed information or have any queries on any of the issues I have covered within this response; please do not hesitate to contact me.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'A. Shotton', written in a cursive style.

**Aaron Shotton**  
**Leader of the Council**

Introduction: the Early Years and Family Support Service aim to:

- I. improve support for parents via strategic developments such as the Parenting Strategy and the Childcare Sufficiency Assessment
- II. deliver support services to parents
- III. deliver support services to children

The service is made up of the following teams:

NAME OF TEAM	SERVICES PROVIDED	TACKLING POVERTY ACTIVITIES
FLYING START	Flying Start is targeted at specific localities of need and families with children four and under.  Intense health visiting  Childcare for two year olds  Language development  Parenting Programmes	Improving wellbeing of the family.  Improving self esteem/confidence  Providing learning and development opportunities for parents and children.
Y TEULU CYFAN    SURESTART CRECHE SERVICE	Targeted at families who live in Flintshire and have not met the threshold for Children's Social Care but meet Families First criteria    A service which provides crèches for services delivering courses.	Enabling families to access support and advice re finance, housing, referrals to other services such as CAB, Quest.   Enables parents to access courses and services which provide learning opportunities.
NOVUS/QUEST	<b>Novus</b> -Targets parents from Flintshire who are close to gaining employment/training.   <b>Quest</b> -Targets parents from Flintshire who are just beginning to start the journey towards employment/training.	Individual plans to enable individuals to prepare for and access employment/training.   Works with individuals to start the journey towards employment by enabling them to develop their self esteem and skills which will be required by employers.

ENCLOSURE 1: FCC SERVICES

<p>FAMILY INFORMATION SERVICE</p>	<p>Provides information to any family or employee/volunteer about services for families.</p>	<p>Information about a wide range of services.  Information re help with Childcare Costs.</p>
<p>PARENTING STRATEGY</p>	<p>Driving a multi-agency approach to developing services for all parents in Flintshire.</p>	<p>A multi-agency approach to working with parents and assisting schools to work with parents through use of the Pupil Deprivation Grant.</p>
<p>CHILDCARE STRATEGY</p>	<p>Driving a multi-agency approach to maintaining and improving childcare provision in Flintshire.</p>	<p>A multi-agency approach to supporting the childcare market in Flintshire.</p>
<p>CHILDREN'S CENTRES  RURAL NORTH FLINTSHIRE FAMILY CENTRE, GRONANT.  WESTWOOD CENTRE, BUCKLEY.</p>	<p>Centres which provide a focal point for the provision of services to families.</p>	<p>Parents will walk in to the centres and can access information and be referred to services for assistance such as the foodbank.</p>
<p>COMMUNITY PARENTS/BREASTFEEDING PROJECT</p>	<p>Individual bespoke support for parents from a trained volunteer.</p>	<p>Support for parents by parent volunteers. The volunteer parents use this as a development opportunity and have moved on to training or employment.</p>



# Families First in Flintshire

## Programme Overview

February 2013



**Programme Lead:**

Ann Roberts  
Lifelong Learning  
ann.roberts@flintshire.gov.uk  
(01352) 704112

**Programme Monitoring Officer:**

Stacey Wynne  
Lifelong Learning  
Stacey.wynne@flintshire.gov.uk  
(01352) 704148





## **National Outcome 1**

Working age people in low income families gain, and progress within employment



## **National Outcome 2**

Children, young people and families, in or at risk of poverty, achieve their potential



## **National Outcome 3**

Children, young people and families are healthy, safe and enjoy wellbeing



## **National Outcome 4**

Families are confident, nurturing and resilient

## Introduction

**Families First is an innovation programme that promotes the development by local authority areas of effective multi agency systems and support, with a clear emphasis on prevention and early intervention for families, particularly those living in poverty.**

**The programme takes a whole family approach to all delivery.**

**The programme is a local response to the National Welsh Government Child Poverty Strategy. (WG 2011).**

**The initial programme is planned for October 2012 to March 2014, with a possible further three year extended funded for the period for 1st April 2014 to 31st March 2017.**

**We have encouraged a collaborative bidding processes which will add value to the delivery and ensure that the children, young people and families receive the best possible services and support.**



# Flintshire Families First Programme with effect from 01/10/12 to 31/03/14



## National Outcome 1

Working age people in low income families gain, and progress within employment



## National Outcome 2

Children, young people and families in or at risk of poverty achieve their potential



## National Outcome 3

Children, young people and families are healthy, safe and enjoy wellbeing



## National Outcome 4

Families are confident, nurturing and resilient

	Families First Specification	Delivering Organisation	Named Lead
SP1: Parenting support for parents/carers to care for children and young people	4.1 Parenting Support	Daffodils	Anita James
		Flintshire Parenting Strategy <b>collaboration</b>	Gail Bennett
SP2: Accessible learning opportunities for children and young people	4.2. Family Resilience (intensive support)	Sure Start <b>collaboration</b>	Samantha Greatbanks
		4.3 Family Resilience (voluntary support)	Homestart
SP3: Supporting family health, wellbeing and resilience	4.4. Family mental health improvement	BCUHB	Sara Hammond-Rowley
		4.5. Children and young people are learning, achieving and aspiring	Time for Change <b>collaboration</b>
SP4: Supporting play and access to play and activities for family wellbeing	4.6 Young people are in employment, education or training	The Princes Trust	Henna Cheema
		Time for Change <b>collaboration</b>	David Messum
SP5: Social inclusion for children, young people and families	4.7 Families with disabled children are supported	Core Children's Services	Hefin Daniels
		Daffodils/CIDS/FLVC <b>collaboration</b>	Ruth Hale/James Johnson
SP6: Keeping children, young people and families safe	4.8 Play opportunities for fun and development	Daffodils	Anita James
		Play <b>collaboration in development</b>	Janet Roberts
		4.9. Families are safe and functioning	Action4Children
SP7: Income and opportunity maximisation for families	4.10. Families are safe	BCUHB	Sara Hammond-Rowley
		Children's Services	Jane Jones
		Action4Children	Julie Gillbanks
4.11 Children and young people have positive health and well being	Active 8-16	Yen Leung	
	4.12 Families are financially literate	Hafan Cymru	Sherrie Evans

**Families First is an innovation programme that promotes the development by local authority areas of effective multi-agency systems and support, with a clear emphasis on prevention and early intervention for families, particularly those living in poverty**



**National Outcome 1**

Working age people in low income families gain, and progress within employment



**National Outcome 2**

Children, young people and families in or at risk of poverty achieve their potential



**National Outcome 3**

Children, young people and families are healthy, safe and enjoy wellbeing



**National Outcome 4**

Families are confident, nurturing and resilient

**TEAM AROUND THE FAMILY**



**Who we are:**  
Team Around the Family (TAF)

**What we do:**  
We offer advice and support in bringing together the right people to help families. We are a coordinating service to engage families in Flintshire's Team Around the Family approach.

**Where we are based:**  
Lifelong Learning, County Hall, Mold with hot desks in Children's Services/ F.L.V.C. and N.E.W.C.I.S. in Mold.

**How to contact us:**  
Rhiannon.edwards@flintshire.gov.uk (01352) 704173 /Maxine Bithell - Maxine.bithell@flintshire.gov.uk  
Denise Piggott  
denise.piggott@flintshire.gov.uk (01352) 704132

**QUEST**



**Who we are:**  
**Quest:** - "The act or an instance of seeking or pursuing; journey or undertaking in a pursuit of a goal"

**What we do:**  
Support families to gain better skills and qualifications which are the key to getting parents on the ladder towards improving their opportunities. We work to encourage aspirations to work and / or undertake training to help people to move closer to the labour market and out of poverty.

**Where we are based:**  
Westwood Centre, Tabernacle Street, Buckley, Flintshire, CH7 2JT

**How to contact us:** Caryl N Jones  
Project Genesis a Quest / Genesis Project & Quest Coordinator  
Caryl.jones@flintshire.gov.uk (01244) 551141 / 07799 897668

**WELFARE RIGHTS**



**Who we are:**  
Welfare Rights

**What we do:**  
We provide benefits dispute and appeal representation for families (this covers all benefits and all kinds of disputes from DLA, ESA, Tax Credits, overpayments and Right to reside from Income Support etc).

**Where we are based:** Welfare Rights Income Maximisation Unit, Community Services, Flintshire County Council

**How to contact us:**  
Tel (01352) 703567  
Email  
Karen.linford@flintshire.gov.uk  
paul.l.hughes@flintshire.gov.uk

**FAMILY INFORMATION SERVICE**



**Who we are:**  
Family Information Service,

**What we do:** The Family Information Service Flintshire (FISF) provides a range of information on all services (for example health, leisure, support, education, etc.) available to parents to help them support their families. FISF also holds up-to-date details of local registered childcare and early years provision and can give extra help (known as brokerage) if you need childcare or support for a child with a disability.

**Where we are based:**  
Westwood Centre, Tabernacle Street, Buckley, Flintshire, CH7 2JT

**How to contact us:** Telephone: (Mobile: (07775) 410498, (Office) (01244) 547017 Email: Peter\_Wynne@flintshire.gov.uk

## “Putting Families First” Contacts

**Some organisations will be listed more than once due to multiple specifications tenders awarded and the collaborative programmes are shown in red to highlight the collaboration element**

Name	Contact	Email	Phone
Daffodils (4.1)	Anita James	<a href="mailto:daffodils@tiscali.co.uk">daffodils@tiscali.co.uk</a>	01352 250147
Flintshire Parenting Strategy - <b>collaboration</b>	Gail Bennett	<a href="mailto:Gail.bennet@flintshire.gov.uk">Gail.bennet@flintshire.gov.uk</a>	01244551140
Sure Start (4.2) <b>collaboration</b>	Samantha Greatbanks	<a href="mailto:Samantha.greatbanks@flintshire.gov.uk">Samantha.greatbanks@flintshire.gov.uk</a>	01244823234
Homestart (4.3)	Ann Woods	<a href="mailto:annwoods@home-startflintshire.org.uk">annwoods@home-startflintshire.org.uk</a>	01352 744060
B.C.U.H.B (4.4)	Sara Hammond-Rowley	<a href="mailto:Sara.Hammond-Rowley@wales.nhs.uk">Sara.Hammond-Rowley@wales.nhs.uk</a>	01244 811314
Time for Change (4.5) <b>collaboration</b>	David Messum	<a href="mailto:David.h.messum@flintshire.gov.uk">David.h.messum@flintshire.gov.uk</a>	01352 704122
The Princes Trust (4.6)	Henna Cheema	<a href="mailto:Henna.Cheema@princes-trust.org.uk">Henna.Cheema@princes-trust.org.uk</a>	02920 437020
Time for Change (4.6) <b>collaboration</b>	David Messum	<a href="mailto:David.h.messum@flintshire.gov.uk">David.h.messum@flintshire.gov.uk</a>	01352 704122
Core Children’s Services (4.7)	Hefin Daniels	<a href="mailto:Hefin.daniels@corechildrensservices.co.uk">Hefin.daniels@corechildrensservices.co.uk</a>	01978 664276
Daffodils/CIDS/FLVC <b>collaboration</b> <b>volunteer mentor pilot ( 4.7)</b>	Ray Dickson/James Johnson	<a href="mailto:Ruth.hale@flintshire.gov.uk">Ruth.hale@flintshire.gov.uk</a> <a href="mailto:James.johnson@flvc.org.uk">James.johnson@flvc.org.uk</a>	01244 528661 01352 744025
Daffodils (4.8)	Anita James	<a href="mailto:daffodils@tiscali.co.uk">daffodils@tiscali.co.uk</a>	01352 250147

Play / leisure F.C.C. (4.8)	Janet Roberts	<a href="mailto:Janet.a.roberts@flintshire.gov.uk">Janet.a.roberts@flintshire.gov.uk</a>	01352 702456
Action 4 Children (4.9)	Julie Gillbanks	<a href="mailto:Julie.Gillbanks@actionforchildren.org.uk">Julie.Gillbanks@actionforchildren.org.uk</a>	02920 222127
B.C.U.H.B. (4.9)	Sara Hammond-Rowley	<a href="mailto:Sara.Hammond-Rowley@wales.nhs.uk">Sara.Hammond-Rowley@wales.nhs.uk</a>	01244 811314
Children's Services (4.9)	Jane Jones	<a href="mailto:Jane.l.jones@flintshire.gov.uk">Jane.l.jones@flintshire.gov.uk</a>	01352 701128
Action 4 Children (4.10)	Julie Gillbanks	<a href="mailto:Julie.Gillbanks@actionforchildren.org.uk">Julie.Gillbanks@actionforchildren.org.uk</a>	02920 222127
Active 8 - 16	Yen Leung	<a href="mailto:yen.leung@flintshire.gov.uk">yen.leung@flintshire.gov.uk</a>	01352 702463
Hafan Cymru (4.12)	Sherrie Evans	<a href="mailto:Triciajones@hafancymru.co.uk">Triciajones@hafancymru.co.uk</a> <a href="mailto:Sherrieevans@hafancymru.co.uk">Sherrieevans@hafancymru.co.uk</a>	01978 813831 07887744803
Barnados Young Carers- regional commissioning	Claire Edwards	<a href="mailto:Claire.edwards2@barnados.org.uk">Claire.edwards2@barnados.org.uk</a>	01352 755422
N.Y.A.S. – regional commissioning	Jo Swords	<a href="mailto:jo.swords@nyas.net">jo.swords@nyas.net</a>	01352 751399 07795 122359

## REGIONAL CONSIDERATIONS

### REGIONAL PROJECTS TO BE COMMISSIONED W.E.F. 01.04.14

These include Young Carers and Advocacy.

### YOUNG CARERS

Barnados deliver the Young Carers Flintshire project

### ADVOCACY

The National Youth Advocacy Service (N.Y.A.S.) is funded by families first to deliver a research document to explore the current picture and gaps in services for generic advocacy delivery in Flintshire.

### Programme Lead:

Ann Roberts  
Lifelong Learning  
[ann.roberts@flintshire.gov.uk](mailto:ann.roberts@flintshire.gov.uk)  
(01352) 704112

### Programme Monitoring Officer:

Stacey Wynne  
Lifelong Learning  
[Stacey.wynne@flintshire.gov.uk](mailto:Stacey.wynne@flintshire.gov.uk)  
(01352) 704148



## 4.1 Parenting Support - Daffodils

**Project organisation:** Daffodils

**Named Lead(s):** Anita James/Richard Hayes

**Contact Details :**

28 – 44 New Street Mold Flintshire CH7 1NZ. 01352 250147

**Key Outcomes:**

- Reducing numbers of children presenting challenging behaviour.
- Provide customised support and advice
- Sharing of positive parenting techniques

**Who will benefit?**

- Parents and carers
- Additional needs Children and Young people
- Children and young people

**How will the project be provided? (Key activities)**

- 170+ events per year with Welfare team on hand
- Positive parenting courses
- One to One sessions with families

**Where is the project based?**

The project is based throughout Flintshire. Main office is based in Mold.



## 4.1 Parenting Support Flintshire Parenting Strategy

**Named Lead(s): Gail Bennett/Gill Harrison**

### Contact Details

Gail Bennett Parenting Strategy Coordinator Children and Young People's Partnership The Westwood Centre Tabernacle Street Buckley, Flintshire CH7 2JT Tel/Ffôn: (01244) 551140 Mobile: 07554437817 Gail.bennett@flintshire.gov.uk	Gill Harrison, M.A. Cert. Ed. Children's Partnership Co-ordinator Flintshire County Council/Cyngor Sir Y Fflint Mold, Flintshire Tel/Ffôn: 01352 704057 gill_harrison@flintshire.gov.uk	Rose Richards Parenting Coordinator Flintshire Youth Justice Service Holywell Info Shop 79 High Street Holywell Flintshire CH8 7TR Tel: 01352 717812 / 701125 Mob: 07795122267 Fax: 01352 717814 Email: rose.richards@flintshire.gov.uk
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### Key Outcomes:

- Parents report significantly fewer and less intense problems, improvements in wellbeing, resilience and confidence, and improved family circumstances.
- Services work together to assess, provide or coordinate interventions to meet identified needs, increasing parental capacity and confidence.
- The delivery of evidence-based programmes becomes accepted standard practice, programmes are implemented as intended (fidelity) and with integrity; and measured for local effectiveness, based upon the Flintshire Parenting Programmes Development table. Providing families with a transferrable skill set; the 'parenting' skill set can be effective in the community and workplace.
- An increase in access to parenting programme training and key skills support for practitioners including peer support and mentoring, supervision and personal development (engaging parents; assessments; motivational communication; understanding parenting styles); demonstrating competence to work with parents; with a particular focus in working with Education.
- An offer of certifications and accreditations for parents and facilitators, aiming to demonstrate increased knowledge, changes in practice and competence. (See: Flintshire Parenting Strategy and Delivery Plan: Key Area 3 and 5)

### Who will benefit?

- Parents, carers and children
- Teachers and education staff, including Early Years settings
- Parenting services
- Increased awareness across partner-agencies in relation to parenting styles, principles and service provision

### How will the project be provided? (Key activities)

- The work will be overseen by the Flintshire multi-agency parenting strategy group and sub-groups, through a project management approach, as detailed in the Flintshire Parenting Strategy and Delivery Plan. The co-ordination and delivery will be overseen by the Flintshire Parenting Strategy Coordinator.

- The Parenting Programmes development and support will be guided and implemented by a sub-group, the Parenting Programmes Development Group. The Parenting Programmes Development Table and Project Plan will 'drive' the work, with one of the main aims being to address the gap in programmes and training for the parents of adolescence. This will be overseen by the Youth Justice Parenting Coordinator, along with the continuing work to support the Youth Justice Service. Overall parenting programme development and skills support will be overseen by a new post, Parenting Lead Practitioner.
- Family work and adolescent programme mentoring will be offered by two Parenting Practitioners; along with Youth Justice Service family support.
- The work will be provided through multi-agency service delivery, to support families and children.

**Where is the project based?**

Flintshire-wide.

Staff located in: The Westwood Centre, Buckley, Info Shop, Holywell

## 4.2 Family Resilience (intensive support) – Sure Start

**Named Lead(s): Samantha Greatbanks**

**Contact Details:**

Flintshire Sure Start, Aston Family Centre, Larch Avenue, Higher Shotton, Deeside, CH5 1NF.

Tel ; 01244 823234 / 07887632989.

Email ; samantha\_greatbanks@flintshire.gov.uk

**Key Outcomes:**

- Families engaging feel better able to cope.
- Families engaging report an improvement in their family situation/circumstance.
- Families are equipped with increased knowledge and skill around specific areas.
- Families have access to formal education opportunities regarding child safety.
- Families have increased financial literacy.
- Families feeling resilient and able to tackle common barriers to development.
- Families involved and participating in community life and services.
- Families equipped with tools to improve situations reducing the need for higher threshold interventions.

**Who will benefit?**

- The target group will be whole families with children up to the age of 18 identified as vulnerable or in need of additional support. Families will be identified through Genesis/Quest, TAF and the future Vulnerability Panel as needing additional intensive family support.
- The project will aim to support the whole family by providing intensive programmes of intervention and mobilising all those who can help at a local level in a co-ordinated way building resilience and motivation throughout families.

**How will the project be provided? (Key activities)**

- By providing home based intensive packages of support to whole families identified as vulnerable.
- By increasing the skills of parents in relation to nutrition, routines, budgeting, parenting and the making of life choices.
- By providing opportunities for role modelling in relation to life skills
- By facilitating capacity building within families that results in sustainable change
- By co-ordinating robust partnerships with other service providers in order for specialist interventions to be delivered.
- By providing an additional, bespoke support enhancing and maximising opportunities for families
- By providing access to a flexible resource of emergency childcare, equipment and resources aiding positive change

**Where is the project based?**

Aston Family Centre, Larch Avenue, Higher Shotton, Deeside, CH5 1NF.

## 4.3 Family Resilience (voluntary support) Home-Start Flintshire

**Named Lead(s):** Ann Woods

**Contact Details :**

Home-Start Flintshire, CORLAN, 3 Mold Business Park, Wrexham Road, Flintshire CH7 1XP

Tel: 01352 744060. Email: admin@home-startflintshire.org.uk

**Key Outcomes:**

- Parents report increased skills and confidence
- Parents report they have control over their lives
- Parents indicate improvements in the areas of:
  - Parenting Skills
  - Parents' Well-being
  - Children's Well-being
  - Family Management

**Who will benefit?**

- 25 families visited weekly and supported for 2-3 hours per week (supporting approx 35 parents and approx 70 children per week), equating to 40 families per year receiving support
- 15 volunteers recruited per calendar year, and provided with NVQ accredited training

**How will the project be provided?**

- Referrals received through Team around the Family, Flintshire vulnerability panel and other professionals
- Volunteers are recruited and trained and matched to families in need of Home-Start support
- Families receive a weekly home-visit of 2-3 hours duration
- Additional Family Support is supported by paid staff
- Supported is monitored, evaluated and adapted through Home-Start's Monitoring and Evaluation system (MESH) to ensure support is delivered to best match families' needs

**Where is the project based?**

Corlan Voluntary Centre in Mold

## 4.4 Family Mental Health Improvement - BCUHB

**Named Lead(s):** Dr Sara Hammond-Rowley



**Contact Details:**

CAMHS Early Intervention & Prevention Team, The Quay Health Centre, Fron Road, Connah's Quay, Flintshire CH5 4PJ. Telephone: 01244 811314

**Key Outcomes:**

- Children, young people and parents report improvements in presenting concerns, and feel more able to cope
- Parents report fewer problems, increases in 'self efficacy' and improved mental health and well-being
- Parents, children, young people and professionals report satisfaction with the service they receive
- Professionals report increased knowledge, understanding, skills and confidence in topics relating to mental health

**Who will benefit?**

- Whole family
- Professionals working with children and young people
- Other agencies, with focus on working with Team around the Family e.g. Flying Start, Communities First, Integrated Family Support Service.

**How will the project be provided?**

We offer advice and help to support the mental health and well-being of families including:

- Telephone advice and signposting for parents with concerns about emotional or behavioural issues, including advice on web-based information
- Meeting parents and young people to offer brief interventions based on clear goals
- Delivering groups for young people or parents to develop new skills for managing emotional or behavioural difficulties
- Counselling for parents and with emotional difficulties, and for young people from the Young People Drug and Alcohol Team (YPDAT)
- Help, support and signposting for front line professionals with concerns about mental health, including training in a range of topics, consultation and advice
- Positive mental health promotion activities across the county

**Where is the project based?**

Connah's Quay

## 4.5 & 4.6 Children and young people are learning, achieving and aspiring - Time for Change

**Named Lead(s):** David Messum

**Contact Details:** Advisor for Social Inclusion and Well-being, Lifelong Learning, County Hall, Mold, CGH7 6ND Tel: 01352 704120. Email: david.h.messum@flintshire.gov.uk

### **Key Outcomes:**

- Children and young people in receipt of the service report increased self esteem and confidence and their school attendance improves.
- Issues such as bullying, bereavement, behaviour are addressed and young people are signposted to other sources of support.
- Children/young people and their families who are disaffected with education and as a result at the point of being excluded from schools will feel more engaged.
- The numbers of young people who could potentially become NEET post statutory schooling are reduced.

### **Who will benefit?**

- Children and young people identified
- Their families
- Their peers

### **How will the project be provided? (Key activities)**

- By deploying a multi disciplinary team to work both in primary and secondary schools supporting identified children and young people through a referral process
- Using current practices in schools to identify children and young people who would benefit from the types of support available.
- Using various techniques to address issues, for example, bullying, self-esteem,, behaviour
- By working with young people an when necessary with the families and communities in and out of school.

### **Where is the project based?**

Flintshire wide

## 4.6 Children and young people are in employment, education or training - The Prince's Trust

**Named Lead(s): Henna Cheema (Public Sector Partnership Manager)  
Victoria Wills (Contracts Manager)**

### **Contact Details:**

Prince's Trust, 16 Ocean Way, Galdames Place, Ocean Park, Cardiff, CF24 5PE

[Henna.cheema@princes-trust.org.uk](mailto:Henna.cheema@princes-trust.org.uk) / 02920 431511

[Victoria.wills@princes-trust.org.uk](mailto:Victoria.wills@princes-trust.org.uk) / 02920 431510

### **Key Outcomes:**

- 75% of the young people will achieve a positive outcome in each programme (progressing into education, training, employment or volunteering)
- 100% of young people will gain a soft outcome including increased confidence, motivation and employability skills

### **Who will benefit?**

- Young people between the ages of 16 – 25 years
- Young people who are not in Education, Employment or Training (NEETs)

### **How will the project be provided? (Key activities)**

- One day taster session where young people will learn more about the industry and potential careers they could follow
- 12 young people who feel would benefit the most from the programme and are suited to the sector, will be selected for each of the programmes, 48 over four programmes
- Each programme will last 2-3 weeks and consist of work experience which will be arranged in collaboration with the delivery partner.
- All young people will receive a qualification related to sector including Food Hygiene, First Aid, Health and Safety (Get into Hospitality), Football Leaderships, Child Welfare Certificate and First Aid (Get Into Football), NPLQ qualification, First Aid, Community Sports Leadership and Health and Safety (Get Into Sports Leadership Lifeguarding) and Get into Care qualifications.

### **Where is the project based?**

All the young people will be from Flintshire. Get Into Hospitality will be delivered in partnership with Deeside college. Get Into Football will be delivered with Wrexham Football Club young people from Flintshire will be transported from Flintshire to Wrexham. Get Into Sports (Leadership) will be delivered in partnership with Clwyd Leisure and Get into Care will be delivered in Flintshire.

## 4.7 Families with disabled children are supported – Core Assets Children's Services

**Named Lead(s):** Hefin Daniels



**Contact Details:** Hefin Daniels, Core Children's Services Manager Cymru, Regional office, Unit N, Bryn Business Centre, Bryn lane, Wrexham. LL13 9UT Tel: 01978 664 276 / 07967 381 136

### **Key Outcomes:**

- An increase in disabled children and young people learning and growing in confidence and developing independence through spending time at the carer's house.
- Young people learn new skills and make new friendships, increasing supportive social relationships
- Young people being able to express their views about their short break service, contributing to self-esteem
- Young people listened too and be able to communicate their choices and preferences, increasing sense of acceptance
- Families given a valuable break to ensure the whole family is supported. Valuable leisure time to spend with other family members, such as non-disabled siblings, and to 'recharge batteries', reducing stress and tension within the family. This will bring improvements in family relationships and ensure a positive and supportive family environment.

### **Who will benefit?**

- Disabled children and young people and their families will benefit through having a regular break with a consistent carer who they can build a relationship of support and trust with.

### **How will the project be provided?**

Core Children's Services will deliver the service through a dedicated, retained short break carers to deliver safe, high quality overnight breaks to disabled children and young people, giving families valuable short breaks and leisure time. The carer will work on a retained basis, providing 200 nights per year to up to five children. The overnight breaks will be provided in the carer's home, providing a 'home from home' experience for the child. The carer will be 'ring-fenced' for the local authority, only providing short breaks for disabled children and young people referred to them through an agreed referral process.

In addition to this there will be summer activities delivered throughout the 6 week summer holiday period. There will be 3 activities organised per week with each session taking up to 12 young people. Each activity session will be tailored to support the needs of the young people attending.

### **Where is the project based?**

The project will be based at our Core Children's Services office Cymru Regional office, Unit N, Bryn Business Centre, Bryn lane, Wrexham. LL13 9UT. Tel: 01978 664 276  
Service delivery will be from the home address of our allocated Retained Carer



## **4.7 Families with disabled children are supported - DAFFODILS**

**Named Lead(s):** Anita James/Richard Hayes

**Contact Details:** 28 – 44 New Street Mold Flintshire CH7 1NZ. 01352 250147

**Key Outcomes:**

- Inclusion in main stream activities, promoting group involvement and reducing isolation.
- Making new friends in social environment.
- Increase in number of families using out of school leisure provision.

**Who will benefit?**

- Disabled Children and young people.
- Whole families including siblings.

**How will the project be provided? (Key activities)**

- Providing an arena/facility for whole families to enjoy leisure time whilst being supported

**Where is the project based?**

Project is based in Mold but uses areas within Wales and England

## 4.7 Families with disabled children are supported – Volunteer Mentors, FLVC

**Named Lead(s):** James Johnson

**Contact Details):**

FLVC, Corlan, Mold Business Park, Wrexham Road, Mold, Flintshire, CH7 1XP

**Key Outcomes:**

- Reducing the social isolation experienced by children, young people and their families to ensure positive wellbeing
- Establishing supportive relationships to enable young people with disabilities to reach their potential
- Increasing the confidence of young people to engage in community activities and raise self-esteem

**Who will benefit?**

- Children and young people with disabilities
- Families of children and young people with disabilities
- Volunteer mentors

**How will the project be provided? (Key activities)**

- Provision of a one-to-one mentor to support children and young people with a disability
- Volunteer mentor recruitment, training and deployment
- Successful matching of mentors and children/ young people

**Where is the project based?**

Flintshire wide (office base at above address)

## 4.8 Play opportunities for fun and development - DAFFODILS

**Named Lead(s):** Anita James/Richard Hayes

**Contact Details:**

28 – 44 New Street Mold Flintshire CH7 1NZ. 01352 250147

**Key Outcomes:**

- Improvements in health, well-being, confidence and self-esteem
- Reduced feelings of isolation
- % increase of CYP taking up openly accessible play experiences

**Who will benefit?**

- Disabled children and young people
- Whole families including siblings

**How will the project be provided? (Key activities)**

- Monthly events at local leisure centres
- Monthly events at local soft play centres
- Monthly events at cinema, bowling centre and workshops.

**Where is the project based?**

Project is based in Mold using local Flintshire leisure facilities

## 4.8 Play opportunities for fun and development - Play

**Named Lead(s): Janet Roberts**

**Contact Details:**

Play Development Team, Flintshire County Council, Leisure Services, Deeside leisure Centre,  
Queensferry, Deeside, Flintshire, CH5 1SA

01352 702456 [janet.a.roberts@flintshire.gov.uk](mailto:janet.a.roberts@flintshire.gov.uk)

**Key Outcomes:**

- Happier, healthier, children and young people
- Families feel listened too and involved
- Families appreciate the service in terms of meeting their children's play needs and providing respite for their the family as a whole

**Who will benefit?**

- Children and young people in Flintshire
- Families
- Communities

**How will the project be provided? (Key activities)**

- Delivery of a countywide Summer playscheme in partnership with local town and community councils
- Delivery of the Flintshire Buddy scheme to enable children with disabilities to participate in their own local playscheme during the Summer
- Working closely with families to support children's play

**Where is the project based?**

The project is bases at Deeside leisure Services and delivered countywide in 65 Towns and villages in partnership with local town and community councils

## 4.9 Families are Safe and Functioning – Action 4 Children

**Named Lead(s):** Anne Roberts/ Pamela Pritchard

**Contact Details:**

Unit 26, Mold Business Park Mold Flintshire CH7 1XP

**Key Outcomes:**

- Families are Safe and Functioning.
- Improvement in the level of skill and confidence at tackling problems.
- Improvement in the level of resilience
- Improvement in family and /or intimate partner relationships
- Improvement in parenting capacity
- Improvement in family functioning.

**Who will benefit?**

- Children, young people, parent (s) / carer/(s)
- Families
- Extended families

**How will the project be provided? (Key activities)**

- Telephone consultations
- Family Therapy Sessions
- Individual sessions for young people
- Individual counselling for adults.
- Group work

**Where is the project based?**

Unit 26, Mold Business Park, Mold Flintshire ch71xp

## 4.9 Families are safe and functioning - BCUHB

**Named Lead(s):** Dr Sara Hammond-Rowley

**Contact Details:**

CAMHS Early Intervention & Prevention Team, The Quay Health Centre, Fron Road, Connah's Quay, Flintshire CH5 4PJ. Telephone: 01244 811314

**Key outcomes:**

- Parents with emotional and mental health needs who do not meet access criteria for adult-focused mental health services are able to access counselling
- Parents report improvements in presenting concerns, and feel more able to cope
- Parents report satisfaction with the service they receive
- Referrers report satisfaction with the service
- Counsellors in Training successfully complete placements

**Who will benefit?**

- The whole family
- The developing workforce



**How will the project be provided? (Key activities)**

- Counselling for parents with emotional and mental health difficulties, in a confidential setting of their choice
- Placements for Counsellors in Training

**Where is the project based?**

Connah's Quay

## 4.9 Families are safe and functioning – Children’s Services, Family Group Meeting Project

**Named Lead(s):** Jane Jones

**Contact Details:**

Jane Jones, Flintshire Meetings Service, County Hall, Mold. CH7 6ZX Tel: 01352 701128

**Key Outcomes:**

- Families are safe and functioning
- Children and young people remain in their families / communities.
- Children and young people are given a voice as part of the decision making process.
- Families have control of their future.
- Young people and families have increased awareness of services available to them.
- Families children and Young people are Resilient
- Children and Young people names are removed from child protection register as a result of the FGM plan.
- Children and Young people who are at risk of losing their placement remain within their placement.
- Children and young people who are at risk of losing their educational placement remain in Education.
- Families of disabled children are supported.

**Who will benefit?**

- Children in Need (which includes children with disabilities)
- Children in need of protection
- Looked after children
- Young Carers
- Children who are or in danger of entering the care system
- Vulnerable families
- Children who at risk of losing their educational placement

**How will the project be provided? (Key activities)**

- A family group meeting is a process which is led by family members to plan and make decisions for their child.
- Families are assisted by an independent family group meeting coordinator to prepare a meeting. They have the chance to get information they need from a social worker and other professionals and meet afterwards in their own private time to make their plan for their children.
- In Flintshire we have 11 coordinators and a referral can be made from any organisation and or self referrals up to age 25.
- Family Group Meetings are underpinned by a clear set of principles:
- Children, parents and extended families are fully involved in all decisions affecting them
- Utilisation of family and community knowledge, skills and strengths
- Partnerships between children, parents, extended family groups and professionals to achieve better outcomes for children
- Children, parents and their families have more say over what they need and how help is provided
- Young people and their families take responsibility for resolving the problems in a flexible and creative way with professionals

- Working in a respectful and culturally responsive way with families
- These common principles inform not only the way in which the work is carried out, but also how the project has been introduced and implemented. Therefore policy and practice development and decision making forums were characterised by:
  1. Participation
  2. Partnerships
  3. Mutual respect
  4. Group decision-making
  5. Shared power and collective responsibility
  6. Empowerment
  7. Cultural sensitivity

**Where is the project based?**

Flintshire County Council, Flintshire Meetings Service, County Hall, Mold. CH7 6ZX



## 4.10 Families are Safe - Action 4 Children

**Named Lead(s):** Anne Roberts/ Pamela Pritchard

**Contact Details:**

Unit 26, Mold Business Park ,Mold Flintshire ch71xp.01352 759597

**Key Outcomes:**

- Families are safe.
- A reduction in the number of referrals to Children`s Services for reasons of Domestic Abuse.
- Parents will report an improvement in their parenting skills and their capacity to keep their children safe.
- Families will report an improvement in their level of family functioning.
- Families will report an improvement in their problem solving skills.
- Parents will report an enhanced attachment with their children.

**Who will benefit?**

- Children, young people and their parents/carers
- Families
- Extended families

**How will the project be provided? (Key activities)**

- Family sessions
- Play/Filial Therapy.
- Group work.
- Telephone support
- Individual counselling for adults..

**Where is the project based?**

Unit 26, Mold Business Park ,Mold Flintshire CH71XP

## 4.11 Children and young people have positive health and well-being Active 8-16

**Named Lead(s):** Yen Leung

**Contact Details**

[yen.leung@flintshire.co.uk](mailto:yen.leung@flintshire.co.uk)

01352 702481

**Key Outcomes:**

- 80% of clients who continue to participate in regular exercise/physical activity 3 months after the referral period
- 80% referrals stating that their health, fitness, confidence and self esteem has improved
- 75% of referrals being able to access a wider range of regular physical activity

**Who will benefit?**

- Young people aged 8 to 16 who do not ordinarily participate in sport and physical activity and who may suffer physical, mental, social or emotional difficulties
- Young people aged 8-16 as stated above and their families in areas of social deprivation
- Young people aged 8-16 as stated above and their families who are at risk of obesity

**How will the project be provided? (Key activities)**

- One to one support is provided to young people who are referred through key partners onto the programme and their families to engage in physical activity
- Signposting to a bespoke programme of activity from a varied range across the county for a 10 week referral period
- Ongoing support is provided to sustain involvement in the programme and follow up support is provided in 3, 6 and 12 months after referral period to ensure continuation and long term behaviour change

**Where is the project based?**

Flintshire

## 4.12. Families are Financially Literate - Hafan Cymru

**Named Lead(s):** Sherrie Evans, Trish Jones

**Contact Details:**

Sherrie Evans, Unit 27 Deeside Enterprise Centre, Rowleys Drive, Shotton, Deeside Flintshire, CH5 1PP. Telephone 01978823077 , Mobile 07887744803

**Key Outcomes:**

- Managing Money and Debt management, : supporting families with financial literacy skills enabling families to managing personal and household finances, maximise their income, benefits and manage rent payments and any rent arrears. Enabling people to have optimal control and understanding of managing their money
- Engaging in education and learning: Family focus support is provided to enable individuals and families to meet their lifelong learning needs and aspirations
- Engaged in employment/ voluntary work: supporting individuals to seek employment and voluntary work, aiming to maximise income, financial planning

**Who will benefit?**

- All Parents and Children in Flintshire
- The whole family
- Families First Partner agencies in Flintshire

**How will the project be provided? (Key activities)**

- Face to face one to one support sessions
- Group work interventions
- Bespoke course deliveries
- Linking with TAF and partner agencies
- Linking with Family Information Service

**Where is the project based?**

The Hafan Cymru Office is base in Enterprise Centre, Shotton. The one to one service can be delivered at individuals homes. Group sessions and bespoke workshops can be delivered at the Enterprise Centre, community venues, or agencies

# 1. Team Around The Family

**Named Lead(s): Rhiannon Edwards**

**Contact Details:**

Team around the Family, CYPP Office, Lifelong Learning, County Hall, Mold. CH7 6ND. Tel: 01352 704173. Email: taf@flintshire.gov.uk

**Key Outcomes:**

- Supporting vulnerable families to progress and access appropriate support services within their local community
- Supporting families disadvantaged by poverty to reach their potential
- Supporting families to work together to increase their self esteem/ emotional resilience

**Who will benefit?**

- Children and young people
- Parents/carers/guardians
- Wider family members and the wider community

**How will the project be provided?**

- Provide a bespoke, holistic approach to family support.
- Utilising the JAFF, TAF will engage families and assess the family's needs and strengths, as well as the individuals within that family.
- TAF will work with families and local services to produce an effective and efficient action plan to meet their individual needs.
- TAF will regularly review the action plan to ensure families are achieving their potential.

**Where is the project based?**

The project works with vulnerable families across Flintshire, working within their communities. The team is based at County Hall in Mold.

## 2. Quest

**Named Lead(s):** Caryl N Jones

**Contact Details:**

Westwood Centre, Tabernacle Street, Buckley, Flintshire CH7 2JT (Tel: 01244 551141

Email: [caryl\\_n\\_jones@flintshire.gov.uk](mailto:caryl_n_jones@flintshire.gov.uk))

**Quest** .....*for a brighter future*

*“The act or an instance of seeking or pursuing; journey or an undertaking in a pursuit of a goal”*

**Key Outcomes:**

- Improve confidence & self esteem; improve skill levels.
- Encourage aspiration towards work and/or undertake training, to help families to move closer to the labour market and out of poverty
- Raise awareness of support and information that is available from partner agencies

**Who will benefit?**

- The parent.
- The children.
- Any other extended family.

**How will the project be provided? (Key activities)**

- Tailored and bespoke holistic 1:1 and group support.
- Support to attend relevant in-house courses that will meet individual needs to encourage their motivation and aspirations.  
Regular advice, guidance and support on a 1:1 basis throughout their time with the project enable them to progress and access other relevant support from partner agencies.

**Where is the project based?**

Westwood Centre, Tabernacle Street, Buckley, Flintshire CH7 2JT

## 3. Welfare Rights

**Named Lead(s):** Paul Hughes / Karen Linford

**Contact Details:**

Flintshire County Council, Welfare Rights, County Offices, Chapel Street, Flint, CH6 5BD  
01352 703567 / 07733288891. Advice line number 01352 703561

**Key Outcomes:**

- To provide free and independent advice, support and representation covering all aspects of social security and child support benefits disputes and appeals. Challenging unfavourable decisions and overpayments supporting the rights of the family.
- Families develop their understanding, knowledge and skills in welfare benefit entitlements and financial management.
- Families learn and understand their rights surrounding all aspects of benefits.
- Ensure the vulnerable receive their correct benefit entitlement.
- Involve the family providing options and knowledge enabling the family to make informed decisions building confidence in money management.

**Who will benefit?**

- The entire family will benefit by developing their understanding of their welfare benefit entitlement ensuring correct entitlement is claimed minimising future risk of overpayments.
- Challenging unfavourable decisions reducing overpayments or loss of benefit will increase the income of the family.
- Maximising the families income will help meet the needs of the family.
- Assisting the family through the complicated and lengthy appeals/dispute process will reduce stress/anxiety and the pressure of the situation.

**How will the project be provided? (Key activities)**

- Welfare Rights will deliver the service to families to via case worker providing a holistic support package with the flexibility to meet the needs of the families either by meeting in their home, if they are disabled and unable to access local facilities, alternatively the case worker will meet the client through local offices and centres that can be utilised to reduce cost of travel to the family.

**Where is the project based?**

The project will be based at our Welfare Rights office as above.

## 4. Family Information Service

**Named Lead(s):** Pete Wynne, Family Information Service Manager

**Contact Details:** Tel: (01244) 547017 Email: [fisf@flintshire.gov.uk](mailto:fisf@flintshire.gov.uk) – Web: [www.fisflintshire.co.uk](http://www.fisflintshire.co.uk)

### **Key Outcomes:**

- Service users are satisfied with the service received from the FIS
- Service users report that the information and advice received from the FIS enabled them to make an informed decision about childcare and family support
- Service users opt to access suitable childcare after contacting the FIS
- Professionals from a range of services such as social workers, receive resource information

### **Who will benefit?**

The Family Information Service Flintshire (FISF) plays an important role in ensuring that families and professionals are more aware of, and sign-posted to, the correct services, in line with Section 27 of the Childcare Act 2006.

### **How will the project be provided? (Key activities)**

The FIS can be accessed through a variety of media including telephone, e-mail, face to face and online at [www.fisflintshire.co.uk](http://www.fisflintshire.co.uk) and [www.flintshire.gov.uk](http://www.flintshire.gov.uk) which also provides online search facilities for users to undertake their own childcare and family support information searches.

Electronic, touch screen kiosk devices are situated at three locations across the county.

**Where is the project based?** The Family Information Service Flintshire is based at the Westwood Centre, Tabernacle Street, Buckley, Flintshire CH7 2JT but operates via numerous outreach events and locations to ensure whole county coverage.

# Team Around The Family Tim Am Y Teulu





**REDUCING THE IMPACT OF POVERTY ON EDUCATIONAL ACHIEVEMENT**  
**POLICY OBSERVATORY**

**Tag Summary**

Name of School/Setting: **Flintshire Parenting Strategy and Delivery Plan**

Local Authority: **Flintshire**

Type of School/Setting: **Community**

Language Medium: **English**

Focus of Case Study:

**Strengthening links with communities, family and parental engagement**

**Flintshire Parenting Strategy and Delivery Plan**

The Flintshire Parenting Strategy Group is a multi-agency sub-group of the Local Service Board. The Board leads the multi-agency work that needs to be done in partnership to achieve improved outcomes for children, young people, and families in Flintshire. The Welsh Government requires every County to develop a plan to set out the priority areas and actions needed to deliver improved outcomes for all children, young people, and families, as part of the Children Act 2004 and also sets the requirement to have a Single Integrated Plan. The Flintshire Parenting Strategy and Delivery Plan supports working with parents through a 'think family' approach. The vision is one where confident parents have expectations and aspirations for their children, and there is a confident workforce that has the skills, qualities and experience to support children and young people in achieving the seven core aims detailed in the Children and Young People's Partnership Plan 2011-2014<sup>1</sup>. Flintshire Parenting Strategy and Delivery Plan encompasses '5 Key Areas'.

**Key Area**

- 1. Parenting- Raising the profile and parent participation.**
- 2. Families receive the information, advice, signposting or support they need.**
- 3. Parenting skills and family learning.**
- 4. Parents, education and the school setting.**
- 5. Services are delivered with professional competence and ethical practice.**

The 5 key areas span across all education provision, pre-school – primary school – secondary school – special school – and family based learning. This case study focusses on two family based learning providers in primary schools and documents the future developments of one special school in implementing the parenting strategy and delivery plan.

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<sup>1</sup> Flintshire in Partnership

### Flintshire Family Interventions in Practice

Key initiatives are ongoing in Flintshire:

- Family learning through Welsh Government funding within the school environment, through the LEA.
- Parenting programmes delivered locally with Flying Start<sup>2</sup>, to support the transition to School, funded through Flying Start, Families First<sup>3</sup> and school.
- Recruitment of a Family Workers; funded through a joint bid from Communities First<sup>4</sup> and Pupil Deprivation Grant, within the school consortia.
- Primary school and secondary schools supporting work with parents, and releasing members of staff to receive training, qualifications and supervision in work with parents and family, and to prepare and deliver sessions, along with time for effective engagement and relationship building between worker and parent, and child-parent-worker, funded through Families First and school funding.

### Case Study Settings<sup>5</sup>

#### Ysgol Merllyn, Bagillt

Ysgol Merllyn is an English medium school situated in Bagillt, midway between Holywell and Flint. Nearly all pupils who attend the school are from the village of Bagillt, which is an area of significant social and economic deprivation. Around 24% of pupils are entitled to free school meals, which is above Local Authority and national averages across Wales<sup>6</sup>. In recent years the area has seen an increase in members of the Polish Community and the school now describes its catchment as “mixed”.

When the current Head Teacher commenced in post over 2 years ago she realised that although the school offered family learning and parenting programmes, parental engagement was limited. She knew that there were parents that she wanted, and needed to talk to, and then set about finding ways to get these parents involved with daily life at the school.

The school decided to go down the ‘nurture route’ and set up an open access space by using a classroom with a door that could be directly opened out onto the front playground

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<sup>2</sup> Review of Parenting Support for Flying Start <http://wales.gov.uk/statistics-and-research/parenting-support-for-flying-start/?lang=en>

<sup>3</sup> Families First is designed to improve outcomes for children, young people and families. It emphasizes prevention and early intervention for families, particularly those living in poverty. <http://wales.gov.uk/topics/childrenyoungpeople/parenting/help/familiesfirst/?lang=en>

<sup>4</sup> Communities First aims to contribute, alongside other programmes, to narrowing the education/skills, economic and health gaps between our most deprived and more affluent areas. <http://wales.gov.uk/topics/people-and-communities/regeneration/communitiesfirst/?lang=en>

<sup>5</sup> Small sample of good work being undertaken

<sup>6</sup> Estyn 2012 School Inspection Report

## ENCLOSURE 2: CASE STUDY

allowing simple and easy access for visitors. The classroom underwent total transformation and is now a bright and colourful, welcoming and comfortable meeting place. There are tea and coffee facilities, a play area, and a mixture of furniture including sofas and armchairs for relaxed conversations and tables and chairs as required for desk work.

At first the team targeted nursery parents by opening its doors every Friday morning; they started with this group as they felt that if you get good habits formed in nursery they will carry on throughout the children's time in school. The group became so successful that the school has now rolled this out to other year groups and has appointed a full time Family Liaison Worker based at the school which has evolved from the needs of the parents.

**“It is very much down to the parents, we want to understand what they need from school, we want to know what we can do for them, for example last week the parents came up with the idea that they wanted to observe a phonics group.”**

**Family Liaison Worker**

The Head Teacher suggests that standards at the school are being raised through modelling best practice for parents and showing them how to best encourage learning at home. This is done through inviting parents to observe a teaching in action session. During a session practitioners are not telling parents what to do they are allowing them to engage at their own pace and comfort level, by watching, asking questions, or having a go for themselves.

Parents have commented that they didn't realise that when they are talking to their child, they need to relax and let them lead the conversation and then build something together rather than just giving them instructions all the time.

**“We are empowering parents, we are not being prescriptive, there are no set rules to follow, we are giving parents the confidence to be role models for their children.”**

**Head Teacher**

**“I'm not from around here and didn't know any of the other parents before I came here, it's made me a lot more relaxed around the other parents, I found that I could approach the teacher which meant that I was able to feel comfortable to ask how I could help my son get along and help him get ahead, it's made me want to train as teaching assistant.”**

**Parent**

The Head Teacher notes that the impact on the children has been evident, there is now a greater willingness for parents and children to want to engage with school and attendance

has increased. As well as encouraging learning there is also support for behaviour, wellbeing and 'team around the family meetings'<sup>7</sup>. Parents are not afraid to ask for help:

**“One parent was very nervous, they would not have gone to the meeting without me, it can be very overwhelming.”**

**Family Liaison Worker**

The Family Liaison Worker will also signpost to other services through the 'Flintshire Family Toolkit' which contains a plethora of resources, information, and further contacts to get the appropriate advice and support. Many visitors to the school comment on its supportive atmosphere and open relationships.

**“I feel like I have turned a generation around...you only saw the headmaster if there was a complaint or the children were in trouble. When I was in school, I don't think my mother met one of my teachers, there was such a huge divide, you were terrified of the teachers.”**

**Governor**

**“I hated school; I was ruled with an iron rod it was never relaxed, we spent more time not listening. I thought if my son goes through that it will make me very sad, I don't want that for him, I want him to be able to speak up and talk to me and his teachers if he has any problems.”**

**Parent**

Moving forward the school has decided to use some of its Pupil Deprivation Grant (PDG) to invest in the FAST Programme (Families and Schools Together, Save the Children)<sup>8</sup>. The team is in the process of setting up its resources and putting together a free hamper for every participating family, which contains things like cooking utensils and apron, DIY equipment e.g. torch, games, toys, and books. Many of the parents from the 'Open Mornings' have asked about becoming volunteers including parents from the Polish Community who would like to act as translators.

**“I asked about volunteering work because I wanted to get involved. My communication and confidence has grown within a few weeks, I am now a trained member of the FAST Team. I found it really interesting to get to know about different areas of the community and it has opened my eyes to all the jobs that people do here. I have never been so confident and happy as I am now.”**

**Parent**

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<sup>7</sup> The 'Team around the Family' can offer advice, help and support in bringing together the right people to help. <http://flvc.org.uk/wellbeing/team-around-the-family/>

<sup>8</sup> <http://www.savethechildren.org.uk/about-us/where-we-work/united-kingdom/fast>

## Ysgol Cae'r Nant, Connah's Quay

Ysgol Cae'r Nant was built in 2012 for the purpose of amalgamating Dee Road Infants' School and Custom House Lane Junior School. The school is situated in Connah's Quay, a large urban town that lies in industrial North East Flintshire. The school opened in September 2012 and currently caters for 351 pupils aged 3-to-11. The school teaches through the medium of English. There are approximately 19% of pupils in receipt of free school meals<sup>9</sup>.

Staff at the school have set up and developed a Family Learning Programme. Every Friday they offer additional support by opening their doors to all parents and provide a direct link to learning through workshop based sessions.

**“We tried to target parents, but they felt like they were being singled out so we opened it to all parents, we have found that within the group there is mixed ability so they have formed their own support network.”**

**Family Learning Lead**

There is no need to book a space and the school offers a free crèche. This has been developed through links with a local college where students can come to school and get hands on experience looking after children whilst parents are taking part in the workshops.

There is a menu of workshop learning courses and 1 course runs at a time and lasts for 6-to-7 weeks.

- Chatterbox- Foundation Phase Language and Play and Number and Play- Nursery
- Chatterbox Plus Literacy- Reception to Year 6
- Chatterbox Plus Numeracy- Reception to Year 6
- Incredible Years- All School Years

Children are very much involved with the sessions and enjoy working with Mum and Dad and other Carers each week.

**“We found it was really hard to get parents engaging with each other to practice learning so we brought the children into the workshops so that we could see the interactions between parent and child.”**

**Family Learning Lead**

The format of the workshop follows a set routine so that parents feel comfortable and know exactly what to expect.

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<sup>9</sup> My Local School

- Tea and coffee
- Start session discuss expectations
- Run through slide show of photographs- talk about what has been happening in class that week and how the children have been learning
- Children join the group; demonstrate what they have learnt and teachers model what happens
- Set up hall like working classroom with designated “bays”
- Parents and children move around “bays” and a timer allows them 10 minutes in each one to work together doing interactive fun things
- Singing fun time
- Children go back to class
- Interactive parents plenary- asking questions and developing understanding
- Fill out evaluation and complete learning journals

### **Evidence of Impact- *A parent's story***

A parent of four children is offered attendance at an Incredible Years Parenting Programme<sup>10</sup> delivered by Flying Start. After much encouragement she attends and as a result this enhances her confidence and reinforces her ability to attend the Family Learning Group in her children's primary school. Here she is offered the Incredible Years School Readiness Programme, and other parenting and child sessions which support her and her children in literacy and numeracy. This provides an opportunity to build her parenting skills and understanding of the importance of school attendance for her children, developed through respectful relationships and partnership with the parent.

It is through this that she begins to seek help and support with her parenting and other issues that she needs to resolve to help her to gain employment. As the workers have undertaken their 'Work with Parents Qualification', they are equipped to provide the parents with the information in an empowering way that meets the principles and values in work with parents, according to the National Occupational Standards for Work with Parents<sup>11</sup>, and thus advice is offered in an empathetic way. The parent also discusses her older child who is in the secondary school. Because the primary and secondary school have a dedicated family worker they are able to signpost the parent to this service and she is able to get further help, knowing that she is not going to be criticised for seeking help.

The parent is inspired to continue learning and applies for a place on a higher education social care course at the local college. She is offered a place because she has been able to demonstrate adult learning, has established goals for herself, and expresses that she knows this will better support her family. The parent continues with her studies and gains employment, and is able to purchase their own family home. Relationships in the household improve, and so has the parents and children's wellbeing.

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<sup>10</sup> <http://incredibleyears.com/programs/parent/>

<sup>11</sup> <http://www.childreninwales.org.uk/areasofwork/parenting/nationaloccstandards/index.html>

### Developing Future Practice - Ysgol Pen Coch

Ysgol Pen Coch in Flint is a co-educational special school for up to 104 pupils aged from 2-to-11 years. Pupils at Ysgol Pen Coch have a wide range of special educational needs. These include moderate, severe, and profound and multiple learning difficulties, specific learning difficulties and autistic spectrum disorders. A few pupils have additional sensory impairments and communication difficulties. Approximately one third of pupils are entitled to free school meals<sup>12</sup>.

Staff at Pen Coch have invested in the 'Incredible Years' programmes<sup>13</sup>. The school has embedded the 'Dinosaur Social Skills and Problem Solving Curriculum' into its everyday practice. The programme involves the use of several puppets, Dina Dragon, Wally and Molly Pupils, and Tiny Turtle. The goals are to:

- Promote children's social skills, self-regulation, and classroom behaviour
- Making friends and learning school rules
- Understanding examples of feelings
- Wally teaches problem-solving steps
- Tiny Turtle teaches how to self-regulate and manage anger
- Dina teaches how to do your best in school (e.g., cooperation, listening, quiet hand up, stop-look-think-check)
- Molly teaches how to be friendly (waiting, sharing, helping, taking turns, teamwork)
- Molly explains how to talk with friends (suggestions, apologize, compliment, forgiveness)

Pen Coch Virtual Tour Video has examples of the programme in practice.

**<http://moodle.flintshire.gov.uk/pencoch/course/view.php?id=265>**

The school is now investing some of its Pupil Deprivation Grant (PDG) into the 'Incredible Years Parenting Programmes' to encourage parents to develop children's resilience and sense of responsibility, and support their children's learning.

### Other Future Developments

The Parenting Programmes development work is overseen by a multi-agency group, and there are triad meetings between Parenting Strategy, Flying Start and Family Learning to maintain links, strengthen cohesion and minimise duplication within schools.

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<sup>12</sup> School data

<sup>13</sup> <http://incredibleyears.com/>

A 'School Health and Wellbeing Group' has been formed who support these developments within education settings including Early Entitlement through to Secondary Schools and alternative provision. Flying Start expansion will continue and Families First funding has been awarded for next year 2014-15 to continue to strengthen and develop the work with parents of adolescents.

The Strategy Group will also continue to offer the City and Guilds 3599 Work with Parents qualification to staff who are working directly with parents and children. And continue to identify effective research and implement this into local practice.

### **Funding**

- Welsh Government funding for Family Learning.
- Families First funding for training in parenting programmes and offer of work with parents qualifications.
- Flying Start funding for training in Incredible Years Baby, Toddler, Pre-School Basic, School Readiness and the Parenting Puzzle.
- Social Care Grant for training in Incredible Years Baby, Toddler, Pre-School Basic, School Readiness and the Family Links Parenting Puzzle.
- Families First funding to support school staff to offer parenting support to parents of adolescents, offer training in Challenging Years and Take 3 training and appropriate supervision and mentoring.
- Social Care grant to support some training places (due to Welsh Government funded places no longer being available to each authority area – this has been replicated through the Social Care Grant and expanded to a further programme to be offered locally).

### **Case Study Summary**

This case study report highlights the following key areas which have been found to be successful in reducing the impact of poverty on educational achievement:

- The continuing development of early years education, so that interventions to counteract the influences of poverty can be taken as early as possible in a child's life.
- Research evidence was used to select activities likely to have an impact on improving achievement.
- Devising alternative learning pathways.
- Support staff, particularly teaching assistants, were highly trained and understood their role in helping pupils to achieve.
- Engaging more specialist support from outside organisations.



# Arweinydd y Cyngor Leader of the Council

Cynghorydd / Councillor Dyfed Edwards

Gofynnwch am/Ask for: **Cyng. Dyfed Edwards**  
☎ (01286) 679868  
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Ein Cyf / Our Ref: **DE/BR**  
Eich Cyf / Your Ref: **MB/LG/246**  
**9/14**

12 Awst 2014

Lesley Griffiths AC/AM  
Y Gweinidog Llywodraeth Leol a Busnes y Llywodraeth  
Llywodraeth Cymru  
Bae Caerdydd  
CF99 1NA

Annwyl Weinidog

## **Trechu Tlodi**

Diolch i chi am eich cais am wybodaeth am weithgaredd Cyngor Gwynedd yn y maes atal tlodi. Mae'r Cyngor yn ymwneud â chynifer o brosiectau gwahanol, yn unigol ac ar y cyd â sefydliadau eraill, fel y gall fod yn anodd gwneud cyfiawnder a'u disgrifio'n llawn. Mae'r rhestr isod yn cynnig braslun i chi, ac os hoffech fanylion pellach mae croeso i chi gysylltu a gallwn ddarparu'r wybodaeth. Mae'r gweithgareddau isod i gyd ar y gweill ar hyn o bryd.

### **Gweithgareddau'n codi o Gynllun Strategol Gwynedd**

#### **Diwygio Lles:**

- Darparu cyngor i hawl wyr am newidiadau a chefnogi ceisiadau cleientiaid i'r gronfa Discretionary Assistance Fund.
- Cronfa Galedi – cefnogaeth bontio i osgoi'r rhai mwyaf bregus rhag syrthio i ddyled
- Cydweithio â chymdeithasau tai, CAB, Shelter ac eraill i leihau dibyniaeth dinasyddion sy'n annhebygol o dderbyn taliadau gan weithredu ar sail y model 'triage'.

#### **Cartrefi:**

- Targedu, lesu, gweinyddu a rheoli unedau sector preifat er mwyn lleihau digartrefedd.
- Cronfa blaendal rhent; cymhellion i landlordiaid i dderbyn defnyddwyr anodd eu lleoli; paratoi preswylwyr ar gyfer llety mwy parhaol.

### **Canlyniadau**

- 1,400 o denantiaid sy'n cael eu heffeithio o ganlyniad i'r Dreth Lloffttydd yn deall y sefyllfa ac yn derbyn cyngor.
- Yr unigolion mwyaf bregus wedi derbyn cefnogaeth.
- Mwy o bobl yn gallu ymdopi yn annibynnol a'r her ariannol yn deillio o'r drefn Diwygio Lles.

#### **(erbyn 2017)**

- Llai o bobl yn cael eu derbyn yn ddigartref
- Llai mewn gwely a brecwast
- 70 o unedau lesu newydd ar gael
- Stoc lesu yn cyd-fynd yn well hefo'r galw o ran maint a lleoliad.
- 180 wedi derbyn cymorth o'r gronfa digartrefedd

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**Cyflog Teg:**

Dileu 2 bwynt cyflog isaf y Cyngor

Rhaglen *Teuluoedd yn Gyntaf*:

- Hyrwyddo rhiantu cadarnhaol a chryfhau gwytnwch teuluoedd
- Hyrwyddo gwybodaeth a llythrennedd ariannol a chefnogi rhieni i mewn i waith
- Cyfleoedd chwarae, chwaraeon a hamdden egniol
- Cefnogaeth drwy'r blynyddoedd cynnar
- Hyrwyddo llais rhieni, plant a phobl ifanc
- Darparu tîm cefnogol Gyda'n Gilydd a datblygu gweithlu – tîm integredig aml-asiantaethol

**Gwynedd Egniol** – darparu a hyrwyddo cyfleon, gan hybu pobl y sir i fod yn fwy egniol

- 45 o denantiaethau newydd wedi eu sefydlu yn y sector breifat.

2,085 o weithwyr y Cyngor wedi derbyn codiad cyflog.

- 400 o deuluoedd bregus wedi cael mynediad at wasanaethau Teuluoedd yn Gyntaf yn 2014/15
- 80 o deuluoedd bregus wedi derbyn cefnogaeth integredig tîm Gyda'n Gilydd
- Pobl oed gwaith mewn teuluoedd incwm isel wedi eu cynorthwyo i gael gwaith a datblygu o fewn y gwaith hwnnw
- Plant, pobl ifanc a theuluoedd sydd mewn tloedi neu sydd mewn perygl o hynny wedi eu cynorthwyo i gyrraedd eu potensial
- Plant, pobl ifanc a theuluoedd wedi eu cynorthwyo i fod yn iach ac yn ddiogel
- Teuluoedd wedi eu cynorthwyo i fod yn hyderus, i fagu plant yn dda ac i fod yn wydn.

Lleihau anghydraddoldebau iechyd, a gwella iechyd pobl Gwynedd.

**Prosiectau trawsnewidiol**

- **Gyda'n Gilydd** – cefnogi teuluoedd bregus gyda rhaglen o gefnogaeth ataliol
- **Trawsnewid Gwasanaethau Plant** – eglurder ar gyfeiriad y gwasanaeth a defnydd o ofal preswyl i'r dyfodol, ynghyd â threfniadau newydd ar gyfer rheoli lleoliad, ansawdd a chostau
- **Gwella Presenoldeb a Lefelau Gwaharddiad** – gweithio gydag ysgolion er mwyn gwell presenoldeb a lleihau gwaharddiadau
- **Trawsnewid Anghenion Addysg Arbennig a Chynhwysiad**

**Cefnogaeth Maes Addysg:**

Grant Amddifadedd Disgyblion – cefnogi a chodi safonau llythrennedd a rhifedd

**Grant Cinio am Ddim**

**Grant Gwisg Ysgol** – talu am wisg ysgol i'r rhai sydd angen y cymorth wrth symud o'r cynradd i'r uwchradd, ac i adnewyddu yn y blynyddoedd canlynol

**Ôl-ddyledion Treth Cyngor** – cyngor proffesiynol,

**Canlyniadau**

- Perfformiad addysgol disgyblion Cinio Ysgol am Ddim wedi gwella
  - Perfformiad addysgol Plant Mewn Gofal wedi gwella
  - Llai o deuluoedd bregus yn datblygu problemau dwys a chymhleth
  - Llai o blant yn cael eu hystyried fel plant mewn angen
  - Llai o blant yn cael eu derbyn i ofal
  - Presenoldeb disgyblion yn yr ysgol wedi cynyddu
  - Nifer gwaharddiadau wedi lleihau
  - Llai o blant gydag Anghenion Addysgol Arbennig
  - Mwy o blant a phobl ifanc gydag Anghenion Addysgol Arbennig yn cyflawni yn erbyn eu targedau
  - Bwlch cyrhaeddiad addysgol plant dan anfantais wedi gwella
  - Lefelau presenoldeb wedi gwella
  -
- 2,678 o ddisgyblion wedi derbyn cinio am ddim yn ystod y flwyddyn ysgol

890 o ddisgyblion wedi derbyn y grant

diduedd, rhad ac am ddim i drigolion y sir. Gall arwain at leihad yn y Dreth.

**Hawliau Lles** – asesiadau ariannol i bobl o bob oed sy'n mynd i gartref gofal neu'n derbyn gofal gartref, a'u cynorthwyo i hawlio'r budd-daliadau y maent yn gymwys amdanynt.

**Prosiect ECO/Green Deal:**

- Datblygu Fframwaith Ynni
- Datblygu ceisiadau grant

- Mwy o bobl Gwynedd o fewn cymunedau o angen yn manteisio ar y Green Deal
- Llai o bobl yn dioddef tlodi tanwydd

**Adfywio Bro:**

Targeddu cymunedau o angen i ddatblygu mentrau cymdeithasol a phrosiectau gwirfoddol (40%)

Mentrau Cymdeithasol wedi eu cefnogi mewn cymunedau o angen (10)

CYFENTER – cronfeydd grantiau i gefnogi Mentrau Cymdeithasol

Prosiectau cymunedol wedi eu cefnogi mewn cymunedau o angen (50)

Gweinyddu cronfeydd grantiau ar gyfer cefnogi prosiectau cymunedol gyda 40% ohonynt yn targedu cymunedau o angen –

- Cronfa Datblygu Gwirfoddol
- Cronfa'r Degwm

- Swyddi wedi eu creu gan fentrau cymdeithasol mewn cymunedau o angen (10%)
- Cyfleon gwirfoddoli wedi eu creu mewn cymunedau o angen (80%)

**Lleoedd Llewyrchus Llawn Addewid (VVP):**

- Cynllun Adfywio Glannau Caernarfon (aros am ddyfarniad grant ar hwn) –
- Mentro Mlaen – cefnogaeth i bobl ifanc ddi-waith
- Gwelliannau i orsaf Rheilffordd Eryri
- Estyniad i Ganolfan Galeri
- Datblygu canolfan feicio yn Antur Waunfawr
- Siopau gwag yn ôl i ddefnydd
- Datblygu 3 safle tir i fod yn addas i adeiladu tai
- Buddsoddiad cyfalaf i ddatblygu safle Cei Llechi
- Eco – mesurau effeithiolrwydd ynni i gartrefi a siopau gwag
- Cefnogi'r sector preifat i hyrwyddo canol tref fel cyrchfan ymwelwyr ac i siopa
- Pobl a Llefydd – adfywio canol tref drwy ddefnyddio celf

- Hyfforddeion wedi eu creu – 26
- Swyddi wedi eu creu – 32
- Pobl wedi eu cefnogi yn ôl i waith – 68
- Unedau tai newydd – 57

**Gweithgareddau Aml-Asiantaethol**

Arwain a chydlynu grŵp cynrychioladol o'r gweithredwyr yn y maes, gan gynnwys y trydydd sector a DWP

**Cydyndrechu yn Erbyn Tlodi** – peilot ar y cyd â Llywodraeth Cymru i symud o liniaru effeithiau tlodi i fynd i'r afael â'r ffactorau sy'n effeithio tlodi.

**Canlyniadau**

- Gweithredu ar y cyd ac i'r un cyfeiriad.
- Adnabod bylchau
- Lleihau dyblygu
- Cytundeb ar y mathau o ymyrraethau wnaiff wahaniaeth o fewn y sir, yn enwedig ymyrraeth gynnar i osgoi tlodi
- Holl weithredwyr ar draws y cyrff gweithredu yn mabwysiadu'r un blaenoriaethau ac yn gweithredu ar y cyd
- Cyfleon cyd-gyllido a ffynonellau ariannol yn glir
- Mesuryddion a thargedau mewn lle er mwyn

adnabod y gwahaniaeth i fywydau pobl.

**Banciau Bwyd:**

- Cydweithio â'r Trussell Trust
- Cefnogaeth i fanciau bwyd Caernarfon ac Abermaw, a manau casglu bwyd yn swyddfeydd y Cyngor
- Hyfforddiant i staff rheng flaen ar ddsbarthu talebau banc bwyd

**Dechrau'n Deg:**

Cydweithio ar draws asiantaethau mewn 5 ardal ddethol drwy gefnogi plant 0-4 oed

**Rhaglen Cymunedau'n Gyntaf:**

- Clybiau Gwaith (ar y cyd â JCP)
- Mentergarwch a Siopau Gwag
- Cartio i Fwyd Gwell
- Sgiliau Digidol
- Undeb Credyd
- Sgiliau Ariannol (ar y cyd â CAB)
- Wardeiniaid Ynni
- Rhiantu
- Parodrwydd i Ysgol
- Symud o Cynradd i Uwchradd
- Cefnogi Rhieni
- Fy Llais
- Codi'r To
- Cydlynnydd Teuluoedd Bregus
- Byw'n Iach
- Allan â Ni

**Rhaglen Ymgysylltu Pobl Ifanc:**

- POTENTIAL – Cwricwlwm Amgen mewn ysgolion; anogwyr dysgu mewn ysgolion ayb
- Llwyddo'n Lleol
- Clybiau Gwaith Pobl Ifanc
- Cynllun Gwirfoddoli Ifanc Cyngor Gwynedd
- Fframwaith Achrediaidau Gwynedd
- Fframwaith Ymgysylltu a Chyfranogi
- Llai o NEETS
- Llai o bobl ifanc di-waith
- Llai o waharddiadau ysgolion
- Pobl ifanc mewn perygl wedi eu hadnabod a'u targedu
- Pobl ifanc yn cael eu cefnogi drwy'r cyfnodau trosiannol (ysgol/coleg/gwaith)

Fel y nodais, mae croeso i chi gysylltu os hoffech fanylion pellach am unrhyw elfen o'r gwaith.

Yn gywir,



**Cyng. Dyfed Edwards**  
**Arweinydd Cyngor Gwynedd**  
**Leader of Gwynedd Council**

**Gareth Chapman CStJ., DL., LL.M., MBA., CMgr., DipLG., CCMI., Solicitor**  
Chief Executive/*Prif Weithredwr*

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Lesley Griffiths AM  
Minister for Local Government &  
Government Business  
Welsh Government  
Cardiff Bay  
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CF99 1NA

Date/*Dyddiad*: 18<sup>th</sup> July 2014

Our ref./*Ein Cyf.*: 14 07 18 (L) LG/GC  
Your ref./*Eich Cyf.*:

Please ask for/*Gofynnwch am*: Gareth Chapman  
Direct Line/*Llinell Uniongyrchol*: (01685) 725100  
e-mail/*e-bost*: [chief.executive@merthyr.gov.uk](mailto:chief.executive@merthyr.gov.uk)

Dear Ms Griffiths

## **TACKLING POVERTY**

There are a number of projects and initiatives in Merthyr Tydfil already in place that are addressing the imperative of reducing child poverty. Merthyr Tydfil, has adopted the stance that dealing with poverty, in its widest form, should be an integral part of the Single Integrated Plan (SIP). As such our proposed key actions are contained within this document and the SIP is subject to ongoing monitoring and scrutiny. In addition to our SIP, more detailed actions can be found within our programmes in relation to Families First, Flying Start and Communities First. For your information, I have attached a breakdown of the drivers within our SIP and how they relate to the Child Poverty Aims.

We are currently in the process of finalising our review of the Single Integrated Plan in line with the annual report and review process but we would like to highlight that our priority outcomes remain the same, with our Corporate Plan also identifying the same priority outcomes. Some of our actions have been refined/ refocused in certain areas.

Of notable recent achievements that I would like to mention include:

- Success in linking Adult Community Learning with mainstream education, social care and employment in contributing to addressing needs around Education and Poverty. The Eystyn inspection resulted in two Excellents and they commented:

*'The number of learners who successfully complete their course is one of the best across Wales. The curriculum is planned effectively to take account of national and local priorities and addresses the Welsh Governments anti poverty agenda exceptionally well. The partnership gives high priority to addressing literacy, numeracy and employability skills.'*

The above inspection result demonstrates how effective ACL within Merthyr Tydfil has contributed to the anti poverty agenda, so it is particularly disappointing the Welsh Government has slashed this funding by over 37% for next year.

- The Careers Wales report to WG on the NEETs data 2013 demonstrated that for the Year 11 cohort, Merthyr Tydfil has performed well and is now in the top quartile in Wales (2<sup>nd</sup> position). Furthermore, Merthyr Tydfil has achieved a 0% unknown which has placed itself top in Wales alongside Swansea County Council.
- Merthyr Tydfil local employment programmes have supported 955 individuals to gain employment (exceeding target set). A significant contributor to these numbers have been due to the Bridges into Work European funded Programme.

Some specific projects/initiatives include:

- Initiatives carried out by our Housing Renewal Team include:
  - **Arbed** – area based home energy efficiency schemes to Welsh Government. Two very large schemes approved to date, with one hopefully being extended further and a third Scheme currently under consideration by Welsh Government. Every household in the Scheme saves hundreds of pounds on their annual fuel bills. Many of the scheme participants are in fuel poverty and some in abject poverty.
  - **ECO Schemes** – we have recently completed an ECO scheme improving 58 homes in Cherry Tree Way, Trelewis and Maes Y Bedw, Bedlinog. Another area based home energy improvement scheme providing external wall insulation to steel framed homes.
  - **Cosy Homes Grants** – a grant on offer within our renewal area. Available to persons aged 65yrs+ with savings and investments of less than £16,000. The grant can provide some energy efficiency measures – typically new boiler or central heating system, new uPVC windows and doors and new roofs. The majority of this client group are on low fixed incomes and considered poor.
- During the course of our case work for Disabled Facilities Grant, our case worker will often make referrals to the Benefit Uptake Officer within the Council to maximise uptake of eligible benefits. Many of our clients are not claiming benefits they are entitled to. This boost to their income helps to reduce the effects of poverty on their household.
- Merthyr Tydfil Public Libraries' magazine project - "Yolo" developed with a local comprehensive school was a great success. The prohibitive costs of new technologies are particularly relevant when working with the catchment area of Penydre High School, the school chosen to participate. The Digital Magazines Project we ran at Penydre High School gave ten students the opportunity to work with Merthyr Tydfil Public Library Service on a project which would introduce them to new technologies and services from their local libraries.

The project, which ran January-March 2013, focused on showcasing our newly acquired Online Magazines service (Zinio) to a potential new audience.

The students accessed Zinio using the tablets, exploring our range of magazines, and then used that as inspiration for creating their own content, that resulted in a magazine which they called "Yolo."

Feedback from the students in response to the project was overwhelmingly positive with one student saying “learning to use the tablets has made me read more” and another student saying “I liked this project as I’m interested in digital media and would like to use it more.” The ability to engage with students through schools has led to them coming into libraries more often and using the facilities and services available to them there. By ensuring their access to services and facilities, it is hoped that the inequalities that exist in health, education and the economic outcomes surrounding them everyday will be reduced.

- Merthyr Tydfil Library Service shadowed the CILIP Carnegie & Greenaway Children’s Book Awards across the County Borough. The projects were aimed at promoting literacy by encouraging children to read for pleasure as well as promoting and empowering free access to information and resources through their local library service.

In addition to the above, the shadowing session for the Greenaway Awards used “Lunchtime” by Rebecca Cobb and a food themed activity, to deliver a message about healthy eating to the children.

We would welcome any views you may have on the above points.

Yours sincerely



**BRENDAN TOOMEY**  
**LEADER**



**GARETH CHAPMAN**  
**CHIEF EXECUTIVE**

## MERTHYR TYDFIL CONTRIBUTION TO THE ANTI POVERTY AGENDA

### THE SINGLE INTEGRATED PLAN

The Single Integrated Plan (SIP) for Merthyr Tydfil has child poverty as an underlying theme. The SIP needs assessment is based on the Programme for Government outcomes, with the following having reference to child poverty:

- Improving educational outcomes for children, young people and families living in poverty/Improving the skills of young people and families
- Improving health outcomes of children, young people and families living in poverty/Preventing poor health and reducing health inequalities

3.6 The Priority Outcomes of the SIP link to the Child Poverty 13 broad aims as follows: -

<b>SIP Priority Outcomes</b>	<b>Child Poverty Aim</b>	<b>What will we do? (Merthyr Tydfil SIP)</b>
People in Merthyr Tydfil have the opportunity & aspiration to learn & develop their skills to maximise their potential.	<i>Promote &amp; facilitate paid employment for parents</i>	<ul style="list-style-type: none"> <li>• Continue to develop a regional approach to collaborating on unemployment related issues through the LSBs (links to WG KPI 1a,b,c)</li> <li>• Continue to lead on the learning sets in Families First for Employment</li> </ul>
	<i>Provide parents with the skills necessary for paid employment</i>	<ul style="list-style-type: none"> <li>• Develop &amp; improve Skills for Work for adults through ACL. This was recognised by Estyn as Excellent practice.</li> <li>• Develop &amp; implement a new EU funding plan for the Bridges into Work programme which upskills adults so they are ready for employment.</li> <li>• Achieve targets set out in the Communication &amp; Numbers plan for adults.</li> <li>• Work with Communities First and Families First to manage a youth unemployment programme (Transition into Employment)</li> </ul>
	<i>Reduce inequalities in educational attainment between children</i>	<ul style="list-style-type: none"> <li>• Agree &amp; adopt an education quality/standards plan to address low standards of attainment, attendance &amp; achievement across all key stages (links to WG KPI 2a)</li> </ul>
	<i>Help young people participate effectively in education &amp; training</i>	<ul style="list-style-type: none"> <li>• The general theme of Participation is a priority area of the SIP (links to WG KPI 2a,b)</li> </ul>
	<i>Help young people take advantage of opportunities for employment</i>	<ul style="list-style-type: none"> <li>• Implement a strategy to provide a co-ordinated approach to reduce NEETs (MT moved to first quartile in Wales in 2013). Ensure links with Families First and CF</li> <li>• Support people to both gain &amp; sustain employment through up skilling through Bridges into Work, ACL. (Links to WG KPI 1d)</li> </ul>



People in Merthyr Tydfil benefit from a strong, sustainable & diverse economy.	<i>Increase income for households including 1 or more children</i>	<ul style="list-style-type: none"> <li>Deliver the Merthyr Tydfil Regeneration Programme over the next 3 years from 2012/13 (Links to WG KPI 1a,b,c)</li> </ul>
	<i>Ensure that children living in households in the relevant income group are not materially deprived</i>	<ul style="list-style-type: none"> <li>Deliver the Merthyr Tydfil Regeneration Programme over the next 3 years from 2012/13 (links to WG KPI 1a,b,c)</li> </ul>
People who live & work in Merthyr Tydfil are supported to enjoy a healthier & better quality of life	<i>Reduce inequalities in health between children &amp; between parents</i>	<ul style="list-style-type: none"> <li>The general theme of Healthy Lifestyles is a priority area of the SIP and links with Families First and Communities First programme (links to WG KPI 3a,b &amp; 4a,b &amp; 6a-d))</li> </ul>
	<i>Reduce inequalities in participation in cultural, sporting &amp; leisure activities</i>	<ul style="list-style-type: none"> <li>Through the Get Merthyr Active Plan, Merthyr Tydfil will aspire to be the most physically active local authority in Wales by 2020. (links to WG KPI 1c)</li> </ul>
People enjoy a vibrant, attractive, safe & sustainable environment in which to live, work, play & visit.	<i>Ensure that all children grow up in safe &amp; cohesive communities</i>	<ul style="list-style-type: none"> <li>Undertake multi-agency operations to target ASB, under-age drinking, vehicle crime &amp; metal theft</li> <li>Undertake road shows &amp; street briefings to raise community awareness &amp; provide advice on how to reduce the risk of becoming a victim of crime</li> <li>Pilot a Neighbourhood Management approach in identified communities (links to WG KPI 6h)</li> </ul>
	<i>Help young people participate effectively &amp; responsibly in the life of their communities</i>	<ul style="list-style-type: none"> <li>The findings of the Community Cohesion &amp; Safety survey will be built upon as part of the development of a new Citizens Panel for Merthyr Tydfil, the undertaking of the Viewpoint Survey for Young People &amp; the development of a Consultation Hub (links to WG KPI 1e)</li> </ul>
	<i>Support parenting</i>	<ul style="list-style-type: none"> <li>Keep under review the effectiveness of preventative services &amp; resource streams in supporting the most vulnerable children &amp; families &amp; diverting them from statutory intervention. Parenting is supported by Families First, Flying start.</li> <li>Ensure timely, responsive &amp; effective assessment &amp; intervention for children in need</li> <li>Ensure a range of services known to be effective for children in need &amp; their families, including developing a more comprehensive Intensive Family Support Service (No clear links to WG KPIs)</li> </ul>
	<i>Ensure that all children grow up in decent housing</i>	<ul style="list-style-type: none"> <li>Increase the number of good quality, affordable homes</li> <li>Work with local Housing Association partners to improve the standard of social housing, ensuring economic &amp; employment opportunities are maximised</li> <li>Provide support to help owners improve their properties (Links to WG KPI 6e)</li> </ul>





# Awdurdod Tân ac Achub Canolbarth a Gorllewin Cymru Mid and West Wales Fire and Rescue Authority

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Eich Cyf/Your Ref:  
Fy Nghyf/My Ref: DGT/KMJ

Gofynner am/Please ask for:  
Cllr Gillian Thomas  
Est/Ext : 4463

14 July 2014

Lesley Griffiths AM  
Minister for Local Government and Government Business  
Welsh Government  
Cardiff Bay  
Cardiff  
CF99 1NA

Dear Minister

## Tackling Poverty

I am pleased to provide you with a response from Mid and West Wales Fire and Rescue Authority in reply to your letter of the 24 June 2014 requesting information on the Service's contribution to tackling poverty.

The Fire and Rescue Service actively supports the Welsh Government's strategy on tackling poverty and recognises the role it plays, along with other Public Services and Third Sector partners in ensuring that we do all we can to help the most vulnerable in our communities. This requires collaborative working in order to maximise our impact.

Our preventative strategies have traditionally prioritised those who we know are at greater risk of fire. Our research, risk modelling and the use of indices such as the Welsh Index of Multiple Deprivation confirms that the profile of people who are more vulnerable to the risk of fire often reflects the profile of those who are more likely to suffer poverty. The communities where deprivation is higher because of low income, employment, education and health are often affected by lower aspects of community safety. Therefore our strategy of prioritising those at higher risk of fire and working with partners on collaborative projects in more deprived areas and with minority groups to improve community safety also target those suffering higher levels of poverty. The Mid and West Wales Fire and Rescue Service approach to tackling poverty is clearly documented in our:-

- Strategic Plan 2010-2015
- Annual Improvement Plan 2014-15
- Child Poverty Strategy

Providing Home Fire Safety advice and equipment is the cornerstone of preventative activity for the Fire and Rescue Service. It has long been acknowledged that partnership working and data sharing is key to ensuring that the Fire and Rescue Service maximises its impact and increases its access to vulnerable groups. Partners are sourced from agencies that represent vulnerable groups such as older persons, disadvantaged communities, victims of crime, people suffering from mental ill-health, single parents and their families and the homeless. To this end partnership arrangements are in place to provide the Service with referrals to provide vulnerable individuals with home safety advice and for partners to deliver home safety advice on our behalf. Additionally the Service will make referrals to other agencies when they identify aspects such as frailty, poor housing, fuel poverty or abuse.

- During 2013-14 over 25,000 Home Fire Safety Checks were delivered within our area and these checks were prioritised at the most vulnerable.
- Accidental Dwelling Fires for 2013-14 have reduced by almost 25% in comparison with the number of these incidents 10 years ago.
- Accidental Dwelling Fire injuries (excluding precautionary checks) for 2013-14 have reduced by 63% in comparison with the number of injuries reported 10 years ago.

Working with Children and Young People who have offended or at risk of offending or who exhibit an interest in fire setting is also a key focus area for the Fire and Rescue Service. Targeted initiatives are provided through a range of interventions such as Phoenix Courses, Firesafe Intervention, SAFE and Fire Awareness Child Education (FACE). The profile of the Children and Young People who attend these interventions are often from disadvantaged backgrounds. In addition, the Service provides general Fire Safety education to Key Stage 1, 2, 3 and 4 pupils to ensure that appropriate safety messages are delivered consistently to all children and young people.

- Phoenix Youth Intervention Courses in the Mid and West Wales area were provided to 303 young people in 2013-14.
- Over 3,500 fire and community safe talks were delivered at events with over 1,200 of these events provided as part of the Schools Programme to over 35,000 pupils.

Arson Reduction intervention focuses not only on known arson risks but also on initiatives that engage with children and young people who could otherwise become involved in deliberate fire setting. The Welsh Government funded Arson Reduction Team includes a Fire and Rescue Service Manager and a seconded Police Sergeant whose role is integral to the partnership working that makes this team so effective. Arson reduction initiatives are delivered in collaboration with other agencies to provide education, support and options for children and young people

to deter them from fire setting and other anti-social behaviour. The Arson Reduction Team also work with partners to identify and remove hazards from the community such as spent cylinders and reduce the risk of arson to schools, businesses and other premises. Reducing arson and the risk of arson improves a community's perception of deprivation.

The Service is fortunate in having the support of Welsh Government funding for staff and initiatives to engage with Children and Young People and for Arson Reduction initiatives and this investment has seen a significant reduction in the number of deliberate fires attended.

- Deliberate fires for 2013-14 have reduced by 62% in comparison with the number of deliberate fires 10 years ago.

We are privileged in being a trusted organisation and through our work in the community we have access to vulnerable households and consequently an opportunity to positively influence their behaviour. This allows us to identify vulnerabilities and link with partner agencies in order to provide joint support to people who are in need. This Safeguarding role has become increasingly important to the Service in order to provide a holistic approach in working with partners and protecting vulnerable individuals.

A more recent development of the Service's Safeguarding role is our work to raise awareness and to reduce instances of Domestic Abuse. Welsh Government funding has been secured to support a project where training will be delivered to staff to improve their identification, response and referral of domestic abuse and to work collaboratively with other agencies in order to promote our role in reducing Domestic abuse, share learning and encourage collective improvement in this area.

The Service will be involved in the LIFT programme this coming year in the Communities First areas of Neath Port Talbot. The LIFT programme currently operates in the South Wales Fire and Rescue Service area and is aimed at providing training and job opportunities for long term unemployed people. Mid and West Wales Fire and Rescue Service look forward to support the programme by providing fire training, fire safety awareness and developing other life skills.

The outcomes of our activities are reported in detail to Welsh Government as part of the grant monitoring process and Strategic and Core Performance indicators are used to evidence success. The number of all fires, accidental dwelling fires and particularly deliberate fires has reduced significantly over time to reflect the success of the preventative work that has been done and continues to be delivered. Though the Performance Indicators within the *Building Resilient Communities – Taking forward the Tackling Poverty Action Plan* are not directly attributed to Fire and Rescue Service activity, the work of the Service across a range of activities and initiatives as identified above, contributes to support improvement in a number of these indicators.

Mid and West Wales Fire and Rescue Service works with the Wales Youth Justice Advisory Panel to support policies and initiatives that prevent children and young people re-offending. We have a role to play in helping the children and young people understand the consequences of crime and by providing support to maintain crime free lives and in promoting positive behaviour.

The areas outlined above demonstrate that the Authority's approach to community safety and partnership working ensures that tackling poverty is integral to our work and all that we do. Expanding our collaborative working is a key objective for the Service and this will continue to strengthen the collective improvement we can provide to our communities.

Yours sincerely

A handwritten signature in black ink that reads "D. Gillian Thomas". The signature is written in a cursive style with a large initial 'D'.

Councillor Gillian Thomas  
Chair of the Mid and West Wales Fire & Rescue Authority



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Date/Dyddiad: 28<sup>th</sup> July 2014

Lesley Griffiths AM  
Minister for Local Government and Government Business  
Welsh Government  
Cardiff Bay  
CF99 1NA

Dear Minister

### **Tackling Poverty in Monmouthshire**

In Monmouthshire we recognise and understand that poverty affects people in our communities as it does across Wales. Our challenge is that in Monmouthshire this poverty is often hidden or in small pockets which can be hard to identify and provide targeted services to.

Our Unified Needs Assessment completed in 2012 to support the generation of a new Single Integrated Plan recognised the disparity in wealth across the county but also the disparity in key factors such as life expectancy. This quantitative review of the county and a substantial qualitative engagement process with partners and communities highlighted that these disparities were too common. At the end of this process the key theme of 'Nobody Left Behind' anchored the aspiration of raising the standard of living across the county. This also fits with the broader strategic aims of the National Anti-Poverty Action Plan which provides a Welsh context to our work.

There are clearly identifiable areas in our towns where people are disadvantaged and partners share a sense of Sense of 'pockets of deprivation' which are often exacerbated as many are close to significant affluence. An example of this is North Abergavenny which has population outcomes which stand comparison with some of the worst areas in Wales yet is only a cricket ground from the some of the most affluent areas in Monmouthshire.

The ranges that exist in Monmouthshire can be hugely significant. For instance in Cantref in Abergavenny 26.2% of the population are in receipt of an income related benefit whilst in Usk, only 4.3% of the population are.

Across the county, and recognising that the majority of our population live in settlements of less than 2,500 rural deprivation adds an additional dimension. This can be especially difficult to identify and tackle – even using our analysis of Lower Super Output Areas the real challenges that face people can be masked.

Across the County we have used a range of different programmes to support those either in poverty or at risk of entering poverty. It would however be remiss of me not to identify the

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fact that in 2012 Monmouthshire lost its funding from the Welsh Government's key anti-poverty strategy; Communities First. This removed an important funding element from a key stanza of work in the North Abergavenny and Overmonnow areas of the county. We have worked with our partners to support a successor body, Abergavenny Community Enterprise Trust (ACE), based in the community to continue to provide essential outreach services such as financial advice, mental health services, youth support and well-being provision. This funding package, negotiated through the Local Service Board has been further supported this year by the secondment of a community development worker who will seek to build links between the Flying Start centre, the secondary school and the ACE Centre. This has been possible with the support of our partners in the Registered Social Landlord sector.

We are also working hard to support our children who are in poverty through a more targeted usage of our Families First grant. For this year (2014/15) we have fundamentally reviewed the projects we support and ensured that they are in line with our aspirations set out in the Single Integrated Plan and the National Anti-Poverty Action Plan. Ensuring that children are ready to learn in school is a key part of this and we have worked closely with partners to make sure that our Jaff/Taf processes are proportionate and effective. This is set alongside the use of the Pupil Deprivation Grant in our schools to close the gap between those in receipt of free school meals and the full school cohort. We have recognised that this performance gap has been too big in Monmouthshire and we are now working with our partners in the Educational Achievement Service (EAS) to ensure that the schools are effectively targeting support on this group.

Elsewhere, we have begun to work with our communities in a different way to ensure that we are relevant and make a difference to those people who live in the community. In two of our towns we have piloted 'Whole Place' approaches to community planning. In both of these areas social justice has emerged as a key theme; generated by the community. Through working with the private sector in our towns to stimulate the demand led economy we will seek to ensure that the returns are felt by all in those areas.

The outcomes of these interventions are becoming more apparent and we are working to ensure that we can understand the contribution of our interventions to improved population level outcomes.

This summer officers will begin work on codifying a whole authority Anti-Poverty Strategy that will link explicitly with and emerging social justice theme in the social care and health environment and the narrowing the gap agenda in education.

Supporting vulnerable people is at the heart of the Partnership Administration's focus in Monmouthshire – tackling poverty is a fundamental part of this. I would be happy to provide further details on any of the matters I have raised within this letter.

Yours sincerely



**County Councillor Peter Fox**  
**Leader of the Council**

*County Councillor Peter Fox, Leader/Arweinydd*  
*Monmouthshire County Council, County Hall, Usk, Monmouthshire NP15 1GA*  
*Cyngor Sir Fynwy, Neuadd Sir, Brynbuga, Cyngor Sir Fynwy NP15 1GA*  
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LG2

RECEIVED  
 / 4 JUL 2014

30<sup>th</sup> June 2014

PAR/JAR

Lesley Griffiths AM  
 Minister for Local Government & Government Business  
 Welsh Government  
 Cardiff Bay  
 CF99 1NA

✓  
5/7

Dear Lesley

**Re: Anti-Poverty**

Thank you for your letter dated 24<sup>th</sup> June 2014.

I have been in contact over the months with the Deputy Minister Vaughan Gething on this issue who has raised very similar requests for information with Local Authorities. I attach for your information a copy of letters sent to him with details of some particular initiatives. I have also attended (with Officers from this Authority) a number of meetings with the Deputy Minister and Welsh Government Officials where we have explored a wide range of ways in which this Council is tackling poverty.

From our perspective, everything this Council does is aimed at alleviating poverty. In this regard, I would encourage you to read our Single Integrated Plan where anti-poverty is one of four key areas prioritised by the Local Service Board. There is also a useful annual report that describes work completed in the first twelve months and which also summarises what we expect to concentrate upon next. A link to the documents can be found here:

<http://www.npt.gov.uk/Default.aspx?page=9884>

Yours sincerely

*Peter Rees*

**Cllr Peter Rees**  
**Deputy Leader and Anti-Poverty Champion**

*Vaughan Gething AC/AM  
Deputy Minister for Tackling Poverty  
Welsh Government  
Cardiff Bay  
CF99 1NA*

*11<sup>th</sup> October 2013*

*AHT/JAR*

*Your Ref: MB/VG/3831/13a*

*Dear Deputy Minister*

*Neath Port Talbot County Borough Council sees combating poverty as a priority. Our commitment is evidenced in the Council's Corporate Improvement Plan which is focused on protecting and supporting the most disadvantaged people living in Neath Port Talbot and in our Single Integrated Plan where tackling poverty is identified as a local, shared priority with partners. The Council's Deputy Leader, Councillor Peter Rees, is the Anti-Poverty Champion and both he and I are actively driving forward a wide range of local programmes and initiatives to mitigate the worst impacts of the changes to the welfare system that are being implemented by the UK Government.*

*I am aware that you have held meetings with Anti-Poverty champions over the summer. We welcomed the opportunity to meet with you to let you know what is happening at the local level. One thing that is clear is that the challenging public sector funding policies will make the aspiration to tackle poverty far more challenging in the next few years. Nevertheless, we intend to maintain a clear focus on mitigating the impact of Welfare Reform, working in collaboration with the widest range of stakeholders including citizens themselves.*

*Turning more specifically to the Tackling Poverty Action Plan, it is useful to have in one place the wide range of policy initiatives the Welsh Government has introduced. In general terms, this Council is implementing those initiatives in line with Welsh Government policy objectives. Some of the spending decisions the Welsh Government has made for this financial year in relation to the Council Tax Support Scheme and the additional funding to Credit Unions is clearly helpful.*

*Looking forward, having more flexibility around the quantum of funding available to local government is something that we join with other local authorities in supporting. The arguments have been well rehearsed recently by the Welsh Local Government Association (WLGA) in this respect.*

*In terms of challenges and blockages, as we discussed with you on the 21<sup>st</sup> September, we are working very hard to focus on helping the most disadvantaged in our communities but a key driver to achieving this is the need for more jobs to be created at the local level for those of working age. Additionally, in respect of the welfare changes, it is clear from local data there is a significant number of appeals against benefit decisions that are successful and we feel the costs that fall upon public services in Wales and communities could be avoided if decision-making within the DWP were improved.*

*To conclude, this Council is committed to tackling poverty, protecting and supporting the most disadvantaged and will continue to work with the Welsh Government and others to ensure the worst impacts of the changes to the welfare system are mitigated as far as possible for the people of Neath Port Talbot and that we continue to seek ways to tackle poverty and disadvantage in our communities.*

*Yours sincerely*

**Leader of the Council**

Vaughan Gething AC/AM  
Deputy Minister for Tackling Poverty  
Welsh Government  
CARDIFF BAY  
CF99 1NA

22<sup>nd</sup> November 2013

AHT/JAR

*Dear Deputy Minister*

***Tackling Poverty Action Plan (TPAP)***

*As requested in your letter dated 7 October 2013, please find enclosed a summary of the work being undertaken across Neath Port Talbot which contributes towards the two priorities you have selected for Local Authority Anti-Poverty Champions to focus upon from the Tackling Poverty Action Plan.*

*I would like to take this opportunity to let you know that Neath Port Talbot's Local Service Board Single Integrated Plan "Neath Port Talbot Working in Partnership" (2013 – 2023), sets out how we will work together with our partners to "create a Neath Port Talbot where everyone has an equal opportunity to be healthier, happier, safer and prosperous". One of our shared priorities is tackling poverty.*

*Consequently, the work set out on the following pages is only a snapshot of the work that is being undertaken across Neath Port Talbot by the Council and its partners to tackle poverty.*

*Yours sincerely*

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Encl

**1. To reduce the number of young people who are not in employment, education or training aged 16-18.**

Following the Estyn inspection of Youth Support Services in 2008 and, in line with the recommendation that the Children and Young Peoples' Partnership "*improve support for those young people who most need it through clear joint agreements and strategies*", the Children and Young People's Partnership (CYPP) established a multi-agency task and finish group to develop a NEETS strategy for Neath Port Talbot. The inspection team had concluded that:

- i. The partnership had failed to develop a strategic approach to supporting and tracking NEET young people; and,
- ii. The lack of a Keeping in Touch (KIT) strategy meant that partners were less able to work together effectively to support young people.

The Neath Port Talbot NEET Reduction Strategy 2010-13 sought to address not only the concerns of Estyn, but also a key priority within the CYPP Plan 2008 – 2011 i.e. to: "*develop a multi-agency approach to enable the early intervention in the lives of those young people at risk of becoming NEET and the effective reintegration and retention of those that are already NEET into education, employment and training.*"

The strategy focused on young people aged 16-18 defined as NEET. This approach recognised that they are the only population group that can choose to disengage from provision because there is no compulsion for them to maintain their engagement. The overall **aim** of the strategy was to reduce the number of young people defined as NEET within the annual Careers Wales Destination Survey. The successful implementation of the strategy relied on three main objectives:

- Objective 1 - The development of a co-ordinated approach to providing services to NEET young people through the establishment of a multi-agency NEETS case review practitioner group;

- Objective 2 - The development of tracking and keeping in touch systems and processes through the appointment of 3 Keeping in Touch Youth and Community Workers;
- Objective 3 - The development of a low level Personal Information Sharing Protocol across service providers.

### **Reduction in NEETS**

At the start of this strategy Neath Port Talbot was the **5<sup>th</sup> worst** Local Authority in Wales. **The NEETS figure in 2009 was 7.1%, above** the Welsh average of 5.7%.

At the end of the strategy Neath Port Talbot is the **6<sup>th</sup> best** performing Local Authority in Wales (alongside Pembrokeshire). **The NEETS figure has reduced to 3.1%** in Neath Port Talbot, **below** the Welsh average of 4.2%.

Along with Newport, Neath Port Talbot has achieved the **largest percentage reduction** in NEETs within the period 2009 – 2012. Newport reduced its figure by 4.2% and **Neath Port Talbot's reduction was 4%**. Neath Port Talbot has achieved the **most significant improvement** across the whole of Wales and has moved up **9 places** in the NEETS 'league' table.

### **Objective 1 - Multi Agency Group**

The group is established at practitioner level and meets every 6 weeks. Practitioners share information on services available and any new developments such as the impact of Welfare Reforms. The group needs to be strengthened as it has not realised the initial intention of establishing the group i.e. to effectively monitor and track NEET young people. This is due to a reluctance to share personal information about young people.

### **Objective 2 – Keeping in Touch (KIT) Workers**

Three KIT Youth and Community Workers have been employed by the Local Authority and are based within the Youth Service. Initially the posts were funded via ESF but since that came to an end in August 2012, the Local Authority has retained their services using core funding. The KIT workers

initially focused their attention on the 16-18 NEETS cohort, but latterly 2 of the KIT Workers have worked more closely with Jobcentre Plus as the demand for services for young people 18-25 has increased. Good preventative work within schools and within Engage has enabled this change in focus. **The JCP Outreach Project won the Wales Youth Excellence Award in January 2013.**

### **Objective 3 - Personal Information Sharing Protocol (PISP)**

The PISP was developed by the CYPP almost immediately within the life of the NEETS strategy. Although nearly all partners signed the PISP some agencies are still reluctant to share personal information about young people. The PISP will need to be revisited as part of the discussions across a range of developments within the work of the CYPP Management Group and Local Service Board.

### **New Developments**

The CYPP has recently re-established a task and finish group to develop a new strategy for tackling youth unemployment in Neath Port Talbot. The first meeting of the group took place on 26 September 2013. The new strategy will incorporate the elements of the new Youth Engagement and Progression Framework but it will focus on a much wider age range than the Framework and will be developed within the context of Neath Port Talbot's Single Integrated Plan giving it a longer timescale than the Framework as it will end in 2023. We are looking to develop a strategy that will encompass preventative provision from early years to the end of statutory education and the reintegration and retention of young people aged 18+ into education, employment and training. An interim Youth Engagement and Progression Co-ordinator has been appointed to assist the strategic lead within the Local Authority in developing the infrastructure needed for the strategy to be successful. The strategic lead is Jan Jones, Principal Youth Officer and can be contacted on 01792 326762 or by email on [j.jones10@npt.gov.uk](mailto:j.jones10@npt.gov.uk).

The co-ordinator and strategic lead are currently in the process of:

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As the development of the strategy progresses there will be a greater emphasis on systems to track young people; the development of a common application process; ensuring that provision meets both young people and Labour Market Needs; strengthening information sharing protocols; quality assurance and accountability.

## **2. To reduce the number of babies born under 2500g in the most deprived fifth of the population**

There are many initiatives being delivered by both Neath Port Talbot Council and partners to reduce the number of low birth weight babies. These include:

- The Flying Start midwives** provide antenatal education at a client's home which is funded jointly by Flying Start and Families First.

The intensive education programme includes:

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Ask for/Gofynnwch am  
Our Rei/Ein Cyf  
Your Rei/Eich Cyf  
Tel/Efôn  
Direct Dial/Rhif Union  
DX  
E-Mail/E-Bost

**Cllr R C Bright**  
**RCB/sh**

**01633 656656**

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Lesley Griffiths AM  
Minister for Local Government and  
Government Business  
Welsh Government  
Cardiff Bay  
Cardiff  
CF99 1NA

Civic Centre/Canolfan Ddinesig  
Newport/Casnewydd  
South Wales/De Cymru  
NP20 4UR

15 July 2013

Dear Lesley

### **Tackling Poverty in Wales**

Thank you very much for your letter of 24<sup>th</sup> June 2014 regarding Tackling Poverty in Wales. I can confirm that Newport City Council and its partners are fully committed to reducing the inequities that exist due to poverty and deprivation. This is a consistent theme within the Single Integrated Plan – Feeling Good about Newport and the Corporate Strategy – Standing Up for Newport.

Clearly, any support we offer, policy we implement or change we make has to be done within the real world of reducing budgets across the public sector. As an area with a high reliance on public sector employment we are conscious not only of tackling today's issues but those we will face in the coming years.

As such we have placed a great deal of focus on skills and work as a way out of poverty and have backed this up through joint planning with partners, detailed within the Single Integrated Plan.

As a Council we have created a portfolio of Cabinet Member for Skills and Work, Councillor Deborah Davies who has provided her full support to this programme, and appointed Councillor Tom Bond as Anti-Poverty Champion. Both appointments are ensuring that this key agenda is foremost in policy development and service delivery, particularly at this time of unprecedented austerity affecting communities, families and individuals.

An Administration pledge was to create a Fairness Commission to ensure decisions being made by the Council did not have a disproportionate impact on some of our most vulnerable people and communities and this has been in existence for over a year. A report of the findings of the commission can now be found on the website

<http://www.newportfairnesscommission.org/>

We have been keen to take a holistic approach to the issue of poverty and have placed a great deal of focus on early intervention and prevention as a model for addressing inequities experienced by families. This has been fully supported by the development and implementation of Flying Start, Communities First and Families First within Newport. Newport has also been a pioneer for Integrated Family Support Teams and all our family support interventions are governed within the One Newport partnership structure to ensure co-ordination and focus.

In line with the Tackling Poverty Action Plan, Newport is focusing efforts specifically on reducing the number of young people not earning or learning and low birth weight babies.

Newport has made a significant impact on the numbers of young people not in education, employment and training (NEET) over the past five years. In 2008 the number of young people leaving year 11 and becoming NEET in Newport was 10.4%.

By 2012 we had reduced this figure to 4.9% – a 53% improvement. Over this time we have worked with other local authorities to identify best practice and to learn from the work they have undertaken. We have also been involved in work with both Cardiff and the Vale of Glamorgan to develop early identification approaches. We feel we have made the impact we have for the following reasons:

1. A clear, challenging, strategic focus at the highest level within Newport City Council
2. The creation of a Young People's Entitlement Officer post, with a focus on reducing the numbers of young people not in education, employment or training
3. The development and implementation of a partnership strategy for the improved support and retention of young people within education and learning
4. The development and support of a Pre 16 NEET Partnership to focus on prevention. This has undertaken pupil analysis to support early identification at year 7. This has led to the production of the Good Practice Guide to support Senior Managers in school and has fostered significantly better working relationships between educational institutions and other agencies.
5. The training of Learning Coaches by the Young People's Entitlement Officer to support early identification and put in place support packages at the earliest opportunity
6. The Post 16 NEET Partnership which has a focus on Information Sharing, provision and developing specific employment/learning opportunities and events. This facilitates the engagement of Careers Wales with the Youth Service and other Youth Support provision within Newport
7. Funding through 14-19 for an Engagement Worker to support the engagement of young people 'unknown' within the system
8. The development of a Learning Provider Network that ensures that the supply of learning opportunities meets the needs and that placements are available at the correct times.
9. The development of an Alternative Provision Handbook, additional support around safeguarding issues and a Service Level Agreement between schools and providers.

Key to this has been a productive relationship with Careers Wales at a local level and we would wish for this to continue.

However, we are fully aware of the continued challenges facing us in Newport. The numbers of young people leaving year 11 and making a successful transition only marginally improved in 2013. The overriding trend for youth unemployment remains consistently above the Wales and UK average. In order to increase the rate of change we have done the following:

1. We have created a Work Based Learning Academy as a single point of entry for young people to access supported employment, traineeships and work experience within the public sector. This launched in December 2013 and has so far supported 120 young people aged 16 to 24 in to employment and has generated 199 vacancies
2. We have developed a joint initiative with Coleg Gwent and the University of South Wales to enhance the STEM Subject offer and better meet the growing needs of the technological and high end manufacturing sector in Newport and the surrounding area
3. We have developed a challenging action plan to support the introduction of the Youth Engagement and Progression Framework and have allocated a Co-ordinator and Senior Manager to this work. A multi-agency event was held in March, opened

by the Cabinet Member for Skills and Work and involved over 120 partners from across the sector in Newport

4. The reduction in the number of young people not in education, employment and training is an Improvement Priority for Newport

Newport has made a significant impact on the numbers of babies born below 2500g since 2008, when 80.6 babies per 1000 live births were below 2500g in Newport, compared to the national figure of 70.0. By 2011 this had reduced to 65.1 in Newport, below the Wales average of 67.5.

However there has been a sharp increase seen in 2012 to 78.2 above the Wales average of 71.2, clear evidence of the work that is still to be undertaken in this area.

The evidence of the link between low birth weight and poor lifestyle choice during pregnancy is strong. Specifically, it is associated with:

- Poor maternal general health
- A low level of education
- Poor nutrition
- Alcohol consumption and smoking, both pre-conceptually and during pregnancy (National Public Health Service (NPHS) 2006)

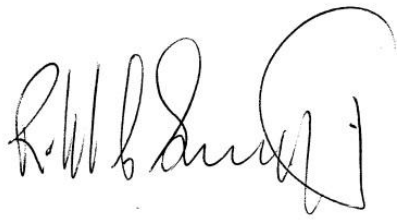
Currently, the following initiatives are being undertaken across Newport to address these issues:

1. Signposting pregnant women to smoking cessation services, as part of the Make Every Contact Counts campaign;
2. Alcohol Awareness Week, Alcohol Prevention Programme (Public Health Wales) and Alcohol Brief intervention training for all Communities First Healthier Communities and Families First Family Wellbeing to enable them to signpost and support individuals with Alcohol misuse problems;
3. Piloted "Shakedown" (drama based smoking prevention programme) at Lliswerry and Llanwern High School in 2013-14 with 221 year 8 pupils. This programme closely follows the recommendations in the NICE guidance for school based prevention and explores that issues surrounding the tobacco industry and other influences of young people's smoking;
4. Smoking Brief Intervention Training and ASH Wales Filter training has been delivered to all Communities First Healthier Communities and Families First Family Wellbeing staff. This has enable staff to signpost and support individuals who want to give up smoking. Plans are underway to target the Youth Service in the coming months;
5. In consultation with children and young people Smoke Free Playgrounds have been introduced across Newport to contribute to the de-normalisation of smoking. Other environments now being considered are outside space at Leisure Centres, outside areas in schools and early years settings;
6. Healthy Eating Projects have supported individuals through healthy eating luncheon clubs, food co-ops (Fruit & Veg/ Food Hampers) and cookery clubs. food hamper distribution is used as an engagement vehicle to link beneficiaries into other healthy eating projects. With 98% of families engaged in the programme feeling more confident cooking fresh and healthy meals.
7. Piloted Pharmacy Level 3 Smoking Cessation Service in the Alway area of Newport. This will now be rolled out to three other areas.

We have made progress in tackling these issues but we are certainly not complacent. Newport has some of the most deprived communities in Wales and a higher proportion of children in Newport live in workless households than the Wales average. We have a long way to go if we are to ensure that people living in poverty have the same life chances as their peers and we are happy to work with the Welsh Government on these issues.



Yours sincerely

A handwritten signature in black ink, appearing to read 'R C Bright'. The signature is fluid and cursive, with a large, sweeping flourish at the end.

**Councillor R C Bright**  
**Leader of the Council**

**Awdurdod Tân ac Achub  
Gogledd Cymru**

**North Wales  
Fire and Rescue Authority**

Cadeirydd yr Awdurdod Tân ac Achub  
**Pencadlys y Gwasanaeth Tân ac Achub**  
Ffordd Salesbury, Parc Busnes Llanelwy  
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Chair of the Fire and Rescue Authority  
**Fire and Rescue Service Headquarters**  
Ffordd Salesbury, St Asaph Business Park  
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15<sup>th</sup> July 2014

Lesley Griffiths AM  
Minister for Local Government and Government Business  
Welsh Assembly Offices  
Cardiff Bay  
CARDIFF CF99 1NA



Dear Minister

**Anti-Poverty**

In response to your letter dated 24<sup>th</sup> June 2014 I am pleased to be able to inform you of North Wales Fire and Rescue Authority's contribution to the Anti-Poverty agenda.

You are well aware of those projects, funded by the Welsh Government and delivered by the Fire and Rescue Service, which seek to improve the life chances of young people in North Wales. The recently launched Revolution programme and the Phoenix project which, in addition to the week-long courses, also run additional courses for those young people who show leadership abilities and short courses for those who are unable to attend the week-long course.

The Arson Reduction Team, along with the work of our firefighters, is successful in reducing anti-social behaviour crimes which contributes to a spiral of decline in areas of deprivation. A specific example was undertaken in the Rhyl area and is attached as a case study.

In addition, North Wales Fire and Rescue Service is involved in projects as active partners of our local service boards. For example, through the Financial Inclusion Together (FIT) project in Denbighshire and Conwy, we have trained over 20 of our frontline employees to recognise signs of financial difficulties and to make direct referrals to key advice agencies.

Looking to the future, we hope to be part of an all Wales bid to deliver the LIFT Programme, similar to the one developed in South Wales, within Anglesey.

Yours sincerely

A handwritten signature in black ink that reads 'Meirick Lloyd Davies'. The signature is written in a cursive style and is underlined with a single horizontal line.

Meirick Lloyd Davies  
**Chair - North Wales Fire and Rescue Authority**

## **Rhyl First Project & West Rhyl Housing Improvement Project (WRHIP)**

The aim of the projects was to improve fire safety in Rhyl South West & Rhyl West. An overall regeneration in the area is underway it is one of the most deprived wards in Wales with 67% of residents at one time on some form of benefit.

The FRS involvement was in response to the recognition of a general increase in the number of accidental dwelling fires (including a fatality) within this area of Rhyl.

### **Key Stake holders within the project were:**

NWFRS, Firebrake Wales, Welsh Government, Local Authority, & Local Community Groups (Resident Associations)

Several options were discussed by the key stakeholders in an attempt to reach what was felt were a particularly vulnerable community and a section of the community which were traditionally difficult to engage with.

Despite the above considerable success was achieved in reducing the number of fire related incidents in the area.

Also included in the discussion was alignment to compliment and support other projects which were working in the area and again involved NWFRS, NW Police, Clwyd Alyn HA, Denbighshire CC and Welsh Government considerable progress was achieved in reducing crime related incidents and ASB within the targeted area.

### **Rhyl First Project actions Included:**

- Environmental Action days (involving several community groups)
- NWFRS (Blue Watch/Rhyl) carrying out HFSCs which involved on occasions visiting properties on several times
- Utilising NWFRS's MPEV to engage in more visible way with the community
- Mail shot to each property in the designated area
- Meetings with local community groups to share experiences
- Production of questionnaire which was completed by local residents during the occasions the MPEV visited

A legacy of the 'Rhyl First Project' has been the growth in collaborative working in this area of Rhyl and in Denbighshire in general. Those already established links with other agencies have been enhanced as a result of this project for example with;

- Denbighshire CC including their Housing Enforcement Team extremely important given the number of HMOs in this area of Rhyl.
- NW Police in tackling deliberate Fires and ASB within the Rhyl West Area
- Housing Associations Clwyd Alyn in particular
- DCC in reducing instances of Fly –tipping

**Awdurdod Tân ac Achub  
Gogledd Cymru**

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15<sup>fed</sup> Gorffennaf 2014

Lesley Griffiths AC  
Gweinidog Llywodraeth Leol a Busnes y Llywodraeth  
Swyddfeydd y Cynulliad  
Bae Caerdydd  
CAERDYDD CF99 1NA

Annwyl Weinidog

**Gwrthdodi**

I ateb eich llythyr dyddiedig 24<sup>ain</sup> Mehefin 2014 rwy'n falch o allu rhoi gwybod ichi am gyfraniad Awdurdod Tân ac Achub Gogledd i'r agenda Gwrthdodi.

Rydych yn gwbl ymwybodol o'r prosiectau hynny sy'n cael eu hariannu gan Lywodraeth Cymru a'u darparu gan y Gwasanaeth Tân ac Achub, ac sy'n ceisio gwella cyfleoedd bywyd pobl ifanc yng Ngogledd Cymru. Yn ogystal â'r cyrsiau wythnos, mae'r rhaglen Chwyldro newydd a phrosiect y Ffenics yn cynnal cyrsiau ychwanegol ar gyfer pobl ifanc sy'n dangos y gallu i arwain, a chysiau byrion ar gyfer y rhai sy'n methu dod i'r cyrsiau wythnos.

Mae'r Tîm Lleihau Llosgi Bwriadol, ynghyd â gwaith ein diffoddwyr tân, yn llwyddo i ostwng nifer y troseddau ymddygiad gwrthgymdeithasol sy'n cyfrannu at ddirywiad cynyddol mewn ardaloedd lle ceir amddifadedd. Cynhaliwyd enghraifft benodol yn ardal y Rhyl, ac mae hon wedi ei hatodi fel astudiaeth achos.

Hefyd, mae Gwasanaeth Tân ac Achub Gogledd Cymru yn cymryd rhan mewn prosiectau fel partneriaid gweithredol o'n byrddau gwasanaethau lleol. Er enghraifft, fel rhan o'r prosiect Cynhwysiant Ariannol Gyda'n Gilydd yn Sir Ddinbych a Chonwy, rydym wedi hyfforddi dros 20 o'n gweithwyr rheng flaen i adnabod arwyddion o drafferthion ariannol ac i wneud atgyfeiriadau uniongyrchol at asiantaethau cynghorol allweddol.

Gan edrych i'r dyfodol, ein gobaiith yw bod yn rhan o gynnis ar lefel Cymru gyfan i ddarparu'r Rhaglen Esgyn yn Ynys Môn, un debyg i'r un a ddatblygwyd yn ne Cymru.

Yn gywir

A handwritten signature in black ink that reads "Meirick Lloyd Davies". The signature is written in a cursive style and is positioned above a horizontal line.

Meirick Lloyd Davies  
**Cadeirydd Awdurdod Tân ac Achub Gogledd Cymru**



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**From the office of the Executive Leader / Oddi wrth Swyddfa'r Arweinydd Gweithredol**

Powys County Council  
Powys County Hall  
LLANDRINDOD WELLS  
Powys  
LD1 5LG

14 July 2014

Ms Lesley Griffiths AM  
Minister for Local Government & Government Business  
Welsh Government  
Cardiff Bay  
Cardiff  
CF99 1NA

Dear Lesley

**RE: Tackling Poverty**

Further to your letter dated 24 June, I have pleasure in forwarding details of activity in tackling poverty in Powys. We have found that work to tackle poverty is often hidden in the day to day council business, and we now require a more focused approach on how we pull out key actions and performance.

Specific detail is included below but in addition and in a move to the focused the Cabinet Portfolio Holder for Property and Assets (and the anti-poverty champion) is currently establishing:

- A political Overview Group its membership to comprise of representatives of all the political groupings within the Council
- Operational Officers Group – to map actions and identify gaps against the One Powys - single integrated plan's strategic joint needs assessment and will align with the work of the Welfare Reform Group
- Joint Member/Officer Group - to make any recommendations as necessary through appropriate programme boards and Cabinet.

A workshop will be held in early September with participants from Powys County Council's Cabinet; Heads of Service; LSB Transformation Board and partners Chief Executive Officers.

The purpose of the event will be to:-

- Focus on the data and story behind the Powys story
- Showcase work already happening

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**Cyngor Sir Powys County Council**

Telephone / Ffôn: 01597 826199 • Fax / Ffacs: 01597 826220 • <http://www.powys.gov.uk>

The Council welcomes correspondence in Welsh or English / Mae'r Cyngor yn croesawu gohebiaeth yn y Gymraeg neu'r Saesneg

- Better identify the linkages to Welsh Government's Poverty action plan
- Benchmark good practice with another Welsh local authority

From 2015 onwards, this approach will have developed a reporting mechanism for meeting sections 1 and 2 of the local government measure and will provide annual poverty statements for Welsh Government improvement requirements; and an ongoing review of anti-poverty activity across Powys.

**Specific detailed actions of our work to tackle poverty is listed below:**

The Council (and its partners) strategically addresses its anti-poverty responsibilities through the Powys One Plan as opposed to having a distinct and separate Anti-Poverty Strategy. Both the 2011 – 2014 One Plan and the 2014 – 17 One Plan have poverty as a cross cutting issue for all partners in Powys. This allows for the impacts of poverty to be considered and addressed in a collaborative and strategic way rather than in isolation.

The Powys One Plan addresses poverty in its widest sense and does not focus solely on the more traditional view of financial poverty. For that reason, when preparing the One Powys Plan 2014 – 17 we have paid particular attention to the Welsh Government's forthcoming Future Generations (Wales) Bill which is designed to help tackle the generational challenges Wales faces in a joined up way – ensuring Welsh public services make key decisions with the long-term wellbeing of Wales in mind.

The five priorities listed in the One Plan each address various factors in relation to tackling poverty;

- Integrated health and adult social care
- Children and young people
- Transforming learning and skills
- Stronger, safer and economically viable communities
- Financially balanced and fit for purpose public services

As poverty is a growing concern for citizens and a high priority within the Welsh Government it is important that we continue to focus on our performance in this area. While we will address anti-poverty action in a cross cutting way through the One Plan we will ensure that we also produce an annual anti-poverty report which focuses in on our performance against key poverty indicators and outlines our action to tackle poverty. This will allow us to put a spotlight on tackling poverty as it is addressed through the wider strategic plans.

It is also important that we continue to use our collaborative planning and governance structures to ensure we maintain a strategic and joined up approach to tackling poverty. A key example of this is the need to work with our partners through the Local Service Board to maximise the opportunities for tackling rural poverty through the forthcoming Rural Development Plan (RDP) and the resources that come with it i.e. LEADER.

## **Council Delivery**

The Council's uses its Strategic Equalities Plan and Equality Impact Assessments to ensure all our citizens are able to access the services they need and have positive outcomes.

*'We deliver a range of services to a diverse community with different needs - some of which experience significant disadvantage - and all this is taking place over a wide geographic area;..... We will work to meet people's needs as best we can in the services and employment that we provide, and contribute to helping those who experience disadvantage in life'. 'Disadvantage also locks-up talent, so we hope that this plan will assist in the release of that untapped potential -contributing to the social, economical and emotional well-being of our workplace and local communities'.*

**(Powys Strategic Equality Plan 2012- 2016)**

As a result of strategic planning the Council, and its partners deliver a range of services and interventions to help tackle poverty and address its impacts.

The Council's Leisure and Recreation services offer the following interventions;

- Free Swim initiatives for Children and Young People and Over 60's
- Access to Fitness Schemes for Individuals on low income
- Free swimming for carers when caring for individuals with a disability in the pool
- iCare Card scheme – free access to swim and Gym for carers for their own leisure
- Cardio Rehab and GP Referral Scheme – subsidised access for the first 16 weeks

The Schools Services Offer the following Interventions;

- Free school Meals to low income families
- The Pupil Deprivation Grant – 100% devolved to Schools to help improve the literacy, numeracy and attendance of Free School Meal eligible Pupils
- The School Uniform Grant (via Revenues and Benefits department)
- The Educational Maintenance Allowance (EMA) for post 16 learners

The Council also has a range of services and projects under the Regeneration agenda to build employment and economic activity as well as community development and sustainability.

## **Child Poverty**

Interventions specifically aimed at reducing the impacts of child poverty are planned and delivered through the Children and Young Peoples Partnership.

The Families First Plan sets out our priorities for tackling disadvantage and poverty for children and their families until 2017. It includes a range of commissioned services/projects that provide support and early intervention for children, young people and families for whom poverty is likely to be a key factor affecting their lives.

These include services for Mental Health and Well-being, Family and Behaviour support and Disability. The plan also outlines the key infrastructure building blocks we are putting in place to ensure families' needs are identified and assessed as at early a stage as possible and that they get access to services at the right level, at the right time for them.

The Children & Young People's Partnership (CYPP) monitors its performance on a quarterly basis via its work plans and its Results Based Accountability (RBA) report card and contains key indicators in relation to poverty in Powys including;

- Proportion of children living in poverty
- Low Birth weights
- Numbers of Year 11 leavers Not in Education, Employment or Training (NEET)
- Key stage performance of Free School Meal (FSM) eligible pupils against their peers
- School Attendance of Free School Meal eligible pupils
- Numbers of 18-24 Year olds on Job seekers Allowance

The CYPP commissions a range of services and interventions to address the impacts of child poverty including;

- The Flying Start programme in Ystradgynlais, Brecon, Llandrindod, Newtown and Welshpool – our most deprived areas
- The NOVUS project (replacing Genesis 2) which provides support for individuals, particularly single parents and those Not in Education, Employment or Training to get closer to the labour market.
- The Youth Intervention Service supporting young people at risk of homelessness and with other disadvantages.
- The Childcare Strategy and action plan to ensure that we have sufficient high quality, affordable and accessible childcare available to support parents to work and train and provide high quality experiences for children.
- An assisted places scheme to provide financial assistance to support families in poverty with the high costs of childcare.
- The Joint Assessment Families Framework (JAFF) (including the Common Assessment Framework (CAF), Local Resource Solution Panel's (LRSP), Team around the Family) which provides early intervention and preventative solutions for disadvantaged children and their families. This also includes the step up and step down of families between the JAFF and Social Services to ensure they get support at the most appropriate level when they need it
- A Family Information service providing free information and advice to Young People and families.
- An integrated and holistic response to supporting families with a disabled child through the Integrated Disability Service (IDS). This Service provides improved co-ordination of support for children and young people with disabilities and their families who are more likely to experience poverty.
- The Referral Scheme to support access to childcare and leisure activities for Children and Young People with additional needs.
- Services to provide support, information and advice, respite and social opportunities for young carers who at a greater risk of experiencing poverty.



- Where obesity and dental carries can be indicators of deprivation, the Mind Exercise Nutrition Do it! (MEND) programme aims to try and improve the health and emotional well-being outcomes of children and families who are or at risk of being obese.

I trust the above details show how much work is being undertaken in tackling poverty.

Yours sincerely

A handwritten signature in black ink that reads "Barry". The signature is written in a cursive style with a long horizontal stroke underneath the name.

**County Councillor W Barry Thomas  
Executive Leader, Powys County Council**

Lesley Griffiths AC/AM  
Minister for Local Government and Government Business  
Cardiff Bay  
Cardiff  
CF99 1NA

Date: 30<sup>th</sup> July 2014

Dear Ms. Lesley Griffiths (AM)

**RE: Tackling Poverty in Wales (ref: MB/LG/2469/14)**

Thank you for your request on the 24<sup>th</sup> June 2014 to set out our activities as a Local Authority to tackling poverty. As you are aware, Rhondda Cynon Taf is one of the most deprived Local Authorities in Wales according to the Welsh Index of Multiple Deprivation (2011). The domains where we have the highest percentage of deprived wards are 'Employment', 'Health', 'Education' and 'Income' and over a quarter of children living in the County Borough live in a family on low income.

'Tackling poverty', therefore, remains one of our key priorities as a Council and as a partner organisation to other public and voluntary sector bodies in the area. Our recently published [Corporate Plan 2014-15](#) contains more detail on how we are prioritising actions under the ['Improving our Communities'](#) priority (which includes social and physical regeneration) and measuring our progress. Over recent years, we have made efforts to bring the three 'Tackling Poverty' programmes in Rhondda Cynon Taf (Communities First, Families First and Flying Start) under this Council priority, as well as setting out other actions linked to improving prosperity. These include: supporting people in financial need; tackling financial exclusion and improving opportunities for more young people to secure better future job prospects.

Our current Single Integrated Plan, ["Delivering Change"](#), focuses on the outcomes of 'Safety', 'Health' and 'Prosperity', with key priorities for the Local Service Board being 'Education & Employability', 'Supporting People in financial need', 'Homes and Communities' and 'the Economy'. The recent annual review of the plan sets out a great deal of work aimed at tackling poverty and its effects.

The three Welsh Government 'Tackling Poverty' programmes are central to this work in Rhondda Cynon Taf. All three contribute towards the vision of the 'Building Resilient Communities Action Plan' in which, *"everyone is taken out of poverty"*, and are in line with *"Delivering Change"*. The programmes have varying levels of outcomes and indicators that specifically target those people most in need, based on either community or individual need. The following examples set out some of the most recent activities we are taking towards tackling poverty in Rhondda Cynon Taf. Should you require any more information about these activities or other aspects of our work, please contact me.

### **Communities First**

- **Work clubs / pathways to employment:** Even though "Work Clubs" are a nation-wide initiative they are shaped by the need of the local community. The primary aims are to support the development of a network of locally led, community based support that will provide people with the ability to utilise local knowledge and resources with the end goal of gaining employment. The programme outcomes are that participants are entering employment or actively seeking work.
- **Employment skills development:** This project provides engagement routes back into learning for local people with low, or no, qualifications. The project focuses on providing a back to work learning pathway with a work-skills approach for those who are economically inactive, in low-waged work, low-skilled or in redundancy prone employment. The programme outcomes are that people are gaining an employment related qualification or entering employment.
- **Smoking cessation:** This project delivers initiatives around smoking cessation, along with the promotion of services and promotional campaigns around smoking. The project will be used for training and interventions such as support groups, for targeted citizens with the end goal of reducing or ceasing smoking. The programme outcomes include reducing risky behaviour (associated with smoking) and increased knowledge of available support.

### **Families First**

- **Your Future First:** A coordinated and dedicated service that will address the multiple needs and support the engagement of young people aged 16-24 into

education, employment and training. The following programme outcomes are sought:

- Young people are supported into employment.
- Young people are supported onto training opportunities or progress onto Further Education.
- Young people gain an accreditation/qualification.
- **Closing the gap:** This programme will be delivered across all Primary Schools in RCT and will comprise of Speech Link, Infant Language Link and ELKLAN training. The package will be rolled out with the first cohort of Primary Schools (36 schools) targeted as having their catchment area within the most deprived Lower Super Output Areas in RCT.
- **Team around the Family AHD/ASD support:** The Disability Team Around the Family element of the Taf Ely FIT will deliver a bespoke and pro-active service that can support families with children with ASD, ADHD and other behavioural issues, from pre-diagnosis, where applicable through the diagnosis to enable them to access the appropriate information and services to meet their child's needs and improve their family circumstances. The programme outcomes include: improved behavioural management, access to family support and parenting, and social integration.

### **Flying Start**

- **Flying Start Midwives:** Three new Flying Start Midwife posts have recently been appointed in Rhondda, Cynon and Taf. These midwives will work closely with Flying Start Health Visitors, which should significantly improve antenatal contact. It is hoped that this will increase the eligible families accessing Flying Start support and increase the number of children assessed at or exceeding developmental norms.
- **Flying Start Dad Matters:** Flying Start Dad Matters is a service for fathers who want to share their skills and experiences through group activities and one to one discussions to enrich their experiences of family life. The service is provided to Dads of Flying Start children between 0-3 years.
- **Flying Start Parents Support:** Flying Start 'Bringing Up Children' Groups are free, informal sessions designed to encourage children's development and build family relationships. They also provide families with opportunities to meet other parents and reduce social isolation. The service was originally

available to all families entitled to Flying Start support only but local developments and co-facilitation with Communities First and Families First programmes means that other families may be able to access the service. The programme outcomes include: reduced isolation; improved ability to deal with poor behaviour; and access to formal parenting programmes.

## **Collaboration**

The Cwm Taf Regional Collaboration and Improvement Officer is working with the three programmes to encourage and enable collaboration. Key aspects of this work include:

- **New locality partnership developments:** A review of locality partnerships and their structures has recently taken place to determine the effectiveness of programme development and delivery, linked to the outcomes within the strategic plans. The new structure that will be implemented across the borough will ensure:
  - All local developments are needs led and provide added value;
  - Consultation and engagement with communities is central to developments;
  - Effective links are established between strategic direction and local developments;
  - Sustainability of locality partnerships and working.
  
- **Joint training programme:** Through consultation a number of barriers were identified in relation to collaboration across the three programmes that related to the skills and training of individuals funded through the Tackling Poverty Programmes. A recent review of the training needs and skills of staff will support the development of a joint training programme that will:
  - Provide a map of current skills sets that can be utilised by services;
  - Inform programme training budgets and future training programmes;
  - Improve staff performance when dealing with the needs of the community;
  - Support the development of a joint training programme which will:
    - Ensure that future training provided is of a high standard;
    - Ensure future training is consistent across all programmes;
    - Ensure equity of opportunities and access to training.

- **Practitioner/operational forums:** The main barrier identified in relation to working collaboratively to address poverty was poor communication and lack of knowledge of available support. This was also identified during the review of locality partnerships and the new structure deems to address this by incorporating practitioner/operational level forums that will be run periodically throughout the year and will provide opportunities to:
  - Share information on a local level;
  - Influence future directions at a strategic level;
  - Inform local developments and contribute towards achieving outcomes.

I hope I have clearly set out Rhondda Cynon Taf's commitment to working with Welsh Government and others to tackle poverty in Wales. Should you require further information, please contact me.

Yours sincerely

A handwritten signature in cursive script that reads "A. Morgan".

**Councillor Andrew Morgan (Leader, Rhondda Cynon Taf Council)**



Lesley Griffiths AM  
Minister for Local Government and  
Government Business,  
Welsh Government,  
5<sup>th</sup> Floor  
Tŷ Hywel  
Cardiff Bay  
CF99 1NA

Our Ref:  
Your Ref:

Date: 09/07/2014

Contact: Philippa Bryant  
Tel: 01443 232307

Minister,

In response to your letter of 24<sup>th</sup> June 2014 regarding the contribution South Wales Fire & Rescue Authority is making to tackling poverty in the communities of South Wales.

The Authority recognises that poverty imposes challenge in terms of cost burden, societal impact, economic productivity, reduced social cohesion and increased demands on public services. The Authority has a proud history of targeting its preventative work to positively influence not only Fire & Rescue Service performance, but also understand and ensure linkage to wider social agendas. The Authority very much welcomes the commitment made in the Tackling Poverty action plan 2012-2016 and associated Building Resilient Communities (taking forward the tackling poverty action plan).

Our vision, mission and values are compatible with the spirit of the tackling poverty action plan and the Authority will seek to deploy its resources to meet the commitment to reach and influence the communities most affected by poverty.

Our Vision is "To make South Wales safer by reducing risk."

Our Mission is:

- Serving our communities needs
- Working with others
- Facing challenges through innovation and improvement
- Reducing risk through education, enforcement and response
- Succeeding in making South Wales safer

South Wales Fire and Rescue Service Headquarters,  
Forest View Business Park, Llantrisant, Pontyclun, CF72 8LX.

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We welcome correspondence in Welsh or English

RAISING AWARENESS - REDUCING RISK

Croesawn ohebiaeth yn y Gymraeg neu Saesneg

CODI YMWYBYDDIAETH - LLEIHAU PERYGL

Our Values are:

- Professional
- Caring
- Respectful
- Dedicated
- Trustworthy
- Dynamic
- Disciplined
- Resilient

Our existing commitment to tackling poverty is reflected in a number of strategies, policies and procedures that are primarily associated with our preventative work. Typified by:

- A Child Poverty Strategy in response to The Children and Families [Wales] Measure 2010 in 1<sup>st</sup> April 2012.
- A Risk Reduction Strategy that places a strong emphasis on external collaboration and “working with and through others”.

As you may already be aware, our preventative strategies have traditionally prioritised those who we know are at greater risk of fire. Our research, risk modelling and the use of indices such as the Welsh Index of Multiple Deprivation confirms that the profile of people who are vulnerable to the risk of fire often reflects the profile of those who are more likely to suffer poverty. Indeed, statistics from Save the Children show that children from low income households are 15 times more likely to die in a fire at home and are 37 times more likely to die in a fire at home if parents are long-term unemployed or have never worked. Our own statistics show an almost exact correlation between the number and frequency of fires and the socio-economic circumstances of the areas suffering the most fires.

Our Home Safety Check activity has become more reliant on referral mechanisms from agencies already accessing at risk groups as well as Service Level Agreements with agencies, predominantly from the third sector accessing older persons, disadvantaged communities, and victims of crime, people suffering from mental ill-health, single parents and their families and more recently via close working relationships with Communities First.

Working with children and young people who have offended or are at risk of offending or who exhibit an interest in fire setting is also a key focus area for South Wales Fire and Rescue Service. Targeted intervention is provided through a range of interventions such as Phoenix Courses, Crimes & Consequences and Fire Safe intervention schemes. The profile of the children and young people who attend these interventions are referred by other agencies, such as Youth Offending Services and Pupil Referral Units. A high percentage of participants come from socio-economically deprived areas and our work not only positively influences our own strategic and core indicators but also provides a forum for exposure to positive role models within the Service.



Our activity in Arson Reduction and Business Fire Safety also ensures that the Welsh economy remains safe and maintains business continuity. The Authority's intention is to strike an appropriate balance as the enforcing Authority for the Fire Safety Order between awareness raising, assistance to the business sector and enforcement and to ensure the safety of employees, guests, customers, visitors and persons in the vicinity of the premises is maintained, whilst not creating any unnecessary burdens for businesses.

The changing landscape of partnerships structures, Community Safety Partnerships (CSP), Local Service Boards (LSB), Integrated Planning Boards (IPB), presents challenges as well as opportunities for South Wales Fire and Rescue Service. From April 2013, LSB's / IPB's became the focal point for partnership working. The theme of "working with and through others" is central to this strategy and these forums provide the best place to build relationships and professional networks to enable this to be realised.

In terms of output and outcomes in 2013-2014:

- 23,758 Home Fire Safety checks were carried out and accidental dwelling fires were reduced by 8.59 %.
- We delivered 316 places for young people that offend on our Phoenix programme and ran Crimes and Consequences sessions for 2985 young people. Evaluation shows that positive behaviour change is experienced and reported by up to 77 % of participants.
- 6709 business fire safety events / audits / inspections / advisory work was carried out in 2013-2014, to ensure business remained safe and maintained business continuity in support of the Welsh economy.

The Authority recognises the 3 primary strands of the Tackling Poverty agenda with its focus on: preventing poverty, helping people back to work and mitigating the impact of poverty. As such, existing services provided by South Wales Fire & Rescue Service predominantly contribute to the 'Preventing Poverty' strand of the action plan.

In extending our role and contribution to the agenda, specifically in terms of helping people back to work, the Authority made an early and notable commitment to the Tackling Workless Households LIFT programme. Working in close partnership with Welsh Government Communities Division, Department of Work & Pensions, Job Centre Plus and Communities First a pilot project was run in Blaenau Gwent. South Wales Fire & Rescue Service hosted a 6 week employability programme, entitled "Station 27" in February 2014. The project aim was to engender transferable employment skills – team work, communication, confidence and resilience as well as improved diet, health and increased physical activity, formal qualifications and improved key skills etc. The programme was reflective of the Service's Vision, Mission and Values and the contribution we can make to the Tackling Poverty agenda and the will to use our resources differently.

The project was delivered by our staff and succeeded in addressing the "Poverty of Ambition" experienced by so many people that suffer long term unemployment. In terms of outcomes I attach a narration of progress for the 13 individuals that attended and completed the programme.

A shared outcomes bid application has recently been made which will see the "Station 27" programme extended to other LIFT areas within South Wales, with a view to extending the provision to other Welsh Fire & Rescue Services.

Should you require any further information regarding any of the information provided please do not hesitate to contact me.

Kind Regards,



**Huw Jakeway**  
**Chief Fire Officer**



# CITY AND COUNTY OF SWANSEA

DINAS A SIR ABERTAWE

## Lesley Griffiths AC/AM

Minister for Local Government and  
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Our Ref:  
Ein Cyf:  
Date: **14/08/2014**  
Dyddiad:

Dear Lesley,

Thank you for your letter dated 24 June 2014 regarding Swansea's work in tackling Poverty.

Swansea has been committed to tackling poverty for over 15 years through a number of units, programmes and action plans and strategies. Swansea has run a Poverty Forum chaired by the Chief Executive for over three years concentrating on worklessness, health, education, family support and income and debt.

However, for the last 18 months the Council has reemphasised its commitment to tackling poverty and deprivation by making it the prime overarching priority of the new Council administration that I lead. To emphasise the importance we attach to this work I am the Cabinet Member for Anti-Poverty, matching the Chief Executive as the corporate lead. As a result of this priority we have established the Poverty & Prevention Service, appointing Sarah Crawley as the Council's first Head of Poverty & Prevention and latterly developing the Swansea Partnership Poverty Forum. As requested Sarah sent through information last month covering our activities and programmes within the Authority to tackle and mitigate the effects of Poverty.

More recently we have agreed a Tackling Poverty Strategy within Council that is now out to consultation. This is our way of drawing together one agenda across the City and County of Swansea to tackle what is really *everyone's* business. A major part of this strategy is the preventative nature of some services, along with the inter-generational timeframe we necessarily have to work within. This has an action plan, performance management framework and Poverty Profile as accompanying documents. Please find enclosed a link to the documents and the consultation. <http://www.swansea.gov.uk/povertystrategy>

Yours sincerely,

**Cllr David Phillips**  
**Leader of the City & County of Swansea Council**

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# The One Swansea Plan 2013

Place, People, Challenges and Change

*Swansea* **Local Service Board**



# The One Swansea Plan in Two Pages

The purpose of this plan is to improve the wellbeing of people in Swansea by ensuring that professionals and the public work together on a shared set of outcomes and challenges. It has been developed by Swansea Local Service Board which includes the main public service agencies for the area and representatives of the voluntary and business sectors.

## *Our Ambition for Swansea*

- Swansea is a unique city by the sea. It is a green, safe, caring and friendly where people are proud of their communities and get on well together. It is a city that values learning and its public services and we want it to stay that way
- Swansea is a city that is passionate about its sport, history and culture and these are things worth celebrating
- But we also want Swansea to be a healthier, fairer and more economically active place, a city that offers more for children and young people
- We want to work together to make Swansea a better place and to improve community wellbeing and togetherness in a way that targets the most deprived areas, involves everyone and does not compromise the needs of future generations.

Our vision is that Swansea will be a desirable place to live, work and visit that:

- Capitalises on the distinctive relationship between its vibrant urban areas and outstanding rural and coastal environments
- Has sustainable, distinct communities, in both urban and rural locations, that benefit from sufficient good quality accommodation, supporting infrastructure, community facilities and opportunities for recreation
- Supports a competitive and prosperous economy that acts as a focal point for the wider Swansea Bay City Region
- Is a thriving city centre destination that offers excellent shopping facilities and supporting leisure and business opportunities, capitalising on its proximity to the waterfront
- Celebrates and conserves its unique natural heritage and cultural and historic environments.

## *Making a Difference*

As a partnership we believe that the traditional top-down ways of doing things are not going to be effective. Instead we want to capture the energy, commitment and ideas of professionals and public alike in order to address the challenges in this plan.

In practical terms our approach means:

- Using clear indicators to measure progress
- Building from key programmes and partnerships
- Assessing the effectiveness of partnership working
- Commissioning projects to improve partnership working

We also know that it has never been more important to work well in partnership and to make the most of the limited resources that we have. For this reason we have adopted a Team Swansea approach which means:

- Aligning our strategies and plans with the One Swansea Plan
- Reviewing the evidence
- Engaging with professionals and the public
- Improving partnership working
- Working openly and accountably
- Behaving sustainably

### *Population Outcomes and Challenges*

To compliment our vision for Swansea as a place, these are the population outcomes and challenges that we have agreed on; the conditions we want for our communities and the most important things we need to focus on:

<b>Population Outcomes</b>	<b>Challenges</b>
A. Children Have a Good Start in Life	<ol style="list-style-type: none"> <li>1. Low Birth Weight</li> <li>2. Domestic Abuse</li> <li>3. School Readiness</li> </ol>
B. People Learn Successfully	<ol style="list-style-type: none"> <li>1. School Attendance</li> <li>2. School Achievement</li> <li>3. Adult Qualifications</li> </ol>
C. Young People and Adults Have Good Jobs	<ol style="list-style-type: none"> <li>1. Youth Unemployment</li> <li>2. Economic Inactivity</li> <li>3. Average Earnings</li> <li>4. Economic Performance</li> </ol>
D. People Have a Decent Standard of Living	<ol style="list-style-type: none"> <li>1. Child Poverty</li> <li>2. Household Income</li> <li>3. Personal Debt</li> </ol>
E. People are Healthy, Safe and Independent	<ol style="list-style-type: none"> <li>1. Preventable Early Deaths</li> <li>2. Life Expectancy</li> <li>3. Older Peoples' Independence</li> <li>4. Crime</li> </ol>
F. People Have Good Places to Live and Work	<ol style="list-style-type: none"> <li>1. Public Transport</li> <li>2. Carbon Emissions</li> <li>3. Water Quality</li> <li>4. Housing Quality</li> </ol>

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## About This Plan

This plan is the Single Integrated Plan for Swansea. It has been produced by Swansea Local Service Board in line with the Welsh Government Guidance - 'Shared Purpose - Shared Delivery'.

Swansea Local Service Board includes Swansea's main public service providers as well as representatives of the voluntary and business sectors, the chairs of key partnerships and a representative of the Welsh Government. Its purpose is to ensure that decision makers work together to tackle the issues that matter for Swansea. Details of membership can be found as part of the summary information at the end of this document.

In producing the plan two important pieces of work have been undertaken. First a single needs assessment has been produced in order to provide the evidence base for the plan and second a consultation process has been undertaken. The full needs assessment and the findings report from the consultation exercise can be found at [www.swansea.gov.uk/LSB](http://www.swansea.gov.uk/LSB) and summaries of both can be found in the summary information at the end of this document. Both documents are intended to be useful resources in their own right.

The plan has also been informed by a fundamental review of Swansea Local Service Board, undertaken in 2012, to see how the partnership could best support the delivery of this plan. As a result a new structure for the partnership has been put in place, the details of which can be found in the Making a Difference section of this plan.

Swansea Local Service Board would like to thank all of the people who have contributed to the development of this plan. We hope you can see that that it reflects your input and that it helps everyone to work together to make a difference.

**Cover image:** Copyright Swansea Marina

**Contact:** SwanseaLSB@swansea.gov.uk



# 1. Our Ambitions for Swansea

'Ambition is Critical', says a message outside the station. Quite. We need to celebrate what we have and make the most of the unique wit, energy and creativity of Swansea people to forge a city that is both unashamedly Welsh and European. We may have a long way to go but there is still nowhere in the world I would rather live. Nigel Jenkins, (2001) *Footsore on the Frontier*

## 1.1 Swansea has much to be Appreciated

Swansea is a unique city by the sea set in a bay that has been compared to the bay of Naples; a green city with 'some of the most amazing coast and countryside in the UK' and with urban areas 'dotted with outstanding parks and green spaces'. Swansea people value the beaches and the natural environment perhaps more than anything else about the city. This is why Swansea Environmental Forum has been working since 1985 to promote and facilitate environmental sustainability in Swansea. Taking a lead from Time to Change; Swansea's Environment Strategy, our ambition is to protect, enhance and promote Swansea's unique and diverse natural environment.

The people of Swansea see it as a safe, caring and friendly city. Dylan Thomas reflected this when he described 'the fine live people, the spirit of Wales itself.' In 2011, the well-established Safer Swansea Partnership celebrated a 37% reduction in recorded crime over the previous seven years. This partnership remains at the forefront of community safety, bringing together a wide range of agencies to focus on prevention and a number of key priorities. Community pride is strong in Swansea; a cohesive city where different groups of people get on well together and where the differences between communities are valued.

Swansea is a city of learning with many high achieving schools, a first rate tertiary college and two excellent universities. The School of Medicine and new Institute of Life Sciences are symbolic of a commitment to knowledge and research. Swansea is a city that values its public services. As well as the local council, Swansea is home to two major hospitals and the DVLA.

Swansea is a city that is passionate about its sport, history and culture and, at the time of writing, has been shortlisted for the UK City of Culture 2017. Now in 2013, Swansea City is looking forward to its third consecutive season in the Premier League, while the Ospreys Rugby team, like the football team, based in the city's Liberty Stadium, are the most successful team in the history of the Celtic League. It is home to the Wales National Pool one of British Swimming's five Intensive Training Centres and home to Swim Wales. Swansea can look to Dylan Thomas and the rest of the Kardomah Gang as examples of its cultural achievements and the Copperopolis project will complement the National Maritime Museum as celebrations of the city's industrial past.

When we spoke to children in some of Swansea's schools they told us that the things they appreciated most about Swansea were the football, the beaches, going to the city centre, shopping, the skate parks and food places.

## **1.2 There are also Some Things that we are Working to Change**

We want Swansea to be a healthier place. Partner organisations are proud that Swansea has been designated as a Healthy City by the World Health Organisation. This means we have demonstrated that we are tackling health inequalities and striving to put health improvement and health equity at the heart of all policies. Life Expectancy has been increasing in Swansea but we know there are still gaps between richer and poorer areas.

Healthy City Swansea is working on a number of initiatives aimed at improving the health and well being of everyone and in particular addressing the health gap between the east and west of Swansea. The Health Board in partnership with others is also leading an ambitious programme 'Changing for the Better' which aims to ensure we provide high quality NHS services comparable to the best anywhere. We are also working hard to help those affected by alcohol and drugs through Swansea Substance Misuse Action Team, a partnership of 25 agencies.

We want Swansea to be a fairer place with opportunity for all where everyone feels included and part of the community. We are committed to promoting equalities, tackling disadvantage, promoting social justice and to reducing poverty in all that we do. We are working through a specially convened Poverty Forum to address the lack of resources, family circumstances and poor life chances that contribute to poverty. At the same time we are taking a fresh and coherent approach to community regeneration and tackling poverty through the development of a 'Target Area' approach; pooling resources and finance, to work together across boundaries to tackle the trans-generational causes of poverty and deprivation.

We want Swansea to be more economically active. The city that Daniel Defoe described as 'a very thriving place' over 300 years ago is today a place that values enterprise and innovation. Swansea Economic Regeneration Partnership has an ambitious vision for the city and is working through a number of programmes to boost the economy and reduce economic inactivity and unemployment.

Last, but certainly not least, we want Swansea to offer more for Children and Young People. We are committed to the United Nations Rights of the Child and to ensuring that all children and young people in Swansea can develop to their full potential in their families and communities.

### 1.3 Our Vision for Swansea as a Place

Our ambitions for Swansea as a place are summed up in the following vision. It has been developed in partnership as part of the process of developing the Local Development Plan for Swansea and has been subject to public consultation as well as a number of technical assessments (Sustainability Appraisal/Strategic Environmental Assessment, Health Impact Assessment and Habitats Regulations Assessment).

#### ***Draft Local Development Plan Vision***

Swansea will be a desirable place to live, work and visit that:

- Capitalises on the distinctive relationship between its vibrant urban areas and outstanding rural and coastal environments
- Has sustainable, distinct communities, in both urban and rural locations, that benefit from sufficient good quality accommodation, supporting infrastructure, community facilities and opportunities for recreation
- Supports a competitive and prosperous economy that acts as a focal point for the wider Swansea Bay City Region
- Is a thriving city centre destination that offers excellent shopping facilities and supporting leisure and business opportunities, capitalising on its proximity to the waterfront
- Celebrates and conserves its unique *natural heritage* and *cultural and historic environments*.

Once finalised, this vision will be delivered through planning and other policies. Further details can be found at [www.swansea.gov.uk/LDP](http://www.swansea.gov.uk/LDP).

While this vision sets out our aspirations for Swansea as a place, our aspirations for community wellbeing, in other words the outcomes we want for the people of Swansea, are described next.

### 1.4 Population Outcomes

As a partnership we have identified six population outcomes. These are our aspirations for community wellbeing, in other words the life conditions we want for the children, adults and families who live in our community. We define community wellbeing with six population outcomes stated in plain language.

These are the outcomes we want for our communities:

- 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.

These six population outcomes represent the common ground between all those working to protect what we have and to achieve a better Swansea. They have been developed to reflect work that is already going on, such as the Marmot policy objectives that form part of the Healthy City work and the themes for the ongoing work to tackle poverty.

These population outcomes are interconnected and they come as a set. The Single Needs Assessment explains, by drawing on established evidence, the ways in which each affects the others. So, for example, ensuring children have a good start has a positive benefit for learning, for jobs, for living standards, for health and for the way we look after our environment. Services, projects and community action often make a difference to more than one of these outcomes, if not all of them. It is for these reasons that we ask everyone to consider all six population outcomes together in their work.

## **1.5 Challenges**

For each of the population outcomes, we have identified a small number of challenges. These represent what we think are the most important things that we need to focus on. Further detail and analysis can be found in the Single Needs Assessment and later on in this plan. Below is a summary of the challenges against each outcome. These challenges will be reviewed every year both to chart progress and to decide whether they are still the right challenges. The process of consultation has identified a number of alternative challenges (listed in each population outcome summary) and these will be considered as part of that review.

Challenge	Indicator	Aim
<b>Children Have a Good Start in Life</b>		
1. <b>Low Birth Weight</b>	% live births with a low birth weight (less than 2500g)	To bring about a downward trend in the percentage of babies born with low birth weight focusing in particular on the communities with the highest rates.
2. <b>Domestic Abuse</b>	Number of domestic abuse referrals involving children	To more rapidly reduce the level of domestic abuse and its impact upon children.
3. <b>School Readiness</b>	Average all Wales reading test scores for 6-7 year olds (school year 2)	To significantly improve children's readiness for school.
<b>People Learn Successfully</b>		
1. <b>School Attendance</b>	Primary and secondary school attendance % half day sessions missed	To improve primary and secondary school attendance in Swansea relative to the rest of Wales.
2. <b>School Achievement</b>	Proportion of 15-16 year olds achieving the Level 2 threshold including English, and/or Welsh First Language and Maths	To continue the current rate of improvement in school achievement while narrowing the gap between those receiving and not receiving free school meals.
3. <b>Adult Qualifications</b>	Proportion of working age population with no qualifications	To reduce the proportion of working age population with no qualifications to the UK level or below.
<b>Young People and Adults Have Good Jobs</b>		
1. <b>Youth Unemployment</b>	The rate of people aged 18-24 claiming Jobseekers Allowance in Swansea	To bring about a sustained decrease in the % of 18-24 year olds claiming Jobseekers Allowance in Swansea.
2. <b>Economic Inactivity</b>	Economic inactivity rate (working age)	To reduce economic inactivity so that it is close to the UK average.
3. <b>Average Earnings</b>	Full-time weekly average earnings	To increase average earnings so that they are higher than the UK average.
4. <b>Economic Performance</b>	Gross Value Added per capita	To reverse the recent downward trend in economic performance and move closer to the UK average.

Challenge	Indicator	Aim
<b>People Have a Decent Standard of Living</b>		
1. <b>Child Poverty</b>	Percentage of children living in workless households	To reduce the percentage of children in Swansea experiencing poverty because they live in a workless household (ensuring that work moves families out of poverty).
2. <b>Household Income</b>	Gross disposable household income	To increase average disposable household income in Swansea while closing the gap with the UK and reducing inequalities within Swansea.
3. <b>Personal Debt</b>	Individual insolvency rate per 10,000 adult population	To reduce the overall level of personal debt in Swansea relative to the rest of England and Wales.
<b>People are Healthy, Safe and Independent</b>		
1. <b>Preventable Early Deaths</b>	Premature mortality from all causes	To significantly reduce the difference in premature mortality rates between the most and least deprived communities.
2. <b>Life Expectancy</b>	Life expectancy at birth	To significantly reduce the life expectancy gap between the most and least deprived communities.
3. <b>Older Peoples' Independence</b>	The percentage of clients who are supported in the community during the year who are aged 65+	To achieve a better balance between residential / nursing and community-based care for individual older people compared to the rest of Wales.
4. <b>Crime</b>	Crime rate per 1,000 population	To maintain current low levels of overall recorded crime with a specific focus on tackling domestic burglary and violence with injury.
<b>People Have Good Places to Live and Work</b>		
1. <b>Public Transport</b>	Bus use in Swansea	To improve public transport use in light of significant reductions in funding, competition and service levels.
2. <b>Carbon Emissions</b>	Total CO2 emissions per capita	To reduce CO2 emissions in Swansea to meet or exceed national and local targets.
3. <b>Water Quality</b>	Percentage of water bodies at good ecological status	To sustain improvements in the ecological status of the water bodies in Swansea.
4. <b>Housing Quality</b>	% of heating systems in Swansea council homes up to the requirements of the Welsh Housing Quality Standard	To increase the number of people in social housing able to benefit from warm and fuel efficient homes.

## 2. Making a Difference

As a partnership we believe that there are two main ways that we can make a difference. The first is by working together to deliver on the challenges we have set ourselves so that we can make progress toward the population outcomes. In this way we can make visible changes that will improve the wellbeing of people in Swansea. The second way that we can make a difference is to work together better; what we are calling the Team Swansea approach. In these challenging times it has never been more important to make the best use of the resources that we have.

### 2.1 Delivering on the Challenges

The challenges we have set ourselves in this plan reflect problems that are complex and deeply ingrained. It is only when everyone works together that a real difference can be made. However, we also believe that the traditional top-down ways of doing things are not going to be effective. Instead we need to capture the energy, commitment and ideas of professionals and public alike with a clear and common purpose.

In developing this plan we have embraced many of the principles of Results Based Accountability. We want to foster a 'can do' attitude and move quickly from talk to action.

In practical terms this approach means:

- Using Clear Indicators to Measure Progress
- Building from Key Programmes and Partnerships
- Assessing the Effectiveness of Partnership Working
- Commissioning Projects to Improve Partnership Working

Each activity is explained below.

#### *Using Clear Indicators to Measure Progress*

Results Based Accountability is an evidence based approach that seeks to place meaningful measures at the centre of the process of bringing about change. For each challenge, therefore, we have identified an indicator that describes exactly what it is that we want to be different. These indicators were first identified through the process of producing our first One Swansea Needs Assessment in 2012.

Every year we will update our One Swansea Needs Assessment in order to chart progress and to review our analysis of what is happening to each indicator. In doing this we will pay particular attention to comparisons with other areas and to patterns of inequality within Swansea. We will also project the indicators forward in time and consider what future risks might affect each challenge.

While we know that the indicators may not be perfect for every challenge, we also know that we have to start somewhere. Where required we will work to find better indicators through the process of updating our One Swansea Needs Assessment; this is called data development.

In order to ensure that sufficient progress is being made we will also agree an aspiration that indicates clearly where we want to be in 2020 for each challenge. Work to develop these aspirations is well underway and they will be included in this plan when it is revised in 2014.

### *Building from Key Programmes and Partnerships*

Work to address the challenges set out in this plan does not start with a blank sheet. For each of the challenges we will identify the most important programmes and partnerships. In doing this we will draw on the work done by Healthy City Swansea, as well as information gathered at the Our Ambition 9 event and through the consultation for this plan.

At the same time we will work to ensure that these key programmes and partnerships show how they are contributing to the challenges. This means asking each to describe their own performance indicators and to show how these link to the indicators we have identified for each of the challenges in the plan.

### *Assessing the Effectiveness of Partnership Working*

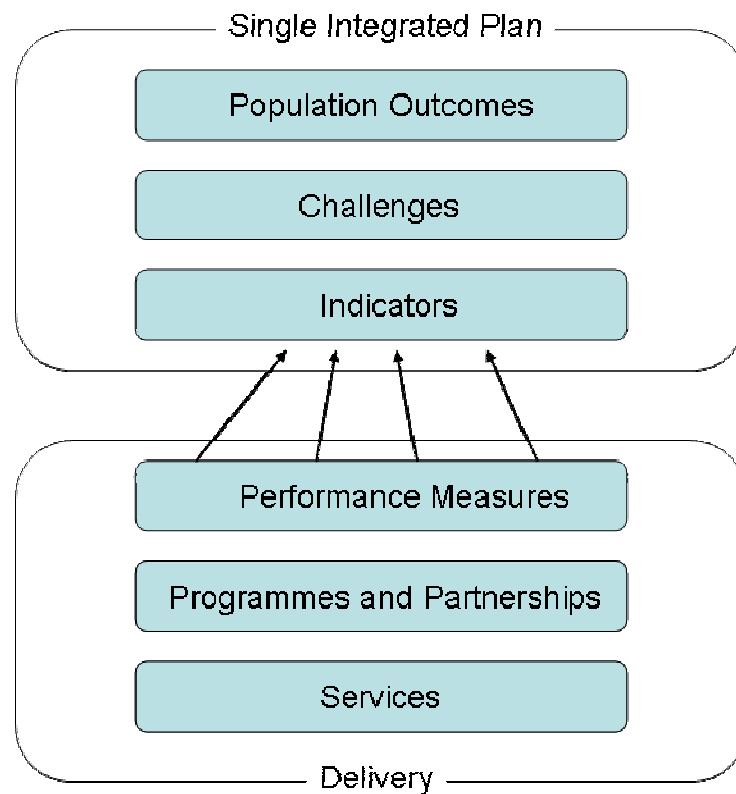
Changes to the population outcomes and challenges will be in part a consequence of the performance of the key programmes and partnerships but the relationship will not be a simple one. While it is difficult to judge the impact of individual initiatives it is not always easy to understand how these initiatives operate together. At the same time changes to indicators may be driven by factors outside of the control of those initiatives such as economic or social changes. Public engagement will also be an important influence. The diagram below shows how the Single Integrated Plan links to the delivery of services and provides a common focus.

Making a difference will require the involvement of a wide array of partners from across the public, voluntary, business and community sectors. This reflects the fact that no one agency can address the challenges alone and that we need to work across organisational boundaries if we want to be successful. As a partnership we believe our role is to facilitate better partnership working. In practical terms this might mean promoting better ways of working through publicity campaigns, holding events to bring partners together and commissioning whole system reviews in order to identify more radical changes.

The role of the LSB is therefore to take a system view. In other words to assess:



- The effectiveness of relevant programmes and partnership groups
- How those initiatives work together in partnership
- Gaps in services



*How the Single Integrated Plan links to delivery on the ground*

### *Commissioning Projects to Improve Partnership Working*

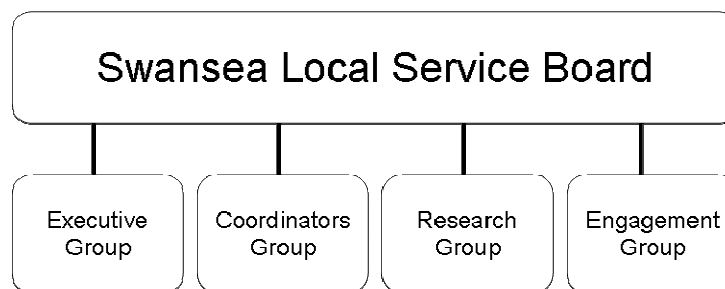
In responding to these assessments the LSB will, where necessary, commission work to address 'system' problems where they are obvious and further research where they are not. This work will be delegated to one of the Local Service Board sub groups or to other partnership groups as appropriate. When receiving reports back the LSB will expect to see clear and specific proposals about what the LSB can do to make a difference.

Every year Swansea Local Service Board will give particular focus to a number of the challenges within its work plan and publish for each challenge, as part of a delivery statement:

- The indicator that provides the best measure of the challenge
- The aspiration, in other words, where we want to be in 2020
- An assessment of partnership working for the challenge
- Action commissioned to address any problems where they are known or research commissioned where they are not

## 2.2 Working as Team Swansea

Partnership working has never been more important. The increasingly difficult social, economic and environmental pressures on public services, coupled with the substantial reductions in public funding, means that service providers have to work together in more innovative ways than ever before. Swansea Local Service Board is the overarching partnership group for public service providers in Swansea. In November 2012 it reviewed its role and updated its structure so that it could work more effectively and efficiently. Swansea Local Service Board now has four sub groups each of which is intended to bring partners together to make the best use of their resources.



*Swansea Local Service Board sub groups*

In practical terms the Team Swansea approach means doing the following five things:

- Aligning our strategies and plans with the One Swansea Plan
- Reviewing the evidence
- Engaging with professionals and the public
- Improving partnership working
- Working openly and accountably
- Behaving sustainably

Each activity is explained in more detail below.

### *Aligning our strategies and plans with the One Swansea Plan*

The One Swansea Plan is a high level document. It is not intended to contain all of the details of how services are to be provided and improved. There are already a range of strategies and plans, covering every aspect of community wellbeing, that sit below this plan. Overtime we will ensure that all of these plans line up with the One Swansea Plan so that work to provide services on the ground is coordinated. Where key strategies are due to be renewed they will be redesigned as delivery plans under the umbrella of this plan. It is equally important that the challenges are reflected in our corporate plans and, as each plan comes up for renewal, we will ensure that this happens.

### *Reviewing the evidence*

In November 2012, as part of the process of producing this plan, we published the first Single Needs Assessment. This document provides the evidence base for our partnership work and includes key demographic trends for the area, details of the population indicators and analysis for each of the challenges. For each of the population outcomes it also identifies secondary population indicators and areas for data development, in other words where the population indicators we are using are not ideal and could be improved or replaced. Every year we will update this assessment in order to ensure that our data is up to date and fit for purpose. We will use this process to test whether the challenges are still the right ones.

Specifically the Needs Assessment will ask for each challenge:

- What has changed over the past 12 months?
- What is the expected trend?
- Is the aspiration likely to be achieved?
- How does Swansea compare with Wales and the UK?
- What are the patterns of inequality within Swansea?
- What are the future risks?

Additionally, for potential future challenges:

- What should be the indicator for this challenge?
- What is the expected trend?
- What is the story behind the data?

### *Engaging with professionals and the public*

As well as clear evidence the One Swansea Plan needs to be informed by effective and timely engagement. We know that the world changes quickly and that the plan will need to reflect that. For these reasons we will review and update the plan every year. The purpose of the review, which will be informed by the updated needs assessment and include an event for all stakeholders, will be to answer the following questions:

- How well are we meeting the challenges?
- Should any of the challenges be replaced with new ones?
- Are all the right partners involved in delivering the challenges?
- Are the public being effectively consulted and involved in the challenges?
- How could the public and professionals work better together?

We believe that it is at the frontline, with public and professionals working together that the biggest difference can be made. Our challenge, as a partnership of public service leaders, is to work out ways to give more power to those working at community level so that they can make the best decisions

to meet community needs. At the same time we need to ensure that services are accountable both to communities and to representatives that are democratically elected by them. The term coproduction is often used to describe these new ways of working. As a first step we have used the consultation exercise to identify areas where the public and professionals might find new ways of working. These are listed in the supporting information section.

The process of updating the plan will take place every year as follows:

*June - November:* Updating of the Single Needs Assessment

*November – March:* Review of the One Swansea Plan

*May:* Publication of the revised One Swansea Plan and the Annual Delivery Statement

As well as this annual refresh we will also undertake a fundamental review of the One Swansea Plan every five years starting with 2018.

### *Improving partnership working*

We are fully committed to the idea of partnership working but partnerships should be flexible and addressing real issues and challenges. Where needed, and where there are gaps, we will bring people together to address challenges and work to make sure that this engagement is effective.

We also recognize that some partnerships are statutory and need to be in place and that regional working needs to be effectively managed within our existing partnership structures and is not something that is done separately.

At the same time it is imperative that we work to end those partnerships that create unnecessary bureaucracy. Limited resources means that we cannot afford to have meetings where they are not needed. Starting with the highest level partnerships, therefore, we will conduct a fundamental review with the aim of minimizing, merging and, where we can, ending formal partnership structures. We then expect this process to cascade down to lower level partnerships creating a culture where partnerships have to be clearly justified.

### *Working openly and accountably*

People can contribute best when they know what is happening and where they can fit in. For this reason open communication is an essential part of our bottom up approach and we have to ensure that it happens effectively. Partly this will be about sharing what the partnership is doing but, more importantly, people need to know about what is happening in the areas they are working on. Getting communication right is not easy. We need to find effective ways to share what is happening and we think that social media might be one way to do this.

At the same time it is important that the partnership is open to challenge and scrutiny. It is important to test whether our arguments stand up and whether what we are doing is making the difference that we say it is.

In this plan we distinguish between two types of accountability. First partners have a collective accountability for making progress on the challenges in this plan and the improvements to partnership working through the Team Swansea approach. To support this, the partnership will give account of what it has done throughout the year by publishing a Delivery Statement.

To ensure that there is democratic holding to account for these collective issues the partnership will be subject to scrutiny by a dedicated scrutiny panel set up by the Council. This panel, which will include non executive members of other partner agencies as well as councillors, will operate under the umbrella of the Council's Scrutiny Programme Committee. In addition it is worth noting that a number of the partners are Cabinet Members for the City and County of Swansea and, as democratically elected councillors they have an extra layer of accountability – to the voters every four or five years.

The second type of accountability applies to individual partners. Each of the partners on the Local Service Board have their own arrangements for accountability and, by including the outcomes and challenges from this plan into the corporate plans of partners, this makes them doubly accountable for those outcomes and challenges. There are also a number of specific important statutory responsibilities that the plan and the partnership need to see fulfilled. These statutory responsibilities are an important part of the work on each outcome and are set out in a list in the supporting information section.

### *Behaving sustainably*

We are committed to working in a way that promotes sustainable development. This means incorporating five sustainable development behaviours into the development and delivery of this plan:

- **Long term thinking:** By projecting expected trends and exploring future risks we are looking forward in a way we have never done before. Our commitment to a rolling plan set within a fixed long term framework of population outcomes demonstrates willingness to move beyond the traditional short term planning of the past.
- **Integration:** Instead of packaging off parts of the plan for people to work on in isolation, we are asking that everyone thinks about all six of the population outcomes as a set and recognises the way in which they are interconnected. It also means that our population outcomes will be the central organising principles for all of our major strategies and plans.
- **Working across organisational boundaries:** Partnership working provides an opportunity to take a whole system approach but there is a risk that partnership structures simply create new silos. For this reason we are advocating a flexible, task and finish approach to partnership working.

- **Focusing on prevention:** We understand that small investments in the right public services can do a great deal to prevent the need for more costly services later on. We also know that the earlier a difference is made to a person's life, the greater the benefits that will accumulate.
- **Engagement and involvement:** The difficult challenges outlined in this plan require a whole community response but this will only work if everyone has the chance to participate. That is why an ongoing process of engagement is important, not just for this plan, but for all of the services and programmes associated with it.

It is important that we continue to test our priorities and the delivery of this plan against our vision and, in particular, against our aspirations for a healthier city that develops sustainably and fairly. For this reason we will subject this plan, on a regular basis, to the Integrated Impact Assessment that has been developed under the umbrella of Healthy City Swansea. This assessment, conducted by a specially convened panel, was used during the development of this plan, the findings from which can be found in the consultation findings report.

### 2.3 Annual Delivery Statement

Every year we will produce a statement to show how we are delivering on the challenges and working as Team Swansea. This statement will be a clear public summary of actions being taken by the Local Service Board and will provide the basis for accountability. It will be presented in two parts:

#### *Delivering on the Challenges*

The statement will show for each challenge:

1. The indicator (that best describes the challenge)
2. The aim (the direction we want to go – the curve we want to turn)
3. The aspiration (where we want to be in 2020)
4. The key programmes and partnerships
5. An assessment of partnership working
6. Partnership improvement projects commissioned by the Local Service Board and the group responsible for the project

## *Working as Team Swansea*

The Delivery Statement will show for each of the following actions, the responsible Local Service Board sub group and the progress being made:

### **Aligning our strategies and plans with the One Swansea Plan**

1. Consider key strategies and plans as they are updated to ensure they are aligned with the One Swansea Plan
2. Reflect the outcomes and challenges in the One Swansea Plan in all of our corporate plans as they are renewed

### **Reviewing the Evidence**

3. Update the Single Needs Assessment every year

### **Engaging with Professionals and the Public**

4. Publish an annual engagement and consultation report for the One Swansea Plan
5. Update the One Swansea Plan every year following an annual review

### **Improving partnership working**

6. Undertake a fundamental review to minimize, merge and end formal partnerships where possible

### **Working openly and accountably**

7. Develop a communication strategy for the plan with a focus on digital media
8. Publish an annual delivery statement setting out what we have done and what we plan to do
9. Provide support for a multi agency scrutiny panel led by the Council

### **Behaving sustainably**

10. Incorporate the five behaviours of sustainable development into all of the work that we do
11. Subject the plan to a regular Integrated Impact Assessment

### **3. Population Outcomes and Challenges**

This section provides details of the population outcomes and challenges. Some of the information is taken from the Single Needs Assessment and some from the consultation process. It is this section in particular that is likely to be updated as part of the annual review process. For each of the population outcomes there is a summary that gives details of the challenges.

The summary provided for each challenge provides details of:

- The Indicator used including recent data
- The story behind the data including; how Swansea looks in context; patterns of inequality; the expected trend should things stay as they are; and the future risks that need to be considered.



## A. Children Have a Good Start in Life

The foundations for virtually every aspect of human development – physical, emotional – are laid in early childhood. **The Marmot Review**

A good start in life for our children is the key to community wellbeing for all. The pre-school years are the time when the biggest difference can be made. If children have a good start in life they are likely to be healthier, likely to be better learners and less likely to experience deprivation. These factors lead in turn to a greater likelihood of a good job and of gaining a better standard of living. All of these factors mean that people are more able to look after the environment and contribute to safe and prosperous communities.

### Challenges

1. **Low Birth Weight:** Bring about a downward trend in the percentage of babies born with low birth weight focusing in particular on the communities with the highest rates.
2. **Domestic Abuse:** More rapidly reduce the level of domestic abuse and its impact upon children.
3. **School Readiness:** Significantly improve children's readiness for school.

The processes of gathering evidence for the Single Needs Assessment and of consulting on the plan highlighted a number of other important issues that might be considered as challenges as part of this plan in future:

- Teenage pregnancy
- Play Opportunities
- Affordable Childcare
- Child Dental Health
- Child Obesity
- Looked After Children.

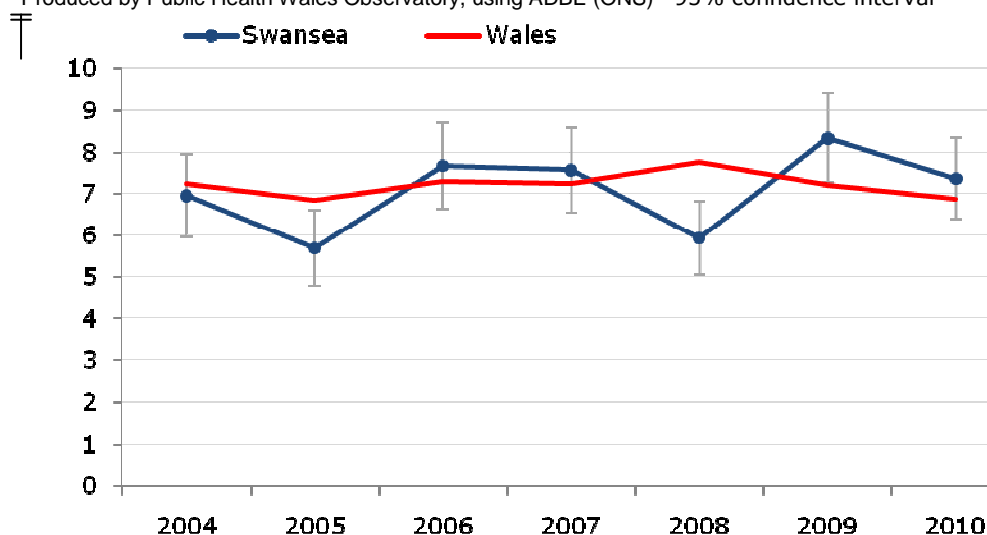
Swansea school children, when asked 'What do we need to have a good start in life?' said: good family and parents; food and water; a home; health care; love and care.

## A1. Low Birth Weight

**Aim:** To bring about a downward trend in the percentage of babies born with low birth weight focusing in particular on the communities with the highest rates.

**Indicator:** % live births with a low birth weight (less than 2500g).

Produced by Public Health Wales Observatory, using ADBE (ONS) 95% confidence interval



**Swansea in Context:** In 2010 the percentage of live births with a low birth weight in Swansea was broadly similar to Wales, 7.4% and 6.9% respectively.

**Patterns of Inequality:** In Swansea, 3 Middle Super Output Areas (MSOAs) have significantly higher proportions of low birth weight births at Singleton Hospital compared with the average for Wales 5. These are: Castle and Townhill (8.7%), Bonymaen (8.1%) and Penderry (7.8%).

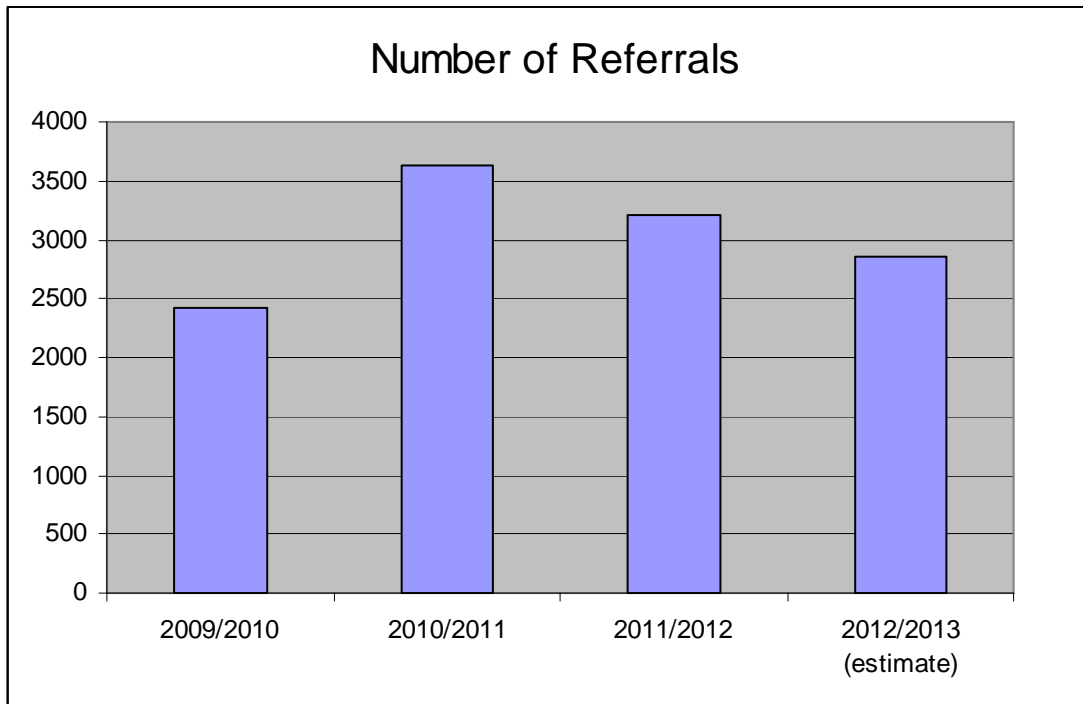
**Expected Trend:** It is difficult to provide an expected trend for low birth weight births in Swansea as actual numbers fluctuate from year to year and the confidence intervals are wide.

**Future Risks:** Risks are associated with the health of the mother. Stress factors are likely to increase unhealthy behaviour such as smoking and drinking. Pressures on income from welfare reform, economic austerity measures and reduction in productivity are likely to increase risk.

## A2. Domestic Abuse

**Aim:** To more rapidly reduce the level of domestic abuse and its impact upon children.

**Indicator:** Number of domestic abuse referrals involving children.



**Swansea in Context:** Since 2010/11 the number of referrals has fallen from 3638 (15.6 per 1,000 population) to 2852 (12.3 per 1,000 population) although the reason for this fall is not known. There is currently no comparative data available on domestic abuse referrals from other local authorities.

**Patterns of Inequality:** There are wide differences between different areas of Swansea with Townhill and Penderry having by far the highest levels of referral. Landore and Mynyddbach are the only other Wards where the rate exceeds 20 per 1,000 of the population (i.e. 2% of people). Castle shows a low rate of referral despite being relatively deprived.

**Expected Trend:** The chart suggests a gradual decline in referrals. (The figures reflect the levels of domestic abuse only as far as it is reported; increases may also therefore reflect positive improvements in reporting rates.)

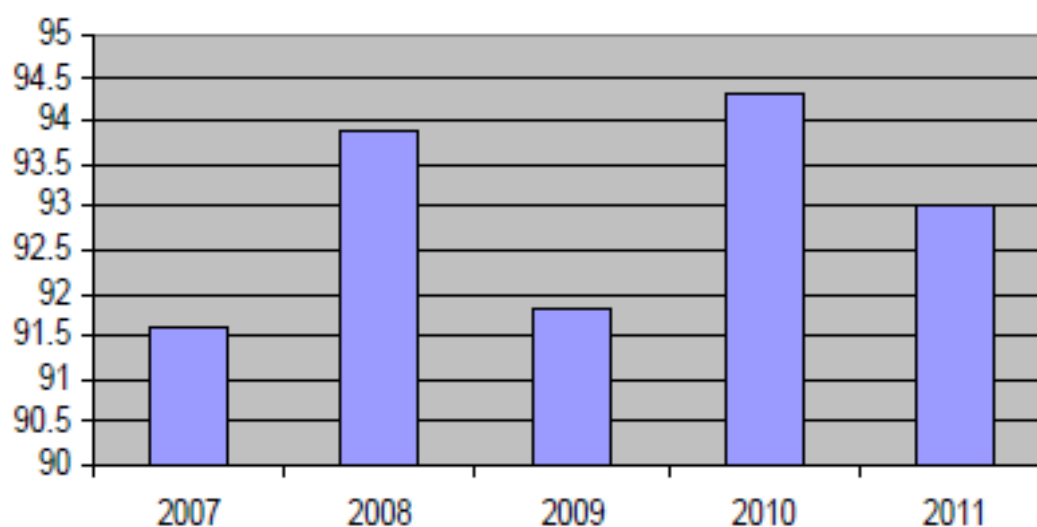
**Future Risks:** Proposed changes to the benefits system may increase the levels of deprivation in some areas leading to increased levels of domestic abuse in susceptible families. Increasing household costs and reduced funding for public services may increase pressures in more vulnerable households. Temperature increases associated with climate change may also have an effect.

### A3. School Readiness

**Aim:** To significantly improve children's readiness for school.

**Indicator:** Average all Wales reading test scores for 6-7 year olds (school year 2) (A better indicator will need to be developed).

All Wales Reading Test Scores for 7 year olds (Year 2)



**Swansea in Context:** There has been a gradual increase in the proportion of children reaching the expected standard by 1% until 2010, when there was a small drop in the expected standard. Comparison of historical trends with other Local Authorities is limited.

**Patterns of Inequality:** Pupils who are receiving Free School Meals typically perform below their peers. This is illustrated by data from 2005 that shows that pupils receiving Free School Meals had an average standard score of 87.5 and those not receiving Free School Meals averaged 95.3. This is a significant difference given that 100 is the 'expected' average and the scale is 69 to 141.

**Expected Trend:** The expected trend, projected from the current figures, suggests a slight rise (the weaknesses in the data, combined with a number of other factors, in particular the effect of foundation phase on year 2 reading performance, make it too difficult to predict a trend at this stage).

**Future Risks:** As costs of resources increase, and economic productivity decreases then there is likely to be an increase in families and children facing greater deprivation. This may have a negative impact on the indicator. Pressure on reading support services generally may increase as public sector funding reduces.

## B. People Learn Successfully

Inequalities in education outcomes affect physical and mental health as well as income, employment and quality of life. **The Marmot Review**

Learning is critical for individual and community wellbeing. School age learning is of course our main focus but learning needs to be lifelong with generations supporting each other. Education helps to lift people out of poverty and protects those at risk of poverty and disadvantage. Skills increase employability and benefit the economy.

### Challenges

1. **School Attendance:** To improve primary and secondary school attendance in Swansea relative to the rest of Wales.
2. **School Achievement:** To continue the current rate of improvement in school achievement while narrowing the gap between those receiving and not receiving free school meals.
3. **Adult Qualifications:** To reduce the proportion of working age population with no qualifications to the UK level or below.

The processes of gathering evidence for the single needs assessment and of consulting on the plan highlighted a number of important issues that might be considered as challenges as part of this plan in future:

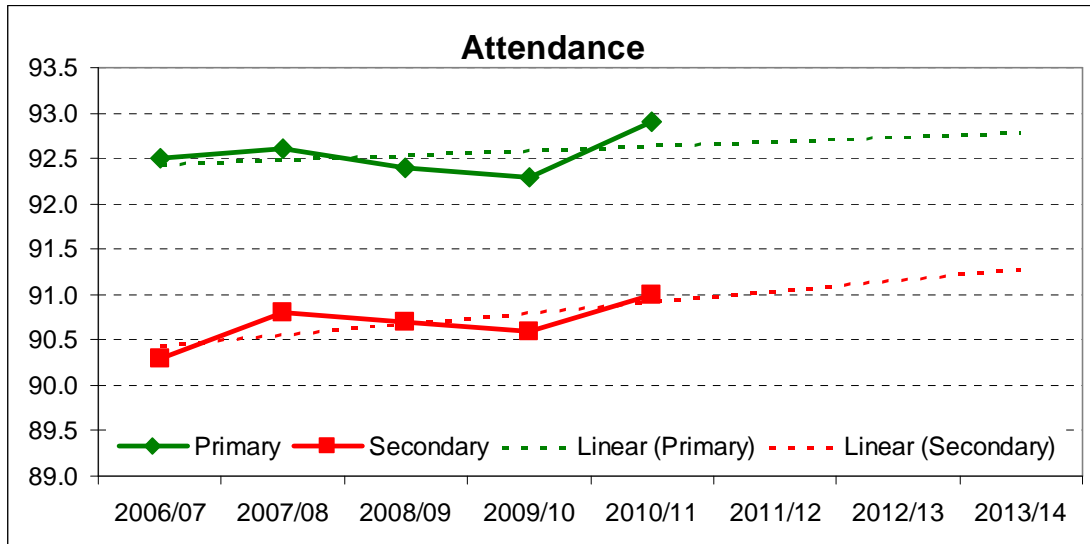
- None currently identified for this outcome.

Swansea school children, when asked 'What do we need to do well at school?' said: good teachers; to feel happy; friends; a good school; support and encouragement.

## B1. School Attendance

**Aim:** To improve primary and secondary school attendance in Swansea relative to the rest of Wales.

**Indicator:** Primary and secondary school attendance % half day sessions missed.



**Swansea in Context:** In Swansea the overall trend for school attendance is one of improvement. While Swansea's Secondary School attendance improved in 2010-11 against previous years other Welsh Local Authorities have also improved. This has resulted in Swansea's comparative position for Secondary attendance remaining 16th in 2010-11 with a number of authorities closely grouped together.

**Patterns of Inequality:** Attendance for Free School Meal pupils is 6.1% lower than that for non-Free School Meal pupils and they also have 2.6% more unauthorised absence. The attendance of 'Looked After Children' is 1.2% below other pupils, and they have 1.9% more unauthorised absence. English as an Additional Language pupils have 2-3% better attendance than other pupils. Areas with higher deprivation have poorer attendance - often well below 90%.

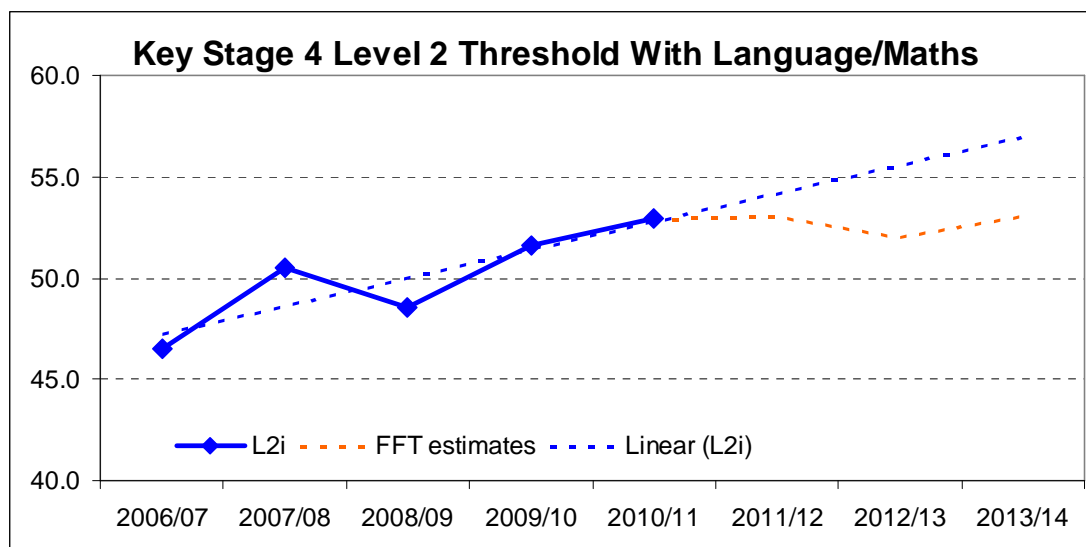
**Expected Trend:** If all factors remain the same the trend of gradual improvement is expected to continue for both primary and secondary schools.

**Future Risks:** As the price for fuel continues to rise the cost of transporting children to school is going to become increasingly more expensive for both educational services and families. Economic austerity measures may also impact on the provision of support services.

## B2. School Achievement

**Aim:** To continue the current rate of improvement in school achievement while narrowing the gap between those receiving and not receiving Free School Meals.

**Indicator:** Proportion of 15-16 year olds achieving the Level 2 threshold including English, and/or Welsh First Language and Maths.



**Swansea in Context:** Overall the data for Swansea and Wales shows improvement over the last 5 years and is part of an upwards trend. Swansea results are typically above Wales' average and in 2011 Swansea ranked as 7<sup>th</sup> best out of 22 authorities.

**Patterns of Inequality:** Between 2006/07 and 2010/11 the achievement gap in Swansea between those receiving and not receiving Free School Meals has widened from 28.22% to 37.21%.

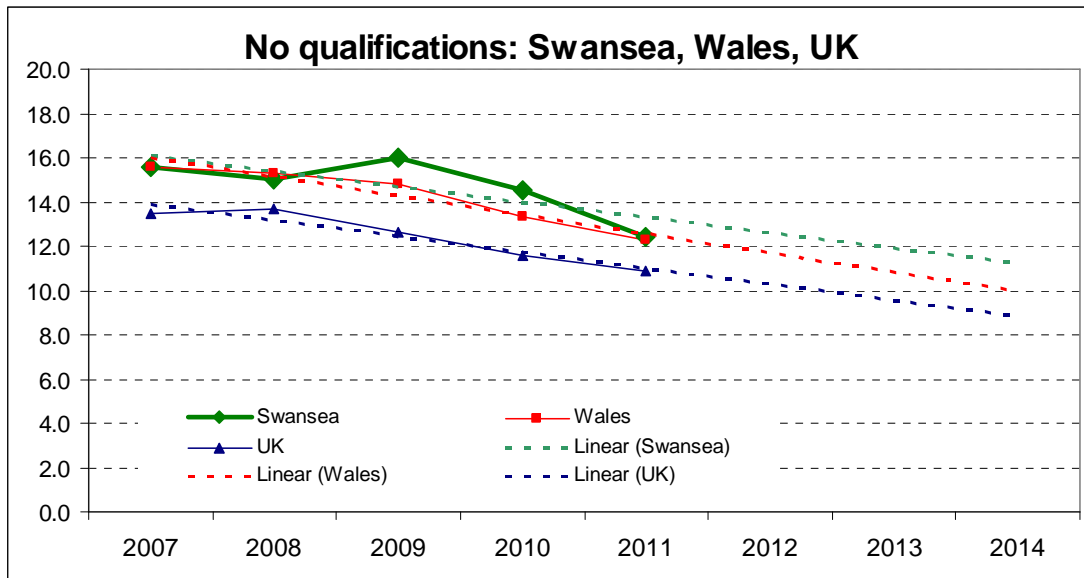
**Expected Trend:** Predictions based on the Fischer Family Trust Model suggest that school achievement will remain level over the next three years.

**Future Risks:** Deprivation plays a key role in school achievement rates and this may increase as economic circumstances worsen. Reductions in public sector funding may also result in a reduction in additional support services.

### B3. Adult Qualifications

**Aim:** To reduce the proportion of working age population with no qualifications to the UK level or below.

**Indicator:** Proportion of working age population with no qualifications.



**Swansea in Context:** 12.4% of Swansea's population have no qualifications, marginally more than Wales but more significantly above the UK (10.9%). This proportion is estimated to have decreased during the last five years, from 15.6% in 2007 to 12.4% in 2011. Equivalent national trends have been broadly similar. At the same time Swansea has a higher proportion of working age adults qualified to the NVQ level 3 threshold or above. In 2012 10 pupils (0.38%) left school without a qualification at age 15 compared with 0.6% for Wales.

**Patterns of Inequality:** The latest data estimates that 15.2% of females in Swansea have no qualifications, noticeably higher than the level for males (9.6%). The proportion with no qualifications in Swansea is noticeably lower than equivalent figures for Wales and the UK for the 16-29 age groups. However, there are greater proportions of adults aged 30-64 without qualifications in Swansea than in Wales and the UK.

**Expected Trend:** A simple linear trend suggests a continued reduction in the proportion without qualifications across Swansea, Wales and the UK.

**Future Risks:** These include developments in national policy for higher and further education and the future availability and affordability of courses and University places in Swansea.



## C. Young People and Adults Have Good Jobs

Being in good employment is protective of health. Conversely, unemployment contributes to poor health. Getting people into work is therefore of critical importance for reducing health inequalities. However, jobs need to be sustainable and offer a minimum level of quality, to include not only a decent living wage, but also opportunities for in-work development, the flexibility to enable people to balance work and family life, and protection from adverse working conditions that can damage health. **The Marmot Review**

Employment offers a high level of protection against poverty for individuals and families. There is a strong correlation between qualifications and skills, employment and earnings. Unemployment is also a major cause of poverty, with long term unemployment leading to continually increasing levels of hardship, and limiting the chances of finding work. Reducing economic inactivity is one of the main economic issues facing Swansea. However, the quality as well as the quantity of jobs is important.

### Challenges

- 1. Youth Unemployment:** To bring about a sustained decrease in the % of 18-24 year olds claiming Jobseekers Allowance in Swansea.
- 2. Economic Inactivity:** To reduce economic inactivity so that it is close to the UK average.
- 3. Average Earnings:** To increase average earnings so that they are higher than the UK average.
- 4. Economic Performance:** To reverse the recent downward trend in economic performance and move closer to the UK average.

The processes of gathering evidence for the Single Needs Assessment and of consulting on the plan highlighted a number of important issues that might be considered as challenges as part of this plan in future:

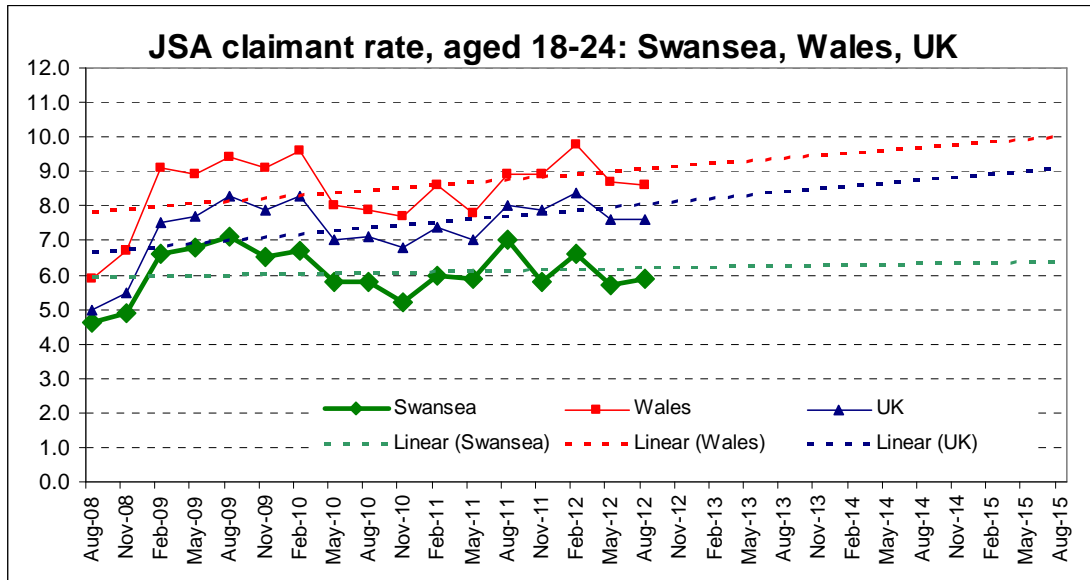
- Vocational training and apprenticeships
- Business numbers.

Swansea School children, when asked 'What do we need to do, or to have, to get a good job?' said: qualifications; a good education; confidence; skills; advice and support.

## C1. Youth Unemployment

**Aim:** To bring about a sustained decrease in the % of 18-24 year olds claiming Jobseekers Allowance in Swansea.

**Indicator:** The rate of people aged 18-24 claiming Jobseekers Allowance in Swansea.



**Swansea in Context:** The number of Jobseekers Allowance (JSA) claimants in Swansea aged 18-24 was at a fairly consistent level (between 1,000 and 1,500) over the 10-year period from February 1999. However the impact of the recession led to a sharp increase to around 2,000 claimants. This total has since fallen slowly to 1,765 in August 2012. The Swansea rate has fallen from a recent peak (August 2009) of 7.1% and is currently 5.9% (August 2012). In recent years, this rate has been consistently lower than both the Wales and UK rate.

**Patterns of Inequality:** Recent figures suggest considerable variation around the Swansea average (5.9%) for different wards, with the highest rates in Townhill (14.2%), Penderry (13.7%) and Landore (9.9%).

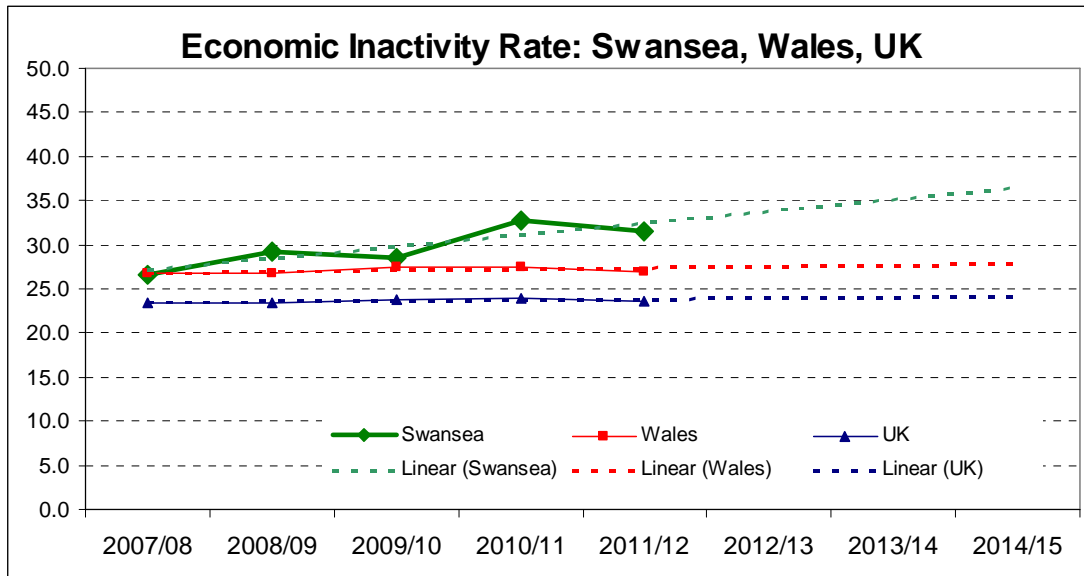
**Expected Trend:** A simple linear projection suggests a steady increase in the rate of claimants aged 18-24 in Swansea to around 6.5% by late 2015.

**Future Risks:** Work opportunities may be limited due to responses to economic austerity measures and the predicted reduction in productivity due to increases in the costs of resources.

## C2. Economic Inactivity

**Aim:** To reduce economic inactivity so that it is close to the UK average.

**Indicator:** Economic inactivity rate (working age).



**Swansea in Context:** Working age economic inactivity rates in Swansea are currently above the Wales average and, more significantly, above equivalent UK rates. While inactivity rates in Swansea are estimated to have increased during the last five years, equivalent national rates have remained relatively constant over the same period.

**Patterns of Inequality:** The latest data suggests that 36.4% of working age females are economically inactive in Swansea, far higher than the level for males (26.8%). This is, however, generally in line with national trends. Inactivity in Swansea is noticeably higher for those aged 16-24 – as might be expected in an area with a high student population – but is also apparent at older ages with, for example, 21.5% of those aged 25-34 inactive in Swansea, above rates in Wales (15.8%) and UK (15.2%).

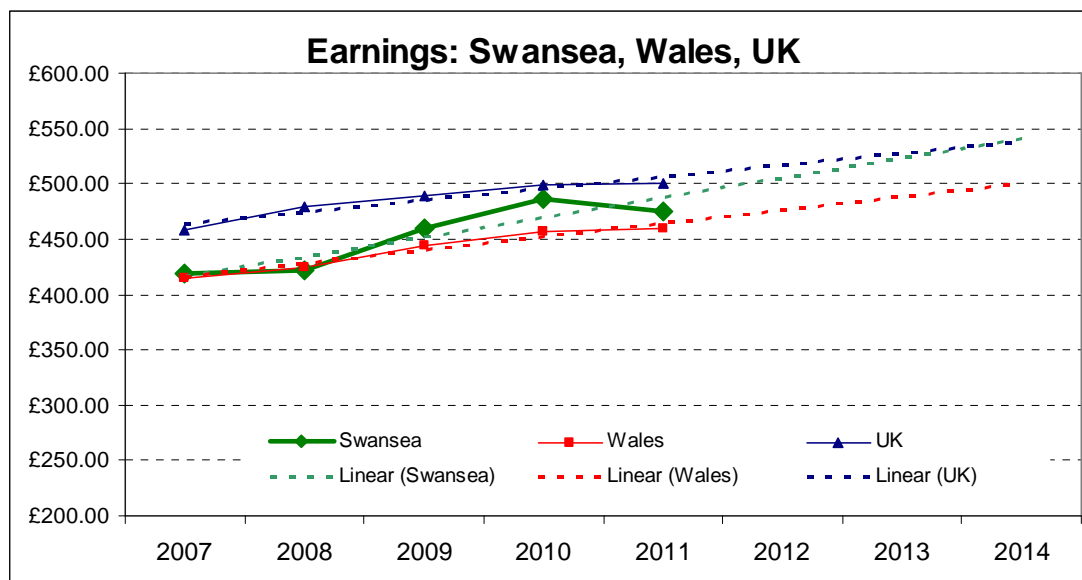
**Expected Trend:** Projecting recent trends forward suggests a continued general increase in local inactivity rates and a worsening of the gap between Swansea and both Wales and the UK.

**Future Risks:** Access to jobs may be limited by the increasing costs of fuel and the reduced availability of business/start up grants. Opportunities may also be limited by reduction in productivity as a result of increasing costs of resources and the continued global recession, competition from skilled migrants and reduced economic prosperity.

### C3. Average Earnings

**Aim:** To increase average earnings so that they are higher than the UK average.

**Indicator:** Full-time weekly average earnings.



**Swansea in Context:** The latest median weekly full-time earnings figure for residents in Swansea stands at £474.40 (April 2011 survey); currently 3.1% above the Wales figure but 5.3% below the UK average. Over the latest year period (2010-2011), full-time weekly earnings in Swansea fell by 2.5%, whilst equivalent figures increased in Wales (+0.8%) and the UK (+0.4%). However, over the longer term (the period 2007-2011), full-time weekly earnings in Swansea have increased by 13.4% (average: +3.3% per year), above the average annual increase for Wales (+2.7%) and the UK (+2.4%).

**Patterns of Inequality:** In common with the national picture, female full-time earnings in Swansea are lower than the 'all employees' figure, by 10.6% (2011), whilst male full-time earnings are 6.3% higher. Part-time earnings of residents in Swansea (average £162.90 per week) are higher than both Wales (£151.60) and the UK (£154.00).

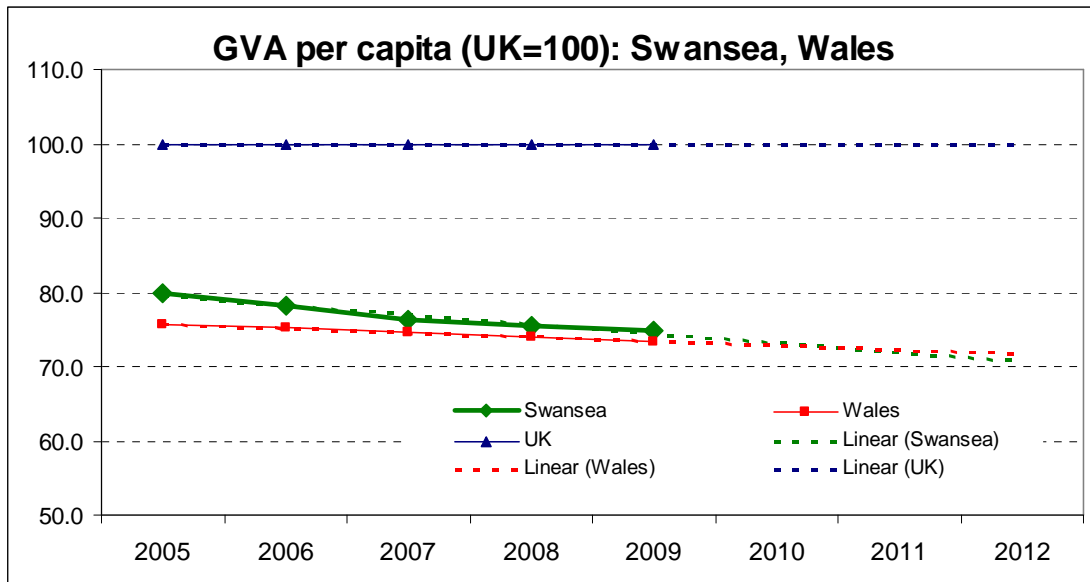
**Expected Trend:** A linear projection of the latest five-year trend suggests that full-time earnings in Swansea will continue to grow at a faster rate than average earnings in Wales and narrow the current gap between Swansea and the UK.

**Future Risks:** Reduced economic prosperity and the trend for greater sub-contracting may affect wage levels.

## C4. Economic Performance

**Aim:** To reverse the recent downward trend in economic performance and move closer to the UK average.

**Indicator:** GVA per capita.



**Swansea in Context:** In 2009 (the latest data), Swansea's GVA per head figure was £14,974; 2.1% above the current Wales level but 25.1% below the UK average. The most recent annual trend (2008 to 2009) suggested a reduction in Swansea of 2.8%, broadly in line with trends in Wales (-3.0%) and the UK (-2.7%). Over the longer term however (2004 to 2009), whilst there has been growth overall, GVA per head in Swansea increased by 5.9%, noticeably lower than growth in Wales (+10.3%) and UK (+13.7%).

**Patterns of Inequality:** Unavailable for this indicator.

**Expected Trend:** A straight linear projection of the latest five-year trend suggests that GVA per capita in Swansea will continue to decline relative to both the UK and Wales. A wide range of factors, however, means that there is considerable uncertainty.

**Future Risks:** Include recession, changes in local industry structure and the demographic change associated with the lower working age population, and corresponding relative increase in economically inactive population (0-15, 65+). Environmental risks such as those associated with flooding and climate change may have direct impacts or lead to higher insurance costs.

## D: People have a Decent Standard of Living

Income inequalities affect the way that people live their lives. Having a healthy standard of living will contribute to people having more control over their lives and will have a positive influence on their health and wellbeing. **The Marmot Review**

Poverty begins to exert its effects from a young age and research has shown that children who grow up in poverty are more vulnerable: they are more likely to be in poor health, have learning and behavioural difficulties, to under achieve at school, at greater risk of teenage pregnancy, have lower skills and aspirations and are more likely to be unemployed, welfare dependent and to feel lonely. Poverty is often linked to disability. Lower income families have less variety in their diet and eat fewer essential nutrients.

### Challenges

- 1. Child Poverty:** To reduce the percentage of children in Swansea experiencing poverty because they live in a workless household (ensuring that work moves families out of poverty).
- 2. Household Income:** To increase average disposable household income in Swansea while closing the gap with the UK and reducing inequalities within Swansea.
- 3. Personal Debt:** To reduce the overall level of personal debt in Swansea relative to the rest of England and Wales.

The processes of gathering evidence for the Single Needs Assessment and of consulting on the plan highlighted a number of important issues that might be considered as challenges as part of this plan in future:

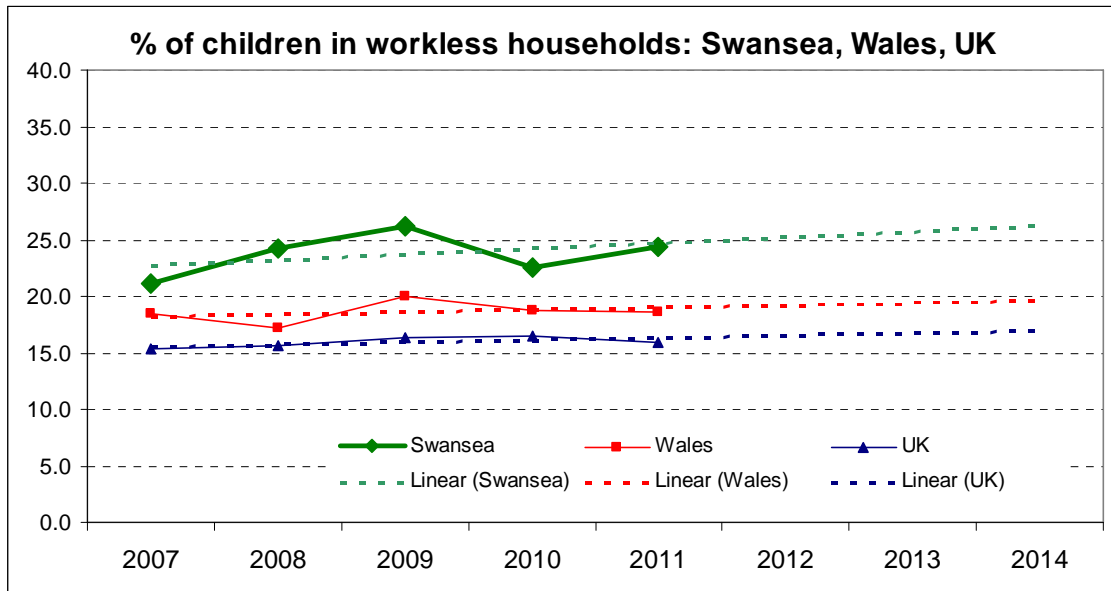
- None currently identified for this outcome.

Swansea school children, when asked 'What do we need to live a happy life?' said: friends and family; love and care; a home; education; money; safety.

## D1. Child Poverty

**Aim:** To reduce the percentage of children in Swansea experiencing poverty because they live in a workless household (ensuring that work moves families out of poverty).

**Indicator:** Percentage of children living in workless households.



**Swansea in Context:** In 2011, an estimated 9,000 children in Swansea (24.4% of children) lived in workless households; higher than the equivalent percentages for Wales (18.6%) and the UK (15.9%). Between 2007 to 2011 the estimates suggest that the percentage of children living in workless households in Swansea has increased, from 21.1% to 24.4%, slower than the rate of increase for Wales and the UK.

**Patterns of Inequality:** Spatial analysis of household and family characteristics for local areas within Swansea is possible using Census data.

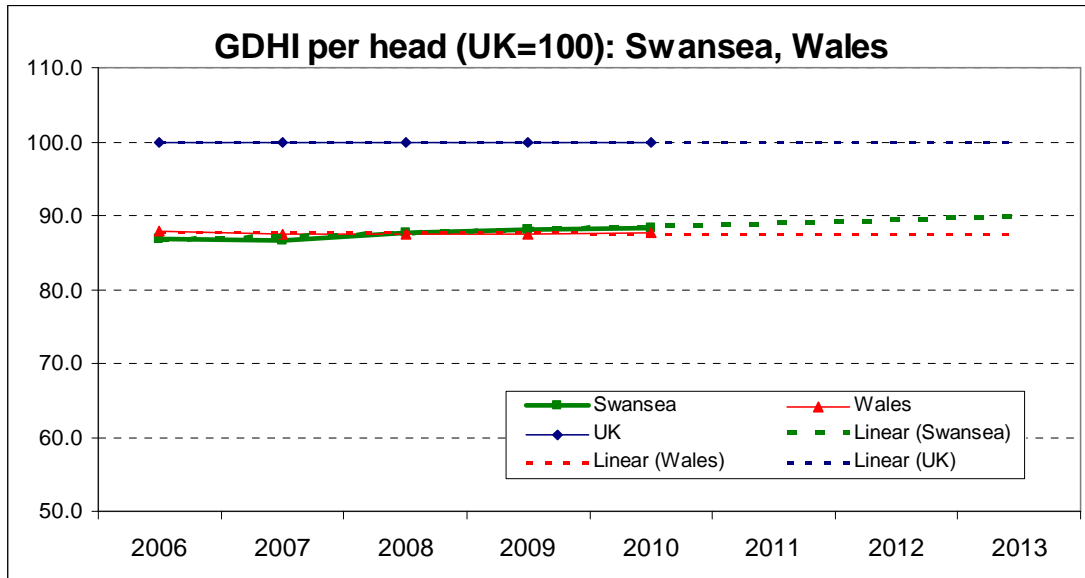
**Expected Trend:** The chart suggests a continued increase in the percentage of children living in workless households across Swansea. Recent estimates report an increase in Swansea and falls in Wales and the UK – which if continued would suggest an even worse future trend. However, these figures must be treated with caution.

**Future Risks:** The impact of Welfare Reform including the introduction of Universal Credit. Reductions in public spending and the effects of economic recession. Increasing fuel, food and other resource costs. Changes in relative proportions of children and working age adults. Increasing care costs as a result of an aging population. Vulnerability to extreme weather events resulting from climate change.

## D2. Household Income

**Aim:** To increase average disposable household income in Swansea while closing the gap with the UK and reducing inequalities within Swansea.

**Indicator:** Gross disposable household income.



**Swansea in Context:** In 2010 GDHI per head for Swansea stood at £13,899; marginally above the Wales average (£13,434) but 11.6% below the UK level (£15,727). The most recent trends suggest that between 2009 and 2010, the Swansea GDHI per head figure increased by 3.4%, just above the increase in Wales (+3.3%) and the UK (+3.0%).

**Patterns of Inequality:** No spatial data within Swansea or any other disaggregation of this data is available. In terms of the income domain for the Welsh Index of Multiple Deprivation, Swansea has the 3<sup>rd</sup> most deprived Lower Super Output Area and the least deprived Lower Super Output Area out of 1896 in Wales.

**Expected Trend:** Projecting recent (five-year) trends forward on a purely linear basis would result in the graph above, and a continued steady narrowing of the gap between Swansea and the UK. However, in reality there is considerable uncertainty.

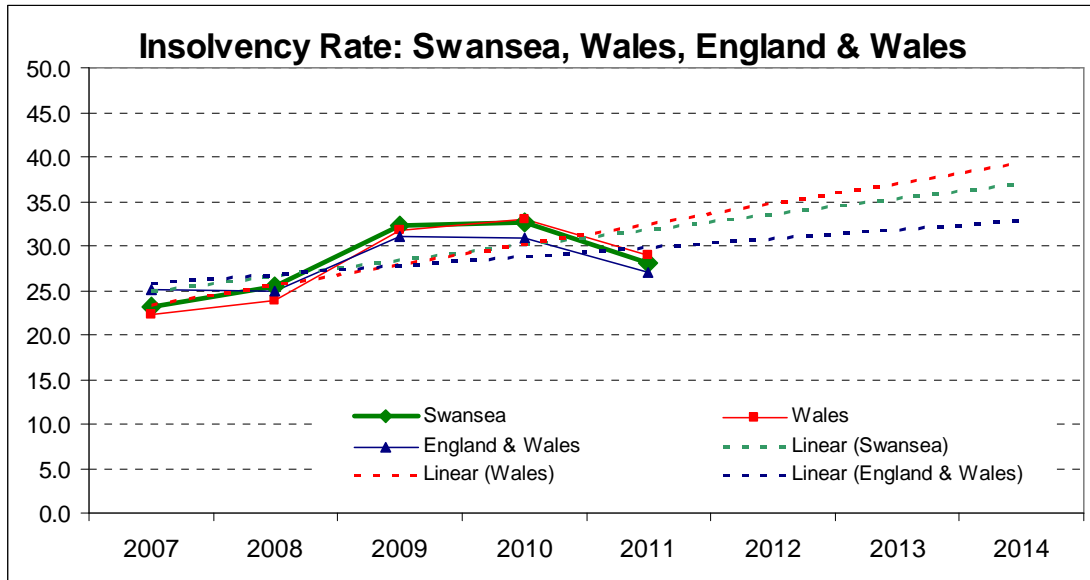
**Future Risks:** Continued Recession, both within the UK and beyond with linked pay freezes (or below-inflation increases) as well as food, fuel and other price rises. The effects of public spending reductions, Welfare Reform and the associated reductions in disposable income through, for example, lower benefit levels.



### D3. Personal Debt

**Aim:** To reduce the overall level of personal debt in Swansea relative to the rest of England and Wales.

**Indicator:** Individual insolvency rate per 10,000 adult population (Bankruptcies, IVAs, DROs).



**Swansea in Context:** The total number of new personal insolvency cases by calendar year in Swansea has increased from 477 in 2007 to 612 in 2010, with the latest 2011 figures reporting a lower figure (530). This is in line with the general trend in the numbers of new cases in England and Wales, which have plateaued in 2009/10 and fallen in 2011. Insolvency rates in Swansea are slightly below those of Wales (28.9) but have been consistently above the England & Wales rate (currently 27.1).

**Patterns of Inequality:** No spatial disaggregation of the data (within Swansea) is available. Statistics for 2011 are broken down by gender and age group for each type of insolvency, but only published at regional level. In Wales (and England) the 35-44 age cohort experience the largest proportion of total insolvency cases. For DROs alone however, the largest number and rate is in the 25-34 age group.

**Expected Trend:** The chart suggests that insolvencies in Swansea will continue to increase relative to both Wales and England & Wales, although many factors could influence the future scale and direction of change.

**Future Risks:** The continued recession and general reductions in economic prosperity, welfare reform including the introduction of the Universal Credit and changes in the administration and payment of benefits, are likely to cause an increase in debt levels, in particular for households with little or no budgeting or money management skills. Reduced funding for advice.

## E. People are Healthy, Safe and Independent

Many of the key health behaviours significant to the development of chronic disease follow the social gradient: smoking, obesity, lack of physical activity, unhealthy nutrition. **The Marmot Review**

The importance of investing in the early years is key to preventing ill health later in life, as is investing in healthy schools and healthy employment, as well as more traditional forms of ill-health prevention, such as drug treatment and smoking cessation programmes. The health and wellbeing of people is heavily influenced by their local community and social networks. Those in deprived areas are more likely to experience crime and its negative effects on health and wellbeing. Community networks and greater social capital, however, can provide a source of resilience. The extent to which people can participate and have control over their lives makes a critical contribution to psychosocial wellbeing and to health.

### Challenges

1. **Preventable Early Deaths:** To significantly reduce the difference in premature mortality rates between the most and least deprived communities.
2. **Life Expectancy:** To significantly reduce the life expectancy gap between the most and least deprived communities.
3. **Older People's Independence:** To achieve a better balance between residential / nursing and community-based care for individual older people compared to the rest of Wales.
4. **Crime:** To maintain current low levels of overall recorded crime with a specific focus on tackling domestic burglary and violence with injury.

The processes of gathering evidence for the single needs assessment and of consulting on the plan highlighted a number of important issues that might be considered as challenges as part of this plan in future:

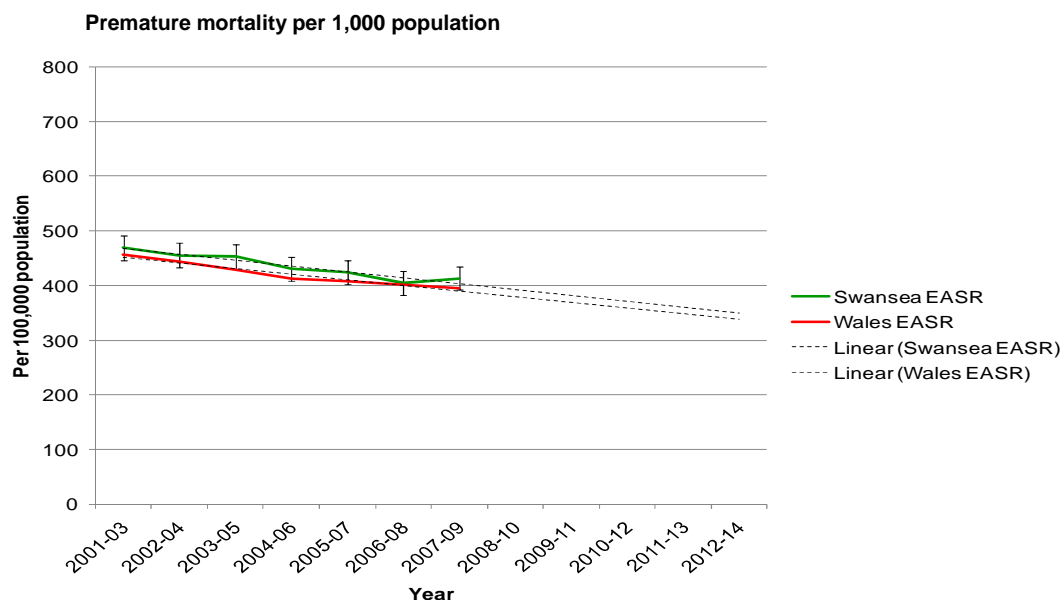
4. Substance Misuse
5. Mental Health
6. Homelessness
7. Obesity / healthy eating
8. Exercise.

Swansea school children, when asked 'What do we need to be healthy?' said: exercise; good diet; health services; no drugs or smoking or alcohol; sleep.

## E1. Preventable Early Deaths

**Aim:** To significantly reduce the difference in premature mortality rates between the most and least deprived communities.

**Indicator:** Premature mortality from all causes.



Source: Public Health Wales Observatory

**Swansea in Context:** In line with the rest of the UK, there has been a downward trend in premature mortality (aged under 75 years) from all causes in Swansea. However, the rates in Swansea have remained above the Welsh average. In Swansea a lower percentage of the male population survive until the age of 75; over one half of the adult population (57%) is reported to be overweight or obese; only 36% of people are eating the recommended daily quantity of fruit and vegetables. Also the number of people achieving the recommended levels of physical activity remain below the Wales average and Swansea is 12<sup>th</sup> highest out of the 22 local authorities in Wales for smoking.

**Patterns of Inequality:** The inequality gap has persisted over recent years. Rates of premature mortality in males are around three times higher in the 20% most deprived areas of Swansea compared to the 20% least deprived. In the female population rates are twice as high.

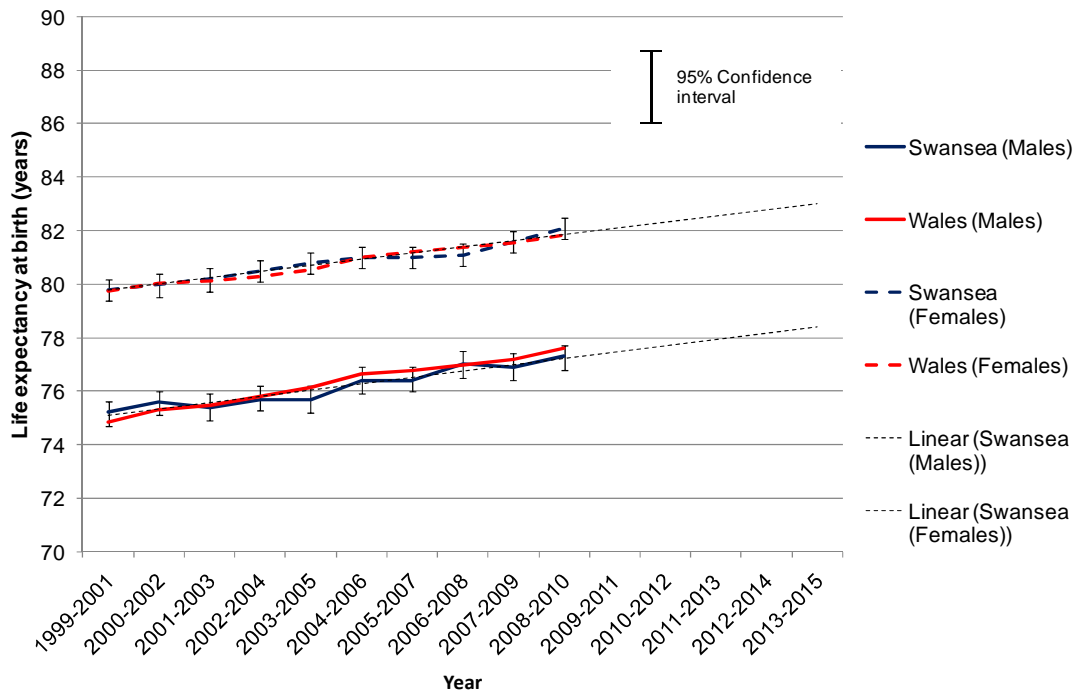
**Expected Trend:** Mortality rates are expected to continue to fall given the range of interventions and increasing medical technologies, although it is uncertain whether the inequality gaps will decrease.

**Future Risks:** Heat and cold related deaths as a result of climate change over the next 50 years are going to increase. Increasing fuel costs and reductions in income will exacerbate this situation. Increasing cost of food may have an impact. Stress associated with increasing costs and reducing income will also be a risk factor.

## E2. Life Expectancy

**Aim:** To significantly reduce the life expectancy gap between the most and least deprived communities.

**Indicator:** Life expectancy at birth.



Source: National Statistics

**Swansea in Context:** Following national trends life expectancy at birth for males and females in Swansea has increased over the last two decades. Male babies born today can be expected to live 77.3 years and female babies 82.1 years (2008-10 figures, Welsh Government, 2011). These figures are similar to the Welsh averages but slightly lower than the UK.

**Patterns of Inequality:** The life expectancy gap in Swansea for males has increased between 2001-2005 and 2005-2009 from 10.9 years to 12.2 years. Although smaller, the life expectancy gap for females has also increased over this time period (7.3 years 2001-2005; 7.4 years 2005-2009). Out of the 22 local authorities in Wales, Swansea has the second highest male life expectancy gap.

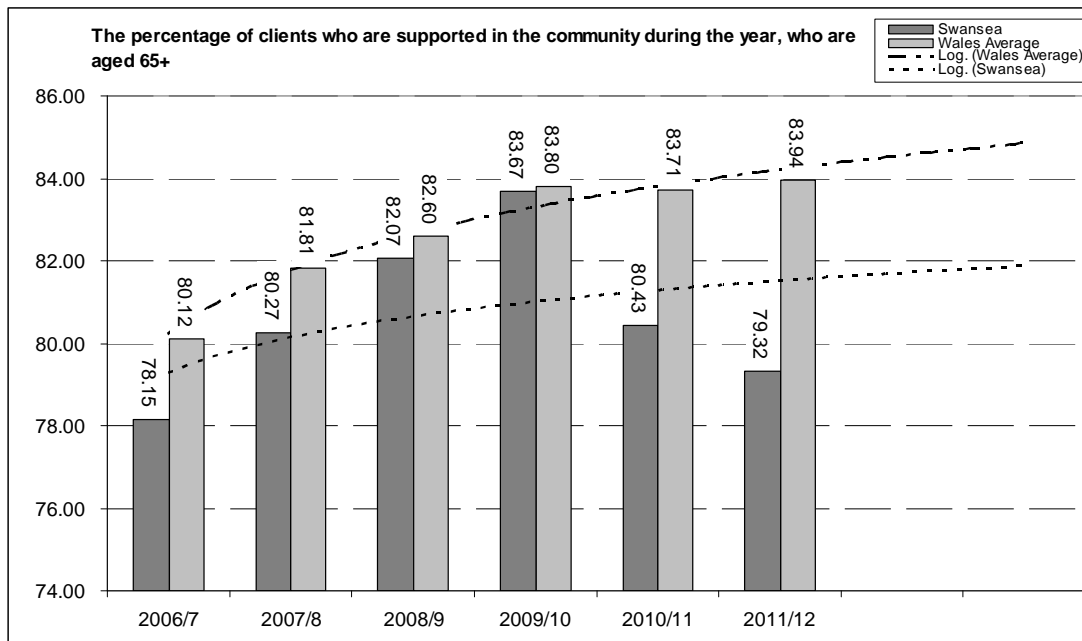
**Expected Trend:** It is difficult to extrapolate future trends in male and female life expectancy gaps in Swansea.

**Future Risks:** Increasing fuel costs and reductions in income will place more households into fuel poverty and negatively affect health. Increasing cost of food may have an impact. Research shows that access to green space is an important factor in physical and mental health. Socioeconomic inequalities will be a significant factor and will be reflected in the level of health risk for individuals.

### E3: Older People's Independence

**Aim:** To achieve a better balance between residential / nursing and community-based care for individual older people compared to the rest of Wales.

**Indicator:** The percentage of clients who are supported in the community during the year who are aged 65+.



**Swansea in Context:** While being close to the Welsh average until 2009/10, the percentage of older people supported in the community has declined in Swansea and is moving away from the average. For 2011/12, Swansea reported the 3rd lowest result in Wales on this indicator. Some 1400 additional older people would need to be supported in the community in Swansea to achieve the Wales average for 2011/12.

**Patterns of Inequality:** There are quite wide differences across Swansea with some wards not having any people in residential care (i.e. are at 100% community-based services). Others are much lower, with between 50% and 70% quite common. The lowest areas are Gower and Bonymaen. Broadly speaking, the balance is higher for those wards that are relatively less-deprived.

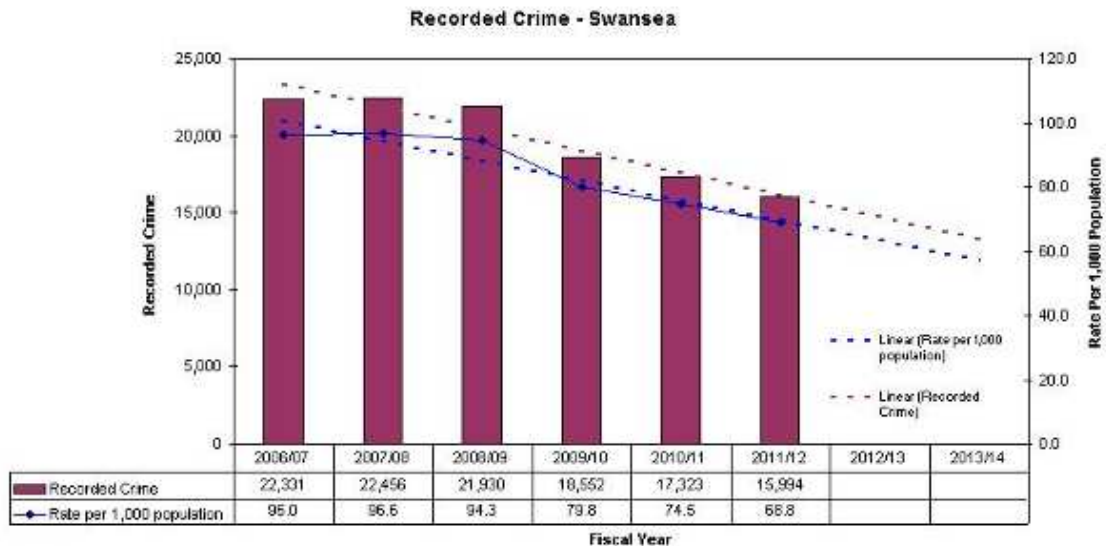
**Expected Trend:** Either modest improvements or even deterioration could be expected.

**Future Risks:** The aging population is going to increase the demands for services. The cost of fuel may impact negatively on transport services as well as the cost of getting home care services to older people living in their own homes.

## E4: Crime

**Aim:** To maintain current low levels of overall recorded crime with a specific focus on tackling domestic burglary and violence with injury.

**Indicator:** Crime rate per 1,000 population.



Source:  
 Recorded Crime - Performance Analysis, South Wales Police      Population - 232,500 (based on mid 2010 population on Swansea County Council Website)  
 Rate Per 1000 - recorded crime divided by population      Ref: SWP Western BCU 2012.207 dated 28th September 2012

**Swansea in Context:** Swansea has seen decreasing overall crime for several years in a row; a 28% decrease on total recorded crime over the last 5 years which is marginally better than the national reduction of 27%.

**Patterns of Inequality:** Crime is linked to deprivation although a recent study of Neath Port Talbot and Swansea indicated that there was not such a strong correlation as had been expected.

**Expected Trend:** Overall crime is expected to continue to fall although at a decreasing rate. Two crime types that have both a very high priority and relatively high volumes: domestic burglary and violence with injury are potentially set to rise.

**Future Risks:** Increased substance misuse linked to the effects of the recession may increase crime levels. The impacts of welfare reform are likely to be diverse and complex. Competition for jobs, and changes in benefit structures could lead to community tension. Public sector funding reductions may lead to reduced levels of service, community safety interventions and early intervention schemes that may also increase fear of crime. Increases in prices may lead to fuel crimes such as making off without payment from petrol stations and siphoning of diesel/petrol from parked vehicles. Increasing costs of resources may lead to more metal theft.

## F. People have Good Places to Live and Work

Communities are important for physical and mental health and well-being. The physical and social characteristics of communities, and the degree to which they enable and promote healthy behaviours, all make a contribution to social inequalities in health. **The Marmot Review**

A high-quality and diverse natural environment can have a positive effect on physical and mental health by providing a wide variety of opportunities for exercise, enjoyment and leisure. The quality and attractiveness of our neighbourhoods and urban centres can have a direct impact on our health and social wellbeing, community safety and the economy. Good health and well-being can be supported through the provision of affordable, high-quality housing. Transport problems are a significant barrier to social inclusion, work, education, access to health care, food and cultural activities. Climate change has become a greater consideration and presents a risk to the environment that people live in.

### Challenges

1. **Public Transport:** To improve public transport use in light of significant reductions in funding, competition and service levels.
2. **Carbon Emissions:** To reduce CO2 emissions in Swansea to meet or exceed national and local targets.
3. **Water Quality:** To sustain improvements in the ecological status of the waterbodies in Swansea.
4. **Housing Quality:** To increase the number of people in social housing able to benefit from warm and fuel efficient homes.

The processes of gathering evidence for the Single Needs Assessment and of consulting on the plan highlighted a number of important issues that might be considered as challenges as part of this plan in future:

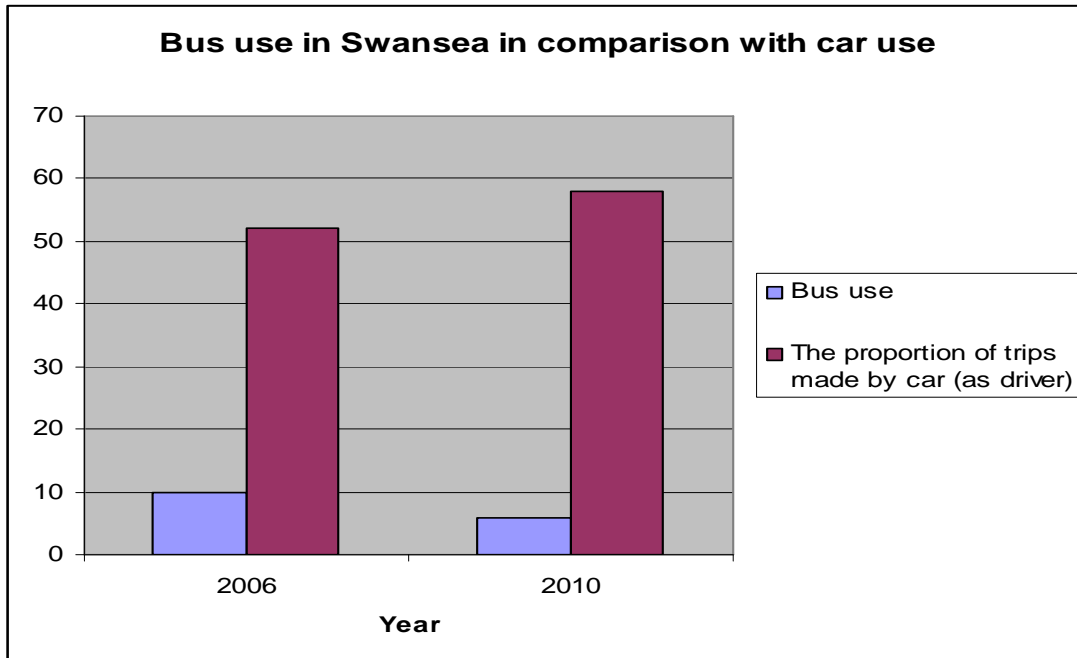
9. Housing Affordability
10. Urban environment / Green space
11. Air Quality
12. Waste
13. Play / leisure.

Swansea school children, when asked 'What makes a good place to live?' said: safety; clean environment; good neighbours and nice people; health facilities; food and drink places.

## F1. Public Transport

**Aim:** To improve public transport use in light of significant reductions in funding, competition and service levels.

**Indicator:** Bus use in Swansea.



**Swansea in Context:** The national average for trips made by car (as driver) is 40%. The 2001 Census showed that 28.54% of households in Swansea did not have access to a car. The latest Swansea Voices surveys suggests that travel by personal motor vehicle for shopping, leisure and work has decreased over the past 2 years, with the proportion of people using public transport increasing a little. The City Centre User Survey suggests there has been little change over the past six years in the way people travel to Swansea City Centre, with around half of those surveyed using the car or park and ride facilities, and between a quarter and a third using public transport.

**Patterns of Inequality:** Patterns of bus use can be difficult to analyse as the data may be commercially sensitive.

**Expected Trend:** The reduction in the 'Local Transport Services Grant' is expected to have a very significant effect upon the provision of bus public transport and it is expected that service provision will decrease as a result.

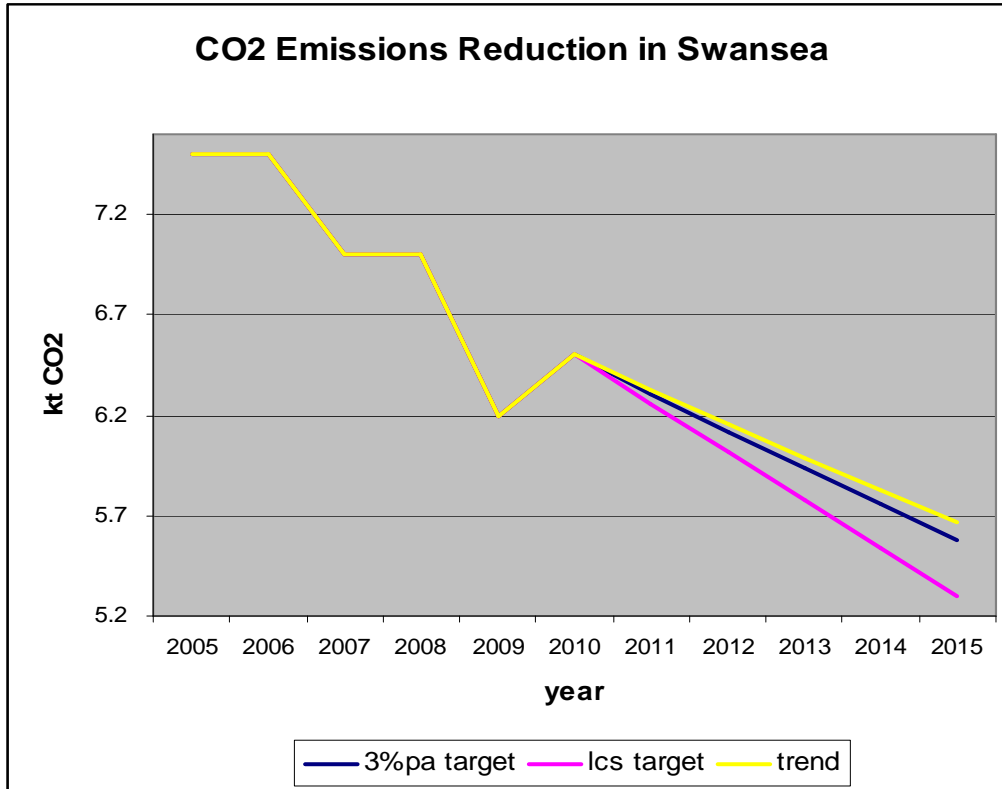
**Future Risks:** Economic austerity measures impacting on the provision of grant support. The costs associated with running bus services (and running cars) are going to increase, as a result of resources costs, especially fuel, and adaption costs to allow for greater accessibility. Increasing age population may have a positive effect if older people are encouraged to use the opportunities provided by concessionary bus passes. Increasing extreme weather events due to climate change may result in a negative impact on the reliability of bus transport services through disruption to services.



## F2. Carbon Emissions

**Aim:** To reduce CO<sub>2</sub> emissions in Swansea to meet or exceed national and local targets.

**Indicator:** Total CO<sub>2</sub> emissions per capita.



**Swansea in Context:** The total carbon emission for Swansea fell from 7.5 tonnes of CO<sub>2</sub> per capita in 2005 to 6.5 tonnes of CO<sub>2</sub> per capita in 2010.

**Patterns of Inequality:** Figures suggest that 13% of Swansea residents are experiencing fuel poverty – defined as having to spend more than 10% of household income on fuel. There is a significant disparity between areas of Swansea, with Landore having a fuel poverty rate of 20% but Llangyfelach having a rate of 6%.

**Expected Trend:** The data suggests that over the past five years, CO<sub>2</sub> emissions have reduced by 13% or 2.7% each year on average. If this trend continues, then national and local targets may not be met.

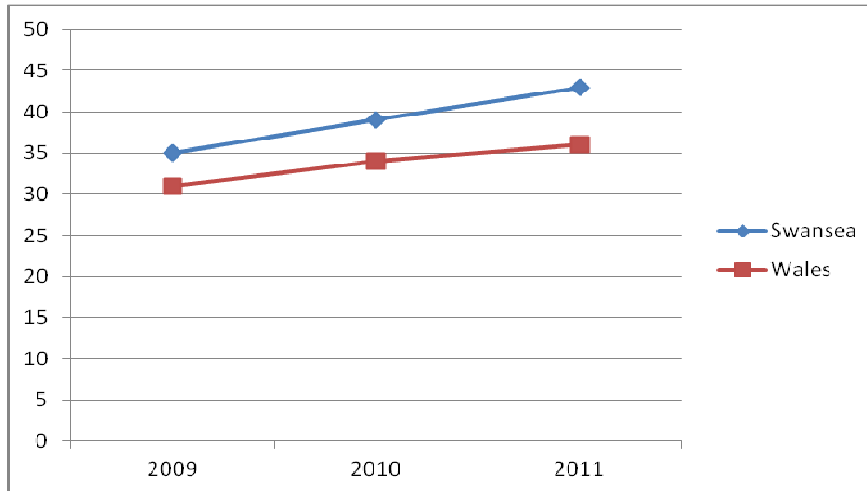
**Future Risks:** Increasing fuel costs are likely to have a positive impact on this indicator. However, the increased cost of fuel may also make the extraction of fossil fuels from more challenging places more affordable. The reduction in productivity could have a positive impact on this indicator as a result of investment in energy efficiency measures or as a result of increasing business failures. Austerity measures may impact on the effectiveness of policy interventions to reduce carbon, as a result of reducing budgets.

### F3. Water Quality

**Aim:** To sustain improvements in the ecological status of the waterbodies in Swansea.

**Indicator:** Percentage of water bodies at good ecological status.

Percentage of Waterbodies at good Ecological Status



**Swansea in Context:** The overall data for Swansea shows improvement over the last three years. Swansea's results are slightly above the average for Wales.

**Patterns of Inequality:** There is a correlation between waterbodies at good status and the less populated, generally more affluent areas of Gower. The most populous areas of Swansea are located within catchments where the waterbodies are below good ecological status.

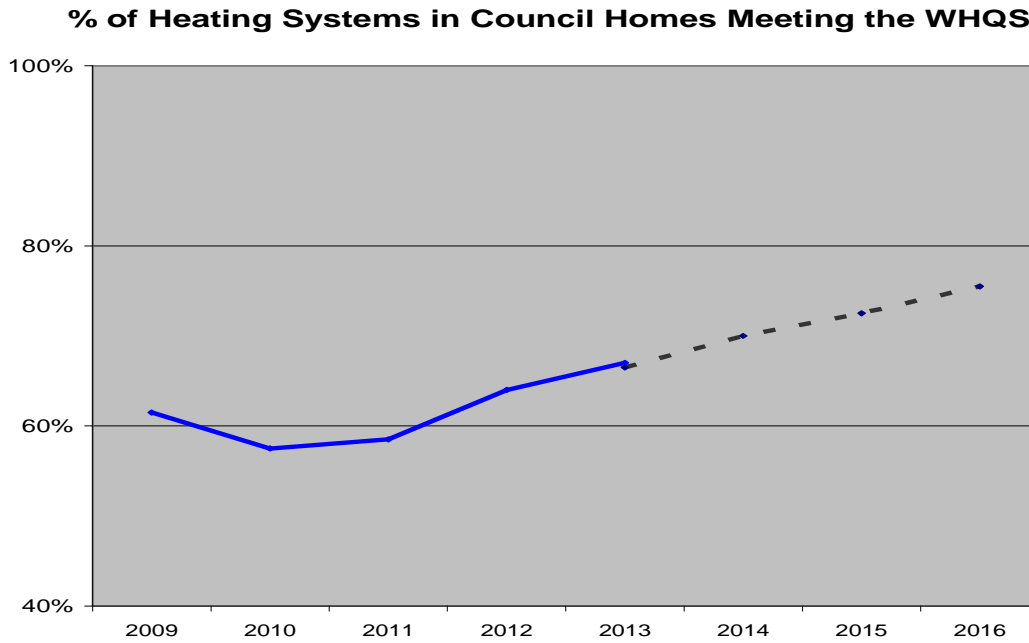
**Expected Trend:** Work is currently in progress to reduce pollution and other pressures affecting the waterbodies within the county. It is anticipated that the ecological status of the waterbodies will continue to improve. The improvements are likely to become progressively more difficult to secure.

**Future Risks:** As the increasing cost of resources and economic austerity measures impact on public services and productivity in the private sector, there is a risk that resources to manage and maintain water bodies and courses will be reduced. Good environmental management can also result in cost savings or cost avoidance for businesses. Increasing heavy rainfall due to extreme weather events will impact on the capacity of the sewage infrastructure to process foul water. In addition the increasing costs of fuel and aging energy infrastructure could potentially impact on the ability of sewage treatment works capacity to process waste. If the intensity of agricultural activities increases as a response to food supply resilience, there could be a negative impact on waterways through run-off. As ecosystems continue to fragment, then their capacity to support clean water will also decrease.

## F4. Housing Quality

**Aim:** To increase the number of people in social housing able to benefit from warm and fuel efficient homes.

**Indicator:** % of heating systems in Swansea council homes up to the requirements of the Welsh Housing Quality Standard.



**Swansea in Context:** Fuel poverty has had a particular impact on urban areas such as Swansea which is also included in an index of high wind driven rainfall. Therefore the need for housing to be warm, secure and well heated is both a structural necessity and matter of well-being. Currently 6769 (50%) of Council housing properties have boilers that are less than 15 years old and the rapid process of replacement is quickly raising this figure. Housing Associations have 6,883 properties within the City and County of Swansea area. 98% of Housing Associations and 51% of Local Authority Homes in Wales will meet the Welsh Housing Quality Standard by 2017.

**Patterns of Inequality:** Areas of Swansea that have higher rates of unfit housing than elsewhere include Penlan, parts of Morriston and Gorseinon. Welsh Government data from 2004 notes higher levels of fuel poverty in Castle, Landore, St Thomas and Uplands.

**Expected Trend:** The quality of social housing will continue to improve as more properties meet the requirements of the Welsh Housing Quality Standard.

**Future Risks:** Funding for new heating systems could be put at risk if monies have to be diverted for responsive unplanned work, which by its nature is more expensive, or for adaptations to support the needs of an aging population.

## **4. Supporting Information**

- 4.1 Swansea Single Needs Assessment 2012
- 4.2 Key Messages from the One Swansea Plan Consultation 2013
- 4.3 Statutory Requirements
- 4.4 Public and Professionals Working Together
- 4.5 Swansea Local Service Board Commitments
- 4.6 Swansea Local Service Board Membership and Sub Groups

## 4.1 Swansea Single Needs Assessment 2012

### **One...Ten...Twenty One: Swansea's Strategic Needs Assessment and the Evidence Base for Swansea's Single Integrated Plan 2012**

The *purpose* of this strategic needs assessment is to provide the evidence base for Swansea's Single Integrated Plan – a plan that will be produced for the first time in 2013 and will replace a number of existing plans including those for; health social care and wellbeing; children and young people; and community safety. This needs assessment also replaces the needs assessments that had previously been produced for issues such as health and social care and children and young people.

It has been put together by Swansea's Local Service Board and will be updated by them annually.

The assessment includes an overall profile of Swansea, from which ten key trends have been drawn out, and six sections each covering one of the population outcomes that have been identified by Swansea Local Service Board. These outcomes, which represent the ideal conditions for the population of Swansea, are:

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

For each population outcome a small number of population indicators have been identified as the most important things to change and it is from the analysis of these indicators that the twenty one challenges have been identified.

The key trends and challenges are listed below.

#### **Ten Key Trends**

A demographic overview of Swansea has highlighted the following key trends:

1. Swansea's population now stands at 238,700 (mid-2011), and has experienced ten consecutive years of growth since 2001.
2. Swansea's population pyramid shows a large spike in the 20-24 cohorts, largely associated with the inflow of students to study at Swansea's two universities - Swansea has almost 21,000 full-time students.
3. 4.8% of Swansea's population are from a non-white ethnic group (ONS 2009 estimates).
4. Health outcomes are significantly worse in the more deprived areas of Swansea, with large variance in healthy life expectancy – a gap of nearly 23 years for males and 15 years for females.

5. Over the last ten year period, life expectancy for males and females has increased by around 2½ years for both males and females in Swansea.
6. Swansea is projected to grow by 18.3% (42,000) between 2008 and 2033, the second highest growth rate in Wales (WG, 2010).
7. The number of households in Swansea increased by around 9,000 (+10%) between 2001 and 2011, with the largest growth in single-person households.
8. Economic Activity and Employment Rates in Swansea are below the equivalent Wales and UK figures. Unemployment rates (survey-based) in Swansea are above Wales and UK rates, although claimant rates are lower.
9. Other labour market statistics reinforce Swansea's role within the South West Wales sub-region and its position as a service sector-focussed economy with a high proportion of public sector jobs.
10. Swansea has an above average share of its LSOAs (12%) featuring in the top 10% most deprived in Wales (WIMD 2011). In terms of the overall index, the most deprived LSOAs in Swansea are in Townhill, Penderry and Castle.

## **Twenty One Challenges**

For each of the identified population outcomes a small number of indicators, representing the most important things that need to be changed, have been identified – there are 21 in all. The needs assessment provides analysis of the story behind each of these indicators including how Swansea looks in context with other areas, patterns of inequality, the expected trend and potential future risks. Following the analysis a challenge has been identified for each of the 21 indicators as follows:

### **A. Children have a good start in life**

1. To bring about a downward trend in the percentage of babies born with low birth weight focusing in particular on the communities with the highest rates
2. To reduce the level of domestic abuse and its impact upon children
3. To significantly improve children's readiness for school

### **B. Children and young people learn successfully**

4. To improve primary and secondary school attendance in Swansea relative to the rest of Wales
5. To continue the current rate of improvement in school achievement while narrowing the gap between those receiving and not receiving free school meals

### **C. Young people and adults have good jobs**

6. To bring about a sustained decrease in the % of 18-24 year olds claiming Jobseekers Allowance in Swansea
7. To reduce economic inactivity so that it is close to the UK average

8. To increase average earnings so that they are higher than the UK average
9. To reverse the recent downward trend in economic performance and move closer to the UK average
10. To reduce the proportion of working age population with no qualifications to the UK level or below

**D. People have a decent standard of living**

11. To reduce the percentage of children in Swansea living in workless households by that ensuring work moves families out of poverty
12. To increase average disposable household income in Swansea while closing the gap with the UK and reducing inequalities within Swansea
13. To reduce the overall level of personal debt in Swansea relative to the rest of England and Wales

**E. People are healthy and independent**

14. To significantly reduce the difference in premature mortality rates between the most and least deprived communities
15. To significantly reduce the life expectancy gap between the most and least deprived communities
16. To achieve a better balance between residential / nursing and community-based care for individual older people compared to the rest of Wales

**F. People have good places to live, work and do business**

17. To maintain current low levels of overall recorded crime with a specific focus on tackling domestic burglary and violence with injury
18. To improve public transport use in light of significant reductions in funding, competition and service levels
19. To reduce CO2 emissions in Swansea to meet or exceed national and local targets
20. To sustain improvements in the ecological status of the waterbodies in Swansea
21. To increase the number of people in social housing able to benefit from warm and fuel efficient homes

## 4.2 Key Messages from the One Swansea Plan Consultation 2013

The following key messages summarise the findings from the consultation:

1. By far and away the most appreciated thing about Swansea is 'Its natural environment especially the coastline'. This is confirmed by the public and organisational surveys.
2. The main thing considered to be missing from 'the things we appreciate about Swansea' is the friendliness of the people.
3. All five proposed values are supported by the surveys with 'fairness, social justice and opportunity for all' being the most supported by the public survey.
4. In terms of values missing from the proposals, public responses reflected valuing the environment while organisations highlighted the absence of; health and wellbeing; community pride; and sustainable development.
5. All four of the statements within the vision were supported by both surveys with 'economically active' marginally better supported by the public survey and 'high quality services' marginally better supported by the organisational survey.
6. Respondents pointed to a lack of consistency between the top line of the vision (safer, greener etc) and the four bullet points below.
7. The Integrated Impact Assessment highlighted the lack of coherence between the vision and values and their links to the population outcomes and challenges.
8. There is clear support for the proposed population outcomes with the only differences being in the strength of agreement for each with 'good start in life' having the strongest support and 'good jobs' having the least.
9. Some changes to the wording of the population outcomes could be considered specifically if the learning outcome should apply to all people in order to reflect lifelong learning. The idea of safety might be included in an outcome and the words 'do business' could be dropped from the good places outcome.
10. A number of issues were proposed by respondents as challenges that should be considered by the Local Service Board. These included:
  - Lifelong learning
  - Vocational training / apprenticeships
  - Urban environment / Green space



- Obesity / healthy eating
- Exercise
- Substance misuse
- Waste
- Play / leisure
- Homelessness.

11. The survey reveals a number of areas which score highlight both for the public and for organisations as potential areas of greater public involvement. These include:

- Keeping children safe from harm
- Reading and writing skills
- Emotional wellbeing of children and young people
- Number skills
- Opportunities for play
- Prevention of bullying
- Cleanliness of neighbourhoods.

12. Swansea Local Service Board has proposed three ways in which it believes it can support frontline work to make more of a difference. The top five challenges for each category are as follows:

<b>Information Sharing</b>	<b>Engagement</b>	<b>System Review</b>
Domestic abuse and its impact upon children	Community-based care for older people	Community-based care for older people
Primary and secondary school attendance	Domestic abuse and its impact upon children	Domestic abuse and its impact upon children
Community-based care for older people	School achievement	Primary and secondary school attendance
The life expectancy gap	Children's readiness for school	School achievement
Children's readiness for school	Primary and secondary school attendance	Children's readiness for school

13. Respondents agree that:

- More could be done to share research and information capacity between local organisations
- A dedicated group should be set up for the purpose.

14. Respondents agree that Swansea Local Service Board:

- Should identify the issues where a difference can be made through better engagement
- Should facilitate events and information sharing to allow engagement to happen
- Establish a cross agency Engagement Team to coordinate engagement activity.

15. Respondents agree that:

- No new partnerships be set up in order to deliver the new single integrated plan (but not strongly)
- All existing partnerships should review their role and purpose as the new plan is introduced.

16. Respondents agree that:

- There should be a rolling annual process with an annual performance report and event
- The LSB should invest in online communication, including through social media, in order to share progress
- LSB scrutiny should be undertaken by a Multi Agency Scrutiny Panel.

17. Respondents agree that:

- Statutory duties should be set out in a framework of accountabilities
- Responsibility for specific statutory duties will be associated with LSB members (It will be for those bodies to determine how those duties are discharged).

### 4.3 Statutory Requirements

The following statutory responsibilities are incorporated within the One Swansea Plan.

Statutory Requirement	Accountable Partner(s)	Population Outcomes
<p><b>Community Planning</b></p> <p>Local Government (Wales) Measure 2009</p> <p>(a) Develop and deliver a community plan</p>	<p>City and County of Swansea</p>	<p>All</p>
<p><b>Crime and Disorder</b></p> <p>Crime and Disorder Act 1998 (as amended). Crime and Disorder (Formulation and Implementation of Strategy) (Wales) Regulations 2007</p> <p>(a) Develop and deliver a crime reduction strategy</p> <p>(b) Develop and deliver a substance misuse strategy</p> <p>(c) Develop and deliver a reduction of re-offending strategy</p>	<p>City and County of Swansea, Wales            Probation Trust, South Wales Police, Mid and West Wales Fire and Rescue Service, ABMU Health Board</p>	<p>Good start in life</p> <p>Healthy, safe and independent</p> <p>Good places</p>
<p><b>Substance Misuse</b></p> <p>Substance Misuse (Formulation and Implementation of Strategy (Wales) Regulations 2007</p> <p>(a) Establish a strategy group</p> <p>(b) Enable information sharing</p>	<p>City and County of Swansea, Wales            Probation Trust, South Wales Police, Mid and West Wales Fire and Rescue Service,            ABMU Health Board</p>	<p>Healthy, safe and independent</p>
<p><b>Children and Young People</b></p> <p>Children Act 2004</p> <p>(a) Work in partnership to improve the well-being of children</p>	<p>City and County of Swansea</p> <p>Relevant Partners</p>	<p>All</p>
<p>(b) Appoint a lead director and lead member for children and young people's services</p>	<p>City and County of Swansea</p>	<p>All</p>

<p>(c) Appoint a lead officer and Board member for children and young people's services</p> <p>(d) Appoint a lead executive director and a lead non-executive director for children and young people's services</p>	ABMU Health Board	All
<p>Children and Young People's Plan (Wales) Regulations 2007</p> <p>(e) Produce a plan setting out strategy in relation to children and young people aged 0-25</p>	City and County of Swansea	All
<p>Children &amp; Families (Wales) Measure 2010</p> <p>(f) Publish a strategy for contributing to the eradication of child poverty in Wales</p>	City and County of Swansea	All
<p><b>Health, Social Care and Well-being</b></p> <p>NHS Wales Act 2006</p> <p>(a) Prepare and implement a health and well-being strategy</p>	<p>City and County of Swansea</p> <p>ABMU Health Board</p>	All
<p>Health, Social Care and Wellbeing Strategies (Wales) Regulations 2003</p> <p>(b) Carry out a health and well-being needs assessment</p> <p>(c) Ensure health and well-being strategies reflect; the Children and Young People's Plans, the children's services plan, the community care plan and the health improvement plan</p>	<p>City and County of Swansea</p> <p>ABMU Health Board</p>	All
<p><b>Integrated Family Support Board</b></p> <p>Children &amp; Families Measure (Wales) 2010</p> <p>Integrated Family Support Teams (Composition of Teams and Board Functions) (Wales) Regulations 2012</p> <p>(a) Establish an Integrated Family Support Board</p>	City and County of Swansea	<p>Good start in life</p> <p>Learn successfully</p> <p>Decent standard of living</p>

<p><b>Local Children Safeguarding Board</b></p> <p>Children Act 2004</p> <p>Local Safeguarding Children Boards (Wales) Regulations 2006</p> <p>(a) Establish a Local Children Safeguarding Board</p>	<p>City and County of Swansea</p>	<p>Good start in life</p> <p>Learn Successfully</p> <p>Decent standard of living</p> <p>Healthy, safe and independent</p>
<p><b>Early Years Development and Childcare Partnerships</b></p> <p>School Standards and Framework Act 1998</p> <p>(a) Establish an early years development and childcare partnership.</p>	<p>City and County of Swansea</p>	<p>Good start in life</p> <p>Learn successfully</p> <p>Decent standard of living</p> <p>Healthy, safe and independent</p>
<p><b>Child Participation</b></p> <p>Children &amp; Families (Wales) Measure 2010</p> <p>(a) Promote and facilitate participation by children in decisions which might affect them</p>	<p>City and County of Swansea</p>	<p>Good start in life</p> <p>Learn successfully</p> <p>Decent standard of living</p> <p>Healthy, safe and independent</p> <p>Good places</p>
<p><b>Play</b></p> <p>Children &amp; Families (Wales) Measure 2010</p> <p>(a) Assess the sufficiency of play opportunities in their area for children.</p>	<p>City and County of Swansea</p>	<p>Good start in life</p> <p>Learn successfully</p> <p>Decent standard of living</p> <p>Healthy, safe and independent</p> <p>Good places</p>

## 4.4 Public and Professionals Working Together

As a first step to finding new ways that the public and professionals can work together, we have used the consultation exercise for the Single Integrated Plan to identify service areas where this might happen.

The following are issues for which at least 25% of the public agreed that they would be willing to spend at least a few hours a month on, and for which at least 75% of organisations agreed that the public could make at least some difference. We also asked which issues were missing and will include these in future surveys.

Children have a good start in life

- Keeping children safe from harm
- Opportunities for play
- Support for parents before and after birth

People learn successfully

- Reading and writing skills
- Number skills
- Emotional wellbeing of children and young people
- Prevention of bullying
- School attendance

Young people and adults have good jobs

- Work experience and apprenticeships for young people

People have a decent standard of living

- None yet

People are healthy, safe and independent

### 14. Healthy eating

People have good places to live and work

- Cleanliness of neighbourhoods.

## 4.5 Swansea Local Service Board Membership

Membership of Swansea Local Service Board as of June 2013

Organisation	Name	Designation
Abertawe Bro Morgannwg University Health Board	Eifion Williams	Director of Finance
Abertawe Bro Morgannwg University Health Board	Jan Worthing	Locality Director
City & County of Swansea / LSB Executive Group	Councillor David Phillips (Chair)	Leader / Chair
City & County of Swansea	Jack Straw	Chief Executive
City & County of Swansea / LSB Engagement Group	Councillor Christine Richards	Cabinet Member for Community and Engagement and Democracy / Chair
Department for Children, Education, Lifelong Learning and Skills (DCELLS)	Sonia Reynolds	Area Director
Gower College	Mark Jones	Principal
Healthy City/ Health Social Care and Well Being Partnership	Councillor Mark Child	Chair
Job Centre Plus	Pam Sutton	District Manager South West Wales
LSB Research Group	Mike Phillips	Chair
Mid and West Wales Fire and Rescue Service	Richard Webborn	County Commander
National Resources Wales	Ben Wilson	Area Environment Manager East
South Wales Police / Safer Swansea Partnership	Julian Williams	Chief Superintendent / joint Chair
Swansea Business Forum	Hywel Evans	Chair
Swansea Council for Voluntary Services (SCVS) / LSB Coordinators Group	Carol Green (Vice Chair)	Director / Chair
Swansea CYP Executive Board	Councillor Will Evans	Chair
Swansea Economic Regeneration Partnership	Steve Penny	Chair
Swansea Environmental Forum	Reena Owen	Chair
Swansea University	Raymond Ciborowski	Registrar
University of Wales Trinity St David	Jane Davidson	Director of INSPIRE
Wales Probation Trust	Dawn Blower	Assistant Chief Executive
Welsh Government	Joanna Jordan	Director of Corporate Services and Partnerships

# ***The One Swansea Strategic Needs Assessment 2013***

***The Strategic Needs Assessment and Evidence  
Base for Swansea's Single Integrated Plan***

- ◆ **ONE** Needs Assessment
  - ◆ **TEN** Key Trends
- ◆ **TWENTY ONE** Challenges

Second Edition: **2013**

**Swansea Local Service Board**



**26/11/2013**



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## ◆◆◆ ***The 'One Swansea' Strategic Needs Assessment and Evidence Base for Swansea's Single Integrated Plan***

### **Summary**

The purpose of the strategic needs assessment is to provide the evidence base for Swansea's Single Integrated Plan (*The One Swansea Plan*) – produced for the first time in 2013 to replace a number of existing plans including those for; health social care and wellbeing, children and young people and community safety. This needs assessment also replaces the needs assessments that had previously been produced for issues such as health and social care and children and young people.

It has been put together by Swansea's Local Service Board (LSB), in particular the recently-formed LSB Research Group, and will be updated by them annually.

The assessment includes an overall profile of Swansea, from which ten key trends have been drawn out, and six sections each covering one of the population outcomes that have been identified by Swansea Local Service Board. These outcomes, which represent the ideal conditions for the population of Swansea, are:

- 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.

For each population outcome a small number of population indicators have been identified as the most important things to change and it is from the analysis of these indicators that the twenty one challenges have been identified.

The key trends and challenges are listed below.

### **Ten Key Trends**

A demographic overview of Swansea has highlighted the following key trends:

1. Swansea's population now stands at 239,600 (mid-2012), and official statistics suggest eleven consecutive years of growth since 2001.
2. Swansea's population pyramid shows a large spike in the 19-22 age group, largely associated with the inflow of students to study at Swansea's two universities.
3. 6% of Swansea's population are from a non-white ethnic group (2011 Census).

4. Health outcomes are significantly worse in the more deprived areas of Swansea, with large variance in healthy life expectancy – a gap of nearly 23 years for males and 15 years for females.
5. Over the last ten year period, life expectancy in Swansea has increased by around 2 years for both males and females.
6. Swansea is projected to grow by 13.1% (31,200 people) between 2011 and 2036, the fourth highest growth rate in Wales (WG, 2013).
7. The number of households in Swansea increased by around 9,000 (+10%) between 2001 and 2011, with the largest growth in single-person households.
8. Economic Activity and Employment Rates in Swansea are below the equivalent Wales and UK figures. Unemployment rates (survey-based) in Swansea are above Wales and UK rates, although claimant rates are lower.
9. Other labour market statistics reinforce Swansea's role within the South West Wales sub-region and its position as a service sector-focussed economy with a high proportion of public sector jobs.
10. Swansea has an above average share of its LSOAs (12%) featuring in the top 10% most deprived in Wales (WIMD 2011). In terms of the overall index, the most deprived LSOAs in Swansea are in Townhill, Penderry and Castle.

## **Twenty One Challenges**

For each of the identified population outcomes a small number of indicators, representing the most important things that need to be changed, have been identified – there are 21 in all. The needs assessment provides analysis of the story behind each of these indicators including how Swansea looks in context with other areas, patterns of inequality, the expected trend and potential future risks. Following the analysis a challenge has been identified for each of the 21 indicators as follows:

### **A. Children have a good start in life**

1. To bring about a downward trend in the percentage of singleton live births with a low birth weight focusing in particular on the communities with the highest rates.
2. To more rapidly reduce the level of domestic abuse and its impact upon children.
3. To significantly improve children's readiness for school.

### **B. People learn successfully**

4. To improve primary and secondary school attendance in Swansea relative to the rest of Wales.

5. To continue the current rate of improvement in school achievement while narrowing the gap between those receiving and not receiving free school meals.
6. To reduce the proportion of working age population with no qualifications to the UK level or below.

### **C. Young people and adults have good jobs**

7. To bring about a sustained decrease in the % of 18-24 year olds claiming Jobseekers Allowance in Swansea.
8. To reduce economic inactivity so that it is close to the UK average.
9. To increase average earnings so that they are higher than the UK average.
10. To reverse the recent downward trend in economic performance and move closer to the UK average.

### **D. People have a decent standard of living**

11. To reduce the percentage of children in Swansea living in low-income households.
12. To increase average disposable household income in Swansea while closing the gap with the UK and reducing inequalities within Swansea.
13. To reduce the overall level of personal debt in Swansea relative to the rest of England and Wales.

### **E. People are healthy, safe and independent**

14. To significantly reduce the difference in premature mortality rates between the most and least deprived communities.
15. To significantly reduce the life expectancy gap between the most and least deprived communities.
16. To achieve a better balance between residential / nursing and community-based care for individual older people compared to the rest of Wales.
17. To maintain current low levels of overall recorded crime with a specific focus on tackling domestic burglary and violence with injury.

### **F. People have good places to live and work**

18. To improve public transport use in light of significant reductions in funding, competition and service levels.
19. To reduce CO2 emissions in Swansea to meet or exceed national and local targets.

20. To sustain improvements in the ecological status of the waterbodies in Swansea.
21. To increase the number of people in social housing able to benefit from warm and fuel efficient homes.

## **Changes to Indicators since 2012**

A limited number of changes have been proposed to the indicators in the 2013 Assessment. These are outlined below:

### **Outcome A**

**A1:** The low birth weight indicator now only includes 'singleton' babies, therefore excluding multiple births from the statistics.

**A3:** The previous 'School Readiness' indicator – reading test scores for 6-7 year olds (school year 2) – has been replaced by a new indicator for children starting school assessed on the CDAP (Child Development and Assessment Profile) as being at Step 1 in three key areas of development.

### **Outcome B**

**B3:** In line with the change made for The One Swansea Plan 2013, the 'Adult Qualifications' Challenge has been moved from Outcome C (former indicator C5) to this Outcome – 'People Learn Successfully'.

### **Outcome D**

**D1:** As a more meaningful measure of child poverty, 'Children in Low-Income Households' (children living in households claiming out of work benefits or Working Tax Credits with an income below 60% of the national median), a secondary indicator in the 2012 assessment, becomes the primary indicator of child poverty. 'Children in Workless Households' remains as a secondary indicator in Outcome D.

### **Outcome E**

**E4:** In line with the change made for The One Swansea Plan 2013, the 'Crime' Challenge has been moved from Outcome F (former indicator F1) to this Outcome – 'People are Healthy, Safe and Independent'.

## Contributors

### *Message from the LSB Research Group Chair*

I would like to say a big thank you to everyone who contributed to this Needs Assessment either through their contributions to the LSB Research Group, by providing content for chapters or through other valuable help and advice. Special thanks go to all colleagues across the partner organisations who supplied the detailed content for the individual indicator 'scorecard' updates.

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*November 2013*

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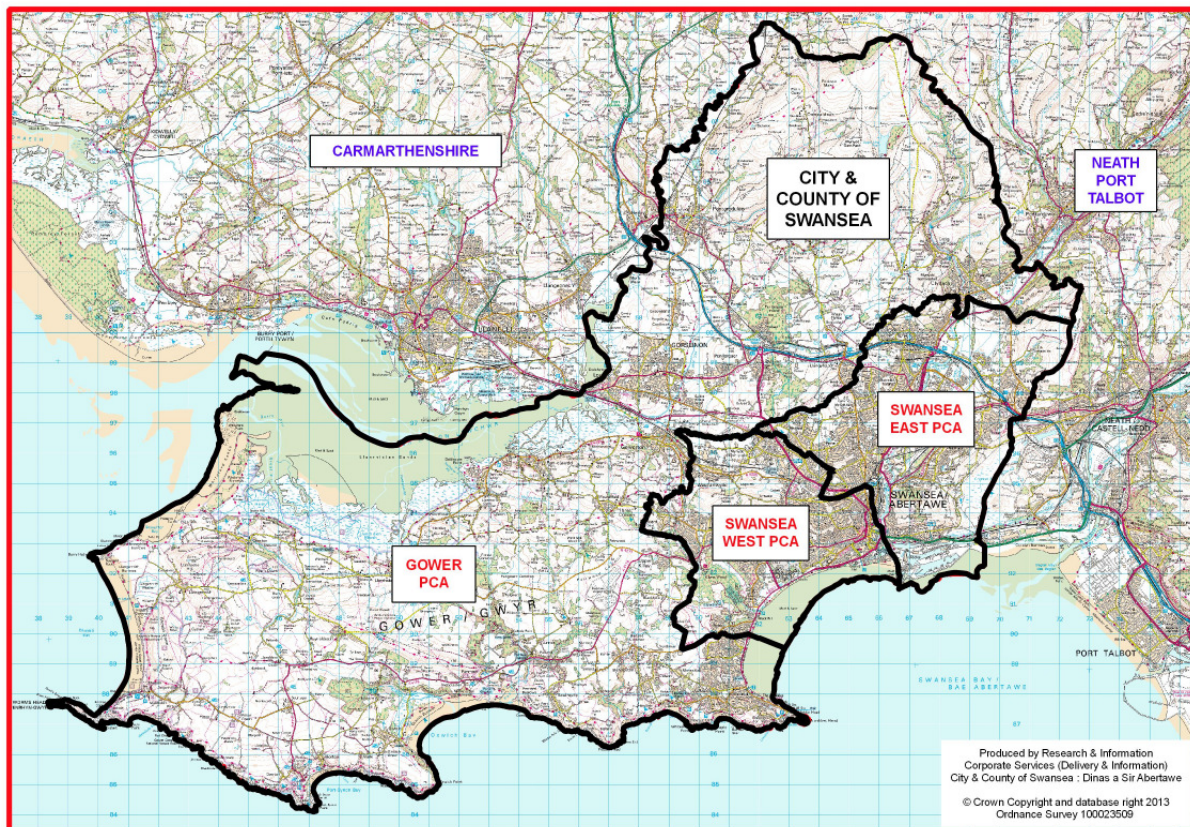
## ◆◆◆ Swansea Profile

### Location and Environment

Situated in the middle of the South Wales coast, Swansea is the second largest city in Wales and the regional centre for South West Wales.

Swansea has two neighbouring Local (Unitary) Authorities: Carmarthenshire and Neath Port Talbot. Three Parliamentary Constituency Areas currently sit within the county: Gower, Swansea East and Swansea West, as illustrated by the map (Figure 1) below. The local Council is served by 72 Councillors representing 36 Electoral Divisions and, following the elections of May 2012, is led by a Labour Party administration.

Figure 1: City & County of Swansea – neighbouring authorities and Constituency Areas



The City & County has a land area of 378 square kilometres and can be broadly divided into four geographic areas: the open moorlands of the Lliw Uplands in the north; the rural Gower Peninsula in the west, containing a number of rural villages, contrasting coasts and the Gower Area of Outstanding Natural Beauty (AONB); the suburban area stretching from the edge of Swansea towards settlements in the west and around the M4 corridor; and the coastal strip around Swansea Bay, no more than two miles in width, which includes the city centre and adjacent district centres such as Uplands, Sketty and Mumbles.

Swansea's natural environment is of outstanding quality and makes up about 80% of the County's total area, contributing to its distinctive character. The diversity of

habitats and species makes Swansea one of the most biodiverse counties in the UK. Approximately 17% of the County's area is protected by European or National designations such as Special Protection Areas (SPAs), Ramsar sites and Sites of Special Scientific Interest (SSSIs). A further 30% has been identified as being of significant local ecological interest, including Local Nature Reserves and Wildlife Trust reserves.

Water quality within Swansea's inland and coastal waters has improved significantly over recent decades but many waterbodies in the County are failing to meet new tighter standards that have been introduced. Air quality in a growing number of areas across Swansea is poor at times, largely due to increasing car use and congestion.

The historic environment adds an important dimension to the areas where people live and work. From the 12<sup>th</sup> century, Swansea has served as a focal point for the surrounding countryside, as an administrative centre, market and port, and also as a seaside resort and manufacturing centre. Many of its districts grew up around copper works and mines to provide housing for workers, and they still retain distinctive characteristics. There are over 4,000 records of historical and archaeological importance on the County Sites and Monuments Record, 122 of which are Scheduled Ancient Monuments. These include burial monuments, Iron Age forts, castles, churches and industrial monuments. 518 listed buildings remain in Swansea, many of which are located in the City & County's 31 designated Conservation Areas. In addition, 13 sites within Swansea are registered as Historic Parks and Gardens.

## Swansea's Population

The latest estimate of the City and County of Swansea's population published by the Office for National Statistics (ONS) is 239,600 (as at June 2012). Swansea now has the second largest local authority population in Wales (behind only Cardiff) and accounts for almost 8% of its total population.

**Swansea's population now stands at 239,600 (2012), and official statistics suggest eleven consecutive years of growth since 2001**

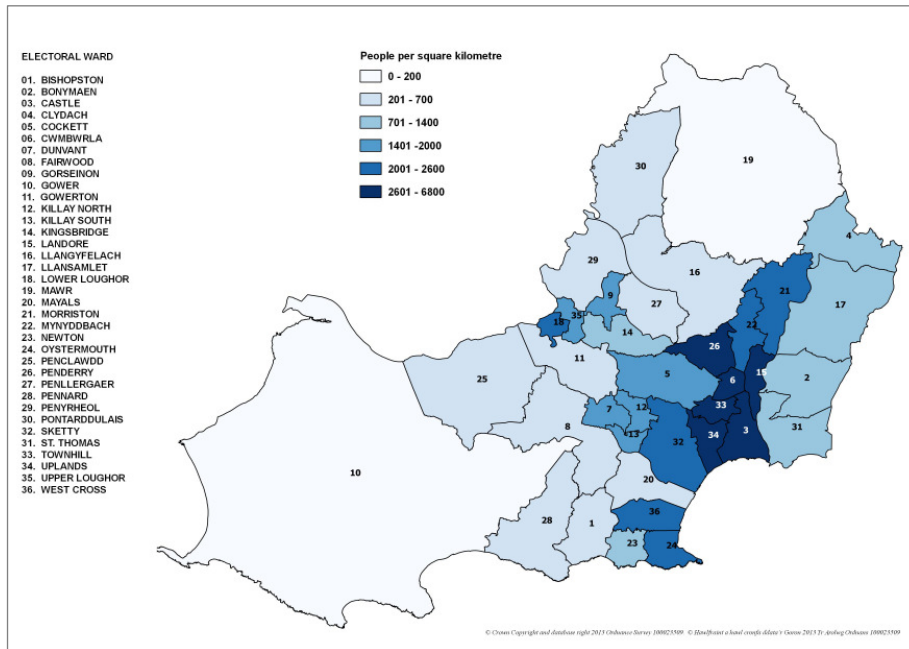
The population is not evenly distributed within the city and county. Most people live within the urban area of Swansea (home to around half of the County's population) and in the surrounding nearby urban settlements to the north, north east and north west, including Morriston, Clydach, Gorseinon and Pontarddulais. Ward population totals in Swansea (mid-2011 estimates) range from around 1,900 in Mawr to 16,900 in Morriston.

The average population density of the county is 634 people per km<sup>2</sup> (2012 mid-year estimate), the sixth highest of the 22 local authorities in Wales (average: 148 people per km<sup>2</sup>). Ward level estimates of population density (2011) reveal high concentrations of population in and immediately around the city centre (Castle Ward), the adjacent wards of Cwmbwrla and Uplands (6,800 people per km<sup>2</sup>, the highest population density in the county), and also in Townhill and Penderry. These are in contrast to the sparsely populated rural areas of the Gower and northern Lliw area (both Mawr and Gower Wards have a population density of 32 people per km<sup>2</sup>, the lowest in the county).



Figure 2 below illustrates the estimated population density of each Electoral Division (or Ward) in Swansea as at mid 2011.

**Figure 2: Swansea – Population Density by Ward, 2011**

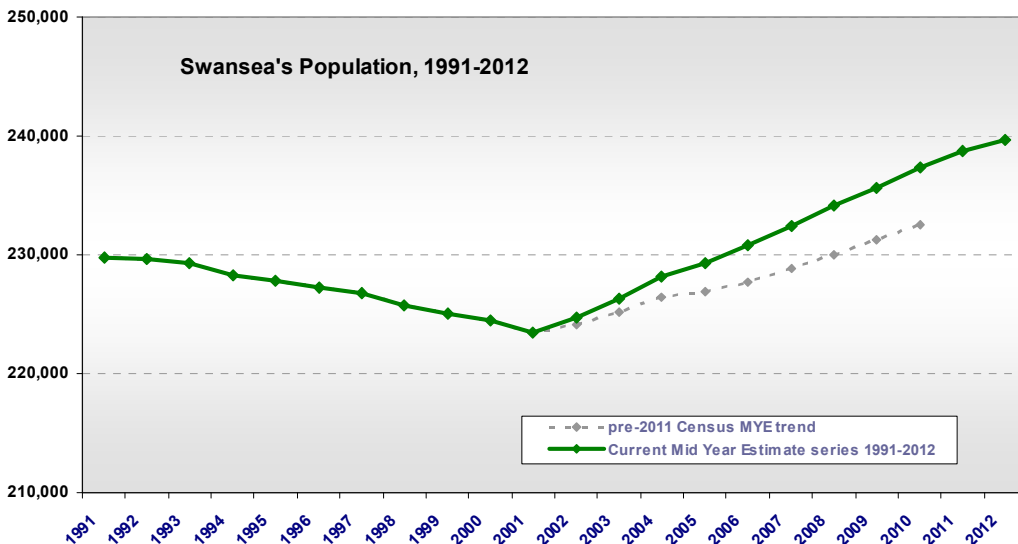


Source: Swansea Ward Population Estimates (ONS, 2011) and land area (km<sup>2</sup>).

### Total Population Change

The official published series of mid-year estimates (ONS) suggest that Swansea’s population steadily declined in the ten years following 1991. However, estimates post 2001 pointed to a sharp reversal of this trend. ONS have now released the main results of the 2011 Census and associated Mid Year Estimates. In line with usual practice, previous mid-year population estimates – albeit for the years 2002 to 2010 only – have now been revised by ONS (re-based using the 2011 Census data). The overall reported long-term trend in Swansea’s population since 1991 is illustrated in Figure 3 below, and includes both the latest trend line and the pre-2011 Census estimates. Between 2001 and 2012, the average rate of population growth attributed to Swansea is approximately +1,500 people (+0.7%) per year.

**Figure 3: Swansea – Population Change 1991-2012**



Source: Mid Year Population Estimates 1991-2012, ONS.

The currently available official estimates of the key components of population change – namely births, deaths and migration – suggest that the key driver of population growth in Swansea over the period 2001-2012 is migration, with the majority of growth in each year being provided by either internal/UK migration (mainly for the years 2002-04 and 2009-10) or international migration (2006-09).

In terms of natural change, the recorded number of live births in Swansea has generally risen since 2001, and over the last few years the number of deaths has slightly fallen (although the figures do fluctuate). The net result is that from 2005 onwards the number of births has exceeded deaths and positively contributed to population growth, most significantly in the years 2007-08 and 2010-12.

## Population Structure

The latest ONS estimates of the gender and age structure of Swansea’s population (as at 30 June 2012) are set out in Table 1 below, along with the equivalent percentage figures for Wales and the UK.

**Table 1: Composition of Swansea’s Population by Gender and Age, mid-2012**

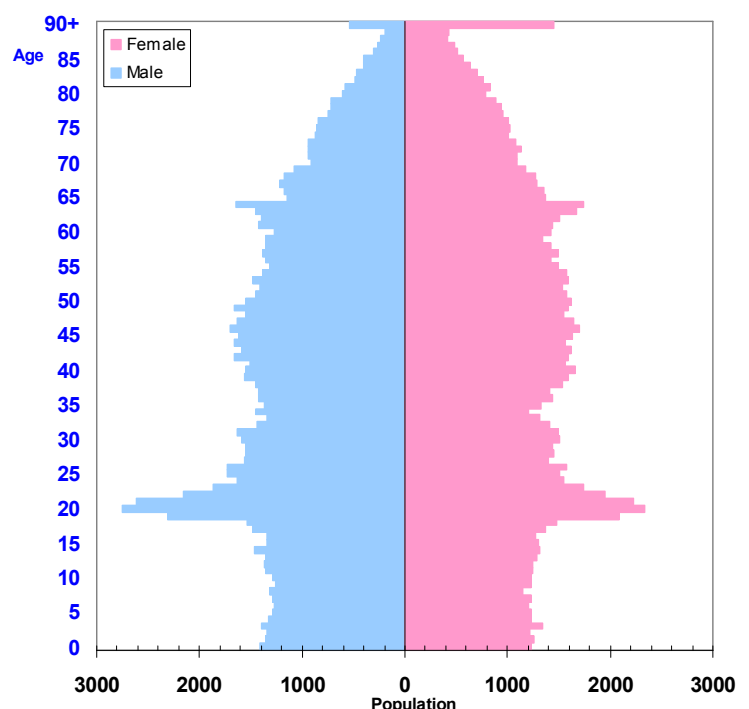
Age	Swansea				Wales %	UK %
	Males	Females	Total	%		
0-4 years	6,900	6,300	13,300	5.5	5.9	6.3
5-15	14,600	13,600	28,200	11.8	12.3	12.5
16-24	18,200	16,200	34,400	14.3	12.2	11.8
25-44	30,200	29,300	59,500	24.8	24.3	26.9
45-64	29,200	30,700	59,900	25.0	26.4	25.5
65-74	10,900	12,400	23,400	9.7	10.3	9.1
75+ years	8,500	12,500	21,000	8.8	8.7	7.9
<b>Total</b>	<b>118,600</b>	<b>121,000</b>	<b>239,600</b>	<b>100</b>	<b>100</b>	<b>100</b>

Source: Mid Year Population Estimates 2012, ONS.

The proportion of Swansea’s current (2012) population of working age (all aged 16-64), at 64.2%, is higher than Wales (62.8%) but equal to the UK. However, Swansea has a lower proportion of children (aged 0-15), at 17.3%, than both Wales (18.1%) and the UK (18.8%).

Figure 4 opposite breaks down the latest population estimates for Swansea by age and gender, in the form of a population pyramid.

**Figure 4: Swansea’s population, mid-2012**



**Swansea's population pyramid shows a large spike in the 19-22 age cohorts, largely associated with the inflow of students to study at Swansea's two universities**

The graph highlights in particular the large spike in the population cohorts aged between 19-22 years, mainly associated with the inflow of students to study at Swansea's two universities, a large proportion of whom come from elsewhere in the UK and overseas. The latest Higher Education statistics published by the Welsh Government (see Table 2) record over 16,300 full-time students attending the two Universities, with around 4,000 full-time students in Further Education.

**Table 2: Full-Time Students in Swansea**

University / College	Academic Year	Full-Time Students		
		HE	FE	All
Swansea University	2011-12	12,070	0	12,070
Swansea Metropolitan University	2011-12	4,240	105	4,345
Gower College Swansea	2011-12	5	3,935	3,940
Totals		<b>16,315</b>	<b>4,040</b>	<b>20,355</b>

*Data Source: Higher Education Statistics Agency (HESA) Student Record and LLWR (Lifelong Learning Wales Record), published by Welsh Government, Feb/Sep-2013.*

*Notes: Rows and columns may not sum due to rounding / HE = Higher Education; FE = Further Education.*

*In August 2010, Gower College Swansea was created by the merger of Gorseinon College and Swansea College.*

## Recent Population Change by Age

An overview of recent trends can be provided via analysis of the main changes in the age structure of Swansea's population over the ten-year period 2002-2012.

- **0-4** years age group: a growth of around 1,300 (+10.9%), essentially attributable to an increasing number of births, particularly since 2007.
- School-age group (**5-15**): a fall of 1,500 (-5.1%), reflecting the impact of fewer births in the 1990s and early 2000s. However, the rate of decline appears to be slowing as the upturn in births in the late 2000s comes through.
- **16-19**: a small increase in the total number, with an increase of around 400 (+2.9%) overall. Reductions in the population aged 16-17 have been more than offset by an increasing number of 18-19 year olds.
- **20-24**: a significant growth of 5,100 (+31.4%), linked to increasing levels of student in-migration, including those from overseas.
- **25-29**: an increase in the population of this cohort by 3,000 (+24.3%). This is considered attributable to a number of factors, including increased international in-migration and the retention of graduates.
- Working age population (all aged **16-64**): a steady increase of 8.3% (+11,700), which is higher than the equivalent overall rate of population increase for Swansea over the period (+6.6%).

- Older population (all aged **65+**): an increase of 3,400 (+8.2%), indicative of an increasingly ageing population, in line with national trends. Growth has been most dramatic in the population aged **over 85**, estimated to have increased in Swansea by 1,100 (+22.0%) from 4,900 (2002) to around 6,000 in 2012.

**6% of Swansea's population are from a non-white ethnic group (2011 Census)**

### Population by Ethnic Group and Religion

The 2011 Census data suggests that an estimated 14,326 people in Swansea were from a non-white ethnic group, around 6.0% of the total population; higher than the equivalent figure for Wales (4.4%) and the third highest percentage for the 22 local authorities in Wales. However, these proportions are much lower than the equivalent figure for England and Wales combined (14.0%).

20,368 (8.5%) of Swansea's population were non-'White British' in 2011 (i.e. also including other white ethnic groups); above the Wales average (6.8%) and again third highest of the Welsh LAs, but below England & Wales (19.5%).

Over the period 2001 to 2011, the proportion of people in Swansea from a non-White ethnic group increased from around 2% of the population to 6%, an overall increase of approximately 9,500 (+198%). The number of non-'White British' people increased over this period by 10,800 (+113%). Both figures exceed the equivalent increases for Wales (+118% and +78%) and England & Wales (+70% and +65%).

The 2011 Census data suggests that the largest non-white ethnic groups are:

- Chinese – 2,052 people (0.9% of Swansea's population)
- Bangladeshi – 1,944 (0.8%)
- Other Asian – 1,739 (0.7%)
- Black African – 1,707 (0.7%)
- Arab – 1,694 (0.7%).

Amongst the non-white ethnic groups, the largest estimated increases in population between 2001 and 2011 were in the Black African (+1,500 approx.), Bangladeshi and Indian groups (both +900). There was also a significant numerical increase in the 'Other-White' population of 1,400 (+40%), mainly reflecting the inflow of economic migrants from Eastern Europe since the beginning of EU Accession in 2003. Other minority groups which had very low populations in 2001 have seen significant growth in proportionate terms, for example, Pakistani +89% (to 591).

Growth in the Bangladeshi ethnic group, long regarded as the largest non-white ethnic group in Swansea, has continued between 2001 and 2011, almost doubling (+94%) over the period. However the latest estimates suggest that the Chinese ethnic group is now larger than the Bangladeshi population in Swansea.

Amongst children, ONS estimates suggest that the numbers aged 5-15 from non-white ethnic groups increased from around 1,000 in 2001 to 4,500 in 2011 (Census). The latest Swansea data from the Schools' Census (PLASC) suggests that the

proportion of the school population who are not white-British increased from around 7.5% in 2004 to 11.3% in 2013 (around 4,100 pupils).

Ward level breakdowns of Swansea's population by ethnic group are also available from the 2011 Census. The largest ethnic minority populations were recorded in the urban wards of Uplands (2,091), Castle (3,202) and Sketty (1,323). In proportionate terms, Castle and Uplands both record ethnic minority populations of above 10%. Within wards, the 2011 Census data also reveals evidence of distinct ethnic group clusters, for example, the Arab population in the Castle, Sketty and Uplands areas.

The 2011 Census is also the latest definitive source of information on religion. Christianity remains the predominant religion in Swansea (55%); although 34% held no religious beliefs and 7% did not answer (as the Census question on religion is voluntary). Of the groups listed, 5,415 people (2%) stated their religion as Muslim, making this the most common religion in Swansea after Christianity.

Information from the 2011 Census on the distribution of non-Christian religion by Ward again sees the greatest numbers in Castle (2,049), Uplands (1,208) and Sketty (886). In proportionate terms, the wards of Castle (13%), Uplands and Landore (both 8%) have the highest rates of population with a non-Christian religion.

**Health outcomes are significantly worse in the more deprived areas of Swansea, with large variance in healthy life expectancy – a gap of nearly 23 years for males and 15 years for females**

### **Health and Life Expectancy**

A broad range of information is available on the current health and social care needs of the local population. Inequalities in health are experienced across Swansea, both geographically and by different population groups, with health outcomes statistically significantly worse in the more deprived areas of Swansea than Wales as a whole. For example, rates of premature mortality from circulatory disease are more than four times higher in the Castle area than in the Gower and Pennard areas.

Statistics from the Public Health Wales Observatory (2005-09) suggest that Swansea has a life expectancy gap between the most and least deprived areas of around 12 years for males and 7 years for females. The healthy life expectancy gap is nearly 23 years for males and 15 years for females. The disability-free life expectancy gap is nearly 18 years for males and 14 years for females.

**Over the last ten year period, life expectancy in Swansea has increased by around 2 years for both males and females**

The long-term trend of a general ageing population is confirmed by the latest ONS figures on average life expectancy at birth (for 2010-12), which now stands at 77.6 years for males in Swansea (Wales 78.2) and 82.2 for females (equal to Wales). Ten years previously, i.e. 2000-2002, life expectancy in Swansea was 75.6 years for males (Wales 75.3) and 80.0 years for females (again equal to Wales). The effects of the ageing of Swansea's population on health, social care and a wide range of other service provision will become increasingly significant.

**Swansea is projected to grow by 13.1% (31,200 people) between 2011 and 2036, the fourth highest growth rate in Wales (WG, 2013)**

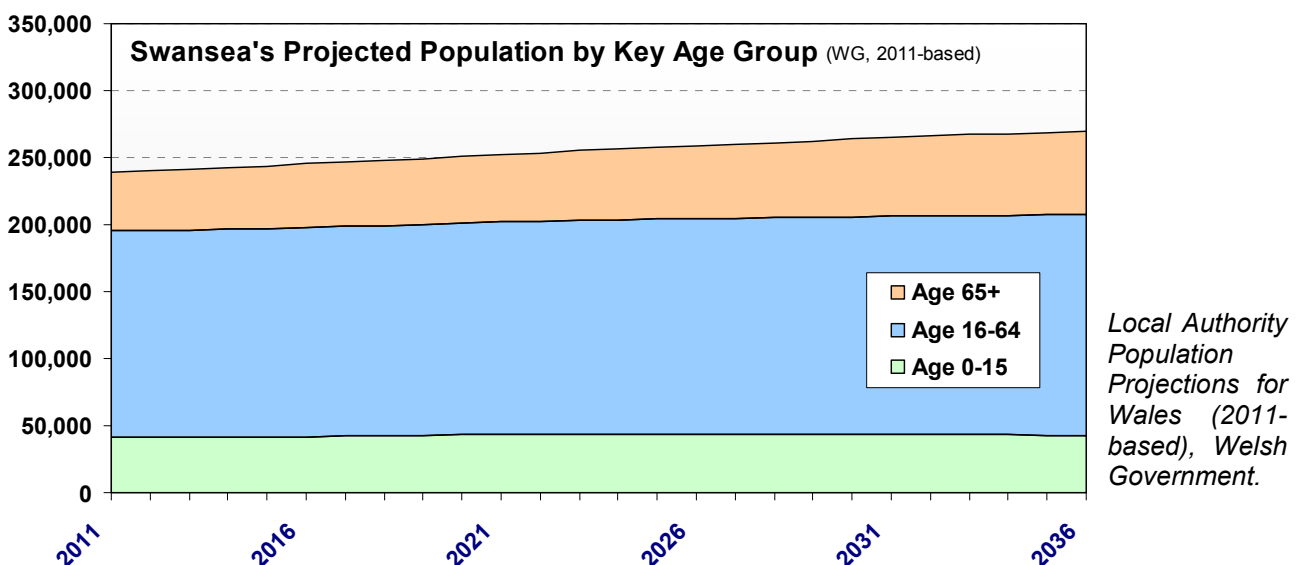
### Projected Population Change

The Welsh Government's latest trend-based population projections suggest that Swansea's population is set to grow by 13.1% (31,200 people) between 2011 and 2036. In these projections, Swansea has the fourth highest projected growth rate of the 22 Welsh LAs, behind only Cardiff, Wrexham and Newport. By way of comparison, these projections suggest that the population of all LAs in Wales is expected to increase by 8.8% over the period.

In reality these projections can only provide an indication of future population should recent demographic trends continue. Indeed, as the process of demographic change is cumulative, population projections become increasingly uncertain the further they are carried forward. The 2011-based projections are again based on past trends, essentially using five years of fertility, mortality and migration data (up to mid-2011), together with assumed national (Wales level) fertility and mortality trends. The 2011-based projections incorporate the revised post-Census population estimates and components of change data for 2002 to 2010 published by ONS.

These projections suggest that the number of people of pension age (as defined currently, 65 and over) will increase by 19,000 (+44.1%) to 62,000 over the 2011-2036 period – an average annual increase of 760 (+1.8%). The main reason for this is long-term improvements in mortality rates (reflected in people living longer) and the ageing on of certain population cohorts, including those born in the post-War 'baby boom'. However, the projections suggest smaller rates of growth in the working age (16-64) population over the 25-year period, by 10,800 (+7.0%) overall, an average of 430 people or 0.3% per year. Projected change is lower still in the 0-15 age group, increasing by 1,500 (3.5%) over the 25 years (< 100 / 0.1% p.a.). Figure 6 shows the broad future trend in Swansea's population suggested by these projections.

**Figure 5: Swansea – Welsh Government Population Projections (2011-2036)**



**The number of households in Swansea increased by over 9,000 (+10%) between 2001 and 2011, with the largest growth in single-person households.**

### Household Structure

The latest estimates from the 2011 Census suggest that there are 103,500 households in Swansea. Since 2001, the number of households in Swansea has increased by 9,100 (+10.0%), with average household size decreasing over the period from 2.33 to 2.26 persons.

Detailed information on household structure is not yet available from the 2011 Census. In 2010, single adult households (34,100 / 33.2% of total) and 2-person 0-children households (30,900 / 30.1%) were the most common types in Swansea. Between 2001 and 2010, the number of single person households in Swansea increased by 5,000 (+17.1%), with other significant change apparent in 5-person 0-children households (an increase of 700 or 74.5%), perhaps reflecting a recent increase in student households, and 1-adult 1-child households (+1,200 / +37.1%). By contrast, the number of 2-adult, 1+ child households has fallen by 1,300 (-14.1%) over the period.

**Economic Activity and Employment Rates in Swansea are below the equivalent Wales and UK figures. Unemployment rates (survey-based) in Swansea are above Wales and UK rates, although claimant rates are lower**

### Economy and Labour Market

Recent data from ONS' Annual Population Survey (APS) indicates that economic activity and employment rates in Swansea are below the Wales average and even further below equivalent UK rates. However, the large number of local students does have an effect on these figures. These, and recent unemployment rates, are shown in Table 3 below.

**Table 3: Summary Profile of Swansea's Labour Market**

	Swansea	Wales	UK
<b>Economic Activity Rate</b> Working age (16-64), period ending March 2013*	71.6%	73.8%	77.0%
<b>Employment Rate</b> Working age, period ending March 2013*	65.3%	67.6%	70.8%
<b>Unemployment Rate</b> % of economically active aged 16+, per/end Mar-13*	8.8%	8.5%	8.0%
<b>Unemployment Benefit Claimant Rate</b> Unadjusted, September 2013**	3.1%	3.5%	3.2%

Source: \*Annual Population Survey (APS), ONS; \*\*Jobseekers Allowance claimants, Jobcentre Plus administrative system, Dept. for Work & Pensions (DWP)/ONS.

The above table shows that general unemployment rates are higher in Swansea than both Wales and the UK, but recent data (September 2013) reports a claimant rate in Swansea below both the Wales and UK averages. However, claimant

unemployment varies widely within the County with above average rates recorded in Townhill (8.0%), Penderry (7.2%), Castle (6.0%) and Landore (5.5%), in contrast to far lower rates in Killay North (0.5%) and Bishopston and Mayals (0.7%).

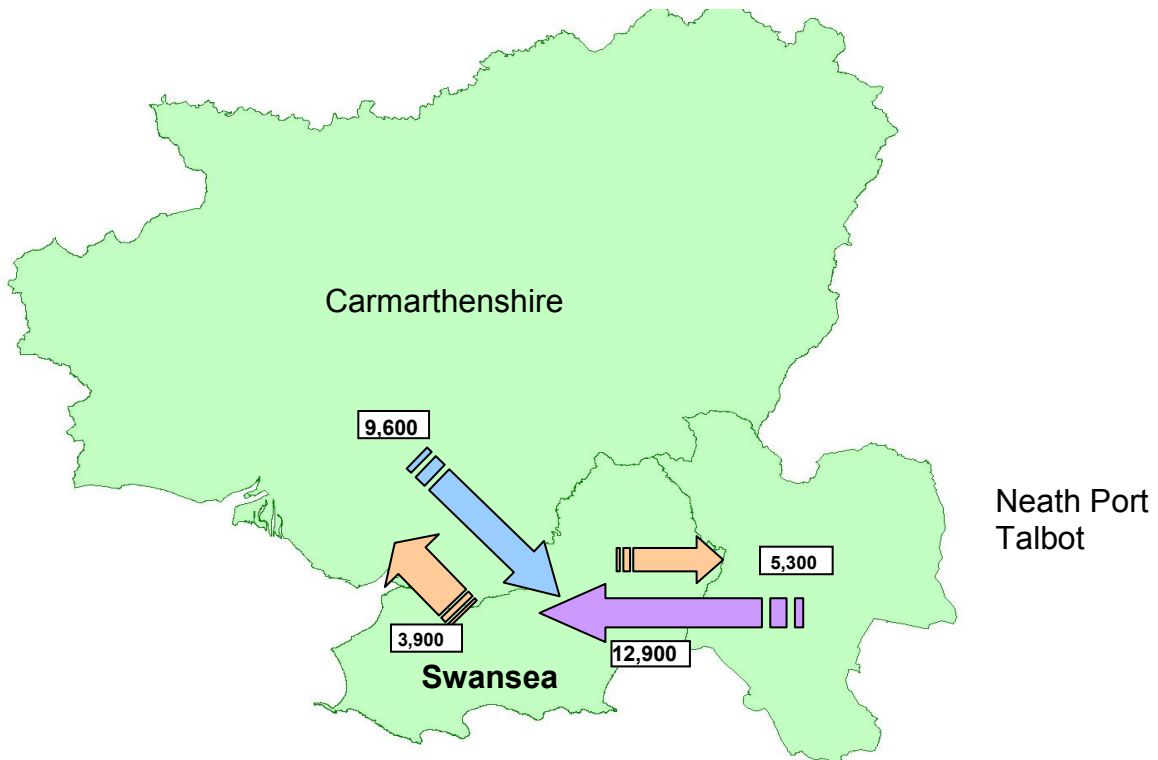
Employment data for 2012 shows that Swansea has a high percentage (estimated 89.5% / 91,000) of its' total workforce (of 101,700) employed in service sectors (SICs G-U), and within this an estimated 31.5% (32,000) of employees working in the public sector. In Wales, the proportion employed by the service sectors is lower, at 78.3%, with 26.1% in the public sector. The manufacturing and construction sectors in Swansea employ around 5,100 and 4,400 respectively; with manufacturing's share of employment in Swansea well below that for Wales and Great Britain.

Source: Business Register and Employment Survey (BRES) 2012, ONS.

**Labour market statistics reinforce Swansea's role within the South West Wales sub-region and its position as a service sector-focused economy with a high proportion of public sector jobs**

Labour market statistics demonstrate Swansea's status as a sub-regional hub with strong integration between Swansea and its two neighbouring authorities, Carmarthenshire and Neath Port Talbot. The latest Annual Population Survey data on commuting patterns (for 2011) points to significant estimated daily inflows to Swansea of 29,200. The majority of daily commuters come from Neath Port Talbot (12,900) and Carmarthenshire (9,600) – see Figure 6 below.

**Figure 6: Swansea and neighbouring areas – Commuting Flows**



SB 124/2012: "Statistics on Commuting in Wales, 2011". Welsh Government Statistical Bulletin.  
Data Source: Annual Population Survey (APS) 2011, ONS.



**Swansea has an above average share of its LSOAs (12%) featuring in the top 10% most deprived in Wales (WIMD 2011). In terms of the overall index, the most deprived LSOAs in Swansea are in Townhill, Penderry and Castle**

## Deprivation

Information on relative deprivation for local areas in Swansea, at Lower Super Output Area (LSOA) level, is available from the Welsh Index of Multiple Deprivation (WIMD) 2011. The Index brings together data on:

- Income
- Employment
- Health
- Education
- Housing
- Physical environment
- Access to services
- Community safety.

The WIMD data generates individual scores and rankings for all LSOAs for each of these eight domains and an overall index of 'multiple deprivation'.

Swansea has an above average share of its LSOAs (17 out of 147, or 12%) featuring in the top 10% most deprived in Wales. Only 7 of Wales' 22 local authorities have a higher proportion of deprived LSOAs.

Overall, levels of deprivation in Swansea are most significant in respect of the Education, Income and Health domains, with lower than average levels of deprivation in the Access to services, Housing and Physical environment domains.

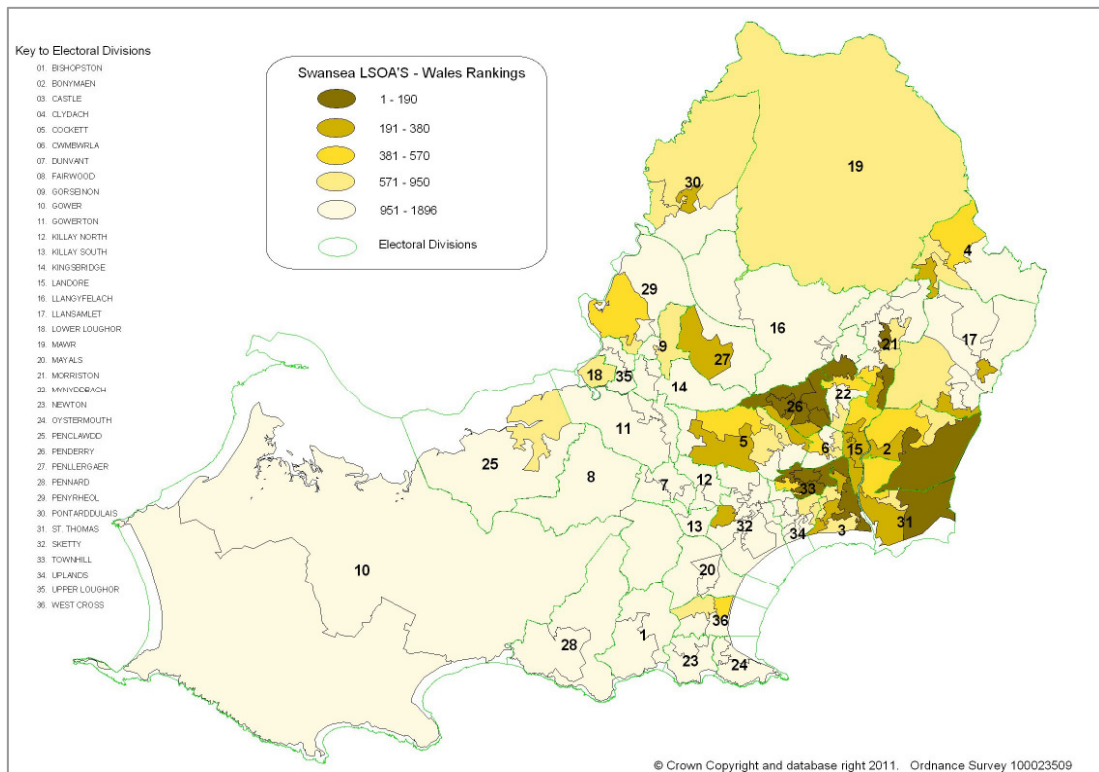
In terms of the Overall Index the most deprived LSOAs in Swansea (i.e. those featuring in the top 10% in Wales) are found in the following wards:

- Townhill (5 of the 6 LSOAs in the ward - 'Townhill 1' and 'Townhill 3' rank as the 6<sup>th</sup> and 14<sup>th</sup> most deprived LSOAs in Wales respectively)
- Penderry (5 of 7 LSOAs)
- Castle (2 of 8 LSOAs)
- Morryston (2 of 11 LSOAs)
- Mynyddbach (1 of 6 LSOAs - Clase area)
- St. Thomas (1 of 4 LSOAs - east of ward)
- Bonymaen (1 of 4 LSOAs - east of ward).

In contrast, 25 (17%) of Swansea's LSOAs fall within the 10% least deprived.

Figure 7 below indicates the general distribution of deprivation by LSOA in Swansea (with wards shown for identification) illustrating each area's relative ranking in Wales with the darkest shaded areas being the most deprived.

**Figure 7: Swansea – Deprivation (WIMD 2011)**



Source: *Welsh Index of Multiple Deprivation (WIMD) 2011, Welsh Government.*

The Welsh Government has also developed the WIMD Child Index as a tool to identify and understand child deprivation in Wales. In the 2011 Child Index, 21 (14%) of Swansea's 147 LSOAs are ranked in the top 190 (10%) most deprived in Wales, a slightly higher proportion than in the main WIMD. In Swansea, levels of child deprivation are most significant in the Income and Education domains.

A new version of WIMD is due to be released by the Welsh Government in 2014.

## Population Outcomes, Challenges and Indicators

### ◆◆◆ Population Outcome A

#### Children Have a Good Start in Life

- *The foundations for virtually every aspect of human development – physical, emotional – are laid in early childhood. **The Marmot Review***
- *We know that interventions to support children in the early years are highly effective in tackling the effects of deprivation on educational attainment. **Welsh Government Tackling Poverty Action Plan***
- *Play is central to the physical and social development of children and can help contribute to longer term improvements in both health and educational outcomes. **Welsh Government Tackling Poverty Action Plan***
- *Teenage pregnancy is often associated with poor health and social outcomes for both the mother and the child. Young mothers are more likely to suffer postnatal depression and less likely to complete their education. Children born to teenage parents are less likely to be breastfed, more likely to live in poverty and more likely to become a teenage parent themselves. **Welsh Government Tackling Poverty Action Plan***
- *Access to affordable childcare that is of a quality that ensures that the developmental outcomes for the child are improved is also central to supporting parents back to work. **Welsh Government Tackling Poverty Action Plan***
- *Child dental decay is closely correlated to social deprivation. **Swansea's Health and Social Care Needs Assessment 2010***
- *Accurate statistics on the nature and extent of child abuse are problematic because the identification of abuse and related concepts are often based on subjective interpretations and differences in professional and personal judgements. **City and County of Swansea Children & Young People's Needs Assessment 2011-14***

## A1. Low Birth Weight

**Indicator:** Percentage of singleton live births with a low birth weight (less than 2500g).

**About:** Low birth weight is defined by the World Health Organisation as a newborn weighing less than 2500g and is caused by either being born too soon (less than 37 weeks) or from restricted foetal growth or a combination of both. The number of low weight births is expressed as a percentage of total live births.

Multiple births present an increased risk of pre term birth and low birth weight. In Wales in 2012 more than half of multiples (56%) were born at less than 37 weeks compared to just 6% of singleton births.

Low birth weight is an indicator of infant morbidity and mortality and can lead to chronic diseases in adulthood. There is a strong association between low birth weight and deprivation. Risk factors include mother's age and general health and well being, poor nutrition, smoking and alcohol consumption (both pre conceptually and during pregnancy), socio economic status and ethnicity.

**Table 1. Percentage of singleton live births with a low birth weight (less than 2500g), Swansea local authority and Wales, 2003-2012**

	Swansea			Wales		
	LBW	% LBW (95% CI)		LBW	% LBW (95% CI)	
2003	140	5.9	(5.0-6.9)	1791	5.9	(5.6-6.1)
2004	120	4.9	(4.1-5.9)	1827	5.8	(5.6-6.1)
2005	116	4.9	(4.1-5.8)	1730	5.5	(5.2-5.7)
2006	146	5.9	(5.0-6.9)	1889	5.8	(5.5-6.0)
2007	136	5.4	(4.6-6.4)	1890	5.7	(5.4-5.9)
2008	132	4.9	(4.2-5.8)	1876	5.4	(5.2-5.7)
2009	152	6.1	(5.2-7.1)	1933	5.7	(5.5-6.0)
2010	157	5.8	(5.0-6.7)	1930	5.5	(5.3-5.8)
2011	148	5.5	(4.7-6.5)	1880	5.4	(5.2-5.7)
2012	165	6.3	(5.4-7.3)	1866	5.4	(5.2-5.7)

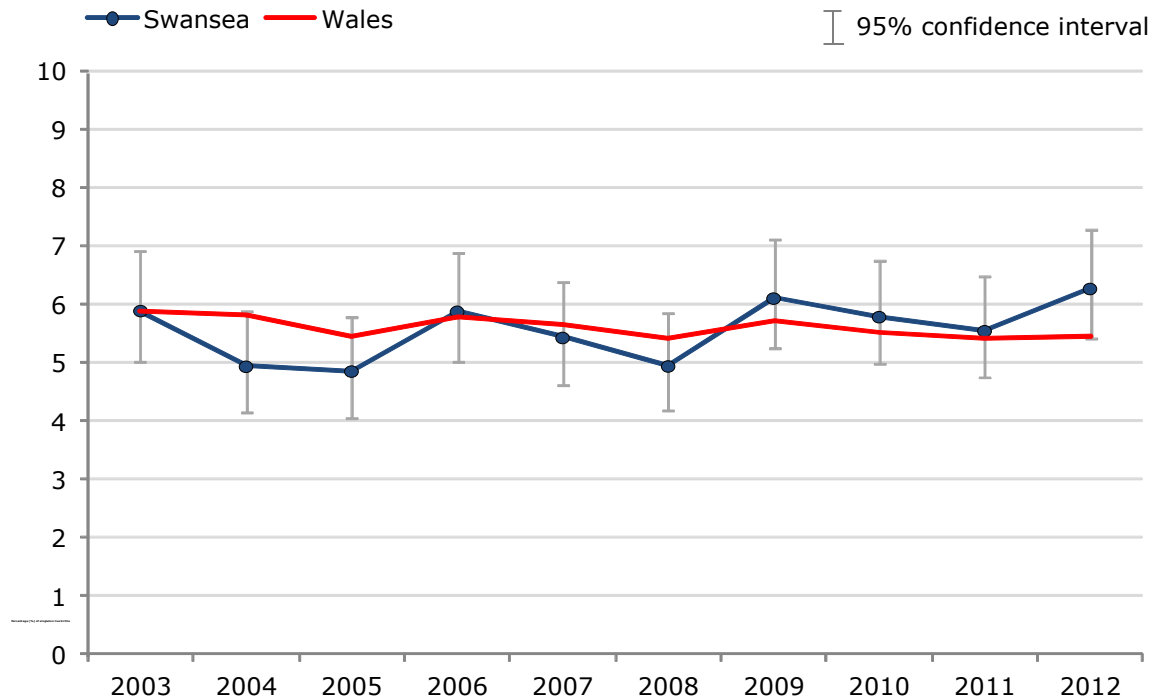
Produced by Public Health Wales Observatory, using NCCHD (NWIS)

LBW: Low birth weight

95% CI: 95% confidence interval

**Percentage of singleton live births with a low birth weight (less than 2500g), Swansea local authority and Wales, 2003-2012**

Produced by Public Health Wales Observatory, using NCCHD (NWIS)



**Swansea in Context**

- In 2012 the percentage of singleton live births with a low birth weight in Swansea was slightly higher than for Wales, 6.3% and 5.4% respectively. This variation is not statistically significant.
- During the last 10 years (2003-2012) the proportion of singleton live births with a low birth weight has shown variation year on year but overall has remained similar, and in 2012 is slightly higher 6.3% compared with 5.9% in 2003.

**Patterns of Inequality**

- The proportion of singleton live births with a low birth weight in Swansea masks inequalities within the local authority where the more deprived areas have a higher number of births with a low birth weight.
- Data for the period 1998-2007 indicates that three Middle Super Output Areas (MSOAs) in Swansea have significantly higher proportions of singleton live births with a low birth weight compared with the average for Wales. These are:

- Swansea 019 (Castle and Townhill) 8.7%
- Swansea 014 (Bonynmaen) 8.1%
- Swansea 011 (Penderry) 7.8%

The MSOA with the lowest percentage of singleton live births with a low birth weight is Swansea 028 (Bishopston and Mayals) at 1.8%.

- Maternal age is a factor which influences low birth weight, whereby older and younger mothers are more likely to have a low birth weight baby. Low birth weight may therefore be influenced by levels of teenage pregnancy and the increasing number of older mothers. In 2011 conception rates in England and Wales increased for women aged 30 and over, with the largest percentage increase among women aged 40 and over.
- Smoking is a major modifiable risk factor contributing to low birth weight. A number of nutritional factors also influence low birth weight including nutritional status at conception, gestational weight gain, energy intake, iron and anaemia.

### **Expected Trend**

- It is difficult to provide an expected trend for singleton live births with a low birth weight in Swansea as actual numbers fluctuate from year to year and the confidence intervals are wide.
- Prevalence may in part be influenced by improvements in medical technology and techniques such as induction of labour and caesarean delivery.
- Other factors include maternal age. Older and younger mothers are more likely to have a low birth weight baby. Low birth weight may therefore be influenced by levels of teenage pregnancy and the increasing number of older mothers.
- Future trends in birth weight can also be influenced by policy actions, including national and local programmes and services which:
  - reduce smoking before, during and following pregnancy, including services to meet the specific needs of population groups within Swansea such as young people under 25 years and ethnic minority groups
  - support women to prepare for pregnancy in advance and to make positive health behaviour changes
  - reduce the number of teenage conceptions.

### **Future Risks**

- Risks are associated with the health of the mother. Stress factors are likely to increase unhealthy behaviour such as smoking and drinking. Pressures on income from welfare reform, economic austerity measures and reduction in productivity are likely to increase risk.

<b>Challenge</b>	<b>1:</b> To bring about a downward trend in the percentage of singleton live births with a low birth weight focusing in particular on the communities with the highest rates.
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## **A2. Children Safe from Harm**

**Indicator:** Number of domestic abuse referrals involving children

**About:** This indicator is similar to measures used in both CYP and Families First plans and is available at electoral division level. It should be considered as an interim measure until a better alternative can be found.

This measure currently counts all notifications of domestic violence received by the local authority relating to domestic abuse as notified by the police. (The decision to notify is currently with the police). These figures do not reflect cases that are assessed by social services and should not be compared to referral figures relating to Child & Family Services.

<b>Incidents of domestic abuse notified to the local authority</b>	<b>Number Of Notifications</b>	<b>Domestic Abuse Notification Rate per 1,000 population</b>	<b>Domestic Abuse Notification Rate per 1,000 children</b>
2009/2010	2,446	10.2	52.3
2010/2011	3,650	15.3	78.0
2011/2012	3,225	13.5	68.9
2012/2013	3,450	14.4	73.7
2013/2014 (Actual to 11/10/2013)	2,404	10.1	51.4
2013/2014 (Estimate to 31/03/2014)	4,546	19.0	97.1

The numbers of domestic abuse notifications have risen each year since 2011/12 and based on current rates for 2013/14, we estimate that during the current year, we will have received 1 notification for every 10 children in Swansea. This compares to 1 in 20 in 2009/10.

Recording and reporting has improved over the years, which accounts for some of the increase in notifications. Some organisational arrangements have also been improved. During 2012/13, the local authority implemented a strategy to better-understand the comparatively high level of domestic abuse that was being passed on to Child and Family Services. Operationally, a new team was formed that would screen all notifications and triage. These notifications could then be disposed of appropriately. For example, sign-posting, referring onwards to early intervention & prevention service or referred into the social services arena.

Repeat victimisation is a significant problem in domestic abuse and we have also looked at the number of individuals who have been the subject of a domestic abuse referral rather than a count of the number of referrals.

	Individuals Notified	Person previously NOT known to social services *		Person already known to social services	
		Number	% of total	Number	% of total
2009/2010	1,681	712	42.4%	969	57.6%
2010/2011	2,147	625	29.1%	1,522	70.9%
2011/2012	1,887	462	24.5%	1,425	75.5%
2012/2013	2,186	430	19.7%	1,756	80.3%
2013/2014 (to 11 Oct 2013)	1,576	301	19.1%	1,275	80.9%
2013/2014 (estimate)	2,981	569	19.1%	2,411	80.9%

\* **Note:** Persons 'known to social services' have been the subject of a previously recorded referral on the Paris information system. This may include previous domestic abuse referrals but often includes prior involvement with mental health services, substance misuse services as well as child & family services. It is acknowledged that this is a relatively crude measure but it illustrates that a relatively low proportion of referrals are 'new'.

The above table shows that often the problem of domestic abuse may be part of a wider pattern of living that makes those involved vulnerable and in need of support. For example, since April 2013, 4 out of 5 individuals who are the subject of a notification were already known to social services.

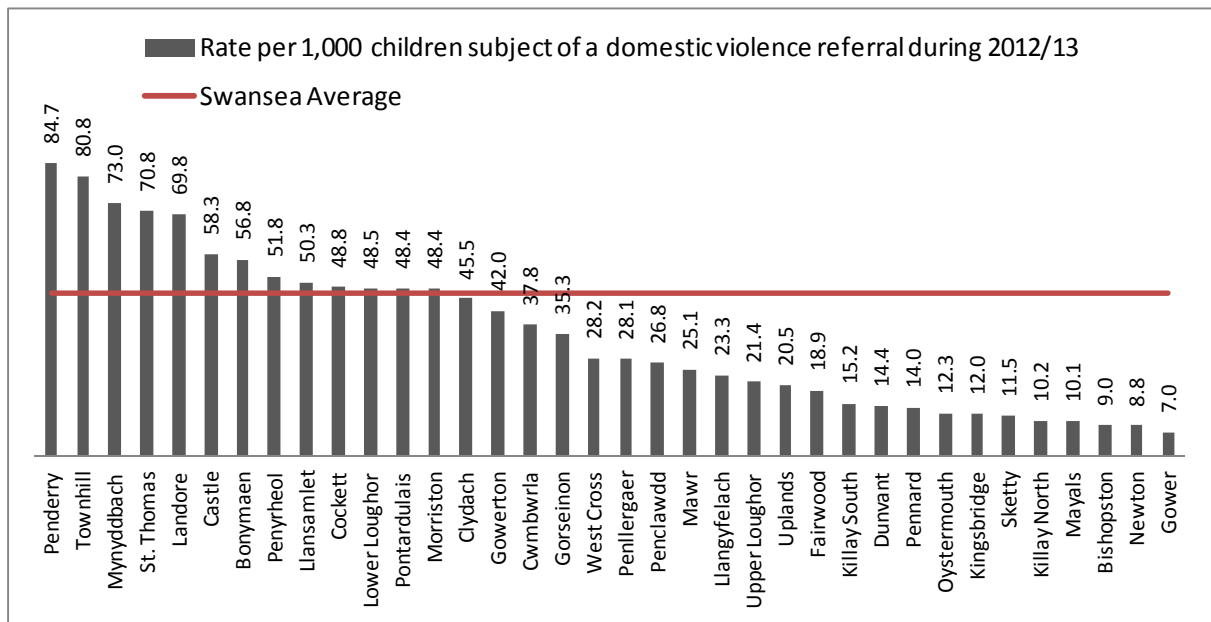
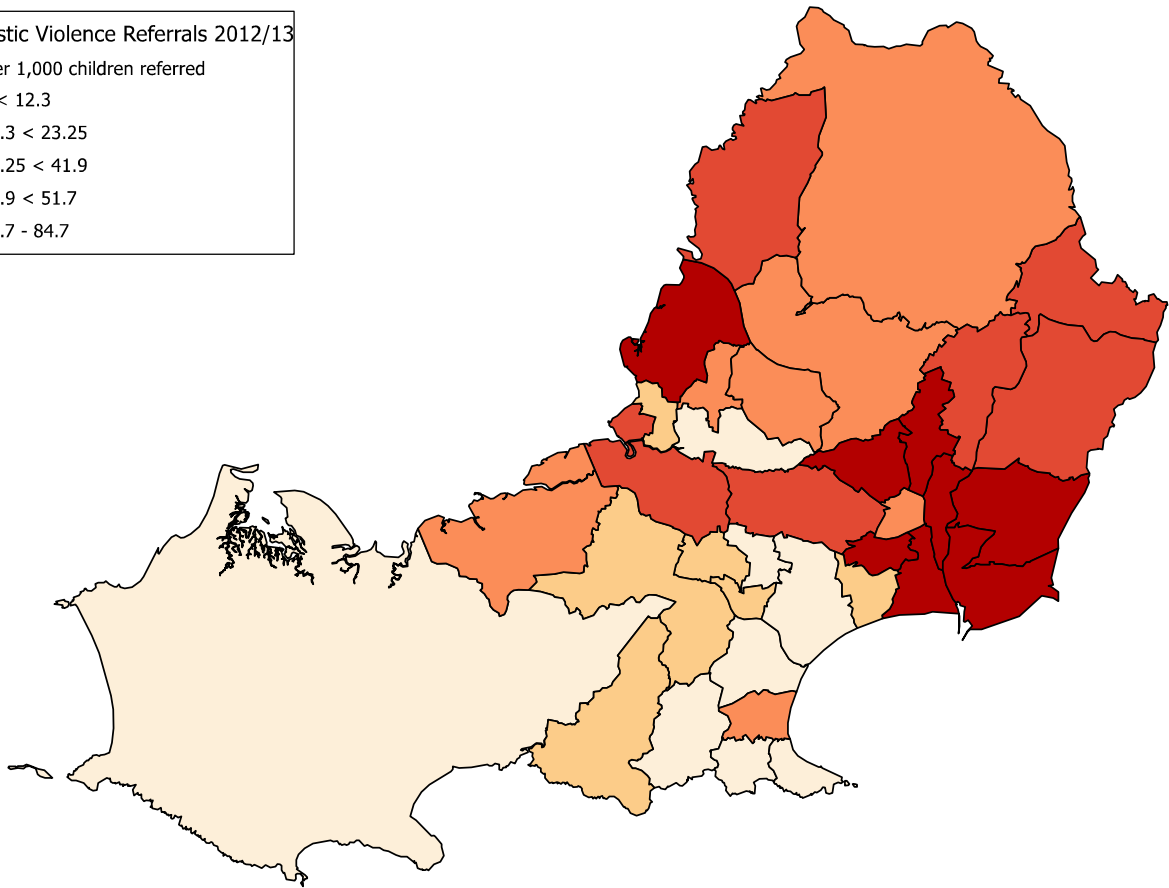
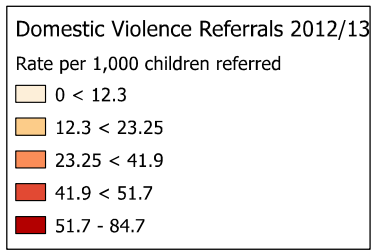
## **Swansea in Context**

- In the UK as a whole, domestic abuse accounts for up to 25% of all recorded violent crime and one incident is reported to the police every minute.
- Domestic abuse is a significant risk to the welfare of children. It is known that children who live with domestic abuse are at increased risk of behavioural problems, emotional trauma and mental health difficulties.
- There is a strong link between domestic abuse and child physical abuse. Nearly three quarters of children on the 'at risk' register live in households where domestic abuse occurs (Department of Health, 2002).
- There are currently no comparative data available on domestic abuse referrals from other local authorities.

## **Patterns of Inequality**

- In calculating the rates of people referred for domestic abuse in 2012/13, we are able to see where there may be concentrations of domestic abuse taking place across Swansea.
- Please note that this data was reported last year as rate of referrals per 1,000 people of all ages. This year we are reporting rate of individuals referred per 1,000 children aged under 18.
- There are clear links with deprivation, with Penderry, Townhill and Mynyddbach having the highest rates of referral. Landore & St Thomas are the only other Wards where the rate exceeds 66 per 1,000 of the population (i.e. 1 in 15 children referred).
- The centre and east of the city show the highest rates of referred people, although Penyrheol in the north-west also shows a high level of referrals.
- Western areas of the county generally show a low rate of referral, with West Cross providing an exception.
- At its most stark, while roughly 1 in 12 children in Penderry were referred to local authority social services by the police in the context of domestic abuse incidents during 2012/13, in Mayals ward, this rate was less than 1 in 100 children.

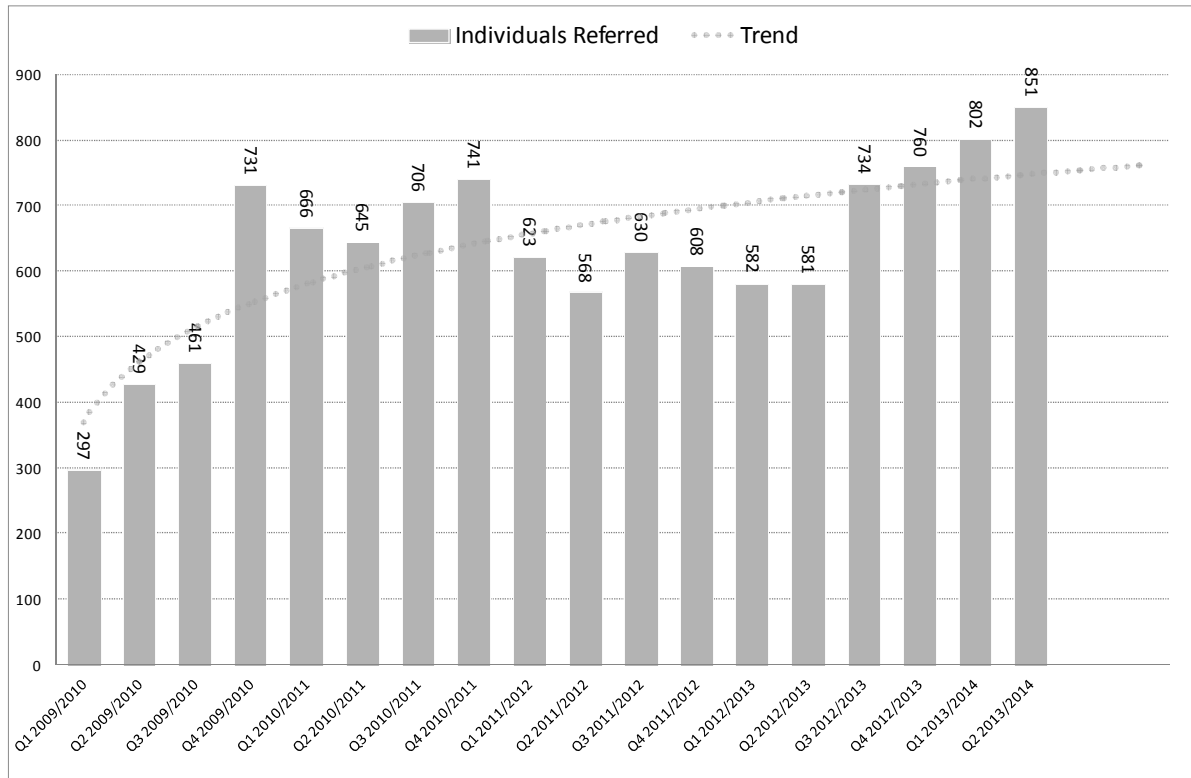




### Expected Trend

- There is an inherent tension in reporting statistics on domestic abuse. On the one hand, it would be preferable to see the numbers falling (that domestic abuse was reducing). On the other, it would be better to ensure that families experiencing domestic abuse are being identified and referred (that domestic abuse is being addressed).

- Notifications of individuals have been on the rise since early in 2012/13 and look set to continue.
- It is very difficult to identify whether domestic abuse is increasing or decreasing. The police service's current practice of notifying every incident that has a potential to impact a child is very different from actual cases where children are directly exposed to domestic abuse. In the former scenario, many people subject to a PPD1 do not live with their children or do not have unsupervised access to their children, and many are already known to social services.



## Future Risks

- Changes to the benefits system are beginning to be felt but have yet to take full effect. Changes to Housing Benefit and the benefits cap have been introduced, the latter affecting just a few dozen households in Swansea.
- The introduction of Universal Credit and eventual transfer of disability benefits to Personal Independence Payments are likely to increase the levels of deprivation in some areas. This may lead to increased levels of domestic abuse in susceptible families.
- Increasing household costs may increase pressures in more vulnerable households. Measures to address economic austerity will further exacerbate this situation. Evidence shows that women in poverty are more likely to be victims of domestic abuse.
- Real-terms reductions in public sector finances will result in reduction or reconfiguration of current support services.
- Evidence suggests that violent crimes including domestic abuse increases as temperatures increase. Longer term trends on the climate in Wales show an

increase in temperatures and summers are likely to be much warmer and may have a negative impact on the indicator trend.

- The immediate and long-term consequences of domestic abuse are significant and expensive to the public purse. The mental and physical health consequences can last a lifetime, blighting individual lives and those of subsequent generations.

## Challenge

2: To more rapidly reduce the level of domestic abuse and its impact upon children.

### A3. Children's Readiness for School

**Indicator:** The percentage of children starting school assessed on the CDAP (Child Development and Assessment Profile) as being at Step 1 or higher in each of Personal & Social Development, Speaking & Listening and Sort, Order & Number areas of development.

**About:** This indicator shows the proportion of children starting school for the first time who can attain at least Step 1 in each of the three key areas of development. From September 2014, this measure will be replaced by equivalent data taken from the national Early Years Development and Assessment Framework (EYDAF), which will replace CDAP. The measure has been developed as it can track pupils through to foundation phase outcomes at the end of year 2. This is a local measure only (no national data).

For children starting school in 2012/13, data collected for 1270 children showed that 81.7% attained step 1 or higher in each of the three areas of development in combination. No earlier data is available.

#### Swansea in Context

- As this is a new indicator, no trend information is available at this stage.
- No comparison to other LAs or Wales is possible at this stage.

#### Patterns of Inequality

- As children of this age do not claim free school meals, no analysis is possible using that proxy measure of deprivation. However, analysis using the 2011 Welsh Index of Multiple Deprivation shows that on average pupils living in the most deprived 10% of all areas attain step 1.9 across all the assessed areas of learning whilst those living in the least deprived 10% of all areas attain step 3.1.
- Pupils with special education needs statements attain on average step 1.2 whilst other pupils attain on average step 2.2 or higher.
- Girls attain step 2.6 on average compared to step 2.3 for boys.

## Expected Trend

- It is too difficult to predict a trend at this stage. However, previous measures of baseline assessment since 1998 showed no trend over time, with successive school intakes being similar (on average) each year.

## Future Risks

- Lower baseline scores are associated with areas of higher deprivation. As costs of resources increase, and economic productivity decreases then there is likely to be an increase in families and children facing greater deprivation. This may have a negative impact on the indicator.
- Factors relating to food supply are mitigated for school aged children through the provision of free breakfast clubs and free school meals, although there will already be an impact as a result of a child's access to good quality food pre-school and out of school hours. However not all eligible children take up this benefit. This is particularly evident in schools that have a high proportion from of families from ethnic minority groups. This will become an increasing factor if migration continues to increase. As yet it is not clear whether the free school meals will be included in the welfare reform measures. If they are then there is a significant risk that food supply will become a greater issue.
- As economic austerity measures impact there is going to be greater pressure on support services generally.

**Challenge** 3: To significantly improve children's readiness for school.

## Secondary Indicators

- The 2011-12 child dental health survey showed some improvement in the dental health of 5 year old children in Swansea from 2007-08, with average dfmt (decayed, filled or missing teeth) for school year 1 decreasing from 2.2 in 2007-08 to 1.6 in 2011-12. Child dental decay is closely correlated to social deprivation and although inequalities have reduced since 2007-08 across the ABM University Health Board, the mean number of dfmt in 2011/12 is 2.5 times higher in the 20% most deprived areas than the 20% least deprived areas. Analysis by deprivation quintile from the 2011-12 dental survey is not available at a Swansea level, but data from the 2007-08 survey shows a clear social gradient. (2013 Oral Health Profile, Abertawe Bro Morgannwg University Health Board)
- The rate of conceptions per 1,000 females aged 15-17 years has generally been falling in recent years; in 2009 the Swansea rate was 41.7 (Wales 40.1), whilst in 2011 the Swansea rate had fallen to 29.2, compared to 34.2 in Wales. (Conceptions in England and Wales 2011, Office for National Statistics)
- In 2011/12 30.5% of boys and 26.9% of girls aged 4-5 years were overweight or obese (Public Health Wales Observatory, 2013). These figures are similar to the

averages for Wales but considerably higher than figures for England (boys 23.5%; girls 21.6%).

- As of March 2013 there are 588 Looked After Children in Swansea.
- As of March 2013 there were 236 children on the child protection register.
- As of March 2013 there were 104 children aged 0 – 47 months on the Child Protection Register.

## **Data Development**

- A better indicator is needed for 'children safe from harm'.
- Whilst an improved local indicator has been developed for 'school readiness' since the previous Needs Assessment, it isn't currently possible to compare Swansea with other areas in Wales.

## ◆◆◆ Population Outcome B

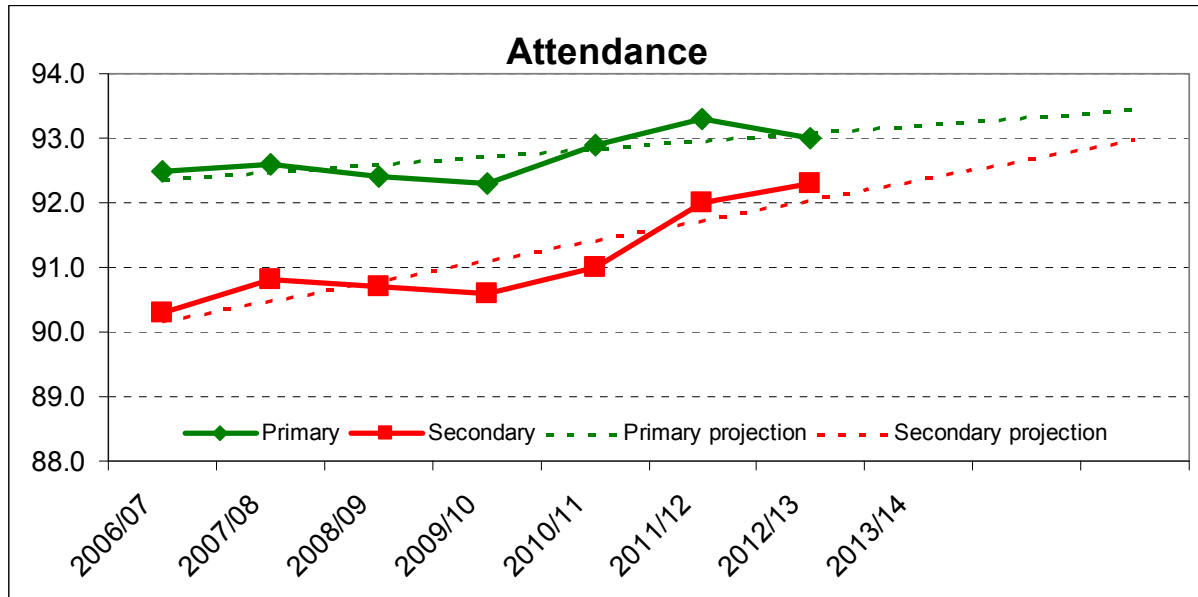
### People learn successfully

- *Inequalities in education outcomes affect physical and mental health as well as income, employment and quality of life. **The Marmot Review***
- *Education has a fundamental role in helping to lift people out of poverty and in protecting those at risk of poverty and disadvantage. There is a strong link between poor educational attainment, low skills and poor health and wellbeing. **Tackling Poverty Action Plan, Welsh Government***
- *By raising the performance of all schools, and by reducing the variations found between and within schools, standards of learning will increase for all learners, and those from deprived backgrounds will benefit most. This, in turn, will equip young people and adults to reach their potential and secure sustainable employment. **Tackling Poverty Action Plan, Welsh Government***
- *There is strong evidence that particular groups are under-achieving and this includes disabled children, boys and certain ethnic minority groups including Pakistani, Bangladeshi, African Caribbean and Gypsy Traveller children and young people. **Tackling Poverty Action Plan, Welsh Government***
- *A recent review of evidence on the association between education and health suggests that education does affect health on a range of outcomes and the effects are thought to be equivalent to that of income. In addition, health outcomes seem to be more effected by the quantity and quality of early education. **Swansea's Health and Social Care Needs Assessment 2010***
- *Children and young people's experience of school has a significant impact upon learning outcomes and future life chances. Previous research has also demonstrated that 'not being in school' is a key risk factor in terms of becoming involved in crime, anti-social behaviour and substance misuse. **City & County of Swansea Children & Young People's Needs Assessment 2011-14***

## B1. School Attendance

**Indicator:** Primary and secondary school attendance % half day sessions missed

**About:** This indicator is a success measure for the Children and Young People Plan and is a Communities First national indicator.



### Swansea in Context

- Primary school attendance has risen from 92.6% in 2009/10 to 93.3% in 2011/12. However, 2012/13 outturn is 93.0%, with the fall attributed partly to the measles outbreak.
- Secondary school attendance has improved from 90.6% in 2009/10 to 92.3% in 2012/13.
- Figures for Wales for 2012/13 also showed that overall secondary school attendance increased to 92.6% (compared to 92.2% in the previous year).
- Overall the data shows an improvement in the average rate of attendance for primary and secondary schools in Swansea during the last five years.
- The current position in Swansea (2012-13) for the average rate of attendance shows a 0.3% fall in attendance in primary and 0.3% increase in secondary, compared to the previous year (2011-12). Unauthorised absence has reduced from 0.5% to 0.4% during the same time period from primary and from 1.4% to 1.1% for secondary.
- In Swansea the overall trend is one of improvement. Although Swansea's Secondary School attendance improved in 2012-13 against previous years and is the highest recorded secondary school attendance for at least 5 years, other Welsh Local Authorities have also improved. This has resulted in Swansea's comparative position for Secondary attendance remaining 15th in 2012-13 with a number of authorities closely grouped together.

## Patterns of Inequality

Data for the year 2011/12 shows that:

- Boys' attendance is 0.6% better than girls, with 0.2% less unauthorised absence.
- Attendance for FSM pupils is 6.1% below non-FSM, and with 2.6% more unauthorised absence.
- There is a near linear relationship between attendance and year group - year 7 with the best attendance and lowest unauthorised absence, and year 11 having the poorest attendance and highest unauthorised absence.
- The attendance of Looked After Children' is 1.2% below other pupils, and they have 1.9% more unauthorised absence than other pupils.
- English as an Additional Language pupils have 2-3% better attendance than other pupils
- Wards with higher deprivation have poorer attendance - often well below 90%. Penderry and Townhill wards are both about 88%. The wards with lower deprivation are often over 95%.

## Expected Trend

- If all factors remain the same the trend of gradual improvement is expected to continue for both primary and secondary.

## Future Risks

- As the price for fuel continues to rise the cost of transporting children to school is going to become increasingly more expensive for both educational services and families. As a result school transport provision may need to be reconfigured and this may impact on school attendance if it is made more difficult for children to get to school.
- Economic austerity measures may impact on the provision of support services. Attendance officers and Education Welfare Officers and alternative curriculum measures play a key role in raising and maintaining school attendance levels but these services may be placed under pressure as a result as budgets are tightened.

### Challenge

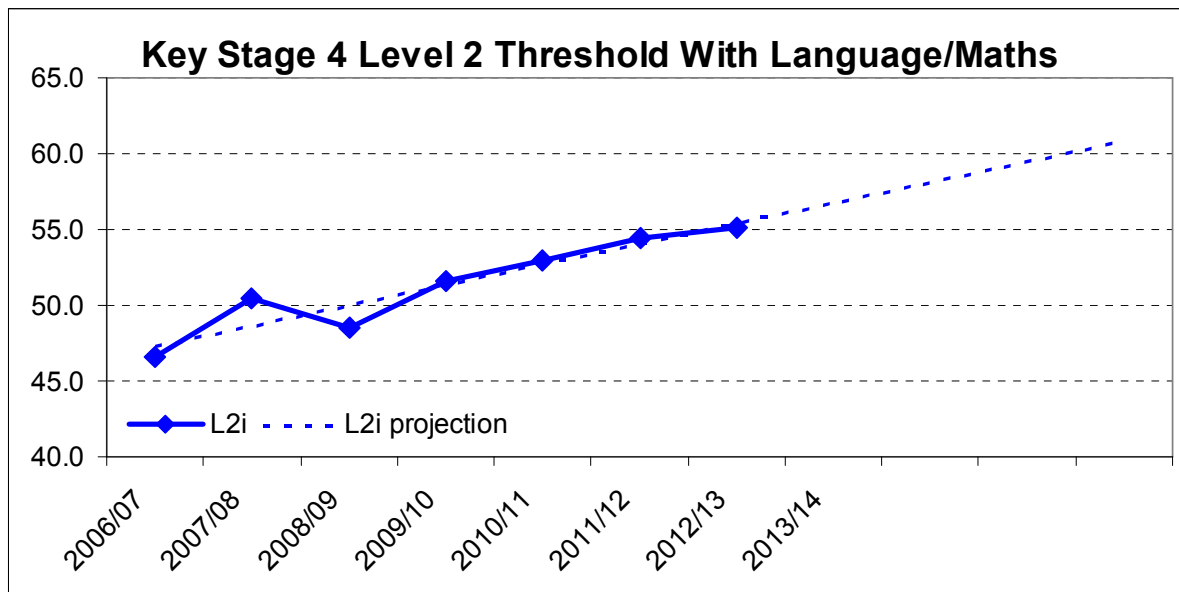
**4:** To improve primary and secondary school attendance in Swansea relative to the rest of Wales.



## B2. School Achievement

**Indicator:** Proportion of 15-16 year olds achieving the Level 2 threshold including English, and/or Welsh First Language and Maths

**About:** This indicator is a success measure for the Children and Young People Plan and features in the Families First Plan. It can be compared nationally and mapped at lower geographies and against free school meals. It is one of a number of options for measuring attainment but is included for its wider use and comparability.



### Swansea in Context

- Overall the data for Swansea and Wales shows improvement over the last 5 years and is part of an upward trend. Swansea results are typically above the Wales average and in 2012 Swansea ranked as 8<sup>th</sup> best out of 22 authorities. The position for 2013 is not published by WG until November 2013; however the Swansea result is 55.1%.

### Patterns of Inequality

- Between 2006/07 and 2011/12 the achievement gap in Swansea between those receiving and not receiving free school meals has widened slightly from 28.2% to 31.9%. While the attainment of those not receiving free school meals has improved from 53.1% to 61.3% in this period, those receiving free school meals have seen their attainment improve from 24.9% to 29.3% (the lowest point being 22.2% in 2009/10). Value-added measures show that performance is significantly positive for both FSM and non-FSM pupils. The gap for Wales as a whole in 2011/12 is 33.2% (KS4 Level 2 threshold – LA All Wales Core Data Set, Welsh Government).

## Expected Trend

- Predictions based on the Fischer Family Trust (FFT) model suggest that the indicator will remain level over the next three years (Fischer Family Trust are a national organisation which produce estimates of pupil performance in the future based on their past performance and contextual data (e.g. special needs, gender, deprivation, etc). However, as performance in Swansea normally exceeds FFT estimates for this indicator by 2-4%, any prediction cannot be precise. Future changes in the examinations system as part of the national qualifications review will also be likely to impact this indicator, but this cannot be quantified at this stage.

## Future Risks

- Deprivation plays a key role in school achievement rates. More families are likely to face increasing levels of deprivation as the cost of resources and fuel increase and productivity in the local economy is impacted. This represents a risk for this indicator especially as austerity measures may also result in a reduction in additional support services.

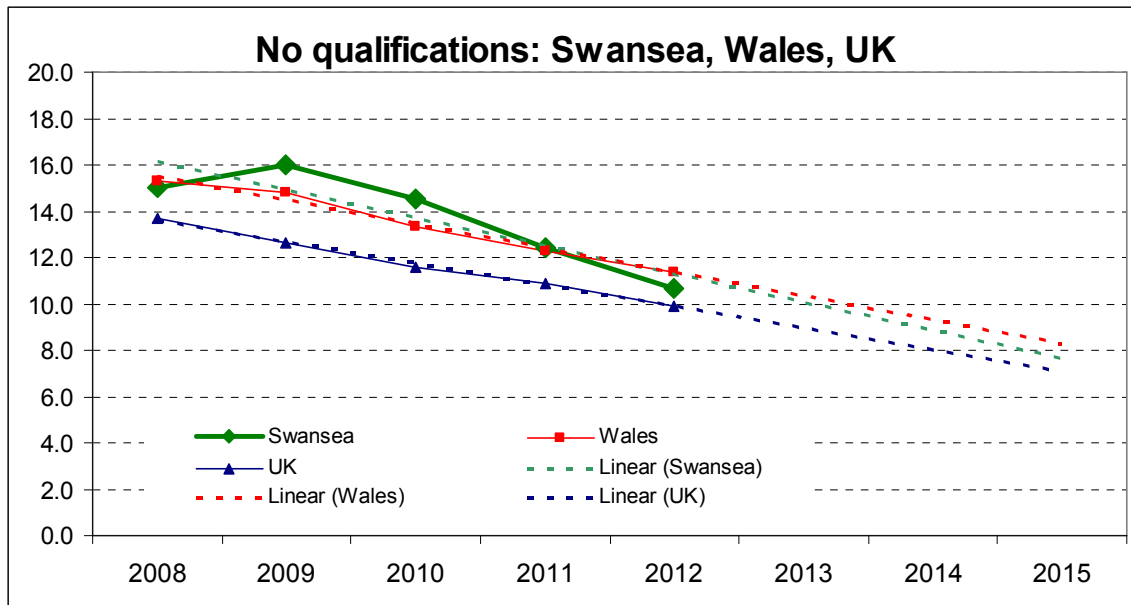
### Challenge

**5:** To continue the current rate of improvement in school achievement while narrowing the gap between those receiving and not receiving free school meals.

## B3. Adults without Qualifications

**Indicator:** Proportion of working age population with no qualifications

**About:** This indicator measures the percentage of working age adults in Swansea with no qualifications, looks at recent trends and compares rates in Swansea with those of Wales and the UK. The data is sourced from ONS' Annual Population Survey (APS). The 'Swansea 2020' Economic Regeneration Strategy notes: "Reducing the proportion without qualifications will contribute significantly to the development of a high skilled economy... The focus for intervention therefore should be to up-skill the workforce, increasing the proportions with higher-level skills and reducing the proportion with no qualifications."



### Swansea in Context

- The latest annual APS data (2012) suggests that Swansea has a higher proportion of working age adults qualified to the NVQ level 3 threshold or above (e.g. two or more 'A' levels, Degree), at 55.3%, than both the Wales and UK average – in part linked to the presence and effect of local universities and colleges.
- However, 10.7% of Swansea's population have no qualifications, a lower proportion than Wales (11.4%) but consistently above the UK figure (currently 9.9%).
- The proportion of adults without qualifications in Swansea is estimated to have decreased during the last five years, from 15.0% in 2008 to 10.7% in 2012. Equivalent national trends have been broadly similar over the period as a whole, in Wales falling from 15.3% to 11.4% and in the UK from 13.7% to 9.9%.

### Patterns of Inequality

- The APS data is not published by ONS below local authority level, due to limitations in the survey sample size. However, spatial analysis of working age qualifications held by the general population is possible via 2011 Census data; at a ward level within Swansea the proportion without qualifications (aged 16-74) ranges from 6.9% in Killay North to 43.9% in Townhill.
- Inequality varies according to gender, with the latest APS data estimating that 11.9% of females in Swansea have no qualifications, higher than the level for males (9.4%). This is generally in line with established patterns, although the scale of this difference is currently more pronounced in Swansea than Wales (0.7 % points) and the UK (0.9 % points).
- Differences also become apparent when looking at patterns by age. The proportion with no qualifications in Swansea is higher than the UK for those aged 16-24, but (more encouragingly) lower than equivalent figures for both Wales and the UK in the 25-39 age groups. However, the situation reverses in the

higher age groups with greater proportions of adults aged 40-64 without qualifications in Swansea than the UK.

### Expected Trend

- Projecting 2007-11 trends forward on a purely linear basis creates the graph above and suggests a continued reduction in the proportion without qualifications across Swansea, Wales and the UK. In the last three years, the graph above suggests a steeper fall in the proportion without qualifications, which if continued might close the gap between Swansea and the UK at a faster rate. However, the APS results are subject to a degree of sampling variability at local levels; therefore results have to be viewed with some caution.

### Future Risks

- Developments in the HE and FE sector – local/national effects of UK and Welsh government policy, funding, etc.
- Future availability/affordability of University places in Swansea
- Vocational training, up-skilling opportunities
- General (school) education policy, provision, reorganisation, etc.
- Access to opportunities for learning may be reduced as the cost of fuel increases
- As a result, this may drive innovation in developing local delivery of learning, using IT or local facilities.

### Challenge

**6:** To reduce the proportion of working age population with no qualifications to the UK level or below.

### Secondary Indicators

- The wider point score includes all recognised qualifications at KS4 (every recognised qualification has an equivalent point score). Overall the average wider point score has increased in both Swansea and Wales, and in 2011 moved above Wales average for the first time and has remained above Wales in 2012 and 2013.
- The rate of fixed-term exclusions for pupils from primary schools has fluctuated over the last few years (with most schools having no exclusions), and is showing a downward trend.
- There is a downward trend in fixed term exclusions from secondary schools from 2007/08 to 2012/13, although the rate increased slightly in 2010/11 and was a “blip”. Figures for 2012/13 are not published by WG yet.
- The proportion of pupils aged 15-16 years old who are leaving school without a qualification in Swansea has fallen significantly over the last few years. Just over 99% of pupils achieve some form of formal accreditation when they leave school at the end of Key Stage 4. In 2011 and 2012, 0.4% of year 11 students left full time education with no recognised qualification – 0.2% better than Wales

average in 2011 and similar to Wales in 2012. In 2013, just 0.15% left full time education with no qualifications in Swansea (Wales figure to be published in December 2013).

## **Data Development**

- The Welsh Government is in the process of developing an Attendance Analysis Framework tool which will support more detailed attendance analysis, both at Local Authority level and comparatively across Welsh Authorities.
- Additional analysis is required to analyse achievement by specific need group including gender, pupils from ethnic minority backgrounds, deprivation and pupils with additional learning needs and special educational needs.
- Additional research into other potential determinants of learning outcomes.

## ◆◆◆ Population Outcome C

### Young people and adults have good jobs

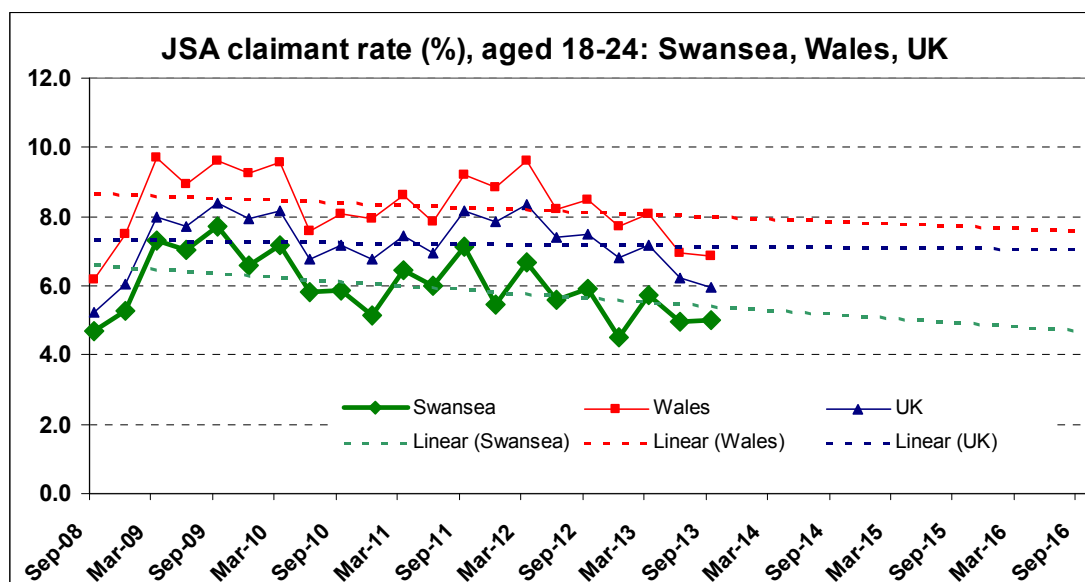
- *Being in good employment is protective of health. Conversely, unemployment contributes to poor health. Getting people into work is therefore of critical importance for reducing health inequalities. However, jobs need to be sustainable and offer a minimum level of quality, to include not only a decent living wage, but also opportunities for in-work development, the flexibility to enable people to balance work and family life, and protection from adverse working conditions that can damage health. **The Marmot Review***
- *Wales faces significant economic challenges in the coming years. Jobs and the economy are our over-riding priorities. The main influences on the Welsh economy in the short to medium term are the state of the global economy and the monetary and fiscal policy set by the UK Government. **Welsh Government: Programme for Government***
- *Employment offers a high level of protection against poverty for individuals and families. There is a strong correlation between qualifications and skills, employment and earnings. **Welsh Government Tackling Poverty Action Plan***
- *Unemployment is a major cause of poverty, with long term unemployment leading to continually increasing levels of hardship, and limiting the chances of finding work. **Swansea's Health and Social Care Needs Assessment 2010***
- *It is the quality as well as the quantity of jobs that is important. Many of those employed in Swansea's growing service sector are employed in low value added occupations such as 'Administration and Secretarial' and 'Sales and Customer Service'. **Swansea 2020***
- *Swansea risks becoming over-dependant on the Public Sector for much of its employment needs. **Swansea 2020***
- *Reducing economic inactivity is one of the main economic issues facing Swansea. **Swansea Workways Project***

## C1. Young People Not in Education, Employment or Training

**Indicator:** The rate of people aged 18-24 claiming Jobseekers Allowance in Swansea.

**About:** Claimants of Jobseekers Allowance (JSA) must be available and actively looking for work. The claimant total does not generally include full time students and those who are not available for work, including those economically inactive due to health problems or caring responsibilities. The figures also do not include anyone who is looking for work but who has not made a claim for benefit. Swansea's JSA claim rate is lower than its (survey-based) unemployment rate, suggesting JSA is indeed not being claimed by all those entitled to it; hence this indicator may not portray the true extent of local unemployment.

The line graph below illustrates the published claimant count data for young people aged 18-24 for Swansea, Wales and UK for each quarter from September 2008 to September 2013.



### Swansea in context

- The number of Jobseekers Allowance (JSA) claimants in Swansea aged 18-24 fell from a recent peak of 3,610 in September 1992 to a fairly consistent level (between 1,000 and 1,600) over the 10-year period from March 1998 to late 2008. However the impact of the recession is clearly shown by early 2009 with a sharp increase to around 2,000 claimants. This total has since generally fallen, albeit slowly, over time to stand at 1,455 in September 2013.
- This reflects the general trend seen at Wales and UK level. Swansea's rate (% of estimated population aged 18-24 claiming JSA) has fallen from a recent peak (September 2009) of 7.7% to 5.0% in September 2013. In recent years, this rate has been consistently lower than both the Wales rate (which fell from 9.6% to 6.9% over this period) and the UK rate (down from 8.4% to 5.9%).

- However, local rates for Swansea are clearly affected by the pronounced spike in the population aged 18-24, caused mainly by the high proportion of local student residents in this age group. As a result the resident-based denominator used to create Swansea rates will be artificially high, with claimant rates lower as a result. 2011 Census estimates suggest that around 18,300 people aged 16-24 in Swansea (54% of all in that age group) are students.
- The age range 18-24 currently accounts for around three in ten of all JSA claimants in Swansea, despite this age group only covering seven years of the 42+ year eligibility period for JSA (aged 18 – State Pension age). This means that those aged 18-24 are more likely to be claiming JSA than any other age group.

### **Patterns of inequality**

- Ward level estimates of the proportion of 18-24 year olds claiming JSA can be used to identify 'hotspots' within Swansea. The latest (September 2013) figures suggest considerable variation around the Swansea average, with the highest rates in Townhill (15.5%), Penderry (14.3%) and Lower Loughor (11.1%), and rates below 1% in Mawr, Mayals and Killay North.
- Females are traditionally less likely to claim JSA than males with current (September 2013) rates for males aged 18-24 at 6.0% compared to 3.8% for females. However, as the total number of young claimants has dropped between Sep-09 and Sep-13, the fall in young male claimants in Swansea (-36%) is far higher than that for females (-18%), with the proportion of female claimants in the total rising from around 30% to around 36% in this period.

### **Expected Trend**

- Based on a linear projection of the latest five-year trend, the above graph suggests a moderate decrease in the rate of claimants aged 18-24 in Swansea to between 4.5-5.0% by late 2016, with even smaller decreases projected for Wales and the UK. However, economic and labour market policy considerations, including current welfare reform changes – which are focussed on reducing the number of claimants – will drive future JSA claimant levels across all age ranges, albeit with differing impacts.

### **Future Risks**

- Responses to economic austerity measures, the predicted reduction in productivity due to increases in the costs of resources and the fragmentation of ecosystem services and associated work opportunities are likely to limit the opportunities for young people. There may be increasing opportunities in the caring professions as the population ages.

## **Challenge**

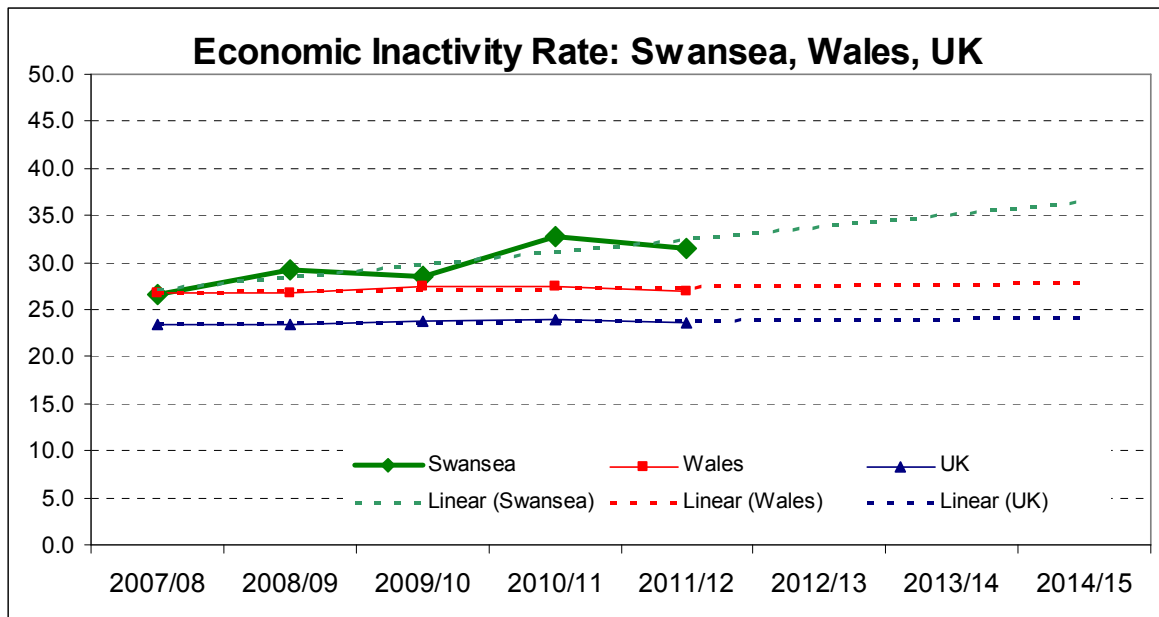
**7:** To bring about a sustained decrease in the % of 18-24 year olds claiming Jobseekers Allowance in Swansea.



## C2. Adults in Employment

**Indicator:** Economic inactivity rate (working age)

**About:** This indicator measures working age economic inactivity in Swansea, looks at recent trends and compares Swansea rates with those of Wales and the UK. The economic inactivity data is sourced from the Office for National Statistics' (ONS) Annual Population Survey (APS), a sample survey of private households in the UK. APS estimates are subject to sampling variability which increases at local levels.



### Swansea in Context

- Working age economic inactivity rates in Swansea are currently above the Wales average, and more significantly above equivalent UK rates.
- Inactivity rates in Swansea are estimated to have decreased slightly overall over the last four years, from 29.3% in 2008/09 to 28.4% in 2012/13.
- Equivalent national rates have also remained relatively constant over the same period, at around 26-27% (Wales) and 23-24% (UK).
- The large number of students in Swansea (most of which are considered 'economically inactive' in these statistics) does have an impact on these rates. However, Swansea still has a higher economic inactivity rate excluding students, at 22.5%, than both Wales (21.8%) and the UK (19.2%).

### Patterns of Inequality

- The APS data is not published by ONS below local authority level, due to limitations in the survey sample size. However, other data sources can be used to assess the spatial variation of economic inactivity within Swansea. 2011 Census data suggests that the highest rates of economic inactivity (people aged 16-74) are in the wards of Uplands (47.2%) and Killay North (46.2%) – both largely attributable to a high proportion of resident students – with figures above

45% also recorded in the deprived/student wards of Castle and Townhill. In contrast, inactivity is below 30% in Llangyfelach, Llansamlet and Gowerton. Long-term sickness benefits (including Incapacity Benefit and Employment and Support Allowance) provide a measure of inactivity excluding the student effect; the highest ward rates in Swansea (February 2013) are recorded in Townhill (18.4%) and Penderry (16.8%) with the lowest being Killay North (1.4%).

- Inequality varies according to gender, with the latest data estimating that 30.5% of working age females are economically inactive in Swansea, higher than the rate for males (26.2%). This is generally in line with national trends, with greater numbers and proportions of females inactive in the 'looking after family/home' and 'long-term sick' categories. However, in the latest year female inactivity fell sharply, from 36.4% in 2011/12 to 30.5% in 2012/13, whilst male inactivity only fell by 0.7 percentage points.
- Differences are also visible when looking at inactivity by age. Inactivity in Swansea is noticeably higher for those aged 20-24 – as might be expected in an area with a high student population – but is also apparent at older ages with, for example, 18.3% of those aged 35-49 inactive in Swansea, above rates in Wales (15.5%) and UK (13.9%). This pattern continues, albeit to a slightly lesser degree, further up the age ranges.

### **Expected Trend**

- Projecting recent (five-year) trends forward on a linear basis would result in the graph above and inactivity rates in Swansea remaining above rates in both Wales and the UK. However, trends over just the latest two years would seem more encouraging.
- Current government Welfare Reform policy – in summary, reassessment of the Incapacity Benefit claimants and their subsequent move to Jobseekers Allowance or Employment and Support Allowance (and from autumn 2013, Universal Credit) – aims, in time, to bring about a general reduction in published inactivity rates. However, the extent to which this may vary between areas remains unclear.

### **Future Risks**

- The increasing costs of fuel will limit the ability of economically inactive adults to access jobs. This could well be exacerbated by the changes as a result of Welfare Reform, where the eligibility requirements for mobility grants are going to change, limiting the numbers of adults who are able to draw down support.
- Reduction in productivity as a result of increasing costs of resources and continued global economic uncertainty will also limit opportunities for economically inactive adults.
- If migrants to Swansea were more highly skilled and work ready this would increase the competition for jobs.
- Reduced economic prosperity – the effects of government policy and austerity measures.
- Continued lack of economic growth and future resilience of businesses, causing a further reduction in employment opportunities and economic activity.

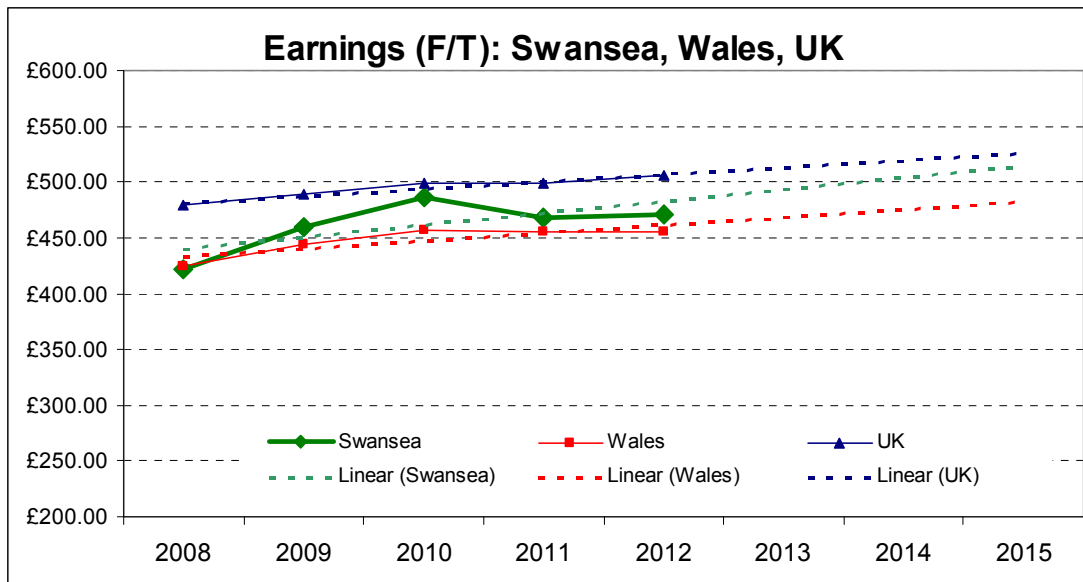
## Challenge

8: To reduce economic inactivity so that it is close to the UK average.

### C3. Average Earnings

**Indicator:** Average earnings

**About:** This indicator measures average full-time weekly earnings of Swansea residents in employment over time, and compares levels with those of Wales and the UK. The data is sourced from ONS' Annual Survey of Hours and Earnings (ASHE), a national survey undertaken in the April of each year, which provides estimates of the levels and distribution of earnings and hours worked by employees.



#### Swansea in Context

- The latest median weekly full-time earnings figure for residents in Swansea stands at £470.50 (April 2012 survey); currently 3.4% above the Wales figure but 7.0% below the UK average.
- Over the latest year period (2011-2012), full-time weekly earnings in Swansea marginally increased, by 0.4%, whilst equivalent figures remained unchanged in Wales and increased to a greater extent in the UK (+1.5%).
- However, over the longer term (the period 2008-2012), full-time weekly earnings in Swansea have increased by £49 or 11.6% (average: +2.9% per year), above the average annual increase for Wales (+1.8%) and the UK (+1.4%).

#### Patterns of Inequality

- ASHE data is not published by ONS below local authority level, due to limitations in the size of the sample of businesses surveyed. There are no published

alternative administrative or other data sources which would enable analysis of employee earnings for areas within Swansea.

- However, ASHE enables gender inequalities in earnings to be measured for local authority areas. In common with the national picture, female full-time earnings in Swansea are lower than the 'all employees' figure, by £52 or 11.1% (2012), whilst male full-time earnings are 7.6% higher. The gap between male and female full-time weekly earnings in Swansea is marginally higher, at £87.60, than Wales (£86.30), with both figures lower than the UK gap (£97.20).
- The ASHE data also enables analysis of the differences between full-time and part-time earnings. In this case, part-time earnings of residents in Swansea (average £146.30 per week) are lower than both Wales (£151) and the UK (£155). The sector mix of local employment (by industry, occupation, public/private sector, etc.) is likely to be the key determinant of these differences.

### **Expected Trend**

- Based on a linear projection of the latest four-year trend, the above graph suggests that full-time earnings in Swansea will continue to grow at a faster rate than average earnings in Wales and narrow the current gap between Swansea and the UK. However, as noted earlier, in 2012 the Swansea figure increased at a slower rate than the UK and it remains to be seen whether this short-term trend will continue in future surveys.

### **Future Risks**

- Reduced economic prosperity – the effects of the continued recession on both the number of jobs in Swansea and job quality (i.e. loss of more well-paid jobs).
- Trend for greater sub-contracting – effects on terms & conditions, and wage levels.
- The further implementation of cuts in the public sector, and service sectors significantly represented locally.
- As costs associated with production increase there will be pressure on businesses to squeeze wages or concentrate distribution centres around larger centres of populations.

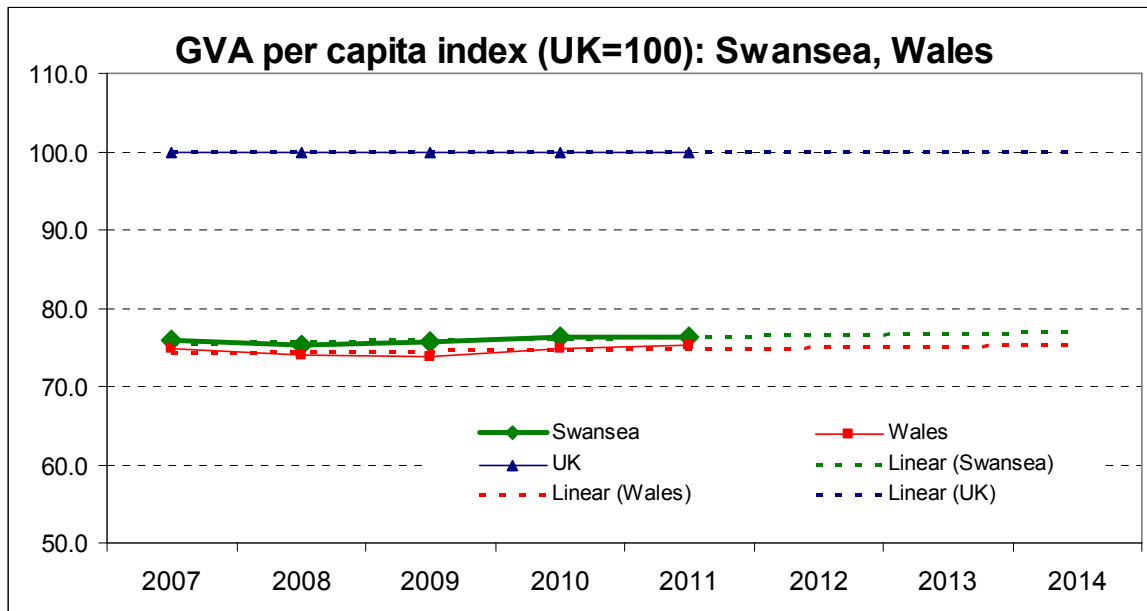
## **Challenge**

**9:** To increase average earnings so that they are higher than the UK average.

## C4. Economic Performance

**Indicator:** GVA per capita

**About:** Gross Value Added (GVA) per capita (or head of population) measures the total value of all goods and services produced in an area divided by the number of people living there. Regional GVA is measured by adding up the income generated by resident individuals or corporations in the production of goods and services. GVA per capita is identified within the Welsh Government’s Programme for Government as one of the key outcome indicators in relation to Growth and Sustainable Jobs. Whilst GVA is a measure of output similar to Gross Domestic Product, GDP is available at a national level only. GVA estimates are published for the three higher levels of the ‘NUTS’ geography (the EU breakdown used for the production of regional statistics), including the ‘NUTS3’ level (single or groups of local authorities).



### Swansea in Context

- In 2011 (the latest data), Swansea’s GVA per head figure was £15,933; 1.5% above the current Wales level but 23.7% below the UK average.
- Swansea’s GVA per head is the highest of the NUTS3 areas in the ‘West Wales and Valleys’ NUTS2 area, but is well below most areas in South East Wales, including ‘Cardiff and Vale of Glamorgan’ (£21.4k per head) and ‘Monmouthshire and Newport’ (£20.4k).
- The most recent annual trend (2010 to 2011) suggested an increase in Swansea of 1.3%, below equivalent trends in Wales (+1.9%) and the UK (+1.6%). Over the longer term (2007 to 2011), GVA per head in Swansea increased by 4.0%, in line with growth in Wales and slightly above UK growth (+3.5%).
- In the graph above, the GVA figures are presented as an index (where UK=100). On this basis, the situation in Swansea has been relatively flat overall in recent years. In 2007, Swansea’s index value stood at 75.9; by 2008 this had fallen to 75.3, before rising again to 76.3 by 2011. In Wales, the overall trend was similar

over this period; falling from 74.8 in 2007 to 73.8 in 2009 before rising to 75.2 in 2011 (following the same broad pattern, but consistently slightly below the Swansea values).

### Patterns of Inequality

- Whilst the Swansea local authority area stands alone in the NUTS3 geography, no spatial disaggregation of the data (within Swansea) is available. Direct comparisons are only possible between Swansea and areas elsewhere in Wales and the UK.
- Other economic and labour market indicators can be used to give a more complete picture of local economic performance, some of which are available for lower geographies or specific population groups.

### Expected Trend

- Based on a straight linear projection of the latest five-year trend, the above graph suggests that GVA per capita in both Swansea and Wales will marginally improve relative to the UK. However in reality there is considerable uncertainty here, with a wide range of factors (including the success or failure of local and national policy interventions and external economic events) potentially influencing GVA per capita and the index value for Swansea.

### Future Risks

- Recession, changes in local industry structure.
- Demographic change – lower working age population, and corresponding relative increase in economically inactive population (0-15, 65+).
- Insurance costs have started to rise in response to risks associated with services that are often associated with the local environment, for example flood mitigation and risks associated with climate change. This will put additional pressure on businesses as these costs which traditionally have been externalised will not have to be included in their direct costs. There is also a direct risk to businesses should these services fail such as flood protection or the ability to support food production, further increasing mitigation costs for businesses.
- However there is a potential for new opportunities through the creation of new markets in sustainable energy production, agriculture and food supply, and the development of local supply chains in response to these pressures.

### Challenge

**10:** To reverse the recent downward trend in economic performance and move closer to the UK average.

### Secondary Indicators

- The proportion of young people who are NEET within Swansea (year 11) has fallen from 9.1% in 2007 to 2.9% in 2012. This is the lowest percentage of NEET

achieved by Swansea to date. For the third consecutive year, the percentage of Year 11 leavers whose status was unknown was 0%.

- Swansea's business stock rate was 407 businesses per 10,000 working age population in 2011, lower than Wales (456) and considerably lower than the UK (572). In the period 2007-2011, Swansea's business stock rate fell by 39, compared with a fall of 18 in Wales and no change across the UK.
- As of September 2013 there were 4,812 people claiming Jobseekers Allowance in Swansea (3.1% of residents aged 16-64). This compares to 3.5% for Wales and 3.2% for the UK.
- In the wider (Labour Force Survey-based) measure of unemployment, survey figures for the period ending June 2013 suggest that there are 8,900 unemployed people in Swansea, 8.4% of all economically active people aged 16-64; equal to the Wales rate but above the equivalent UK rate (8.0%).
- As of 2012, Swansea compares favourably to both Wales and the UK in terms of the percentage of the population 16-64 with NVQ level 1 and above (Swansea 83.8%, Wales 82.0%, UK 83.8%), level 2 and above (Swansea 72.3%, Wales 69.7%, UK 71.7%), and level 3 and above (Swansea 55.3%, Wales 51.7%, UK 54.9%).
- However, Swansea is below the UK average for those with level 4 (and above), the highest level of NVQ (Swansea 32.8%, Wales 30.3%, GB 34.2%), with the rate generally lower than other university areas in Wales and SW England, including Cardiff (38.2%) and Bristol (42.6%), which may suggest that Swansea has less success in retaining graduates.
- As part of an annual pedestrian footfall survey of Swansea city centre conducted in November of each year, the weekly number of pedestrians (Monday-Sunday inclusive) are counted passing a survey point on Oxford Street (outside Marks & Spencer). In 2008, a weekly total of 139,600 pedestrians were counted at this survey point. In 2012, the survey counted 134,150, pedestrians, representing a fall in the period 2008-12 of 3.9% (5,450 pedestrians). In the latest year (between 2011 and 2012), footfall at the same survey point was down 2.3% (-3,190) (Annual pedestrian footfall count survey – PMRS Ltd).

## **Data Development**

- An indicator showing the rate of retention of student graduates.
- A more timely publication of local GVA data. During the last year there have been improvements implemented by the Office of National Statistics (ONS), and a two-year time lag in publication has now been reduced by one year. However, it is still considered difficult to monitor local economic performance in a sufficiently timely manner to enable effective implementation and evaluation of policy.

## ◆◆◆ Population Outcome D

### People have a decent standard of living

- *Income inequalities affect the way that people live their lives. Having a healthy standard of living will contribute to people having more control over their lives and will have a positive influence on their health and wellbeing. **The Marmot Review***
- *The early years are a critical time for children's physical, cognitive, language and social and emotional development. Research is also beginning to show that what happens to children in the early years can have physiological effects that are lasting. Poverty begins to exert its effects from a young age; by age 5 children from the most economically advantaged groups have been found to be more than a year ahead in vocabulary tests compared to those from disadvantaged backgrounds. **Welsh Government Tackling Poverty Action Plan***
- *Poverty is often linked to disability, as disabled people face both higher living costs and additional barriers to employment. The Joseph Rowntree Foundation (2011) has found that a third of low-income, working-age adults without dependent children are either disabled themselves, and/or have a disabled partner. Among those with dependent children, this proportion is a quarter. For all people of working age (and their dependent children), a disabled adult family member increases the risk of low income by about a half. **Welsh Government Tackling Poverty Action Plan***
- *Lower income families have less variety in their diet, eat fewer essential nutrients but eat more fat and sugar as processed foods (higher in salt, fat and sugar) are cheaper per unit of energy than fruit and vegetables. In Swansea over one half of the adult population (57%) is reported to be overweight or obese. **Swansea's Health and Social Care Needs Assessment 2010***
- *Research has shown that children who grow up in poverty are more vulnerable: they are more likely to be in poor health, have learning and behavioural difficulties, to under achieve at school, at greater risk of teenage pregnancy, have lower skills and aspirations and are more likely to be unemployed, welfare dependent and to feel lonely. Although many children from low income families will not experience these outcomes, children who grow up in poverty are at a greater risk of disadvantage and poor outcomes. **City & County of Swansea Children and Young People's Needs Assessment 2011-14***
- *Every year, up to £5.5 billion of Pension Credit, Housing Benefit and Council Tax Benefit – money intended for people on low incomes – goes unclaimed by older people in the UK. Many people are missing out on benefits that they are eligible for, perhaps because they mistakenly believe they don't qualify or are put off by the claims process. **More Money in Your Pocket, Age UK***



## D1. Children living in poverty

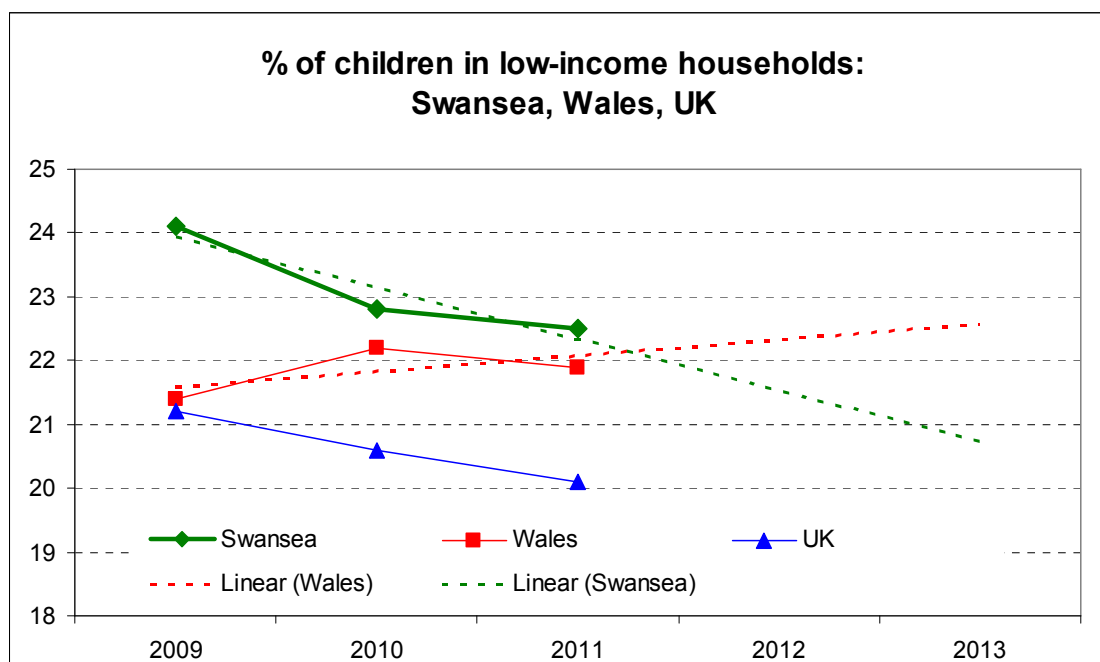
**Indicator:** Percentage of children living in low-income households.

**About:** This indicator measures the percentage of children that are living in low-income households, trends over time and compares rates with those of Wales and the UK. The data is sourced from the LSOA-level data available from Her Majesty's Revenue & Customs (HMRC). This measure provides a broad proxy for relative low-income child poverty as set out in the Child Poverty Act 2010.

A low-income household is defined as a household where the reported income is less than 60% of the UK median. It includes households where adults are claiming out-of-work (means tested) benefits, or are in low-paid employment and in receipt of applicable Tax Credits, with a reported income of less than 60% of the UK median. Children in low-income households are defined as dependent children under the age of 20 who live in low-income households.

The 60% income threshold used in this UK Government measure is Before Housing Costs. This gives an inaccurate picture, since Housing Benefit is included as income even though it goes wholly to a landlord and so does not form part of the household's disposable income. Increases in rent leading to increases in Housing Benefit appear to make a household better off, although their disposable income has not increased. Identical households in receipt of identical benefits appear in these statistics to have the same level of wealth, but if one lives in costlier housing and must supplement their Housing Benefit to cover the rent, they will have less disposable income than the other.

Commentators have noted that while numbers of children above and below the poverty line (60% of median income) fluctuate, there tends to be little change in the numbers of children in severe poverty (40% or less of median).



## Swansea in Context

- The Swansea 2011 figure is down very slightly from 2010 (10,880 children; 22.8%), continuing the trend from 2009 (11,505 children; 24.1%), and broadly in common with the trend for Wales and for the UK. However, this general fall is explained by a UK-wide drop in household income from 2009 to 2011, as demonstrated in the UK Government's Households Below Average Income (HBAI) surveys. As national incomes have gone down, the 60% of the median which defines a low-income household has of course also dropped. Thus more children are now defined as living above the low-income threshold, but without their circumstances having improved at all.

## Patterns of Inequality

- The rate of children in low-income households varies enormously between different LSOAs across Swansea, from 0% in Sketty 8 and Sketty 9 up to 58.6% in Townhill 1. Other LSOAs where the majority of children are living in low-income are Townhill 3 (57.5%), Penderry 1 (55.2%) and Mynyddbach 2 (50.2%).

## Expected Trend

- Projecting these trends forward on a purely linear basis creates the graph above, which would suggest a continued decrease in the percentage of children living in low-income households across Swansea and the UK. However, caution is required because, as explained above, the fall to date has not been due not to an improvement in incomes but in fact the opposite; "low-income" is a proportion of the median, which creeps down as national household incomes fall, thus defining fewer people than previously.

## Future Risks

- The impact of Welfare Reform including the introduction of Universal Credit. This is the most significant overhaul of means tested benefits for many years. Changes already introduced that are having an impact include:
  - Those relating to the hours of work required to access 'in work' benefits for couples with children
  - Support for childcare costs
  - Monetary sanctions for parents who fail to comply with job-searching requirements
  - The "bedroom tax", and capping of Housing Benefit at a rate that may be insufficient for some families' needs. These policies create a shortfall between Housing Benefit and actual rent required, forcing this cost to be met from other income.
- The key focus of Welfare Reform is to move people off benefits and into work. Statistically we know that more than 51% of working-age adults and children in poverty are from working families (JRF Monitoring Poverty & Social Exclusion in Wales). Whilst progress could be made in reducing the number of children in workless households there may be little or no impact on the number of children living in income poverty.

- Reductions in public spending and the effects of economic recession.
- These changes will be exacerbated by increasing fuel, food and other resource costs. There is a significant risk of increasing fuel poverty, food poverty and access poverty in families. In turn these issues will have an impact on children’s health and educational attainment.
- Demographic change – changes in relative proportions of children and working age adults. Increasing care costs as a result of an aging population could divert resources from support services.
- Statistically people living in poverty are less likely to have household insurance, so will be at greater risk from increasing extreme weather events resulting from climate change.

## Challenge

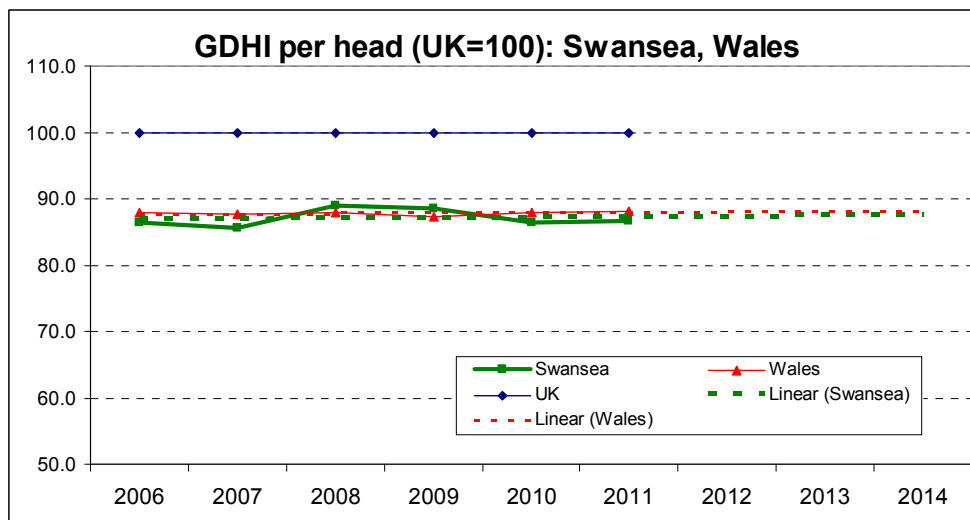
**11:** To reduce the percentage of children in Swansea living in low-income households.

## D2. Disposable Household Income

**Indicator:** Gross disposable household income

**About:** Gross Disposable Household Income (GDHI) per head measures the average personal disposable income of people in Swansea, and for this indicator is calculated as a percentage of the same measure for the UK (i.e. indexed to 100). In summary, GDHI is the amount of money that households have available for spending or saving after deducting expenditure associated with income, for example taxes and social contributions, property ownership and future pension provision. Within the Welsh Government’s Programme for Government, GDHI per capita is identified as one of the key outcome indicators for Wales in relation to Growth and Sustainable Jobs.

GDHI estimates are compiled for the three higher levels of ‘NUTS’ geography – the EU’s breakdown for the production of regional statistics. The ‘NUTS3’ level consists of single or groups of local authorities.



## Swansea in Context

- In 2011 (the latest figures), GDHI per head for Swansea stood at £13,882; below the Wales average (£14,129) and the UK level (£16,034).
- Swansea's GDHI per head is now the 5<sup>th</sup> highest of the eight NUTS3 areas in the 'West Wales and Valleys' NUTS2 area, behind Isle of Anglesey, Conwy & Denbighshire, Bridgend & Neath Port Talbot and South West Wales.
- The most recent trends suggest that between 2010 and 2011, the Swansea GDHI per head figure increased by 2.76%, just below the increase in Wales (+2.81%) and above the UK figure (+2.66%).
- Over the four-year period (2007-2011), the growth in GDHI per head in Swansea (+13.6%) was also above the increase for Wales (+12.8%) and the UK (+12.1%).
- The headline GDHI per head indices (where UK=100) suggest that Swansea is narrowing the gap with the UK, albeit slowly, with the index value increasing from 85.5 in 2007 to 86.6 in 2011. However, over the same period, the Wales figure also increased slightly – from 87.6 to 88.1.

## Patterns of Inequality

- Whilst the Swansea local authority area stands alone in the NUTS3 geography, no spatial (within Swansea) or any other disaggregation of this data is available.
- Secondary sources of household income information (e.g. alternative local estimates, income-related benefits data) are needed to identify patterns of income inequality within Swansea.
- Swansea average figures mask the income inequality that exists within the county. In terms of the Income domain for the Welsh Index of Multiple Deprivation (WIMD) 2011, Swansea has the 3<sup>rd</sup> most deprived Lower Super Output Area (Townhill 1 LSOA) and the least deprived Lower Super Output Area (Killay North 1) of the 1896 LSOAs in Wales.

## Expected Trend

- Projecting recent (five-year) trends forward on a purely linear basis would result in the graph above, and a continued marginal narrowing of the gap between Swansea and the UK.
- However, in reality there is considerable uncertainty in this, with a wide range of local and national factors potentially influencing the future direction of GDHI in Swansea and how it could change relative to the UK average – including a wide range of factors which might influence local economic prosperity and the local implementation and effect of government Welfare Reform policy.

## Future Risks

- Continued Recession, both within the UK and beyond with linked pay freezes (or below-inflation increases) as well as food, fuel and other price rises.
- The effects of Government policy, including public spending cuts, Welfare Reform and the associated reductions in disposable income through, for example, lower benefit levels.

- The impact of Welfare Reform on income assumptions within the Business Plans of social housing providers may adversely affect the pace of improving social housing up to the Welsh Housing Quality Standard, and in particular the energy efficiency measures that may help reduce fuel poverty.
- Demographic Change, in particular the effects of an ageing, more ‘dependent’ population (lower proportions of working age).
- Economic austerity measures are going to result in a lower disposable household income for families on benefit.

## Challenge

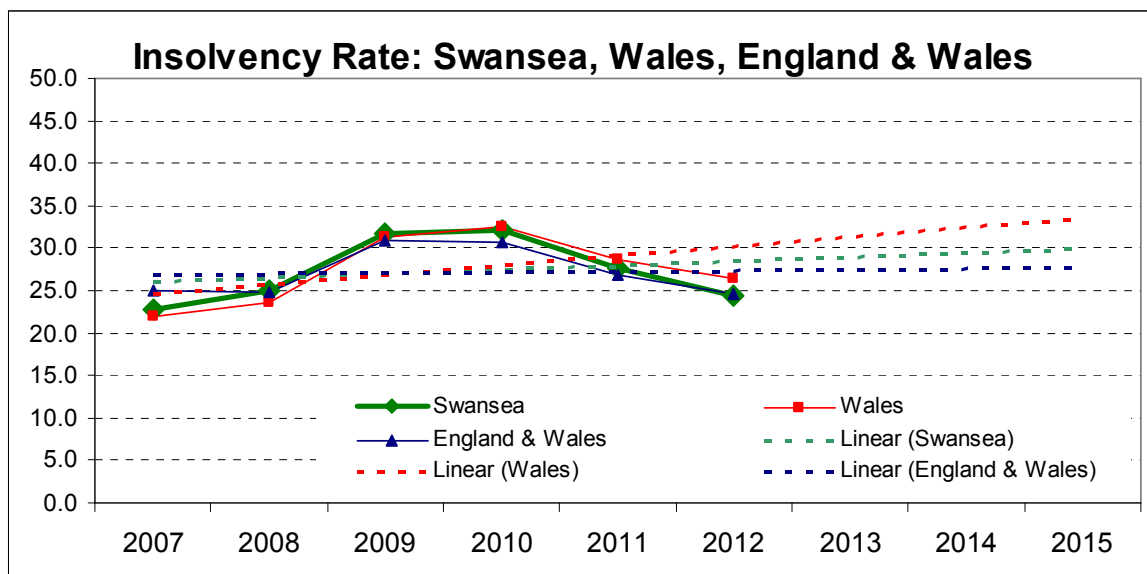
**12:** To increase average disposable household income in Swansea while closing the gap with the UK and reducing inequalities within Swansea.

### D3. Personal Debt

**Indicator:** Individual insolvency rate per 10,000 adult population (Bankruptcies, IVAs, DROs)

**About:** The insolvency figures represent the sum of Bankruptcy Orders, Individual Voluntary Arrangements (IVAs) and Debt Relief Orders (DROs), and are expressed as a rate per 10,000 adults (aged 18 & over). Rates are available for local authorities and regions within England & Wales. The figures are published by the Insolvency Service, an agency of the government Department for Business, Innovation and Skills (BIS).

Monitoring actual levels of active debt is difficult. Insolvency applies to borrowers who are unable to repay their debts, not to those who do manage to meet repayments, however much they may struggle to do so.



## Swansea in Context

- The total number of new personal insolvency cases by calendar year in Swansea increased from 469 in 2008 to 530 in 2011, with the latest 2012 figures reporting a drop to a lower figure of 469. This is in line with the general trend in the numbers of new cases in England and Wales, which plateaued in 2009/10 and have fallen in 2011 and 2012.
- The rate of total individual insolvencies per 10,000 adults in Swansea fell to 24.3 in 2012, having previously followed a generally increasing trend from 22.7 in 2007 to a peak of 32.1 reached in 2010.
- Insolvency rates for 2012 in Swansea (24.3) are slightly below those of Wales (26.5) and although Swansea rates have been consistently above the England & Wales rate since 2008, they are currently falling just below the England & Wales figure of 24.5 (2012). Wales rates have overtaken Swansea rates since 2010 and that trend has continued into 2012.
- Nationally, some of the increase between 2008 and 2009 was driven by the introduction of DROs in April 2009. The rapid rise in the rate up to 2009 occurred as the number of insolvencies grew faster over this period than the underlying population growth.
- The recent fall in the total individual insolvency rate in Swansea from 2010 to 2012 is mainly attributable to the reduction in numbers of bankruptcy orders since 2008 (from 309 to 137 cases), with the sharpest fall in 2011 – falling in one year from a rate of 13.8 cases per 10,000 adults in 2010 to 9.5 in 2011, and dropping further in 2012 to a rate of 7.1.
- By contrast, DROs have continued to rise since their introduction in April 2009 and the rate and number has steadily increased each year, to reach a rate of 7.7 per 10,000 adults (148 cases) in Swansea by 2012. Rates for IVAs, on the other hand, had been broadly constant between 2009 and 2011 with 11.2 cases per 10,000 adults in 2011, similar to the 2009 level. However in 2012 the number of cases dropped from 214 cases in 2011 to 184 in 2012 (with a rate of 9.5 cases per 10,000 adults).

## Patterns of Inequality

- The Insolvency Service data is not published below local authority level; therefore no spatial disaggregation of the data (within Swansea) is available.
- The insolvency statistics for 2012 are broken down by gender and age group for each type of insolvency, but only published at regional level. In Wales (and England) the 35-44 age cohort experience the largest proportion of total insolvency cases. For DROs alone however, the largest number and rate is in the 25-34 age group.

## Expected Trend

- Based on a straight linear projection of the latest five-year trend, the above graph suggests that insolvencies in Swansea will continue to increase slightly relative to England & Wales – although the increase in the Wales rate is currently projected to be greater than that of Swansea. However, many factors – social, economic and political – could influence the future scale and direction of change.

## Future Risks

- The continued Recession and general reductions in economic prosperity.
- Welfare Reform will see the introduction of the most significant overhaul of the benefits system since its introduction following the Beveridge Report in 1948. Changes in the administration and payment of the new benefits are likely to cause an increase in debt levels. The introduction of the Universal Credit in particular may cause significant problems for households with little or no budgeting or money management skills.
- There is likely to be a significant increase in the demand for benefit and debt advice at a time when resources for advice provision within the public and third sector is already stretched.
- Reduction in jobs and income through increasing costs and reduction in productivity rates will place pressure on household incomes, increasing the risk of insolvency.

### Challenge

**13:** To reduce the overall level of personal debt in Swansea relative to the rest of England and Wales.

## Secondary Indicators

- In 2012, an estimated 7,400 children in Swansea (19.9% of children) lived in workless households; higher than the equivalent percentages for Wales (17.7%) and the UK (14.9%). The latest Swansea figure is lower than in 2011 (9,000 children, 24.4%). Over the longer term (2007 to 2012), the estimates suggest that the percentage of children living in workless households in Swansea initially increased, from 21.1% to 26.2% in 2009, but has since generally fallen, broadly in line with patterns in Wales and the UK. However, these figures (taken from Annual Population Survey estimates) are subject to sampling variability which increases at local levels.
- Model-Based Household Income Estimates for 2007/08, produced by ONS at Middle Super Output Area (MSOA) level, suggested a variation in average weekly total household income within Swansea from just above £400 in the MSOAs Swansea 019 (Townhill) and Swansea 026 (parts of Uplands & Castle) to around £700 in Swansea 030 (Gower & Pennard) and Swansea 004 (Llangyfelach & Penllergaer).

## Data Development

- Work needs to be done to develop a way of tracking average disposable household income at local level, e.g. by ward or LSOA. There remains a gap in the availability of suitable and timely local income data from statistical sources in the public domain.
- Consideration needs to be given to developing an indicator that effectively monitors the level and type of debt enquiries received by local agencies,

including the Citizens Advice Bureaux – thus identifying people or households in financial difficulty beyond those picked up by the formal measures of insolvency.

- Measuring the level of debt advice enquiries, however, can only capture part of the problem. Consideration needs to be given to the development of a broad indicator that can capture the overall extent of personal debt. The Financial Conduct Authority is considering the collection of Product Sales Data from the consumer credit market in future, which could prove useful if available at a local authority level.



## ◆◆◆ Population Outcome E

### People are healthy, safe and independent

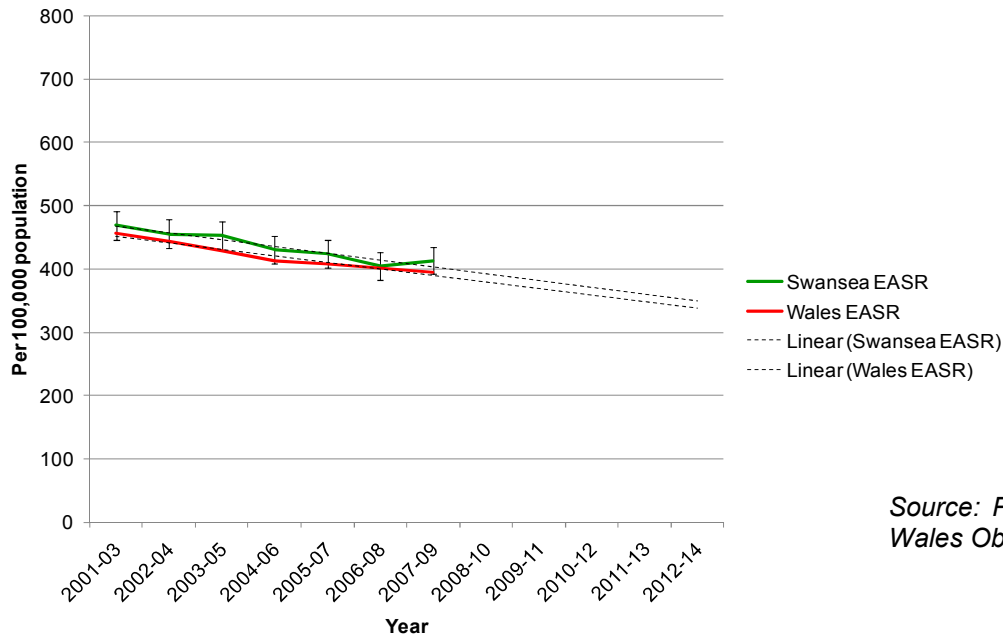
- *Many of the key health behaviours significant to the development of chronic disease follow the social gradient: smoking, obesity, lack of physical activity, unhealthy nutrition. **The Marmot Review***
- *The importance of investing in the early years is key to preventing ill health later in life, as is investing in healthy schools and healthy employment as well as more traditional forms of ill-health prevention such as drug treatment and smoking cessation programmes. The accumulation of experiences a child receives shapes the outcomes and choices they will make when they become adults. **The Marmot Review***
- *It is recognised that there is a higher reported prevalence of domestic abuse in deprived areas. There are associated behaviours which further affect physical and mental health; women who experience domestic abuse are up to 15 times more likely to misuse alcohol and 9 times more likely to misuse drugs than women generally. **Swansea's Health and Social Care Needs Assessment 2010***
- *It is known that 25% of the population will suffer significant mental health issues at some time in their lives, globally, nationally and locally. **Swansea's Health and Social Care Needs Assessment 2010***
- *The health and wellbeing of people is heavily influenced by their local community and social networks. Those networks and greater social capital provide a source of resilience. The extent to which people can participate and have control over their lives makes a critical contribution to psychosocial wellbeing and to health. **What makes us Healthy?** (Jane Foot)*
- *The research evidence for the positive impact of community and individual assets such as resilience, self determination, reciprocity, social networks and social support on health and wellbeing is well known and at least comparable to that of more familiar social determinants of health such as housing, income and the environment. **What makes us Healthy?** (Jane Foot)*

## E1. Premature Mortality

**Indicator:** Premature mortality from all causes

**About:** The graph illustrates 3-year rolling averages of European Age Standardised rates per 100,000 population for premature mortality (aged under 75) from all causes. Rates are presented with 95% confidence intervals.

**Premature mortality per 1,000 population**



Source: Public Health Wales Observatory

### Swansea in Context

- In line with the rest of the UK, there has been a downward trend in premature mortality (aged under 75 years) from all causes in Swansea. However, the rates of premature mortality in Swansea have remained above the Welsh average although in 2007-2009 the Swansea rate was not statistically higher than the Welsh average (Swansea, 413 deaths per 100,000 population; Wales, 394 deaths per 100,000 population).
- The table below shows that in Swansea a lower percentage of the male population survive until the age of 75 compared to the averages for Wales and England. For females, the Swansea figure is higher than Wales but lower than England.

**Probability of survival (percentage) to age 75 years**

Area	2007-2009	
	Males (%)	Females (%)
Swansea	65.0	77.4
Wales	66.0	76.6
England	68.7	78.8

Source: National Statistics

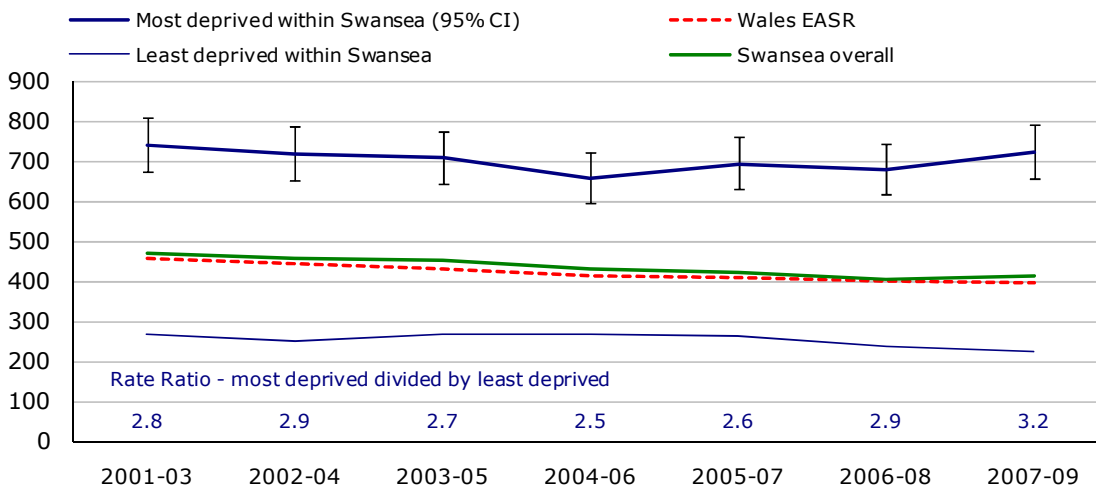
- In Swansea over one half of the adult population (57%) is reported to be overweight or obese, which has increased by 5 percentage points since 2003/04. (Welsh Health Survey 2011/12)
- In Swansea only 32% of people are eating the recommended daily quantity of fruit and vegetables (Welsh Health Survey 2011/12). The figure is lower than in 2009/10 and 2010/11.
- In recent years the percentage of adults achieving the recommended levels of physical activity in Swansea has remained fairly stable. Figures for 2011/12 indicates that Swansea (26%) remains behind the Wales average (29%) and is one of the bottom four local authority areas in Wales. (Welsh Health Survey 2011/12)
- Smoking prevalence in Swansea has remained fairly static in recent years and with 24% of the adult population estimated to smoke in 2011/12 (Welsh Health Survey, 2011/2012). This is slightly higher than the Welsh average (23%).

### Patterns of Inequality

- Although the rates for premature mortality for all causes for males and females have declined over the last decade the inequality gap has persisted. The graph below shows that the rates of premature mortality in males are around three times higher in the 20% most deprived areas of Swansea compared to the 20% least deprived areas. Although the inequality gap is narrower in the female population (see graph overleaf), the rates of premature mortality in the 20% most deprived areas of Swansea are twice as high compared to the 20% least deprived areas.

#### All-cause mortality, under 75, males, European age-standardised rate (EASR) per 100,000, Swansea and Wales, 2001-09

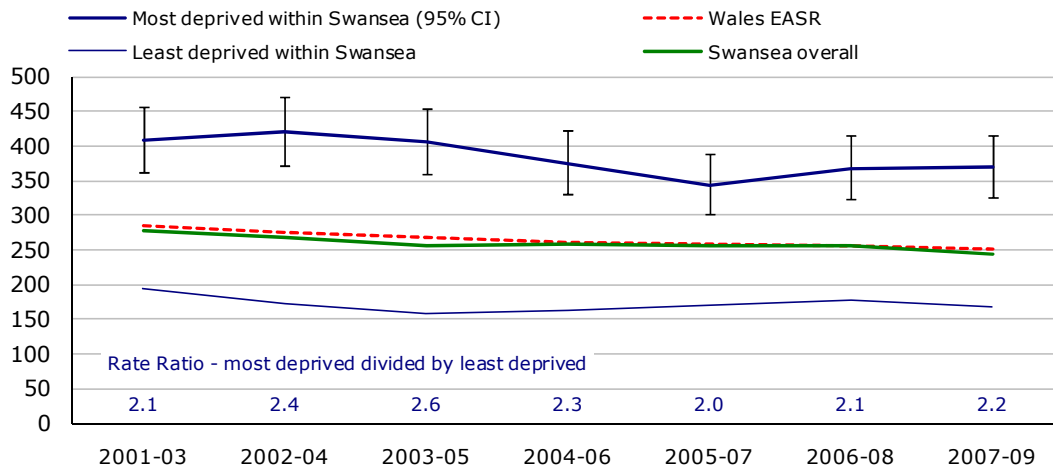
Produced by Public Health Wales Observatory, using ADDE/MYE (ONS), WIMD 2008 (WG)



Source: Public Health Wales Observatory

**All-cause mortality, under 75, females, European age-standardised rate (EASR) per 100,000, Swansea and Wales, 2001-09**

Produced by Public Health Wales Observatory, using ADDE/MYE (ONS), WIMD 2008 (WG)



Source: Public Health Wales Observatory

**Expected Trend**

- We would expect mortality rates to continue to fall given the range of interventions and increasing medical technologies.
- It is difficult to predict if the inequality gaps observed in premature mortality are likely to decrease, particularly in males.

**Future Risks**

- Studies show that both heat and cold related deaths as a result of climate change over the next 50 years are going to increase, with a greater risk associated with cold related deaths in Wales. Elderly people and people with pre-existing conditions relating to thermoregulation, mobility, dementia, renal disease and diabetes are more at risk. It is unclear how well society is likely to adapt to changing weather patterns and whilst adaptation to heat tolerance is likely to improve, this change is likely to impact disproportionately, reflecting socioeconomic inequalities.
- Increasing fuel costs and reductions in income will exacerbate this situation placing more households into fuel poverty. The WHO attributes 30-40% of all excess winter deaths as a result of fuel poverty.
- Increasing cost of food may have an impact. As these costs increase people may switch to purchasing energy dense foods which are high in saturated fat or sugar. The increasing costs of transport may further contribute to this trend if affordable healthy food cannot be bought locally.
- Stress associated with increasing costs and reducing income will also be a risk factor particularly for those who suffer from pre-existing conditions especially cardio-vascular.
- Fragmenting of ecosystems may also impact mortality rates. Research shows that lack of access to green space can impact the risk of developing fatal diseases.

## Challenge

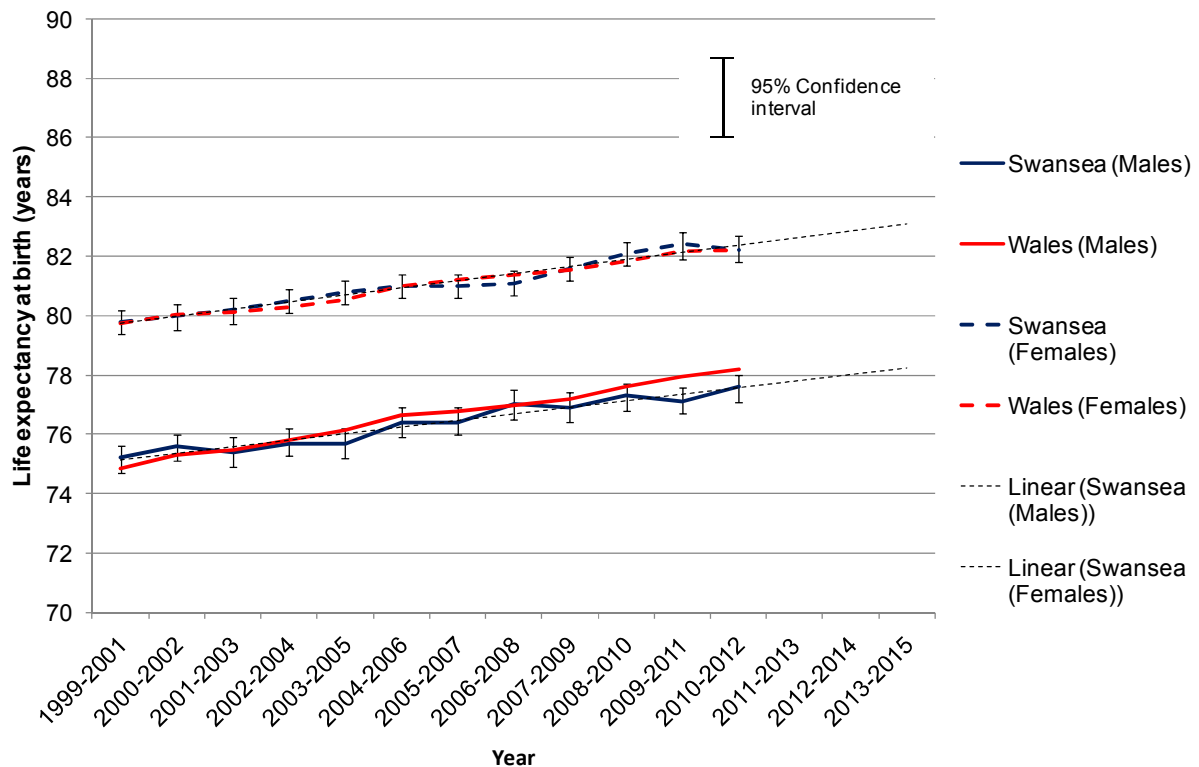
**14:** To significantly reduce the difference in premature mortality rates between the most and least deprived communities.

## E2. Life Expectancy

**Indicator:** Life expectancy at birth

**About:** The graph illustrates life expectancy at birth in males and females. Life expectancy at birth is the average number of years a newborn can expect to live if he or she experienced the age-specific death rates prevalent at a particular time period. The graph is presented with 95% confidence intervals.

### Life expectancy at birth



Source: National Statistics

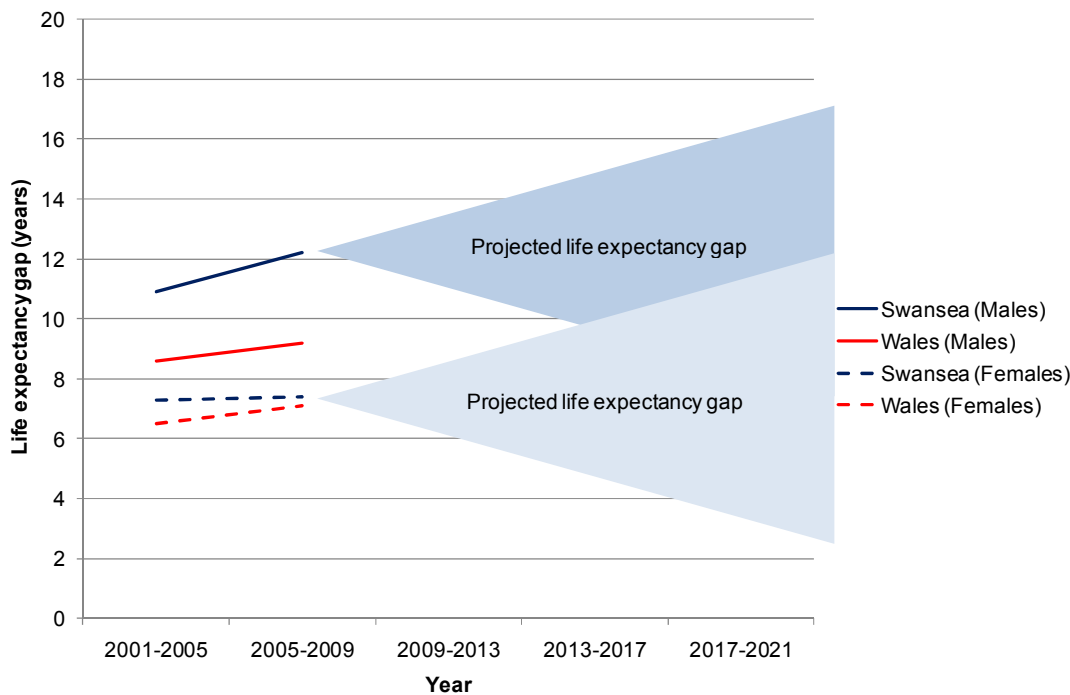
### Swansea in Context

- Following national trends life expectancy at birth for males and females in Swansea has increased over the last two decades. Male babies born today can be expected to live 77.6 years and female babies 82.2 years (2010-12 figures, National Statistics, 2013). These figures are similar to the Welsh averages but slightly lower than the England & Wales averages for the same time period (males, 79.1; females, 82.9).

## Patterns of Inequality

- The life expectancy gap measures the difference in life expectancy at birth between those populations resident in the 20% most deprived areas compared to those resident in the 20% least deprived areas. Deprivation is measured using the Welsh Index of Multiple Deprivation 2008. The life expectancy gap in Swansea for males has increased between 2001-2005 and 2005-2009 from 10.9 years to 12.2 years. Although smaller, the life-expectancy gap for females has also increased over this time period (7.3 years 2001-2005; 7.4 years 2005-2009).

### The Life Expectancy Gap



Source: Public Health Wales Observatory

- Out of the 22 local authorities in Wales Swansea has the second highest male life-expectancy gap. This size of the life-expectancy gap reflects the fact that Swansea has some of most and least deprived areas in Wales. Local authorities which have less variation in deprivation levels have narrower life expectancy gaps even if relatively they have a higher percentage of areas which fall within the 10% most deprived areas in Wales (e.g. Merthyr Tydfil).

### Expected Trend

- The graph on the previous page illustrates that it is difficult to extrapolate future trends in male and female life-expectancy gaps in Swansea. At present we only have two time points to extrapolate from (2001-2005 and 2005-2009), In addition, despite a range of initiatives in Swansea aimed to reduce health inequalities, it is difficult to predict future trends given the present global and national economic situation. Some of the key drivers of inequality are also influenced strongly by UK and Welsh Government policy interventions.

## Future Risks

- Increasing fuel costs and reductions in income will place more households into fuel poverty. There is a strong association between fuel poverty and increased risk of cardiovascular and respiratory disease in adults and children. There is an increase in the number of minor illnesses such as colds and flu in colder households. Mental health is also negatively affected by cold houses in all age groups.
- Increasing cost of food may have an impact. As these costs increase people may switch to purchasing energy dense foods which are high in saturated fat or sugar. The increasing costs of transport may further contribute to this trend if affordable healthy food cannot be bought locally.
- Fragmenting ecosystems may also have an impact on healthy life expectancy. Research shows that access to green space is an important factor in physical and mental health.
- Socioeconomic inequalities will be a significant factor and will be reflected in the level of health risk for individuals.

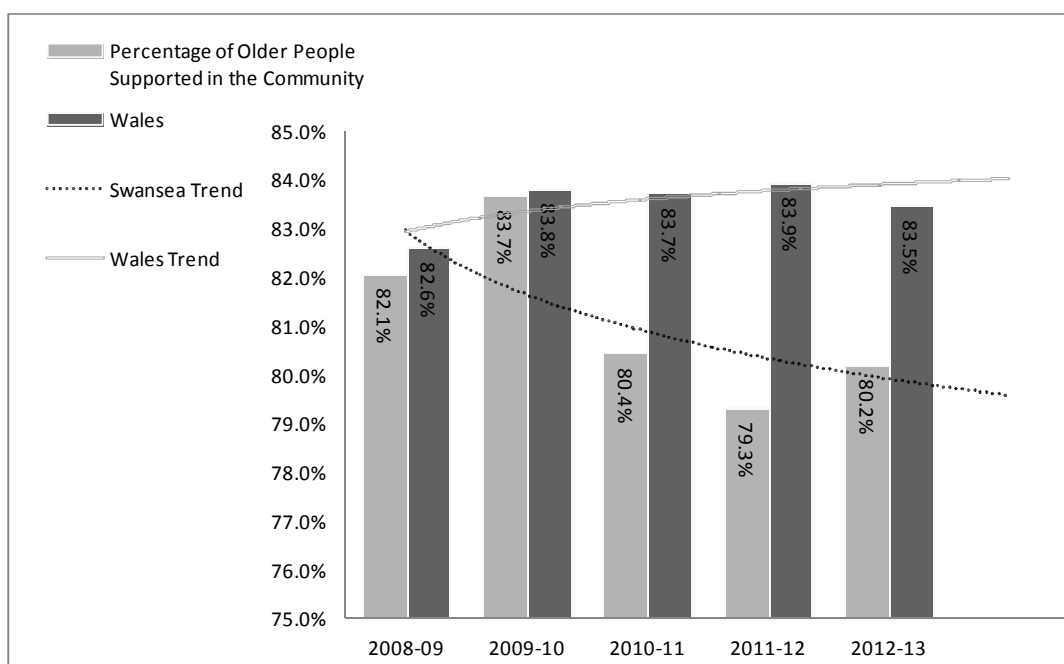
## Challenge

**15:** To significantly reduce the life expectancy gap between the most and least deprived communities.

## E3. Older People Living Independently

**Indicator:** The number of people supported in Community during the year as a proportion of the total number of people supported who are aged 65+

**About:** This information is collected at a national level as Service Improvement Data, and is known as indicator SCA/003(b).



The indicator is also known as a 'balance of care' indicator, because it compares the numbers of people supported by local authority social care services in the community as opposed to in residential / nursing care.

Services provided by social services as well as excluded services are defined extensively in the indicator guidance. The guidance reflects traditional definitions of community-based services.

### Swansea in Context

- Swansea's performance on this indicator has been lower than the Welsh average for some years.
- For 2012/13, Wales performance overall appears to have marginally declined but the rate has remained stable over time, having been 82.6% in 2008/09. Swansea's performance for 2012/13 was 80.2%.
- The numbers of people involved can be substantial: some 1400 additional older people would need to be supported in the community in Swansea to achieve the Wales average for 2011/12.
- The numbers of older people supported in residential / nursing care had increased up to Quarter 3 of 2013/14. For example, there has been an increase in the numbers of people with dementia who can no longer be supported safely to live in their own homes in the community.
- Since April 2013 there has been a decrease in the total numbers supported in residential care at the end of each month. We would expect to reduce the 2013/14 rate to that achieved in 2010/11 (22.16). This will help improve the balance of care.

<b>SCA002b</b>	Total number of clients receiving residential services (count)	Number of Older People Aged 65+	Rate per 1,000 aged 65 supported in residential care	Wales
2008-09	866	41,351	20.94	22.80
2009-10	948	41,746	22.71	21.80
2010-11	933	42,107	22.16	21.75
2011-12	973	42,592	22.84	21.35
2012-13	986	43,033	22.91	20.63
<b>2013-14 Q1</b>	<b>972</b>	<b>43,033</b>	<b>22.59</b>	
<b>August 2013</b>	<b>966</b>	<b>43,033</b>	<b>22.45</b>	

- There are a number of factors contributing to this position, and some of these factors may be in operation in the other Welsh authorities as well:-
  - The service has introduced a range of measures to reduce the overall numbers of people requiring ongoing support from social services. Reviews of clients have been focussed on rehabilitation and re-ablement.
  - The range of services that promote re-ablement has also been expanded and these appear to be effective in diverting some people

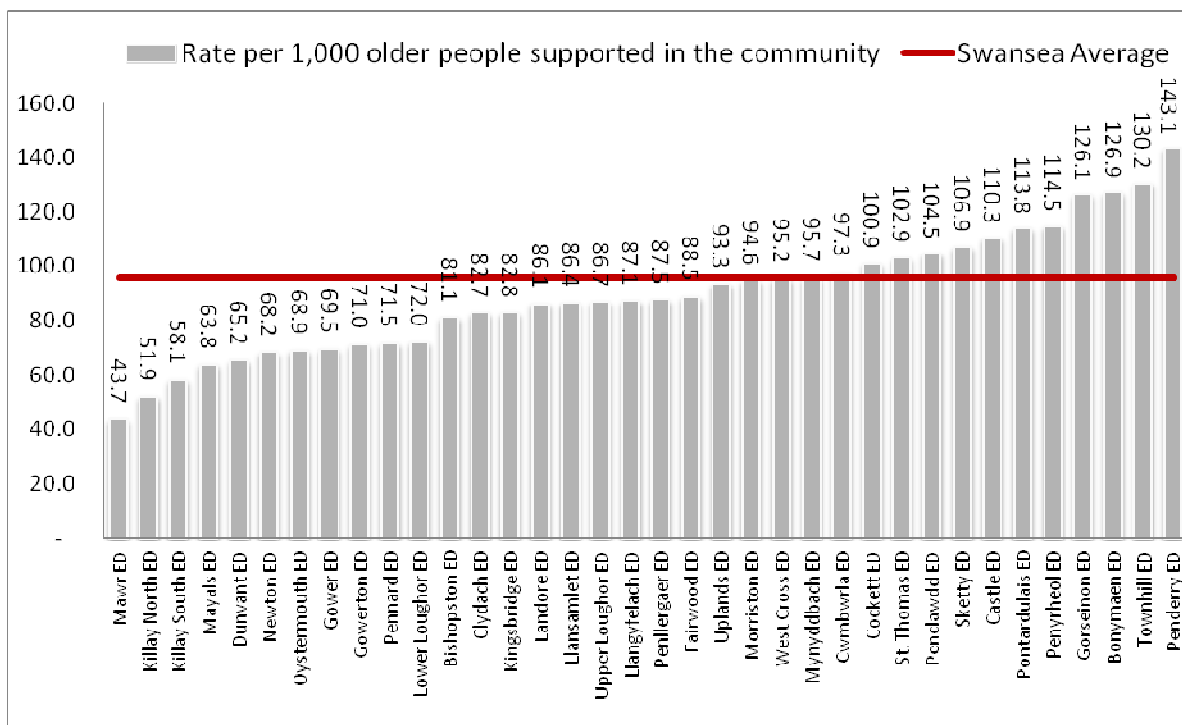


from long-term social care services and others have had their reliance on services reduced.

- Adult Social Services have focussed on encouraging the uptake and development of effective community resources to support older people. Such services are often universal (i.e. do not require an assessment to participate) and for reporting purposes these cannot be included in the data prepared for this indicator.
- For 2011/12, Swansea reported the 3rd lowest result on the balance of care indicator in Wales but had improved to 5<sup>th</sup> lowest in 2012/13. This was the fourth highest improvement in this indicator across Wales.
- By contrast, a dozen Welsh UAs reported reductions in performance between 2011/12 and 2012/13, including Neath Port Talbot and Carmarthenshire.
- Swansea has a larger than average proportion of dwellings in the social rented sector, this is significant in terms of future social care provision. (Swansea's Health and Social Care Needs Assessment 2010).

### Patterns of Inequality

- Directly measuring the balance of care on a Ward-by-Ward basis is complex as people are often placed in residential care where those facilities are located.
- It is possible to compare the numbers of older people receiving community-based services to the population of that age. There are quite wide differences across Swansea in terms of the proportion of the elderly population receiving these services.

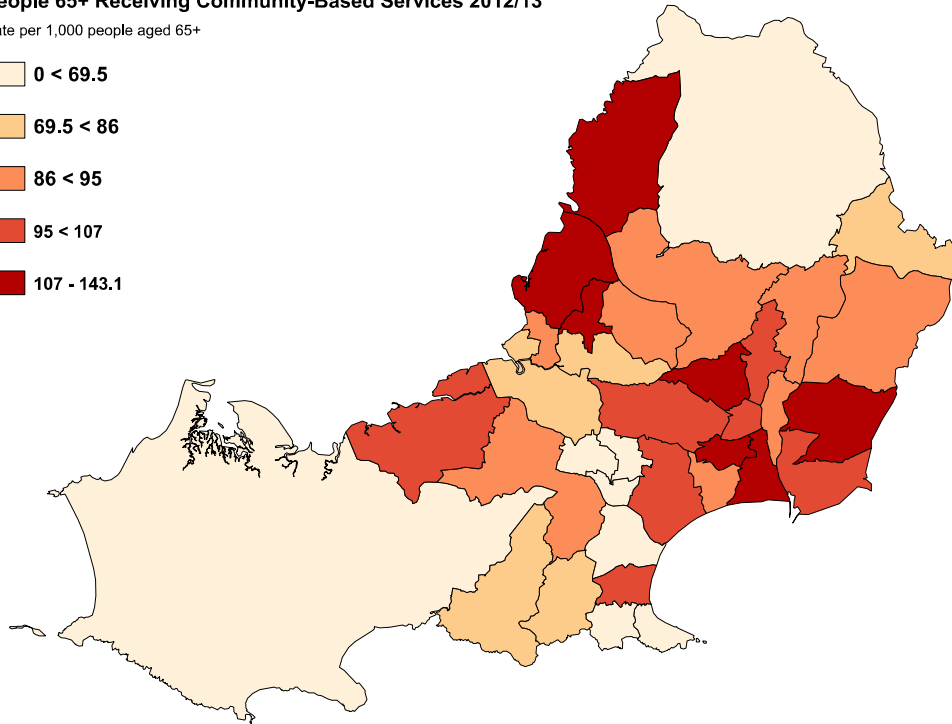
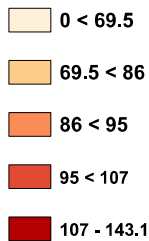


- With the exception of Mawr, the 10 Wards with the lowest proportions of older people supported in the community are in the west of the county.

- Within the top 4 wards (Penderry, Townhill, Bonymaen, Gorseinon), at least 12.5% (1 in 8) older people are supported in the community.
- Wards that might be expected to show higher rates (Uplands, Sketty, Morriston) are under-represented here as support for the elderly populations in those wards tends to be based on the residential / nursing homes that are located in those areas.

**People 65+ Receiving Community-Based Services 2012/13**

Rate per 1,000 people aged 65+



### Expected Trend

- Progress on this indicator is likely to be difficult both locally and across Wales. Either modest improvements in the Wales average or even further deterioration could be expected as we implement our strategy of enabling more people to access community and universal services as opposed to long term dependence on social care provision.

### Future Risks

- The demographic changes resulting in the growth in the very elderly population will increase the demand for both health and social care services.
- There is a significant risk that the impact of welfare benefit changes and increasing fuel poverty will impact on older people's health and well being and their capacity to remain independent within their communities.

## Challenge

**16:** To achieve a better balance between residential / nursing and community-based care for individual older people compared to the rest of Wales.

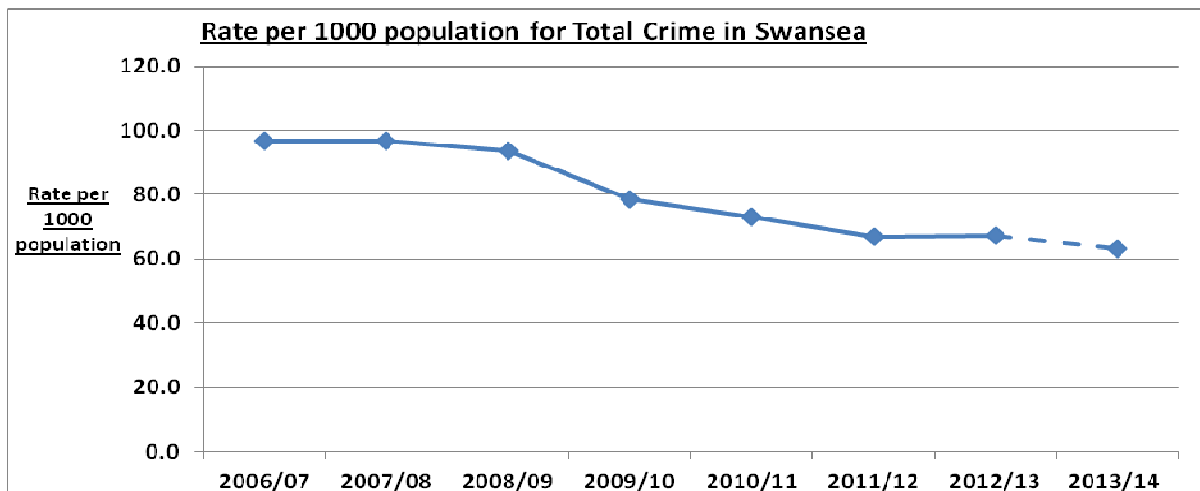
## E4. Crime

**Indicator:** Crime rate per 1,000 population

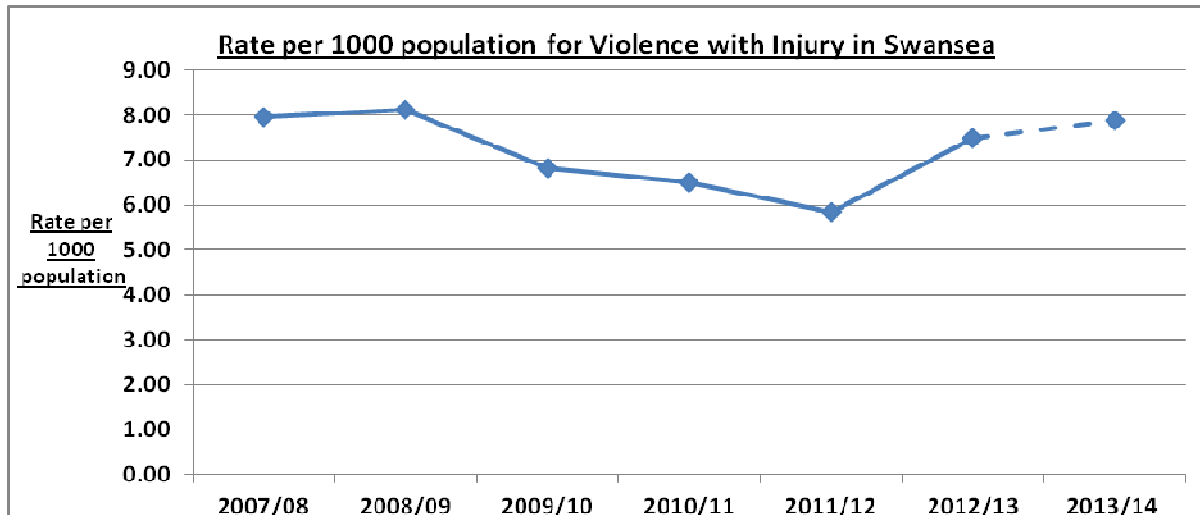
**About:** There are a number of indicators that are used to measure crime and community safety; however this is considered to be the most strategic. It can be compared nationally and at lower geographic areas.

### Swansea in Context

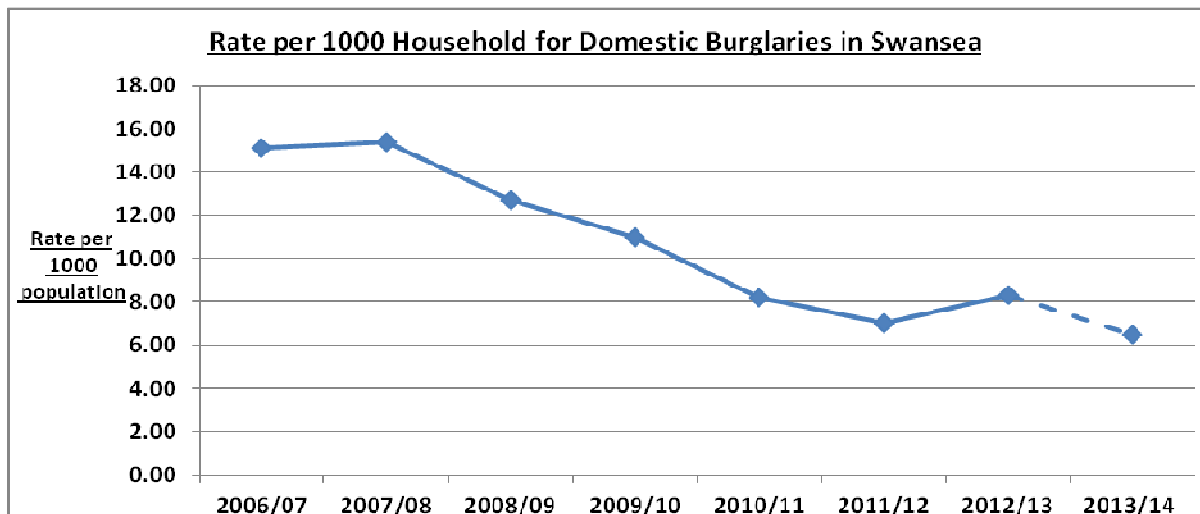
- Swansea has seen a slight increase in total recorded crime in 2012/13 in comparison to the previous year (+1.0%). This is the first increase in recorded crime in the past 5 years. This is in contrast to the South Wales Police force area which saw a reduction of 3.2% in recorded crime in comparison to the previous year. The following graph shows the total crime rate in Swansea over the last 8 financial years:



- Swansea was ranked 8th in its most similar Community Safety Partnership Group for overall recorded crime for 2012-13.
- There was a significant rise in Violence with Injury recorded offences (+29.0%) even though Violence with Injury offences had been steadily declining since 2008/09. Swansea was ranked 14th in their most similar Community Safety Partnership Group for Violence with Injury for 2012-13.
- The following graph shows Violence with Injury rates in Swansea over the last 8 financial years: (figures are not available prior to 2007/08)



- There was a rise in recorded Domestic Burglaries (+19.3%) during 2012/13, against the trend of decline since 2007/08. Swansea was ranked 14th in their most similar Community Safety Partnership Group for Domestic Burglary for 2012/13.
- The following graph shows Domestic Burglary rates over the last 8 financial years:



- There was an effect on 2012/13's recorded crime figures due to late recording of some of 2011/12's offences. This artificially boosted the 2012/13 figures and lowered the 2011/12 figures. This issue affected the total crime figures and the Violence with Injury figures. Smoother trends would result if this effect was taken account of.
- In terms of public perception, the Community Survey that is undertaken yearly from a representative sample of residents in the Swansea area shows there has been an increase (+8.7%) in comparison to 2011/12 in the number of people perceiving drunk/rowdy behaviour to be a problem in their local area. There has also been an increase (+13.0%) in the perception of drug use/dealing in the local area in comparison to 2011/12.

- In general two thirds (66.7%) of residents in Swansea think the local police do a good or excellent job and 58.5% of residents think that the police in their area are dealing with things that matter to the community. As a partnership half of residents (50.3%) think the police / local council are dealing with the ASB and crime issues that matter.

### **Patterns of Inequality**

- The force is monitoring the effect of welfare reform on crime levels and is currently looking at the effect on domestic violence with injury using maps of benefit levels to investigate whether there could be a linkage.

### **Expected Trend**

- The projections for the financial year 2013/14 have been displayed in the above charts as dotted lines.
- The projection for 2013/14 is that total crime levels will fall to around 15,200 offences. This decrease would reflect reductions in several crime types although there would still be increases in some crime types.
- Violence with Injury is projected to increase to around 1,900 offences in 2013/14, significantly exceeding the target. However this is balanced by an improved very impressive outcome rate whereby so far this year, 2 out of every 3 Violence with Injury offences see an offender receiving a charge, caution, summons or restorative justice.
- Domestic burglaries are projected to fall significantly in 2013/14 to around 690 offences. This is also backed up by an improved very impressive outcome rate, whereby so far this year, half of all domestic burglaries see an offender receiving a charge or the offence is taken into consideration (this is when an offender who has already been charged with a burglary asks for further burglaries to be taken into account).

### **Future Risks**

- The increased use of psychoactive substances such as mephedrone [meow meow] may pose an increased risk to users and others and could mean that more young people could be arrested for drug offences thus impacting on the crime rate. Research carried out by the International Centre for Drug Policy (ICDP) concluded that mephedrone has the potential to cause or exacerbate psychosis and/or depression, facilitating the occurrence of bizarre behaviour or self harm with particularly violent means. The latest figures from the British Crime Survey indicate that mephedrone remains the fourth most prevalent drug in the UK, after cannabis, cocaine and ecstasy. The BCS estimates that around 300,000 or 3.4% of 16 to 24 year olds used mephedrone during 2011/12.
- There is a risk of an increase in substance misuse linked to the effects of the recession. Such increases are likely to affect acquisitive crime levels, such as shoplifting where thefts are made to fund a habit. The use of substances has a knock on effect on safeguarding in relation to the protection of children and domestic violence victims where users are part of a family, and will have greater implications for managing anti social behaviour and disorder.

- The impact of the welfare reforms on the people and economy of Swansea are likely to be diverse and complex. A recent report by Cuts Watch Cymru 'Wales on the Edge', 2012 warns that more than one in four people in Wales will be affected by the reforms. From April 2013 a limit will be put on the amount of benefit that people aged 16 to 64 can get. It is also possible that people under the age of 25 could lose the right to housing benefit. Both of these changes may impact upon homelessness and sleeping rough.
- Competition for jobs, and changes in benefit structures could lead to community tension if there are more changes in the make-up of those communities through, for example, more migrant workers coming to Swansea.
- Public sector funding reductions may lead to a change in levels of service for the public and crime levels could be adversely affected. Those most vulnerable would be at greater risk, for example if social services care to the elderly or those with mental illnesses is reduced. Safeguarding of children would be affected if staff levels were reduced or those with greater skills and experience are put under increased pressure. Budgetary reduction measures could impact on community safety interventions, escalating fear of crime. If CCTV maintenance is affected, fear of crime could escalate in some areas and evidence gathering and detections may also be influenced.
- Early intervention schemes could be cut if funding is limited. It has been recognised that early intervention in key areas is critical, as there are many social conditions such as poverty, low educational attainment, poor parenting skills, substance misuse, etc which may be contributing to crime and disorder.
- The continuing increases in price of fuel may cause more persons to engage in illegal activities such as leaving without payment from petrol stations and siphoning of diesel/petrol from parked vehicles. It is possible that thieves will become more organised and target underground storage tanks at petrol station forecourts, or target fleets of vehicles. There has been a 24% increase in these offences during 2012/13 (50 more crimes).

## Challenge

**17:** To maintain current low levels of overall recorded crime with a specific focus on tackling domestic burglary and violence with injury.

## Secondary Indicators

- Swansea experiences serious issues in relation to substance misuse and:
  - is the joint fourth highest local authority in Wales for adults (45%) who drank alcohol above guidelines on at least one day in the past week (Welsh Health Survey 2011/12)
  - 28% of the adult population reported binge drinking on at least one day in the past week (Welsh Health Survey 2011/12). This figure is slightly higher than the Welsh average
  - had the highest rate of drug implicated deaths in Wales in 2011 (Ghodsey et al., 2012).
  - in the period 2009-2011, there were 109 alcohol-related deaths. The age-standardised rate in this period for alcohol-related mortality is

similar to the Welsh average (Swansea 14.0 per 100,000 population; Wales 14.1 per 100,000 population). (Health Maps Wales).

- There is a lack of data on emotional and mental health in the adult population at a local authority level. Data from the Welsh Health Survey 2009/10 indicates that the percentage of adults free from common mental disorder in Swansea is the same as the Welsh average (75%) (Public Health Wales Observatory, 2013).

## **Data Development**

- The indicator for older people living independently needs to be replaced with a better alternative. It does not provide a complete picture of how people are supported to live in their own homes. Nor does it capture the people using non countable services or non local authority services. Many services provided by the health service, for example, are also focussed on keeping people at home. The indicator definition may in any case need to be revised nationally following implementation of the Welsh Government's Social Services Act.

## ◆◆◆ Population Outcome F

### People have good places to live and work

- *Communities are important for physical and mental health and well-being. The physical and social characteristics of communities, and the degree to which they enable and promote healthy behaviours, all make a contribution to social inequalities in health. **The Marmot Review***
- *There is evidence that higher incidence and fear of crime in deprived areas has a negative impact on communities. **Welsh Government Tackling Poverty Action Plan***
- *Living in an already deprived area or community can often compound issues associated with poverty and residents of deprived areas can experience higher levels of anti-social behaviour. **Welsh Government Tackling Poverty Action Plan***
- *Each year housing conditions are implicated in up to 50,000 deaths and around 0.5 million illnesses requiring medical attention, across the UK. Poor housing conditions are suffered disproportionately by low income households and older persons, and it is associated with a range of physical and mental health conditions. **Swansea's Health and Social Care Needs Assessment 2010***
- *Climate change has become a greater consideration - heavy rainfall can cause untreated sewage overflows into rivers and coastal waters and it is anticipated that this may increase in the future. Climate change also has the potential to widen existing social inequalities, as the poorest sectors of society are not only more vulnerable to the impacts of climate change (including the increasing cost of fossil fuels) but are also likely to find it harder to recover when incidents occur. **Swansea's Health and Social Care Needs Assessment 2010***
- *Transport problems are a significant barrier to social inclusion, work, education, access to health care (particularly hospitals), food and cultural activities. **Swansea's Health and Social Care Needs Assessment 2010***
- *The quality and attractiveness of our neighbourhoods and urban centres can have a direct impact on our health and social wellbeing, community safety and the economy. **Swansea Environment Strategy***
- *A high-quality and diverse natural environment can have a positive effect on physical and mental health by providing a wide variety of opportunities for exercise, enjoyment and leisure. **Swansea Environment Strategy***
- *Good health and well-being can be supported through the provision of affordable, high-quality housing in attractive, safe and people-friendly neighbourhoods with easy access to a range of essential services, community facilities and open spaces. **Swansea Environment Strategy***
- *Clean air is a basic essential of life and poor air quality has a direct effect on our health, wellbeing and ability to work. The link between pollution and health such as respiratory problems, heart disease, asthma and strokes, has become increasingly*



clear over recent decades, particularly with children and older members of our community. **Swansea Environment Strategy**

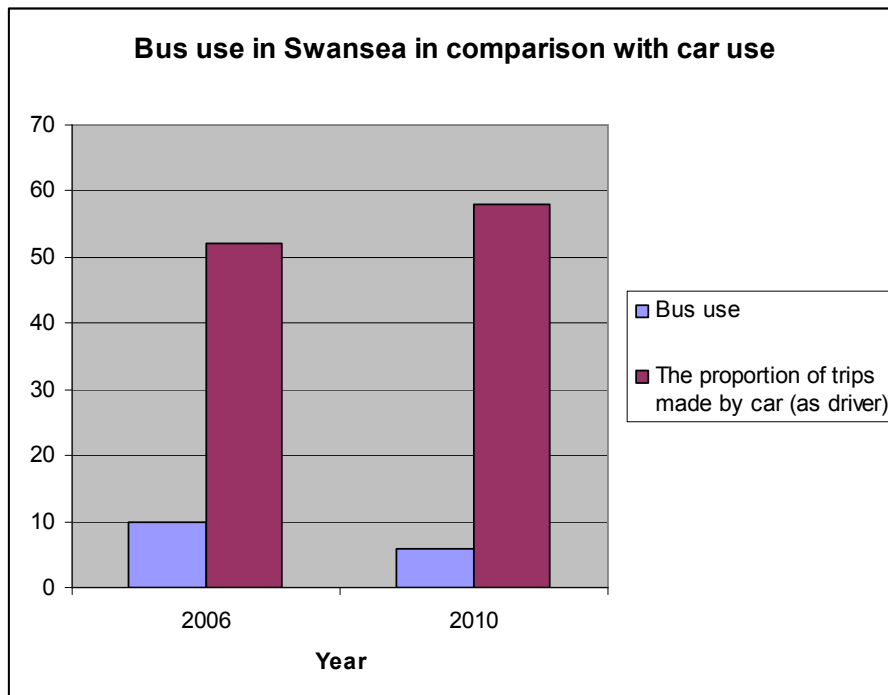
- *There is a relationship between Early Winter Deaths low thermal efficiency of housing and low indoor temperature. There is a strong relationship between cold temperatures and cardio-vascular and respiratory diseases. **The Health Impacts of Cold Homes and. Fuel Poverty** (Marmot Review Team 2011)*
- *Children living in cold homes are more than twice as likely to suffer from a variety of respiratory problems than children living in warm homes. Cold housing negatively affects children's educational attainment, emotional well-being and resilience. Fuel poverty negatively affects dietary opportunities and choices. Cold housing negatively affects dexterity and increases the risk of accidents and injuries in the home. **The Health Impacts of Cold Homes and. Fuel Poverty** (Marmot Review Team 2011)*

## F1. Access to Public Transport

**Indicator:** Bus use in Swansea

**About:** This data was collected on behalf of the South West Wales Integrated Transport Consortium (SWWITCH) which comprises the four South West Wales local authorities of Carmarthenshire, Neath Port Talbot, Pembrokeshire and Swansea. The survey, which has been conducted twice, first in 2006 and secondly in 2010, took a random sample of households (aged 18+) across the SWWITCH region. A seven day travel diary was left with respondents to complete along with a questionnaire to collect travel behaviour information. The intention is to repeat the survey again in 2014/15.

In 2010 a total of 1,550 completed surveys were received across the region; in 2006, a total of 2,253 completed surveys were received. In total 508 participants in the 2010 survey lived in Swansea and 715 in the 2006 survey. Both data sets were weighted to correct for differences from Census data.



### Swansea in Context

- The national average for trips made by car (as driver) is 40%.
- Swansea's bus public transport network is provided largely by commercially operated bus routes, and supplemented by a lesser number of routes which are subsidised by the Local Authority.
- The number and general coverage of bus services has diminished in recent years, and it would therefore be expected that accessibility by public transport has consequently been eroded.

- As the majority of bus services operating within the City & County of Swansea are commercially operated the provision of public transport services are largely within the control of these private entities. The Local Authority does subsidise some routes, although these are reducing in light of central government grant reductions.
- The 2011 Census showed that 25.8% of households in Swansea did not have access to a car. This is lower than the 28.5% in the 2001 Census but remains higher than the Welsh average. It indicates that public transport accessibility remains an important facility in enabling people to access employment, leisure and retail services.
- Recent Swansea Voices surveys suggests that an increasing number of people are using public transport, cycling and walking to travel for shopping, leisure and work but the use of personal motor vehicles is still dominant. 40% of Swansea Voices panellists stated that they travel to or from the city centre by bus at least once a week. A separate Swansea Voices survey found that 84% of panellists live within 5 miles of a hospital, 75% use their own or another person's car to get to hospital while 18% use public transport.
- Private motor vehicle use is declining nationally, and recent investments in public transport within the City & County of Swansea have resulted in significant increases in public transport usage. For example the renovated Swansea City Bus Station has led to an increase in overall bus travel of 5% compared with 2009 (before the station opened) and this has been complemented by 10% increase that can be attributed to the ftr Metro introduction (information provided by First Buses and derived from ticket sales).

### **Patterns of Inequality**

- It is known that the propensity for people to travel is reducing largely as a consequence of recent rises in fuel costs. Patterns of bus use, however, can be difficult to analyse as the data may be commercially sensitive.

### **Expected Trend**

- The Welsh Government reduced funding for public transport support by 26% in 2013/14 and replaced 'Local Transport Services Grant', which is used by Local Authorities to subsidise bus services, and the 'Bus Service Operators Grant', which is used by bus operators to subsidise their fuel costs, with a new grant called Regional Transport Support Grant (RTSG) which is paid to and administered by the Transport Consortia. As a result of the reduced grant funding the Council has had to review the services it subsidises, with frequencies of some services being reduced and some withdrawn. There has also been some retrenchment in the commercial bus network.
- In order to receive RTSG in future, the transport consortia have to produce a Regional Bus and Community Transport Network strategy for implementation in 2014. This strategy will set out the priorities for the region in terms of bus and community transport services and will be submitted for Ministerial approval in January 2014.
- The Welsh Government is also reviewing the All Wales Travel Scheme with a view to changing the reimbursement mechanism for bus companies who participate in the scheme. The proposed changes will result in reduced income

to bus companies in respect of those using free bus passes on their services and could result in some services becoming unviable.

## Future Risks

- Economic austerity measures are already impacting on the provision of grant support to the Council and to bus operators from the Welsh Government, with a reduction of 26% for both the Local Transport Grant and the Bus Services Grant. The costs associated with running bus services are going to increase as a result of resources costs, especially fuel, and adaption costs to allow for greater accessibility. The cost of running cars is also going to increase, which may increase the demand for alternative transport options. However without the support of grant subsidises, there is going to have to be demonstrated demand before bus companies will be prepared to offer new routes.
- Increasing age population may have a positive effect if older people are encouraged to use the opportunities provided by concessionary bus passes. This may make some routes more viable. But this is highly dependent on the Welsh Government maintaining its current policy on bus passes for those over the age of 60.
- Increasing extreme weather events due to climate change may result in a negative impact on the reliability of bus transport services through disruption to services.

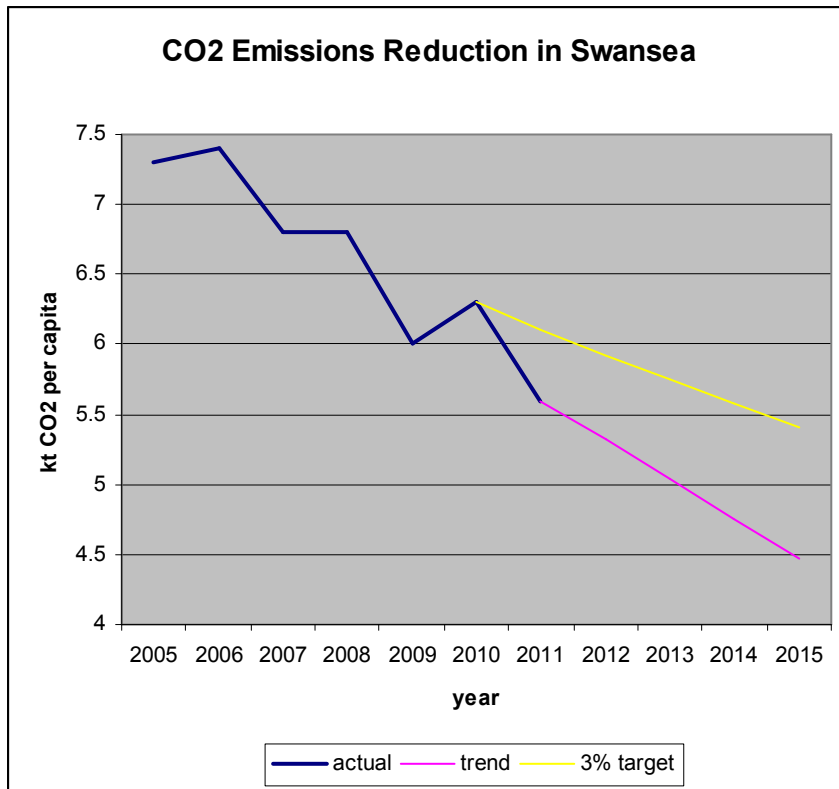
### Challenge

**18:** To improve public transport use in light of significant reductions in funding, competition and service levels.

## F2. Carbon Emissions

**Indicator:** Total CO<sub>2</sub> emissions per capita.

**About:** Data for this indicator is gathered and published annually for each Local Authority in the UK by the Department for Energy and Climate Change (DECC). The information is based on local gas, electricity and road transport consumption estimates. Data is available from 2005 and can be separated into figures for Industry and Commercial, Domestic and Road Transport.



### Swansea in Context

- The total carbon emission for Swansea fell from 7.3 tonnes of CO2 per capita in 2005 to 5.6 tonnes in 2011 – an average reduction of 2.8% each year over that period. The figures for Swansea are significantly lower than the Wales average but this is primarily due to the Industry and Commercial aspect – the Domestic aspect is similar to the Welsh average. These figures are not corrected for weather and can be affected by extreme weather events e.g. the 2010 figure was higher than that of 2009, particularly in domestic and commercial properties, because of the cold winters at the start and end of 2010.

### Patterns of Inequality

- There is an East-West split in the typical types of domestic properties in Swansea with the area to the east of Swansea city centre having the poorer quality, older housing and the west having better quality, larger builds. It has been shown that the older the house the lower the energy efficiency, or SAP rating, of the building.
- Figures provided in the CCS Affordable Warmth Action Plan 2010-12 suggest that 13% of Swansea residents are experiencing fuel poverty – defined as having to spend more than 10% of household income on fuel. There is a significant disparity between areas of Swansea with Landore having a fuel poverty rate of 20% but Llangyfelach having a rate of 6%.
- There has been a large investment in improving the energy efficiency of social housing in Swansea, both local authority and housing association stock, as part of the work towards the Wales Housing Quality Standard. This is helping to reduce the discrepancy between the energy efficiency of housing in wealthier

areas and those with higher levels of deprivation. It may also be helping to reduce fuel poverty levels. Although the same investment is not being applied in the private housing sector some home energy efficiency grants are available.

### Expected Trend

- If the average reduction over the past six years is extrapolated, it would suggest that the national and local targets will be met. However, the high figure in 2010, which is used as the baseline year for the targets, together with the sharp drop in 2011, may mean that this does not reflect the underlying trend.
- National targets, schemes and funding arrangements, such as the Climate Change Act 2008, Carbon Reduction Commitment, Swansea District Heating Scheme and Arbed, are driving action towards carbon reduction.

### Future Risks

- Increasing fuel costs are likely to have a positive impact on this indicator-encouraging the take up of energy efficiency improvements and increasing the installation rates for renewable energy technologies. It may also have a positive impact on the installation of other resource efficiency measures such as water conservation. It may also encourage more people to use alternative transport methods, where they exist, and alternative working models such as home working.
- However the increased cost of fuel may also make the extraction of fossil fuels from more challenging places more affordable. In 2012, the UK used more coal than gas to create electricity as a result of cheap coal entering the market due to the USA using more unconventional oil and gas instead of coal.
- The reduction in productivity could perversely have a positive impact on this indicator. This could be as a result of businesses and organisations investing in energy efficiency measures and new methods of operation or, more worryingly, as a result of increasing business failures.
- Austerity measures may impact on the effectiveness of policy interventions to reduce carbon, as a result of reducing budgets.

## Challenge

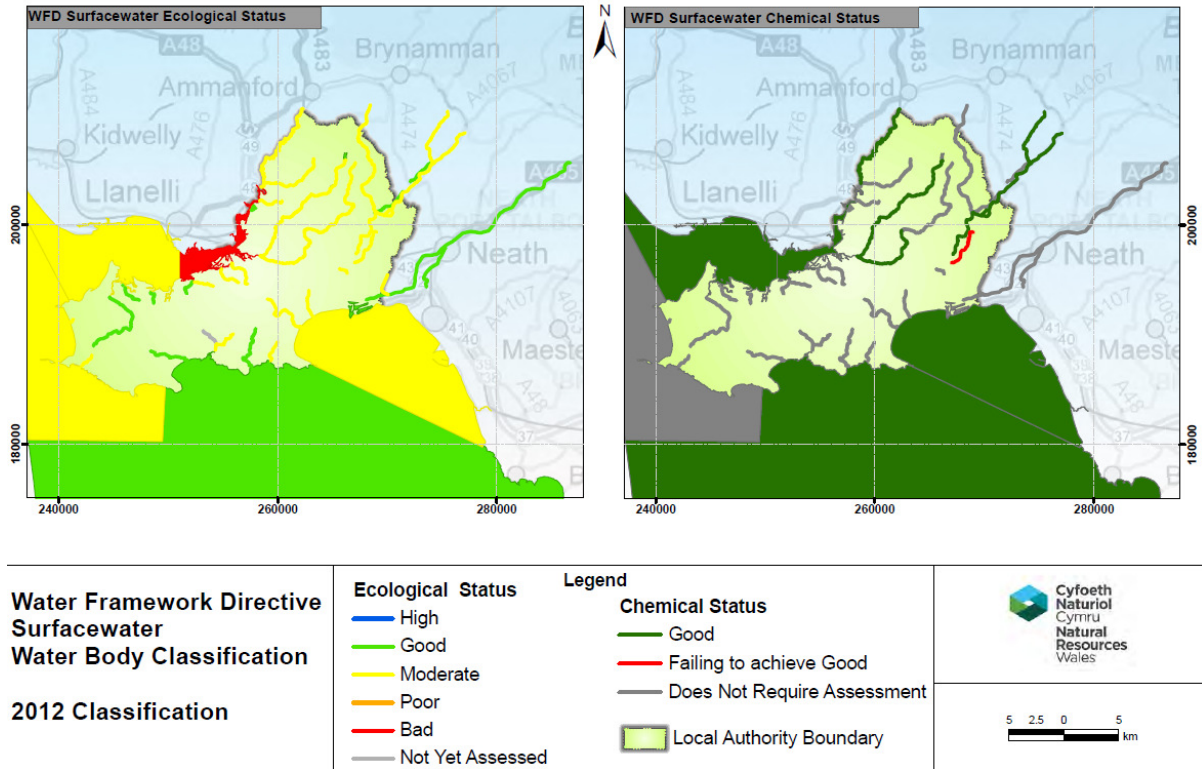
**19:** To reduce CO2 emissions in Swansea to meet or exceed national and local targets.

## F3. Water Quality

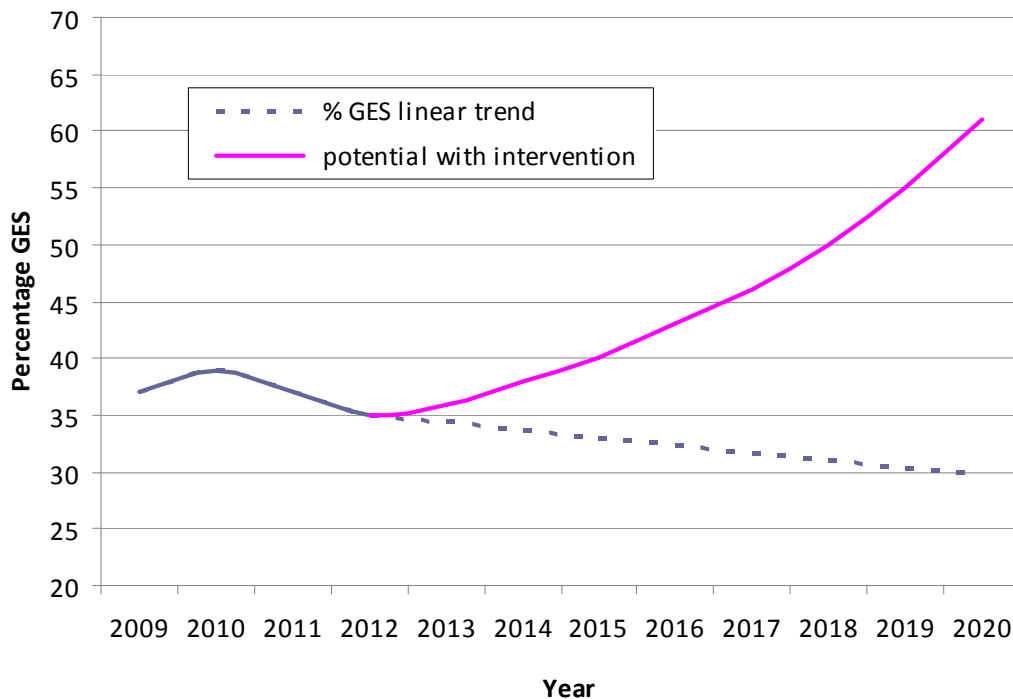
**Indicator:** Percentage of water bodies at good ecological status

**About:** This indicator is a success measure of Swansea Environment Strategy. It can be compared nationally and is a key measure of the environmental quality of both the water environment, as well as the land within the drainage basin of each catchment. The standard 'good ecological status' is derived from the Water Framework Directive. It is assessed by monitoring the biological and chemical parameters within all defined waterbodies. Bathing water standards are

encompassed within the measure so Swansea's eight designated bathing waters are included in the assessment. It is a robust measure, compiled from data collected and reported annually by Natural Resources Wales (successor organisation to Environment Agency Wales).



### Percentage Waterbodies in Swansea at Good Ecological Status (GES)



## **Swansea in Context**

- The overall data for Swansea shows a slight decline over the last three years. Swansea's results are just behind the average for Wales.

## **Patterns of Inequality**

- There is a correlation between waterbodies at good status and the less populated, generally more affluent areas of Gower.
- The most populous areas of Swansea are located within catchments where the waterbodies are below good ecological status.
- Swansea Bay, easily accessible to a large population within the county, is currently a failing water body.
- Waterbodies of lower ecological status will compromise the delivery of ecosystem services and are less likely to be associated with economic regeneration (e.g. water sports, shellfisheries, abstraction for industry).

## **Expected Trend**

- Work is currently in progress to reduce pollution and other pressures affecting the waterbodies within the county. It is anticipated that the ecological status of the waterbodies will continue to improve.
- The improvements are likely to become progressively more difficult to secure.
- The Water Framework Directive sets a target that all waterbodies should reach good ecological status by 2015. It is widely accepted that this is unachievable. A number of subsidiary targets have, therefore, been set with the ultimate deadline 2032.

## **Future Risks**

- The revised Bathing Water Directive that comes into force in 2015 will be tougher than the current standard and, while all eight of Swansea's bathing waters currently pass the minimum standard, Swansea Bay is predicted to fail under the new directive.
- As the increasing cost of resources and economic austerity measures impact on public services and productivity in the private sector, then there is a risk that resources to manage and maintain water bodies and courses will be reduced. Businesses and organisations may look to cut costs by reducing environmental controls in order to maintain their core business services. However opportunities could arise. Good environmental management can result in cost savings or cost avoidance for businesses.
- As the cost of primary resources increases and there is innovation in the market place, the value of waste may also increase – offering new opportunities for business development and reducing flytipping and pollution incidents.
- Increasing heavy rainfall due to extreme weather events will impact on the capacity of the sewage infrastructure to process foul water. In addition the increasing costs of fuel and ageing energy infrastructure could potentially impact on the ability of sewage treatment works capacity to process waste.



- If the intensity of agricultural activities increases as a response to food supply resilience then there could be a negative impact on waterways through run-off. As ecosystems continue to fragment, then their capacity to support clean water will also decrease.

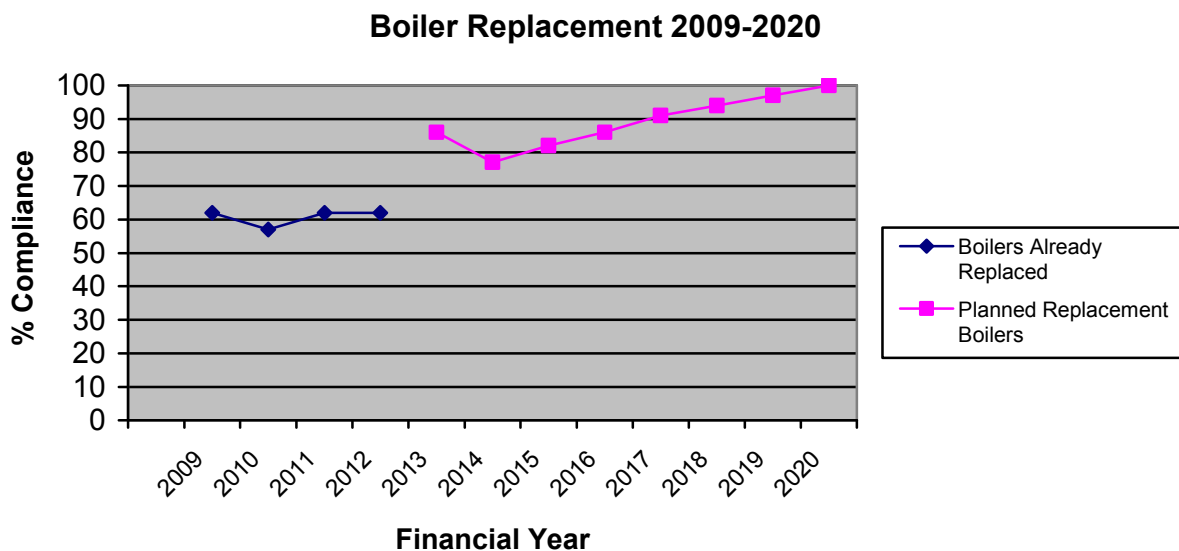
## Challenge

**20:** To sustain improvements in the ecological status of the waterbodies in Swansea.

### F4. Housing Quality

**Indicator:** % of social housing that has efficient heating systems up to the requirements of the Welsh Housing Quality Standard.

**About:** This indicator is important as it is now accepted that the condition of the home can have an effect on health and wellbeing. The quality of existing homes is also cause for concern with potential impacts on people's safety, and their health and wellbeing. Many households living in fuel poverty will be living in homes that have poor thermal efficiency and are therefore hard or expensive to heat, as well as accounting for a significant share of CO2 emissions from the housing stock, thus negatively contributing to climate change.



#### Swansea in Context

- Social Housing in Swansea is made up of 13,575 council properties and a further 6,883 Housing Association properties. Social housing in Swansea forms a higher proportion of the total housing stock than in Wales as a whole.
- The rise in fuel poverty has had a particular impact on urban areas such as Swansea. Homes need to be insulated and heating systems need to be of a standard to prevent waste and increase efficiency.

- Swansea is included in an index of high wind driven rainfall, so the need for housing to be warm, secure and well heated is both a structural necessity and matter of well-being.
- Currently 8,305 (61%) of City and County of Swansea housing properties have boilers that are efficient and the rapid process of replacement is quickly raising this figure. Replacement boilers are all A Rated, which provide over 90% efficiency.
- Housing Associations have 6,883 properties within the City and County of Swansea area. 98% Housing Associations and 51% of Local Authority Homes in Wales will meet the Welsh Housing Quality Standard by 2017. In new build properties the Housing Associations will incorporate modern and efficient heating systems which meet current regulations.

### **Patterns of Inequality**

- A recent stock condition survey has identified that certain areas of Swansea have higher rates of unfit housing than elsewhere, including Penlan, parts of Morriston and the Gorseinon area.
- Welsh Government data from 2004 notes higher levels of fuel poverty in Castle, Landore, St Thomas and Uplands.

### **Expected Trend**

- The quality of social housing will continue to improve as more properties meet the requirements of the Welsh Housing Quality Standard.
- At present 61% of CCoS properties have boilers that are efficient. This will increase to 91% by 2017 and 100% by 2020.

### **Future Risks**

- Based on the new criteria for housing benefit entitlement, 2,496 claimants are under-occupying their council homes. Therefore the rent used to calculate benefits will be reduced. This could result in more people finding it difficult to pay their rent and maintain their tenancies.
- Funding for new heating systems could be put at risk if monies have to be diverted for responsive unplanned work which by its nature is more expensive. Much of Swansea's social housing is from the inter-war period and is getting older and less resilient to the predicted changes in weather patterns, especially surface water flooding and high winds. As a result a greater proportion of funding for heating improvements could be diverted in response to these required repairs. The increase in fragmented ecosystem services will also increase the possible risk from flooding.
- The increasing ageing population could result in an increasing demand for housing adaptations to support independent living. The cost of these adaptations can be expensive and could divert resources away from installing new heating systems.
- The Government's planned reform of the Housing Revenue Account Subsidy system may result in less resources being available in the short term for investment in Council owned stock.

## Challenge

**21:** To increase the number of people in social housing able to benefit from warm and fuel efficient homes.

### Secondary Indicators

- There are 144 candidate Sites of Interest for Nature Conservation in Swansea which cover an area of over 11,000ha.
- In the most recent Swansea Voices Survey, almost half of respondents said they normally visit local parks and open spaces at least once a week and 89% said that access to these was good. Five Council-run parks and one community-run green space currently have Green Flags awarded by the Civic Trust.
- The area of land in the City and County of Swansea managed under government agri-environment agreements e.g. to support biodiversity, was approximately 8,500 hectares in 2012, lower than three years ago when it reached almost 9,400 hectares but higher than in the last two years.
- The number of developments in Swansea meeting the BREEAM standard was 41 by September 2013, of which 33 had attained the excellent or very good rating.
- The CO2 emissions from Swansea Council buildings and vehicles dropped from almost 44,000 tonnes in 2010/11 to approximately 39,000 tonnes in 2011/12 but rose again in 2012/13 to over 41,000 tonnes.
- The level of empty properties in Swansea has been rising in recent years. The proportion of private housing left vacant fell from 4.41% in 2005/6 to 3.24% in 2009/10 but steadily rose again, reaching 4% in 2012/13.
- There are currently 515 listed buildings in Swansea. A survey carried out by Cadw in 2008 showed that 7.74% of listed buildings in Swansea were 'at risk' (lower than the average across Wales) and 20.31% were 'vulnerable' (higher than the Wales average). A more recent reassessment carried out by Swansea Council identified 52 listed properties (9.9%) as 'at risk'.
- In 2012, 4 beaches and the marina in Swansea were awarded a Blue Flag and two beaches gained a Green Coast Award. In previous years, there have been 4 or 5 Green Coast Awards in Swansea.
- The number of properties in the City and County of Swansea that are categorised as in Flood Zone 2 (with a 1,000 to 1 chance of flooding in any year) has increased slightly to 4,249 but as a proportion of all properties in Swansea has dropped to 3.8%. The number of properties in Swansea that are able to receive a flood warning service has increased to 3,424 which equates to 81% of those at risk (up from 67% in 2012).
- The amount of waste produced by households in Swansea has significantly reduced over recent years, falling from an average of 521kg per person in 2006/7 to 397kg per person in 2012/13. The percentage of municipal waste (collected by the Council) which is recycled, reused or composted has risen from 29% to 48% over the same period.

- The number of fly tipping incidents in Swansea rose in 2012/13 compared to the previous year. However, the drop in incidents over the past six years has been significant (over 60%) and the rate of improvement in Swansea has exceeded that for Wales as a whole. In 2006/7, incidents in Swansea contributed 14% of the total in Wales but in 2012/13 were just 8% of the total.
- Use of park and ride facilities in Swansea rose by almost 50% between 2005 and 2011, reaching over 300,000 cars, but dropped back to just over 277,000 cars in 2012/13.
- 100 Swansea schools are registered for the national Eco-School scheme. By September 2013, well over half had attained the coveted International Green Flag and 10 had achieved Platinum status for gaining 4 Green Flags within an 8 year period.

## **Data Development**

- The indicator for access to public transport should be reviewed and replaced if appropriate.
- A better indicator for housing quality needs to be developed.

## ◆◆◆ **Appendix 1**

### **About this Needs Assessment**

#### **Purpose**

The purpose of this document is to provide the evidence base for Swansea's Single Integrated Plan. It fulfils the Welsh Government's requirement for every local area in Wales to produce a Strategic Needs Assessment to replace the assessments previously carried out such as those for health and wellbeing, children and young people and crime and disorder.

#### **How this Assessment Has Been Produced**

This assessment has been produced by Swansea Local Service Board, which is a partnership that includes Swansea's main public service providers as well as representatives of the voluntary and business sectors and a representative of the Welsh Government. Its purpose is to ensure that decision makers work together to tackle the issues that matter for Swansea. The work of pulling together the document has been done by the recently-formed LSB Research Group including representatives from a number of different public agencies and Council services.

#### **Swansea Profile**

The first section of this needs assessment provides an overall profile of the City and County of Swansea and its population. By way of a summary ten key facts or trends have been pulled out to illustrate some of the points of greatest interest.

#### **Results Based Accountability**

This framework for analysis draws on Results Based Accountability and in particular the work of Mark Friedman, which can be described as a common sense method for moving quickly from talk to action. Within Results Based Accountability the analysis of evidence takes place only after a small number of desirable population outcomes and appropriate population indicators have been agreed. The function of the needs assessment is to set out the story behind the indicators and to seek to understand what will happen if policies as well as social, environmental and economic conditions remain as expected.

#### **Population Outcomes**

The bulk of the needs assessment provides analysis against six population outcomes. These outcomes have previously been identified and agreed by Swansea Local Service Board as the basis for the Single Integrated Plan (*The One Swansea Plan*), which was published earlier in 2013. Each of these outcome sections sets out the broader context before analysing a small number of key population indicators. Crucially these introductions to each section show how the different outcomes are interconnected and how changes to one outcome will have an impact upon others.

### **The Marmot Review**

Each population outcome section draws on the findings of 'Fair Society Healthy Lives' (The Marmot Review). This was an independent review to propose the most effective evidence-based strategies for reducing health inequalities in England from 2010. The policy objectives proposed by this review have been used to help shape the population outcomes for the One Swansea Plan.

### **Population Indicators**

Each of the population outcome sections includes analysis of a small number of population indicators that are intended to represent the most important things to be changed if progress is to be made towards achieving the outcomes. Analysis for each indicator considers 'Swansea in context'; in other words the history of the indicator as it applies to Swansea as a whole and how Swansea compares to other areas such as Wales and the UK. Following this any evidence about patterns of inequality such as between areas or age groups is assessed before the expected trend is considered.

### **Future Risks**

For each of the population indicators the relevant future risks have also been identified; in other words, the social, economic and environmental conditions that could potentially have an impact on the progress of the indicators. The future risks draw on the foresighting work that the City and County of Swansea done with the Welsh Local Government Association and Netherwood Sustainable Futures (see Appendix 3).

### **Challenges**

For each indicator a challenge is also identified that sets out what needs to be done if progress is to be made towards the outcome. Exactly how these challenges will be met will be set out in the One Swansea Plan.

### **Additional Resources**

The intention is for this Needs Assessment to provide a strategic overview and not attempt to include everything. In the final section, therefore, can be found a list of resources where more detailed information and further analysis can be found.

### **Annual Review**

This is the second Single Needs Assessment for Swansea and it is right that it should be subject to testing and challenge. It is also important that the information it includes is the most up to date possible. For these reasons the intention is to update it every year giving an opportunity for the indicators to be reviewed and the data refreshed, or to consider the potential availability of alternative indicators or data sources which better reflect the identified challenge.

## ◆◆◆ Appendix 2

### Linked Resources and References

City & County of Swansea Research and Information Unit web pages:

[http://www.swansea.gov.uk/research\\_info](http://www.swansea.gov.uk/research_info)

The Children and Young People's Needs Assessment 2011-14:

[http://www.cypswansea.co.uk/media/pdf/f/8/Draft\\_CYP\\_Needs\\_Assessment\\_5\\_.pdf](http://www.cypswansea.co.uk/media/pdf/f/8/Draft_CYP_Needs_Assessment_5_.pdf)

Swansea's Health and Social Care Needs Assessment 2010

<http://www.swansea.gov.uk/hcswip/index.cfm?articleid=42403>

Swansea Strategic Equality Plan and Evidence Base:

<http://www.swansea.gov.uk/index.cfm?articleid=47240>

<http://www.swansea.gov.uk/index.cfm?articleid=48621>

National Principles of Public Engagement:

<http://www.participationcymru.org.uk/principles>

Rights of Children and Young Persons (Wales) Measure 2011:

<http://www.assemblywales.org/bus-home/bus-legislation/bus-leg-measures/business-legislation-measures-rightsofchildren.htm>

Shared Ambition is Critical: Swansea's Community Strategy 2010-14:

<http://www.swansea.gov.uk/index.cfm?articleid=11050>

Time to Change: Swansea Environmental Strategy (2006):

Time to Change: Three Years on (2010 progress review):

Time to Change: Five Years and Counting (2012 progress review):

<http://www.swanseaenvironmentalforum.net/environment-strategy/foreword-from-strategy.html>

Safer Swansea Strategy 2011-14:

[http://www.saferwansea.org.uk/media/pdf/d/h/Safer\\_Swansea\\_2011-2014.pdf](http://www.saferwansea.org.uk/media/pdf/d/h/Safer_Swansea_2011-2014.pdf)

Our Bobby (Community Safety)

<http://www.ourbobby.com/EN/FE/Local.aspx?n1=1&n2=12>

The Marmot Review:

<http://www.instituteoftheequity.org/projects/fair-society-healthy-lives-the-marmot-review>

Swansea 2020: Swansea's Economic Regeneration Strategy:

[http://www.swansea2020.com/media/pdf/2/h/swansea\\_2020.pdf](http://www.swansea2020.com/media/pdf/2/h/swansea_2020.pdf)

Public Health Wales Observatory:

<http://www.wales.nhs.uk/sitesplus/922/home>

Welfare Reform Act 2012:

<http://www.dwp.gov.uk/policy/welfare-reform/legislation-and-key-documents/welfare-reform-act-2012/>

Welsh Government Tackling Poverty Action Plan 2012-16:

<http://wales.gov.uk/topics/socialjustice/publications/tacklepovactionplan/?lang=en>

Shared Purpose – Shared Delivery: Welsh Government Guidance on integrating partnerships and plans:

<http://wales.gov.uk/topics/improvingservices/localserviceboards/keydocs/sharedpurpdel/?lang=en>

Statistics for Wales (2013) *Births in Wales 2002-2012 Data from the National Community Child Health Database*. Welsh Government. Available at:

<http://new.wales.gov.uk/topics/statistics/headlines/health2013/births-in-wales-2002-2012-data-from-national-community-child-health-database/?lang=en>

Office for National Statistics (2013) *Conceptions in England and Wales 2011*. Office for National Statistics. Available at: <http://www.ons.gov.uk/ons/rel/vsob1/conception-statistics--england-and-wales/2011/2011-conceptions-statistical-bulletin.html>

ABM University Health Board (2013) *Improving Oral Health Together: An Oral Health and Dental Service Improvement Plan for Abertawe Bro Morgannwg University Health Board: A five year vision* (draft). ABM University Health Board.

Ghodse, H., Corkery, J., Claridge, H., Goodair, C. & Schifano, F. (2012) *Drug-related deaths in the UK* [online]. Available at: <http://www.sgul.ac.uk/media/np-sad2012/np-sad-13th-annual-report-2012finalversionfeb28thmastercopy.pdf>

Health Maps Wales (2013) *Alcohol-related mortality* [online]. Available at:

<https://www.healthmapswales.wales.nhs.uk/IAS/dataviews/view?viewId=117>

National Statistics (2013) *Life expectancy at birth* [online]. Available at:

<http://www.ons.gov.uk/ons/publications/re-reference-tables.html?edition=tcm%3A77-314574>

Public Health Wales Observatory (2013) *Our Healthy Future Indicators* [online].

Available at: <http://howis.wales.nhs.uk/sitesplus/922/page/55005>

Welsh Health Survey (2013) *Welsh Health Survey results* [online]. Available at:

<http://wales.gov.uk/topics/statistics/theme/health/health-survey/results/?lang=en>



## ◆◆◆ Appendix 3

# Looking Forward as Well as Looking Back

## 1. Foresighting in Swansea

City and County of Swansea have been engaged with the Welsh Local Government Association and Netherwood Sustainable Futures on Foresighting for the past three years, building up a picture of what future trends might mean for the Council and for Swansea's communities in the future. Work has been undertaken Swansea Economic Regeneration Partnership; City and County of Swansea Adult Services and City and County of Swansea Financial Services and local scenarios are currently being developed to provide a narrative of how future trends might impact at a community level. The types of trends which have been explored are shown in the following table.

Energy Adaptation	Food Adaptation	Resource Adaptation	Climate Adaptation	Economic Adaptation	Land-use Adaptation	Health Adaptation
Peak Oil Peak Gas Energy Price Sufficiency potential Fuel Poverty Transport Assets Contingency	Supply Chains Food price Distribution Food poverty Sufficiency potential Assets Contingency	For key commodities (aggregates, metals, manufacture components) Supply Chains Commodity prices Distribution Contingency	Flood risk Heatwaves Built infrastructure Transport infrastructure Utility infrastructure Land Use Assets Economy Ecosystem Services	Commute Business resilience Public Sector SME's Social Enterprise Manufacturing Demographics Knowledge Economy Skills and Training	Meantime activity Asset Management Major developments Managed retreat Ecosystem Services	Obesity Physical activity Food poverty Fuel poverty Cancer Mental illness Alcoholism Elderly Care

Work with the City and County of Swansea and partners has shown remarkable consensus over the key risks posed to Swansea from a combination of environmental, demographic, social and economic change in coming decades which have relevance to strategy, service delivery and business operations, including those in the public sector.

In summary these are:

- i **resource availability** - maintaining access to energy, water, land, raw materials, food, and resilience of supply chains under high energy prices, with potential concerns over continuity of oil and gas supply and increased pressure on land from climate change impacts. Business resilience across the economy and ability to attract investment.
- ii **reduced mobility due to peak oil** - maintaining access to services, mobility in and around Swansea and travel in and out of Swansea as oil becomes more expensive and supplies become vulnerable. Business resilience across the economy and ability to attract investment.
- iii **reduced productivity** - impacts on productivity in industry, services and manufacturing across Swansea due to high energy prices

impacting on processes and commuting to and from Swansea. Business resilience across the economy and ability to attract investment.

- iv infrastructural resilience** - impacts of climate change on road, rail, flood, water, sewerage information and communications technology and built infrastructure around Swansea - including severe flooding (surface, sea and river) and high temperatures, land erosion, subsidence, road surface melt and sub surface erosion and insurability.
- v migration impact on services** - in addition to population projections, impacts on migration from climate change from within Wales, elsewhere in the EU; and impacts from migration due to high oil prices (reducing commutability) putting pressure on services (schools, housing, service infrastructure, health services) in urban and rural areas of Swansea.
- vi ageing population** – increased service demands from an increased proportion of over 65s for leisure, health, care services. Utilisation of an ageing workforce and potential of the 'grey pound'. An increase in the elderly client base, and greater complexity in client need; financial imbalance between those who pay for public services and the elderly who use them. The long term effect of young people migrating out and the challenge of maintaining a sustainable workforce in Swansea
- vii food supply resilience** - increased need to develop more local systems of food production to supply food to Swansea, with over-reliance on limited number of food suppliers and potential of social impacts of food scarcity and food poverty. The economic potential to develop supply chains and 'sufficiency' using land resources, publically owned land, the SME base and social enterprise.
- viii fragmented ecosystem services** which the economy relies upon including: supporting (nutrients and soils); provisioning (food, fibre, fuel, water); regulating (carbon storage, climate regulation, water purification, flood protection; cultural (educational, recreational, aesthetic value)
- ix economic austerity** continuing in the medium term, reduced budgets, grant funding and revenue support, increasing costs and inflation, supply chain costs increase - (care homes, utilities, food, energy), economic decline resulting in poorer housing stock, reduced economic prosperity increasing service demand and insufficient capital investment

These issues could be expanded, are by no means definitive, but are illustrative of challenges faced in other municipalities and communities across the world. The extent to which they might impact on Swansea's population is critical to the Single Integrated Plan process.

## **Poverty Forum work plan overview**

Tackling poverty is a key priority for the Council. Following on from the establishment of the Chief Executive's Poverty Forum in 2012/13 a further commitment was made in 2013/14 with the establishment of the Poverty and Prevention Service with the appointment of a Head of Service to lead on the agenda. The Poverty and Prevention Service has brought together a number of key teams that specifically contribute to the tackling poverty agenda, it also has a key role in encouraging other departments and partner organisations to consider the impact of poverty in their day to day service delivery.

The purpose and objectives of the new service are:

1. Giving every child the best start in life
2. Supporting Families to achieve a better future
3. The progression and achievement of Young People into education, training and employment
4. Tackling and mitigating the impact of welfare reform
5. Developing family and community resilience
6. Raising aspirations and opportunities

### **Poverty forum information under the 5 themes:**

#### **Income and Debt**

Since the inception of the Poverty Forum the action plan on Income and Debt has been development and implemented by Swansea's Financial Inclusion Steering Group. The plans encapsulate current and planned activity across Swansea under the themes identified within Welsh Governments Financial Inclusion Strategy: "Taking Everyone into Account". These are:

1. Access to Mainstream Services
2. Providing Affordable Credit and Services
3. Improving Access to Money and Debt Advice
4. Increasing Financial Capability and Literacy
5. Income Maximisation

Since 2012/13 an increasing focus of the work undertaken via the plans has been on mitigating the impact of changes that have resulted from the Welfare Reform Act 2012 and, exploring ways of dealing with the deluge of Payday Loan outlets in the City Centre.

#### **Welfare Reform:**

Current activities to mitigate any negative impact of welfare reform include:

- Training and awareness raising seminars for advice providers within the Council and partner organisations
- Housing Staff are liaising with the Credit Union to ensure tenants have access to accounts in preparation for Universal Credit

- A temporary Advice Centre has been established within the Contact Centre. The Advice Centre offers members of the public access to a number of services that offer a range of advice that includes; benefits, housing, employment and training.
- A multi-agency working group has been established to consider the range of provision that will need to be in place to support claimants' transition when Universal Credit is implemented.
- Initial activity has been undertaken to raise awareness amongst the citizens of Swansea of the potential issues with using Payday Loan companies and door step lenders with a focus on the promotion of more ethical lenders as alternatives.

## **Health**

### Creating an Active and Healthy Swansea 2012-2014

This is a sub-group of the Healthy Cities Group which identified the reduction in the levels of obesity and the increase in physical activity as a key priority.

This agenda has been delivered through the 'Creating an Active and Healthy Swansea Action plan.

The 5 key strategic aims are: Healthy Environment, Active Children and Young People, Active Adults, Sport for All, and Healthy Communities.

This has led to Parks improvements with more Green Flag awards, improved play areas, more skate park sites, increased growing spaces, foreshore and beach improvements, Sport Wales 5x60 scheme for 11 – 16 year olds, Street Games, Positive steps exercise referral scheme, Health and physical activity programme in Communities First, smoke free homes, an increase in Friends of groups, and mapping the affordability for healthy food in Communities First Clusters.

## **Employment**

Workways has continued to run assisting ever greater numbers of unemployed people back into work. There is a good partnership with Job Centre Plus and a wide range of over 70 referral partners.

Beyond Bricks and Mortar has assisted over 100 people to access work placements, training and apprenticeships, and permanent employment with a number of small and large companies involved in local construction projects. Over 40% of these young people and adults live in some of our most deprived areas.

Inform Swansea has been developed and successfully launched as an e-portal offering opportunities added by employers

The outline to an apprenticeship scheme which would work across the Council has been drawn up, but progression of this is on hold whilst pay and grading, and redundancies, and restructures are happening within the organisation.

## **Education**

The action plan for achieving educational outcomes includes the specific use of data around the number of pupils receiving and eligible for Free School Meals, and the development and useage of the VAP (Vulnerability Assessment Profile) in schools and youth service projects.

Good practice sharing and support and challenge to schools around their Pupil Deprivation Grant, including match funding this through Communities First.

The extension and development of Restorative Practice and Family Learning Signature for schools in our most deprived areas.

The Keeping in Touch strategy for NEETs 14-19 years which has reduced our percentage of young people who are not earning or learning down to 3.2% in 2013/14.

Counselling services have been extended across all schools.

## **Family Support**

There are a number of successful Welsh Government funded programmes run by the Prevention and Early intervention team in Poverty & Prevention.

These include:

### **Flying Start**

A targeted multi-agency programme for children aged 0-3 yrs in the most deprived communities offering free part-time childcare, enhanced health visiting, parenting programmes, and language and play support. Each of the settings which are based in schools are seeing high levels of attendance, development and improvement within children and their families.

### **Families First**

This is a multi-agency programme with a clear focus on aiming to develop services which are preventative and offer early co-ordinated interventions for children, young people and families. A number of successful services have developed including Team Around the Family, Promoting Inclusion, Family Partnerships, and specialist provision for homeless young people, young parents, and those from Black and Minority Ethnic Communities etc.

Mayhill Medical and Family Centre – provision of a new integrated medical and family centre with a pharmacy in Mayhill.

### **Family Information Service and Childcare grants**

This service area supports families with their childcare needs through the provision of information and subsidies to childcare providers to reduce the costs and increase the quality of childcare provision in the City & County of Swansea.

## **Play**

The development of a successful play network and the provision of mobile play services such as the play bus and mobile play workers. A play sufficiency audit was undertaken and this has informed a number of the improvements across the City & County of Swansea.

Other key findings from the foresighting work are that:

- it is important to acknowledge the consequences of these trends and appropriate policy interventions to address these trends in long term strategy and financial planning
- political, financial and decision making systems inhibit long term strategic planning on these risks and need to be adapted to consider these issues.
- at a community level the consequences of the trends might combine to increase adverse impacts on individuals, households, communities and communities of interest (e.g. in one household where increased flood insurance, household income reduction, energy and food poverty increase personal debt)
- we work in complex systems of strategy, policy and funding, (some imposed, and some self imposed) which barely acknowledge the potential role of these potential externalities and trends.

## **Why these Trends are Relevant to the Single Integrated Plan**

Welsh Government's guidance published in June 2012 *Shared Purpose - Shared Delivery* suggests that the SIP should provide for public services;

- the **long term vision** for the local area over the next 10-15 years taking into account changing demography, the socio-economic context, the impact of climate change
- an **analysis** of key issues, trends and local patterns of need
- an **action plan** based on a small number of priority outcomes for a 3-5 year period
- **information and engagement strategies** which analyses the evidence, both broadly and in depth in respect of the highest priorities and communicate this to the public

Taken at face value, this provides a platform for public service providers to consider the impacts of future trends on the 10-15 year horizon and beyond, and to think about appropriate interventions in the next five years. The challenge is for Swansea to plan for future populations, rather than solely the conditions which exist now.

The guidance also suggests that sustainable development should be central to the plan,

"Sustainable development should increase the well-being of citizens over the long term. It requires investments that produce higher benefits over the longer term at the expense of shorter term gains, and it requires the rigorous use of evidence to achieve as much as possible with available resources"

Given this context where might foresighting analysis add value to the plan as it evolves? There are options at a number of levels:

- testing the resilience of the Local Services Board's desired *population outcomes* - *i.e.* which are most sensitive - where might planned outcomes be skewed by single or combined trends?
- testing how the outcomes of the Plan *improve resilience of Swansea* as a whole to the above types of trends. Where do the outcomes add resilience, where do they increase exposure to risk?
- what indicators which might be useful to measure resilience to future trends?

These questions are relevant when thinking about approaches to 'turning the curve' on some of the indicators identified, and adding to the 'story behind the indicator'. For example what would the impact be of continual energy and food commodity price rises on disposable household income, children living in poverty and the impact on independent living? How might externalities such as these alter the focus of the One Swansea Plan, or do we just acknowledge potential impacts of these trends.

It is suggested that as the plan develops the foresighting work is used to:

- develop a broader commentary on the current state of Swansea and the pressures and opportunities which shape public services - what are the critical issues for Swansea over the next 20 years - how does the Local Service Board see it (the City and County) developing *really* (beyond aspirational objectives)?
- look forward at the potential impacts of trends on particular parts of the population and the consequences to public service provision- the significant externalities which might impact on the population and Swansea's development goals, and those which work against turning the 'curve'.
- a *critical analysis* of priorities based on the above - not just the activities we are already doing or plan to do, the activities we are required to do, but the interventions which will provide well-being to Swansea's population in the long term (the preventative approach)
- consideration of what measures or metric might indicate success or turning the curve on public services e.g. number of social enterprises, reduction in % population in fuel poverty, increase in employment with concurrent reduction in commute?

## References:

Future Trends and Horizon  
Scanning for Welsh Local  
Government Report & Future  
Trends material in WLGA

<http://www.wlga.gov.uk/english/futures-masterclass-resources/>

Future Trends as part of Better  
Swansea Partnership

<http://www.swansea.gov.uk/index.cfm?articleid=11034>

*Shared Purpose – Shared Delivery*  
- Welsh Government 2012

<http://wales.gov.uk/topics/improving-services/publications/sharedpurpdel/?lang=en>



## **Position Paper: Child Poverty – progress with the Welsh Government’s Child Poverty Strategy 2011 and implementation within Swansea**

### **1. Introduction**

The purpose of this paper is to provide a summary of the **Welsh Government’s Child Poverty (CP) strategy** (2011) and to review the progress of the strategy on a national basis in Wales and locally within Swansea. The paper will focus on assessing the progress made against the three strategic objectives and the six indicators contained within the strategy. The paper will also outline key developments following the publication of the Child Poverty strategy in 2011 and the local approach within the City and County’s approach to implementing the strategy.

### **2. Overall Progress of the Welsh Government’s Child Poverty Strategy**

Overall, since the inception of the Welsh Government’s Child Poverty strategy (2011), four out of the six indicators (the proportion of children living in workless households, the proportion of working age adults with no qualifications, the attainment gap for children on free school meals (FSM) who achieve Level 2 threshold including English/Welsh and Maths at Key Stage 4 and the proportion of low birth weight babies) have improved on average across Wales. One of the indicators (the rate of looked after children per 10,000 children) has deteriorated on average across Wales and it has not been possible to draw conclusions about the remaining indicator (the proportion of children who reached health, social and cognitive milestones because it is a new indicator and has no baseline). Within Swansea, two out of the six indicators have improved on average (the proportion of children living in workless households and the proportion of working age adults with no qualifications). One of the indicators has remained fairly static with a slight deterioration last year (the proportion of low birth weight babies) and two further indicators (the proportion of FSM pupils who obtained the Level 2 threshold including English/Welsh and Maths at Key Stage 4 and the proportion of low birth babies) have deteriorated in Swansea.

### **3. Reducing inequalities ?**

Although, there has been some progress against the indicators within the Welsh Government’s Child Poverty strategy both across Wales and within Swansea, the gains have to some extent been masked by a marked deterioration of the indicators within some smaller areas. For example, although the proportion of children living in workless households on average within Swansea has fallen from 21.1% to 19.9% between 2007 and 2012, the proportion of children living in workless households in Swansea within Townhill and Penderry is still **double** the average for Swansea. In addition, this figure only includes children who live in households in receipt of benefits. Recent evidence from the UK Government, shows that 13% of children are living in households where there are two adults working and 39% of children in poverty are living in households where one adult is working (*Social Exclusion and Poverty: Swansea Health, Social Care and Well Being*

*Assessment 2010: Swansea Social Inclusion Unit*). A more meaningful proxy indicator of child poverty (children in low income households – which includes out of households claiming out of work benefits and working families tax credits) was incorporated as a primary indicator with Swansea’s revised needs assessment for Swansea’s single plan during 2013. In addition, although the proportion of children living in low income households has fallen over the last six years, the average median income for the UK has also dropped which means that although fewer children are classified as living in low income households, actual circumstance and the real amount of money received by households may not have change at all and/or deteriorated (*Swansea Single Needs Assessment 2013: Social Inclusion Unit*)

#### **4. Summary of the Welsh Government’s Child Poverty strategy 2011**

**The Children and Families (Wales) Measure 2010** placed a statutory duty on the Welsh Government, Local Authorities and other Welsh Authorities (including Health, Education, Culture, Environment Fire and Rescue and Sport Sectors) to produce publish a Child Poverty Strategy for Wales. The Welsh Government’s Child Poverty Strategy for Wales was published in February 2011 with a requirement for Welsh Ministers to report on progress in 2013 and every three years after. **The Welsh Government’s Child Poverty strategy (2011)** was subject to a period of consultation between May to August 2010 and concluded that the strategy should be more tightly focused and subsequently resulted in the revision of three strategic objectives;

- (i) To reduce the number of families living in workless households
- (ii) To improve the skills of parents/carers and young people living in low-income households so they can secure well paid employment
- (iii) To reduce inequalities that exist in health, education and economic outcomes for children and families by improving the outcomes of the poorest.

Although the Welsh Government recognised the importance of the UK targets<sup>1</sup>, the Welsh Government aimed to use its policy levers in order to eradicate child poverty by 2020. The **Welsh Government’s Child Poverty strategy** contains **six key indicators** to measure the progress of the three strategic objectives within the strategy;

- (i) The percentage of children living in workless households
- (ii) The percentage of working age adults with no qualifications

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<sup>1</sup> The **Child Poverty Act 2010** required the UK Government to achieve the following poverty targets by 2020

- (i) Relative poverty: less than 10% of children living in relative low-income poverty
- (ii) Material deprivation: less than 5% of children living in combined material deprivation and low income
- (iii) Absolute low income: reduce the proportion of children who live in low income to less than 5%
- (iv) Persistent poverty: % of children living in relative poverty for 3 years out of every 4 years (target level to be set by 2015).

- (iii) The percentage of learners eligible for free school meals who achieve Level 2 threshold including English/Welsh and Maths at Key Stage 4
- (iv) The percentage of live births weighing less than 2.5 kg
- (v) The rate of looked after children per 10,000 of the population under 18
- (vi) The percentage of children living in low income households reaching health, social and cognitive development milestones when entering formal education.

### **Summary of the Welsh Government's Tackling Poverty Action Plan 2012**

The publication of the **Welsh Government's Tackling Poverty Action Plan (2012)** marked a broader approach to tackling poverty. It was designed to support the delivery of the statutory Child Poverty strategy 2011, build upon complementary strategies such as the Fuel Poverty strategy and encompasses older people's issues. The key objectives of the Welsh Government's Tackling Poverty Action Plan (2012) are;

- to prevent poverty, especially through investment in giving children the best possible start in life. From conception through to early adulthood, aiming to reduce inequality at the earliest possible stage and break the link between socio-economic disadvantage, educational under achievement and the impaired life chances that flow from these;
- to recognise that the best route out of poverty is through employment, continuing to help people to improve their skills and enhance the relevance of their qualifications. Aiming to remove other barriers to employment – from practical barriers such as the accessibility of transport and buildings to less tangible barriers such as poverty of aspiration - helping people to move on to and up the employment ladder;
- to take action to mitigate the impact of poverty here and now. recognising that for more and more people, even being in work will not guarantee that they can escape poverty. We can act to improve the quality of life of these communities, families and individuals.

The alignment of strategic priorities through the **Programme for Government**, the **Child Poverty strategy**, the **Tackling Poverty Action plan** and the Strategic Equality Plan have supported a broader approach to addressing child poverty, underpinned by appointment for a Minister for Communities and Tackling Poverty in 2012. Local Authorities were required to appoint Anti-Poverty Champions with a focus on two key issues;

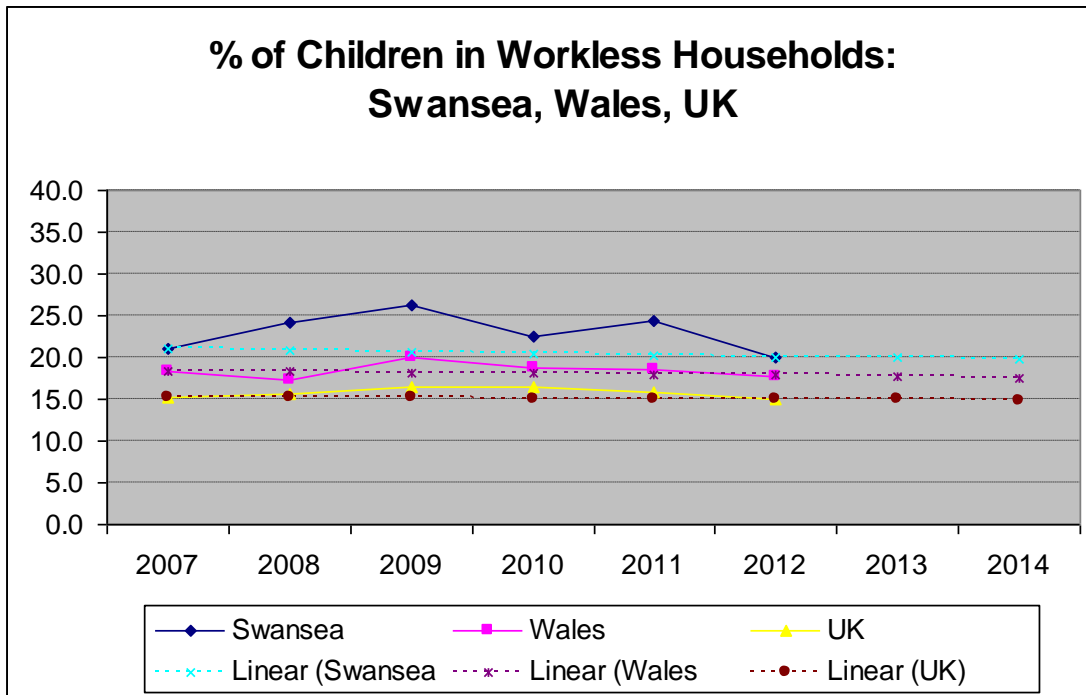
- (i) reducing the number of young people not earning or learning

- (ii) reducing the number of low birth weight babies

**Progress Report of the Six Indicators within the Welsh Government’s Child Poverty Strategy**

**(i) Proportion of Children Living in Workless Households**

In 2012, an estimated 8,650 children in Swansea (19.9% of children) lived in workless households; higher than the equivalent proportions for Wales (17.7%) and the UK (14.9%). Overall, the number of children living in workless households in Wales and Swansea fell between 2007 and 2012. Despite the gradual downward trend over six years, there have been annual increases in the proportion of children living in workless households in Swansea during 2007, 2008 and 2010. Although the proportion of children living in workless households has decreased the most in Swansea (1.2%), compared to Wales (0.7%) and the UK (0.4%), Swansea still has one of the highest proportion of children living in workless households.

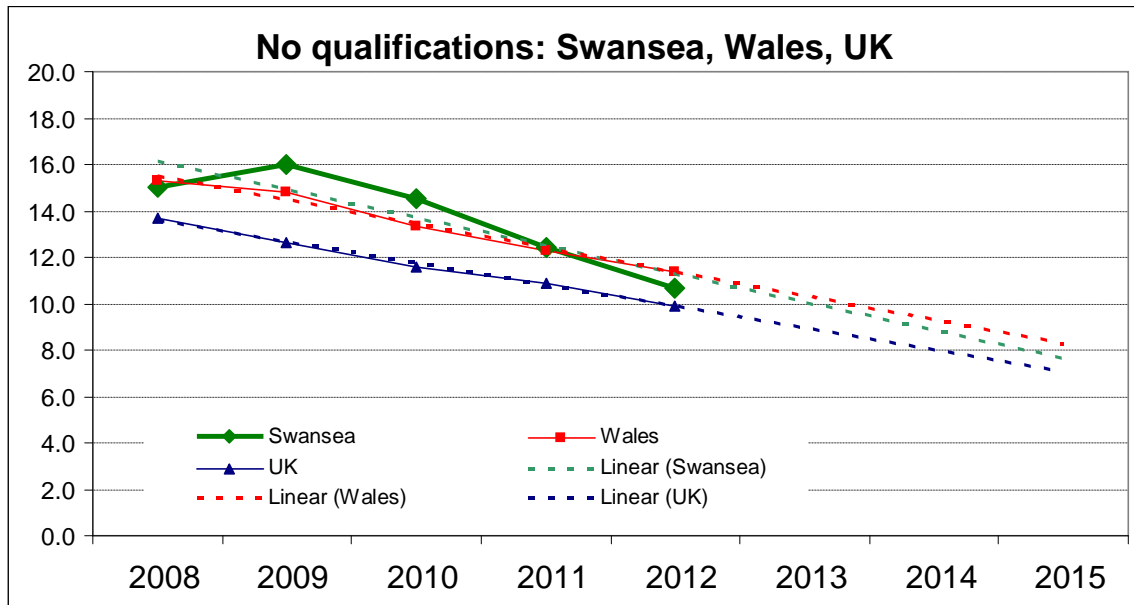


The Annual Population Survey (APS) household data is not published by ONS below local authority level, due to limitations in the survey sample size. However, the 2011 Census shows that the proportion of workless households in Townhill and Penderry is double the average for Swansea

**(ii) Proportion of Working Age Adults with No Qualifications**

Overall, the proportion of working age adults with no qualifications in the UK, Wales and Swansea has fallen during the last five years. The proportion of

adults with no qualifications has fallen from 13.7% to 9.9% in the UK, from 15.3% to 11.4% in Wales and from 15.3% to 10.7% in Swansea, between 2008 and 2012. Although the reduction in the proportion of adults with no qualifications fell most quickly in Swansea (4.8%), followed by the UK (3.9%) and then Wales (3.8%), both Swansea and Wales, currently have a higher proportion of adults with no qualifications, compared to the average for the UK.



Although Swansea has a higher proportion of adults with no qualifications than the UK average, Swansea also has a higher proportion of working age adults qualified to the NVQ level 3 threshold or above (e.g. two or more 'A' levels, Degree), at 55.3%, than both the Wales and UK average – in part linked to the presence and effect of local universities and colleges.

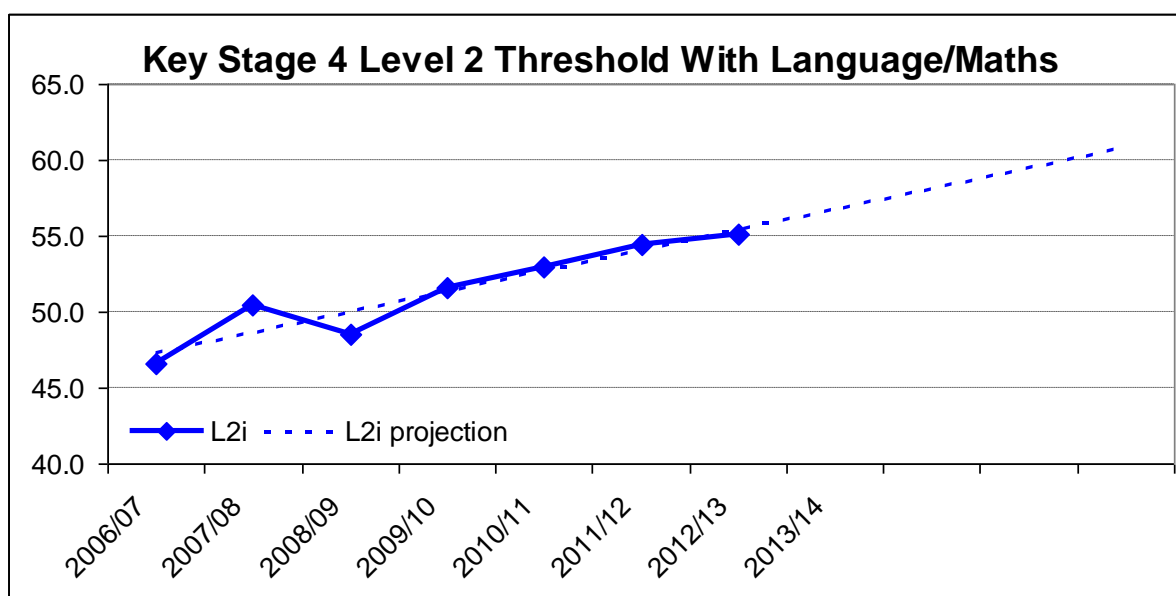
Although data on the number of adults with no qualifications drawn from the Annual Population Survey (APS) is not published by the Office for National Statistics below a Local Authority level, it is possible to draw some inferences from the 2011 Census data at Ward level. Data from the 2011 Census shows that the proportion of working age adults without qualifications ranges from 6.9% in Killay North to 43.9% in Townhill.

The APS (2012) shows that inequality also varies according to gender and age. For example, 11.9% of females in Swansea currently have no qualifications, compared to 9.4% males (in line with trends in the UK and Wales – showing a 0.9% and 0.7% respective difference). Although the proportion of people with no qualifications in Swansea is lower for young people aged 16-29 yrs, than older age groups, the proportion of young people aged 16-24 yrs with no qualifications, is higher in Swansea than the equivalent both Wales and the UK. However, the proportion of people with no qualifications aged 25-39 yrs in Swansea, is lower than both Wales and the UK equivalent. The situation reverses however with older age groups

with greater proportions of adults aged 40-64 yrs without qualifications in Swansea than the UK.

**(iii) The proportion of Learners who are eligible for Free School Meals who achieve Level 2 threshold including English/Welsh and Maths at Key Stage 4**

Overall, the proportion of 15-16 yr olds who achieved Level 2 threshold including English/Welsh and Maths at Key Stage 4 has steadily increased in both Wales and Swansea over the last five years. The level of achievement in Swansea is typically above the Wales average and in 2012 Swansea ranked as 8<sup>th</sup> best out of 22 authorities;



Although the average proportion of pupils achieving the Level 2 threshold including English/Welsh and Maths in Swansea tends to be above the Wales average, the proportion of FSM pupils who achieved the Level 2 threshold was significantly less (29.3%) than the average for Wales (61.3%) in 2012. Although the proportion of FSM pupils and non FSM pupils achieving the level 2 threshold increased for both groups, the rate of increase was higher for non FSM pupils (53.1% to 61.3%) than FSM pupils (24.9% to 29.3%) between 2006 and 2012. The gap for Wales as a whole in 2011/12 is 33.2% (KS4 Level 2 threshold – LA All Wales Core Data Set, Welsh Government).

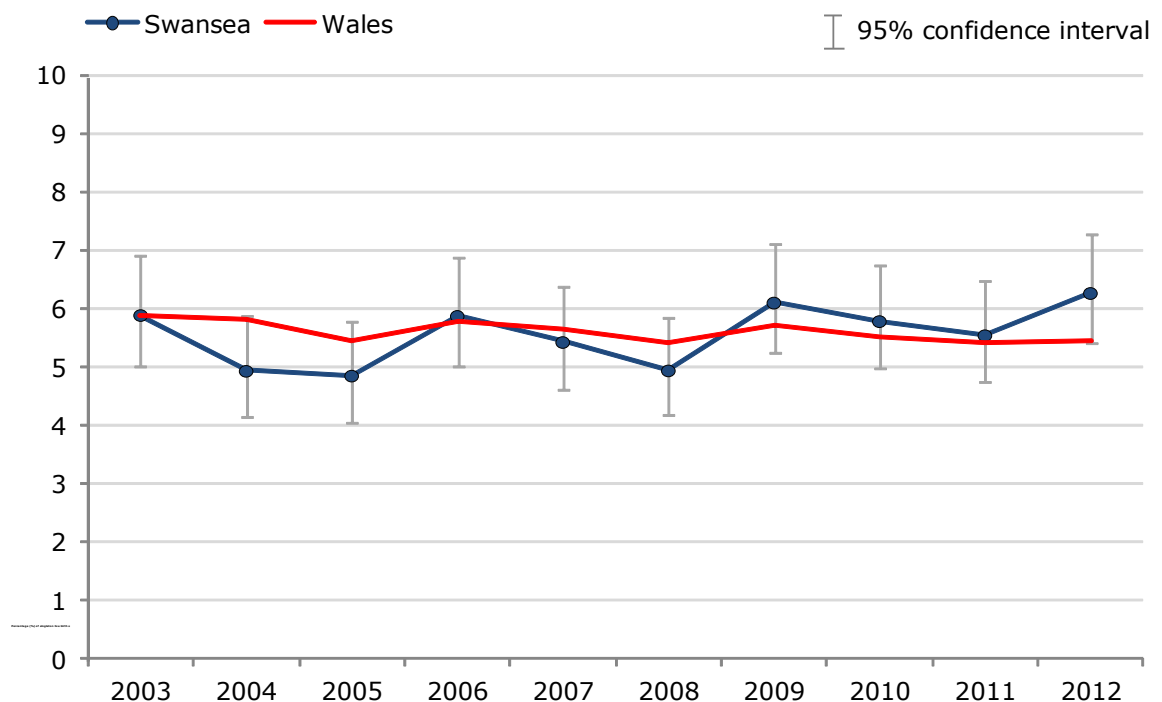
**(iv) Proportion of Live Birth weighing less than 2.5kg**

Low birth weight is an indicator of infant morbidity and mortality and can lead to chronic diseases in adulthood. There is a strong association between low birth weight and deprivation. Risk factors include mother's age and general health and well being, poor nutrition, smoking and alcohol consumption both pre conceptually and during pregnancy, socio economic status and ethnicity.

Overall the proportion of babies born with low birth weight in Wales fell from 5.9% to 5.3% between 2003 and 2013. In 2012 the percentage of singleton live births with a low birth weight in Swansea was slightly higher than for Wales, 6.3% and 5.4% respectively. This variation is not statistically significant.. During the last 10 years (2003-2012) the proportion of singleton live births in Swansea with a low birth weight has shown variation year on year but overall has remained similar, and in 2012 is slightly higher 6.3% compared with 5.9% in 2003.

**Percentage of singleton live births with a low birth weight (less than 2500g), Swansea and Wales 2003-13 -**

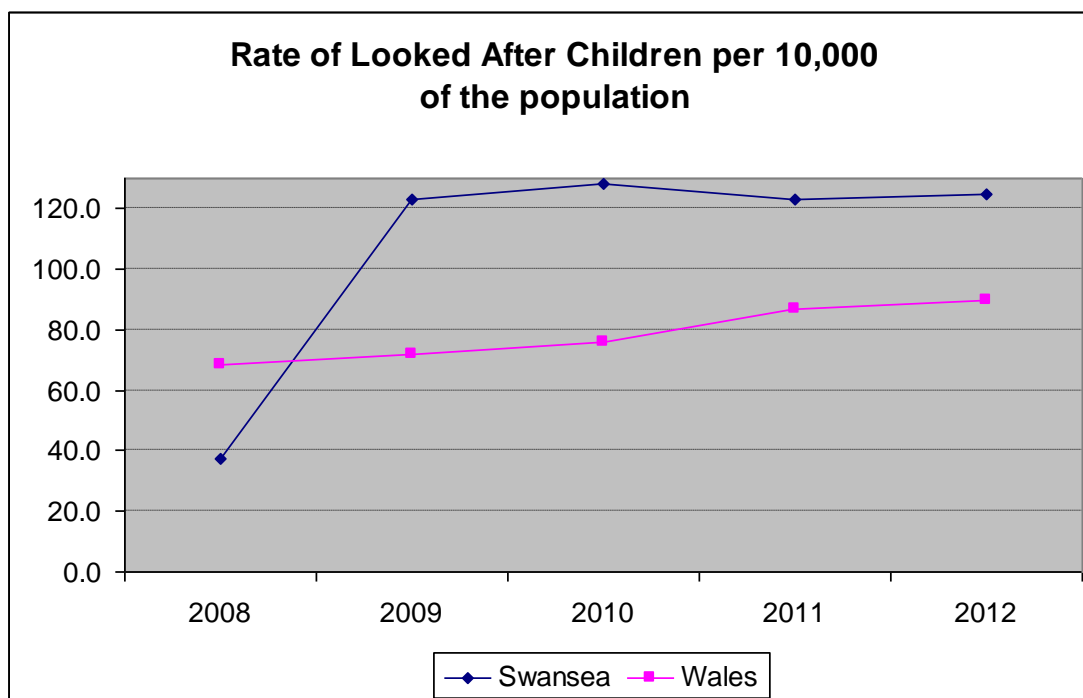
Produced by Public Health Wales Observatory, using NCCHD (NWIS)



Although the proportion of babies born with low birth weight has remained fairly static over the last 10 years, the average for the Local Authority area masks some of the inequalities within smaller areas where there are a higher number of births with a low birth weight. Data for the period 1998-2007 indicates that three Middle Super Output Areas (MSOAs) in Swansea have significantly higher proportions of singleton live births with a low birth weight compared with the average for Wales. These are: Swansea 019 (Castle and Townhill) 8.7%, Swansea 014 (Bonymaen) 8.1% and Swansea 011 (Penderry) 7.8%. The MSOA with the lowest percentage of singleton live births with a low birth weight is Swansea 028 (Bishopston and Mayals) at 1.8%

**(v) The rate of Looked After Children per 10,000 of the population under 18 years**

Overall, the rate of Looked After Children per 10,000 children and young people has increased on average in both Wales and Swansea. The rate of Looked After Children has increased from 37.4 to 125 in Swansea and from 68.7 to 90.0 in Wales. Between 2005 and 2011, the Wales average rate increased by + 17.3 per 10,000 children and young people. However, across Wales this rate varied from – 34.8 to + 61.6.



**(vi) The proportion of children living in low income households reaching health social and cognitive development milestones when entering formal education**

The indicator selected to measure children’s readiness for school within Swansea’s single integrated plan is the percentage of children starting school assessed on the CDAP (Child Development and Assessment Profile) as being at Step 1 or higher in each of Personal & Social Development, Speaking & Listening and Sort, Order & Number areas of development. This indicator shows the proportion of children starting school for the first time who can attain at least Step 1 in each of the three key areas of development. Overall, 81.7% of children who started school in September 2012/13 (n=1270) attained step 1 or higher in each of the three areas of development in combination. Prior to entering formal education, children of this age do not claim free school meals, therefore it is not possible to analyse results using FSM as a proxy measure of deprivation. However, analysis using the 2011 Welsh Index of Multiple Deprivation shows that on average pupils living in the most deprived 10% of all areas attain step 1.9 across all the assessed areas of learning whilst those living in the least deprived 10% of all areas attain step 3.1. Pupils with special education needs statements attain on average step 1.2 whilst other pupils attain on average step 2.2 or higher. Girls attain step 2.6 on



average compared to step 2.3 for boys. No earlier data is available for this indicator because it is a new indicator and no trend information is available at this stage with other LAs, or Wales is possible at this stage.

From September 2014, this measure will be replaced by equivalent data taken from the national Early Years Development and Assessment Framework (EYDAF), which will replace CDAP. The measure has been developed as it can track pupils through to foundation phase outcomes at the end of year 2. This is a local measure only (no national data).

### **Swansea's Local Approach to implementing the Welsh Government's Child Poverty strategy 2011**

The City and County and County of Swansea discharged its statutory duty to develop a **Child Poverty strategy** through the production of **Swansea's Children and Young People Plan 2011-14**. Following the implementation of the Children and Families (Wales) Measure 2010, Swansea's Children and Young People Partnership developed a **Swansea's Family Poverty strategy 2011-14** in order to strengthen the focus on child poverty within the Children and Young People Plan 2011-14. The strategy emphasised an holistic and integrated approach, focusing on the family rather than just the child or young person. This approach was adopted to ensure that the Local Authority's approach to tackling child poverty was embedded within key strategic plans to improve the health, educational and economic circumstances of children and young people.

**Swansea's Family Poverty strategy 2011-14** contained an aspirational vision stating that "*no family in Swansea should live in poverty*". The priority within the strategy for 2011-14 was to reduce levels of family poverty in 11 of the most deprived LSOAs (at the time of writing) and included the following; Townhill 1,2,3,56, Penderry 1,3,5 7, Castle 1 and Mynyddbach 1. The Family Poverty Strategy estimated that almost 70% ( $n= 4,500$ ) of children and young people affected by poverty in Swansea lived within these 11 LSOAs.

**Anti-poverty and tackling inequalities** through a **target area** approach were key **Policy commitments** for the new City and County's **Labour administration**, supported by the **Chief Executive** of the Local Authority, who also identified poverty as one his three top priorities. The Chief Executive established a corporate **Poverty Forum** in order to develop a cross cutting and strategic approach to poverty in the local area, which was underpinned by five key work streams; income and debt, strengthening families, work, health and education. One of they key objectives of the Forum was to ensure that core services provided by the Council, both recognised the importance of poverty and bent service delivery (where possible and appropriate) to tackle aspects of poverty. Key examples of some of the work undertaken include;

- **Tackling Poverty training** - Training was piloted with staff responsible for, or delivering services within the Townhill area of Swansea. The

aim of the training was to ensure that all staff had a clear understanding that tackling poverty is a key priority for the City and County of Swansea, and the rationale and designation of Target Areas. The training considered the ways in which all service across the CCS have a role to play in tackling Poverty.

- **Housing Benefit Take up Team** - Following the TAP training, this team instigated a pro-active approach in identifying entitlement to Free School Meals and Water Assist. Customers who sought advice on Housing Benefits were also automatically given advice about FSM and Water Assist (if appropriate).
- **Welfare Reform** - A series of multi agency workshops were held to consider implications of the reforms. Discussions took place around the Spare Room Subsidy or '*Bedroom Tax*', *use of Discretionary Housing Payments*, the switch from Disability Living Allowance to Personal Independence Payments and Digital By Default.

The City and County of Swansea has also been a partner in the national 'Your Benefits are Changing' campaign. As part of that campaign, vehicles belonging to the Housing Department displayed the campaign logo and bridge banners were positioned on the main gateways into the City centre.

The LSB is in the process of establishing a working group to identify activity that that individual LSB partners are engaged in as well as any potential areas of work that require a whole LSB response.

A working group to consider the introduction of Universal Credit was also established, in order to consider the support that the CCS and partner organisations needs to have available to ease claimants transition across to UC.

- **Advice Centre within the Contact Centre** - one the key outcomes from the Welfare Reform workshop was the piloting of an Advice Centre within the Civic Centre, offering advice on Housing, Benefits, Debt, Employment and Training.
- **Welfare Rights Provision**  
The CCS has a designated team of Welfare Rights Adviser offering a Second Tier Advice Service (not public access). The role of advisers is to provide guidance and training for front facing support workers to better enable them to deal with their clients benefit issues. This is provided via an Advice line provision, regular high quality staff training , the production of self help guides and appeal representation if a client needs to challenge decisions.

- **Anti Payday Loan commitment/Promotion of the Credit Union**  
 In February 2013 Cabinet issued a policy statement that Payday loan providers, high interest lenders and opportunistic buyers would not be tolerated. This approach was combined with a commitment to promote the Credit Union as an ethical alternative.
- **Workways**  
 Extending across South West Wales, this regional project assists unemployed and economically inactive people back to gainful and sustainable employment. It provides a co-ordinated client engagement and assessment Gateway using established links with existing and proposed provision, and innovative outreach work reflecting the needs of each Local Authority area. Developing individual Work Focus Plans, Temporary Job Opportunities via transitional employment initiatives and appropriate interventions through individual mentor support, including referrals to mainstream provision by Jobcentre Plus and DFES, other appropriate Convergence-funded projects. Workways engages and supports employers through Employer Liaison Officers ensuring effective links between participants and the demands of local organisations. It will also provide the financial resource to pay for provision of training, protective equipment, travel and childcare costs
- **Apprenticeships**  
 The Council via its Corporate Building Services and Lifelong Learning & Employment Training Service (LLETS) manages an award winning Apprenticeship and Traineeship programme funded by the Welsh Government. The intention is to build on this expertise and complement it with a programme of employment, education, enterprise and training opportunities for 18-24 year olds and increase the number of apprenticeship opportunities in Swansea overall and help meet the needs of a greater number of people from a diversity of backgrounds
- **Beyond Bricks and Mortar**  
 This team has an important role in contributing to the Council's economic regeneration agenda and is responsible for overseeing the implementation of Council policy in relation to creating added value from Council spend when sought through the inclusion of social benefit clauses. The use of social benefit clauses in Council procurement of major construction projects is a means of demonstrating a commitment to tackling poverty and promoting inclusion concentrating on such areas as:

  - Targeted Training & Recruitment, e.g. for the long term unemployed and young people
  - Supply chain initiatives, committing to local sourcing from local businesses.
- **Energy Efficiency**

Housing has a multi-faceted approach to fuel poverty ranging from gaining funding to installing energy efficient measures and educating tenants. Examples include the Housing Department obtaining £370,000 from Welsh Government via ARBED to help toward energy efficient measures. Targeting properties with low SAP values and off gas for works, Brynymor in three crosses was off gas West & Wales Utilities are now installing mains. We also have a programme with British Gas to ensure all suitable lofts are filled to the latest standard. With regard education we are developing information packs relating to energy which contain energy advice and instructions for their central heating.

We also stage events and signpost tenants to various organisation such as 'CYD Cymru' a fuel switching consortium run in collaboration with a number of Authorities and Housing Associations.

Communities First have developed a partnership with SWALEC to offer energy efficiency assessments for community members as well as offering on line support to access energy comparison sites via the Change to Save project.

- **Housing intervention when arrears identified**

Housing has a specialist rent arrears team who work proactively with local authority tenants to try and prevent arrears accruing. Within the team one officer is a dedicated Financial Inclusion Officer working more closely with complex cases where there may be benefit or multiple debt issues. The team liaise closely with colleagues in Housing Benefit, Welfare Rights and partner agencies.

The homeless team also includes a specialist money advice officer to prevent homelessness through mortgage or rent arrears. This includes court representation or sign posting to other legal advisers where needed

- **Housing Options**

Housing Options provides free housing advice and homelessness prevention for families across the city in housing need or seeking alternative accommodation. Access to the Council's housing needs register is facilitated through the office. Homeless families can be offered temporary housing whilst advice and help to secure something more settled is sought.

- **BAYS (Youth Homelessness Service)**

Barnardos facilitate our youth homelessness service on behalf of the LA. They provide services for those leaving care and homeless young people aged 16+ (including some young families) including the services for 'relevant' and 'former relevant' children.

- **Training frontline staff to offer initial debt and money management advice**

Due to the identification of a lack of front facing debt advice within Swansea a number of front facing staff have been trained to offer their service users basic debt and money management advice.

- **Equality Impact Assessments**

The statutory required Equality Impact Assessments that are undertaken to determine whether a new or existing function, service, policy, procedure, strategy, plan or project affects any person or group of persons adversely has an additional section that asks that issues of poverty and social exclusion are considered. This has done some way to ensure considerations around poverty are embedded in the decisions making process.

- **Community Food Network**

The Community Food network was established to develop a more co-ordinated and strategic approach to the 'food agenda' (including healthy eating and food and poverty). Research commissioned to explore aspects of child poverty within Swansea (Making Ends Meet 2012) identified the affordability and accessibility of food and healthy eating as a significant key problem for some families living in poverty within Swansea. Key areas of activities to date:

- To establish a baseline - The development of a staff survey administered through the Local Authority's Intranet.
- A series of case studies and food diaries to record people's behaviour relating to the purchasing, preparation and consumption of food.
- The development of a series of tools and resources relating to food shopping, meal planning and cooking on a budget – which will capture 'distance travelled'

- **Tenancy Support Unit TSU**

The TSU provides cross tenure generic and specialist support to help individuals and families establish and sustain their tenancy.

They provide wide ranging advice from accessing training, education or volunteering opportunities to finding a GP and using healthcare services, social services or other council services.

Within the TSU a small specialist team the Family Intervention Partnership Project supports families who are at risk of homelessness and vulnerable due to how they are conducting their tenancy

.Preventing homelessness, reducing anti social behaviour and safeguarding children are the main aims of the project.

**Furnished Tenancy Scheme**

The Furnished Tenancies Scheme provides furniture packages on a rental basis to new council tenants to help them set up their home. The scheme ensures new families have the basic s to help them establish and sustain their new home.

**LEADER OF THE COUNCIL**  
**ARWEINYDD Y CYNGOR**  
**Councillor/Cynghorwr Robert G Wellington**



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**Email Error! Hyperlink reference not valid.**

15<sup>th</sup> July 2014

Lesley Griffiths AC/AM  
Minister for Local Government and Government Business  
Welsh Government  
Cardiff Bay  
CF99 1NA

Dear Minister

### **Tackling Poverty in Wales**

Thank you for your letter of 24<sup>th</sup> June, seeking more information about how this Council is taking forward our shared priority of tackling poverty.

Locally, we have agreed that poverty – albeit expressed in slightly different words – is one of our priorities within our corporate plan, as we recognise that it is an issue that requires both a whole organisation (and partnership) approach, and a longer term commitment

As such, we have activity addressing poverty that can be mapped against every part of the Taking Forward the Tackling Poverty Action Plan, and rather than provide you with a long list showing how comprehensively local government services impact against the whole of this plan, I've asked Councillor Richard Clark, working with officers, to identify and report on some of the more innovative approaches we've put in place over the last 12-18 months, since his designation as Anti Poverty Champion.

These are provided within the attachment, and should you or your officials require more details, then we would be happy to provide them.

Cont/....

-2-

15 July 2014

Lesley Griffiths AM

Your letter gives me the opportunity to emphasise the important relationship between the progress that Welsh Government is reporting in addressing poverty and the role that local authorities play in making that happen on the ground. Without sufficiently resourced local authority involvement, it is my view that not one of the progress areas you report in the Building Resilient Communities Action Plan (2014) could have been achieved. Tackling Poverty requires a multi - faceted and coordinated approach between LSB partners, but it relies very heavily on the local service networks and workforce of each and every Council within these structures.

Whilst I am pleased with the progress we can evidence locally and nationally, we will continue to face very many challenges; it is my sincere hope that the significant contribution of local government will be recognised at this important time.

Best wishes,

A handwritten signature in black ink, appearing to read 'Bob Wellington', written in a cursive style.

**Councillor Bob Wellington, CBE**  
**LEADER, TORFAEN COUNTY BOROUGH COUNCIL**

cc Cllr Richard Clark, Executive Member Health, Social Care and Wellbeing



## Torfaen activities to tackle poverty: some snapshots of activity and outcomes

Communities First	
<p>Communities First has been successful in securing Welsh government grant (match funded by Torfaen CBC) to provide a <b>crisis support service</b> between January and March 2014. The project is aimed at supporting individuals and families who are at crisis point; food &amp; fuel is available the same day, and household items available for up to 6 weeks. Communities First are working with RSLs, the local food banks, CAB and others to identify those in crisis and refer them into the service.</p>	<p>452 adults and 325 children and young people in crisis where assisted. There are multiple outcomes , but to illustrate :</p> <ul style="list-style-type: none"> <li>• The scheme has prevented over-indebtedness/ avoided further pay day lending of over £220k</li> <li>• 150 of these claims were classified as ‘red’ which meant that the claimant urgently required food or fuel, 43 were classified as ‘amber’, meaning they required furniture or white goods; a further 175 were classified as both ‘red’ and ‘amber’.</li> <li>• Of all the claims received, only 36 had received aid from the discretionary fund and 25 had received a DWP budgeting loan. Feedback from the crisis support project suggests that the discretionary fund is poorly advertised and the application form is often confusing for applicants to complete without assistance</li> </ul>
<p><b>Communities First Teams</b> are helping their residents with household budgeting and money management, followed, where appropriate with referrals to specialist agencies such as CAB. Improving literacy and numeracy amongst young people and adults, lifestyle coaching such as cooking healthy food and providing regular exercise and child welfare practitioner services all improve the knowledge and skills of families and help them to combat poverty.</p>	<p>The outcomes vary project to project and are regularly reported to WG : one innovative scheme has been the partnership with SWALEC , through which :</p> <ul style="list-style-type: none"> <li>• The total amount of home visits made from leads generated by CF at Thornhill is 85, from these 85 home visits there have been a further 215 leads which resulted in a home visit.</li> <li>• This is a total of 310 home visits that helped to educate clients about the best way to get the most from their energy in the most economical way, the Smarter way.</li> <li>• Of these 310 home visits 218 received the</li> </ul>

	<p>Warm Home Discount of £135.00, with an outcome value of £29,430.</p> <ul style="list-style-type: none"> <li>• Again from these home visits an additional 83 homes received white goods in the form of Fridge freezers, Gas/Electric Cookers and Washing Machines, with an approximate outcome value of £24,900.</li> <li>• And finally debt clearance of energy bills was a grand total of £2,565.</li> <li>• Total out come value is £56,895.</li> </ul> <p><b>Other project work outcomes include :</b></p> <p><b>Over 200 residents</b> being helped with budgeting and household management.</p> <p><b>Over 100 adults and 200 children</b> benefitting from group and one to one support on literacy and numeracy.</p> <p><b>Over 200 people</b> receiving lifestyle coaching.</p> <p>Child welfare practitioner services working with <b>over 65 children and their parents.</b></p>
<p><b>Preventing poverty</b></p>	
<p><b>Flying Start</b> has been expanded, and within the programme retains a focus on coordinating activity to address the issue of <b>low birth weight babies.</b></p> <p>In addition to Flying Start, <b>low birth weight babies</b> are now the subject to an innovative approach (to smoking cessation) which we are seeking to conclude with the ABHB over the next few weeks .</p>	<p>There has been a continued improvement in the number of low birth weight babies being born in Flying Start areas to mothers who received Flying Start midwifery care (see below).</p> <p>2009 - 2010    11% of babies weighed &lt; 2500grams at birth.</p> <p>2010 - 2011    4% of babies weighed &lt; 2500grams at birth.</p> <p>2011 - 2012    3% of babies weighed &lt; 2500grams at birth.</p>

	The <b>targeted intervention</b> now being produced in partnership with ABHB will seek to spread this trend to non Flying Start areas.
Considerable work is taking place between the Education Achievement Service and Torfaen schools to narrow the <b>gaps in attainment</b> for pupils who are eligible and non-eligible for <b>free school meals</b> . Further work is planned to improve the take up of free school meals through aligning promotion with Council revenue & benefit officers.	A total of £2.1 m is being invested in <b>PDF</b> , specifically targeted at Torfaen pupils at risk of not achieving their potential as a result of the effects of poverty.
<b>TCBC Investment</b> in the <b>Citizens Advice Bureau</b> has increased capacity, firstly of general advisors and volunteers. A specialist appeals worker has been funded to help support disabled people who have had their benefits stopped where they believe they have been wrongly applied.	This has provided an additional 80 hours per week on advice and general support and extended the reach to 7 locations across the Borough meaning most people are no more than 3 miles from a CAB Community Help Point.  The number of (known) Torfaen residents contacting CAB has risen month on month – <b>from 320 in May to 395 in December</b> .  The ESA capacity has enabled 183 clients to be seen in 8 months , gaining <b>total additional benefits(i.e. over and above the counterfactual position) of £408k</b> over this period
<b>Helping people into work</b>	
The <b>LIFT / Codi project</b> (joint with Blaenau Gwent & Caerphilly) takes a family focused approach to attempt to break the intergenerational cycle of benefit dependency and poor health. This service works with 14 – 25 year olds and their families and aims to support young people who are not learning or earning with opportunities to improve their health and wellbeing, their skills and confidence and their prospects for the future. It was approved this year and completed staff recruitment by January 2014.	The LiftCodi officers have engaged with <b>109 young people</b> from Torfaen during January to March 2014 and have provided a variety of support including 1:1 guidance and mentoring, group based courses such as Sports Leaders as well as funding additional learning opportunities with local partner organisations such as CCYP and Torfaen Training.  The project has also worked with Torfaen Training in supporting <b>20 young people</b> into employment.

	<p>The funding has allowed the development of exciting new opportunities for young people including the creation of a cycle based project which will re-“cycle” old bicycles, lease bikes to those in need, promote road safety and provide opportunities for apprenticeships through the creation of a social enterprise.</p>
<p>The number of young people <b>not in education, employment or training</b> has reduced over the past 4 years. Considerable work has been done by Torfaen CBC with its partners including adopting the WG Youth Engagement and Progression Framework; Partnership work with Careers Wales to access and analyse the monthly data, track young people through the transition period of June to December and, monitor the ‘churn’ data. Open and transparent relationships with partners has helped to hold partners to account for those young people who have dropped out, leading to improving support and practise. Closer working with schools to identify early on those at risk of becoming NEET; Case loading young people and providing a responsible lead worker for those at risk who support and advise and move young people into a destination. This has been particularly successful and the model will be rolled out to years 12 and 13.</p>	<p>Torfaen has reduced the number of Year 11 NEETs from being 2nd worst in Wales to <b>4th from top</b>. Currently only <b>2.5%</b> of year 11s fail to make a secure transition ,better than the Welsh average of 3.7%.</p> <p>The recent focus on NEETs means that – in numbers terms –the equivalent of 2 whole classes of 16 years are now supported into EET</p> <p>The gains have been modelled as being worth around £20m in terms of lifetime costs avoided.</p>
<p><b>Communities First and Families First</b> are specifically targeted at tackling poverty and work closely with WRPG members to develop and deliver programmes that have a positive impact across the borough.</p> <p>Communities First are delivering Job Clubs that support people to be work ready and to apply for work, advising on writing CVs &amp; job application and giving practical interview tips and techniques. Several social enterprises have been supported which provide work and skills based training for local people and provide good, low cost goods or services to people throughout the borough. These include the Veg Box scheme and the Circulate furniture recycling scheme which have seen their beneficiary numbers increase.</p>	<p>The Job Clubs have seen <b>over 300 beneficiaries</b> in recent months <b>Over 1 in 4 people</b> have gone into work with the support of the programme with more than 80% of these staying in employment for over 6 months.</p>
<p>The <b>Worklessness Programme</b> supports front line staff and volunteers to change mind sets and behaviour of people who have been out of work for some time and continues to provide a range of services to support people to seek and secure work. Key points are:</p> <ul style="list-style-type: none"> <li>▪ Increased resident demand for soft skills training e.g. confidence building, motivation</li> <li>▪ Increased employer demand for subsidised employment opportunities</li> <li>▪ High resident demand for low skilled work e.g. Basic construction, manufacturing, basic administration, retail</li> <li>▪ High resident demand for CV creation, help with on-line claiming and using Universal Jobmatch</li> </ul>	<p><b>The Change Programme</b> element is non employment focussed services i.e. Health, Social Care, Housing, Police, Fire service etc to raise awareness, desire, knowledge and ability to promote work as a good option for people and know what projects can support people to achieve this.</p>

<ul style="list-style-type: none"> <li>▪ Increased employer demand for in-work training</li> </ul> <p>Suggestions from employers that necessary TCBC sections visit together e.g. Working Skills for Adults and Economic Development</p>	
<p><b>Mitigating the impact of poverty</b></p>	
<p>During 2013/14 <b>Strategic Housing services</b> have used Section180 funding (of the Housing Act 1996) to offset the impact of welfare benefit reforms assisting to prevent homelessness.</p> <p>A further application will be made (if the funding is made available) for 2014/15 to extend this work and to develop a Housing Solutions Service.</p>	<p>A total of £54k was allocated to the local authority and the funding supported the costs of a 12 month <b>Private Rented Sector access officer post</b> to analyse and develop the private rented sector in Torfaen.</p> <p>Additional funding has been drawn down from national slippage to 'Continue to Mitigate Welfare Reform through the development of the Private Rented Sector, and wider Housing Solutions Service'.</p> <p>This funding is:</p> <ul style="list-style-type: none"> <li>▪ Supporting additional credit union accounts;</li> <li>▪ Further supporting the existing bond scheme in relation to the prevention of homelessness improving access to the private rented sector.</li> <li>▪ Supporting the work of the PRS Access Officer in developing incentives for landlords to support the local authority in meeting Housing Need, and in preparation for Legislation changes which will allow homelessness duty to be discharged into the private rented sector;</li> <li>▪ An independent housing consultant to evaluate the Housing Service making recommendations for the move towards a Housing Solutions Service with a greater emphasis on the prevention of homelessness, as per the Housing Bill.</li> </ul>

<p>The <b>Discretionary Housing Payments</b> scheme received £193,584 from Welsh government matched by Torfaen CBC giving a total fund of £483,960 for 2013/14.</p>	<p>In 2013/14 spend was <b>£303,844</b>, comprising 3148 awards, <b>1429 claimants assisted</b></p> <p>For Q1 of 2014/15 we have so far paid <b>£81,495</b> with further commitments of £102,004 comprising 1188 awards, <b>746 claimants</b></p>
<p><b>Families First</b> deliver a range of support to the whole family including basic skills, behaviour, employment, parenting skills, physical and emotional well-being.</p>	<p>Using a Joint Assessment Framework, between Jan and December 2013, <b>160 referrals</b> were made to the programme. The Team Around the Family <b>supported 59 families</b> in this period and these cases are now closed and a <b>further 98 families</b> continue to be supported.</p>
<p>The impact of Pay day lending has been reviewed, and the <b>Council</b> has banned access to <b>pay day loan websites</b> on all council owned ICT equipment. This includes staff and members of the public who have access through libraries, adult learning and other community facilities. Alternative sources of loans are provided along with some basic facts on the high costs of these loans.</p> <p>This action has been shared with LSB partners for them to consider taking similar steps within their own organisations.</p>	<p>Further work is taking place to raise awareness of how this part of the loan industry works and deterring people from getting caught in a lifetime of debt.</p>

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Lesley Griffiths AC/AM  
Minister for Local Government and Government Business  
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Dear *Lesley*

### TACKLING POVERTY

Thank you for your letter dated 24 June 2014 requesting information about the work being undertaken by the Vale of Glamorgan Council to tackle poverty. As you will appreciate there is a great deal of activity being undertaken by the Council and partners to tackle poverty, this ranges from the implementation of Welsh Government programmes, Food Banks, Credit Unions and the work of the CAB as well as a wide range of health and council services. As the Council's Anti-Poverty Champion I am committed to ensuring that tackling poverty and inequalities remains high on the agenda and trust you will find the information provided below a useful overview of the work we are undertaking.

As you will be aware from colleagues within Welsh Government and from the regular reports submitted regarding Communities First, Families First and Flying Start activities there is a considerable amount of activity within these programmes which are helping to reduce poverty and improve opportunities for families and those living in the most deprived areas of the Vale. This ranges from promoting digital inclusion, parenting programmes and work around healthy lifestyles for people of all ages.

There are dedicated teams and robust arrangements in place to ensure that these programmes achieve significant outcomes. I am aware from previous Welsh Government correspondence that there is a recognition that there needs to be closer alignment between these key programmes. In the Vale there are already effective working relationships across these programmes recognising the synergies and benefits of teams working together and sharing information. This is something that we will continue to take forward.

One of the Communities First projects that I would like to particularly bring to your attention is Project Club Innov8 which delivers various methods of learning using

innovative means such as Lego, digital technology, programming and coding which have had a positive impact on the community and pupils within the Barry Communities First Cluster area. The four schools involved in Club Innov8 include one secondary school and three primary schools and the overall aim is to inspire and motivate pupils and their parents to further enhance their level of understanding and to engender enthusiasm around STEM and computer science and the potential career paths available to them.

I would also like to take this opportunity to highlight the Council's recently submitted application for Vibrant and Viable Places – Tackling Poverty Fund which reflects the strong geographical correlation in Barry between areas of concentrated deprivation; areas of concentrated social housing; and, traditional shopping areas. The Communities First Cluster area is the cornerstone for regeneration activity in this area of Barry and the programme of projects identified in the Council's application reflects and responds to the Cluster Area Plan by mitigating the impact of poverty through physical investment.

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We recognise that in order to tackle poverty it requires a range of council services and partners to work together and that there is a need to focus on the immediate issues as well as thinking of the future needs of our communities and how to sustain them. I have attached for information a copy of a report considered earlier this year by the Council's Corporate Management Team and the LSB which provided an overview of just some of the work being undertaken to tackle poverty within the Vale. This report includes details of a wide range of services and effectively demonstrates the complexity of the issue and the need for all services to recognise the contribution they can make. Much of our activity is around preventing poverty and supporting people through education and training. This includes the creation of apprenticeships and employment through the Council's school capital programme, the development of the local Engagement and Progression framework to reduce NEETs and the re-targeting of adult community learning on targeted groups who have not benefitted from education. There is also a focus of school improvement activity through the Central South Consortium to reduce the impact of poverty on attainment. These activities recognise the importance of supporting people to access appropriate education, training and employment through a variety of means and at different ages.

I am also the Chair of the Vale Local Service Board and last year we undertook a Unified Needs Assessment (UNA) to ensure we are focused on the areas of greatest need and that the Community Strategy 2011-21, our single integrated plan is fit for purpose. This was a comprehensive exercise involving a range of partners and supported by the Local Government Data Unit and attached is a link to the detailed UNA and Executive Summary. Some of the key themes identified in the UNA were around the importance of early intervention, the ageing population and deprivation and inequalities.

[http://www.valeofglamorgan.gov.uk/en/our\\_council/local\\_service\\_board/unified\\_needs\\_assessment.aspx](http://www.valeofglamorgan.gov.uk/en/our_council/local_service_board/unified_needs_assessment.aspx)

In response to the findings of the UNA the Vale LSB has agreed to focus the next stage of delivering the Community Strategy on tackling poverty and aligning with the three themes of the Welsh Government Tackling Poverty Action Plan. Work is currently being undertaken to review working arrangements and draft the delivery plan which will include work around the closer alignment of Flying Start,



Communities First and Families First as well as NEETs, employment and skills and welfare reform.

As you will be aware a Cardiff and Vale Joint LSB has also been established and as joint Chair with the Leader of the City of Cardiff Council I am keen that our work programme will include a focus on how we can improve services for those residents most in need and tackle inequalities in our local communities.

I trust you will find the information provided of interest and if you have any further queries after considering this information in addition, to that already provided as part of the current reporting arrangements for Families First, Flying Start and Communities First, please do not hesitate to contact us. I am also aware from previous correspondence from the Director of Communities and Tackling Poverty that officers from Welsh Government will be contacting all local authorities regarding a visit and this will also provide an opportunity to discuss these issues in more detail.

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Finally, I would like to take this opportunity to advise that Hayley Selway the Council's Head of Housing and Building Services is now the officer designated as Anti-Poverty Champion and will be working closely with Members and the Corporate Management Team to ensure that we have a coherent framework in place for tackling poverty.

Yours sincerely



Councillor Neil Moore  
**LEADER OF THE COUNCIL**



**Building Resilient Communities: Taking Forward the Tackling Poverty Action Plan – Welsh Government**

**Introduction**

The plan was published by Welsh Government in July 2013 and sets out work being undertaken to tackle poverty. The plan is split into three sections;

- Preventing poverty
- Helping people into work
- Mitigating the impact of poverty

The plan also explains how the Communities First programme is being used to support local communities around the three themes of learning communities, prosperous communities and healthier communities.

Attached to this report is an appendix which lists the wide range of projects and issues covered in the plan. This report provides an update on just some of the activities the Council is undertaking to tackle poverty, much of which is delivered in partnership.

A poverty action plan has not been prepared for the Vale but many of the activities included in the Community Strategy 2011-21 and Corporate Plan 2013-17 will contribute to tackling poverty. A new Delivery Plan will be drafted for 2014 to support the Community Strategy and this will be informed by the recent Unified Needs Assessment.

The recent Local Service Forum which took place in October included a range of presentations and workshop discussions which will inform work to tackle poverty in the Vale. These included presentations on welfare reform, housing and NEETs as well as workshops on essential skills, employment and training, domestic violence and priorities for children and young people. An Anti Poverty event was also held earlier in the year and focused on education inequalities and health inequalities and will also help inform future work to tackle child poverty.

This report first sets out some information about deprivation and poverty in the Vale as detailed in the Unified Needs Assessment. The report then focuses on some of the actions included in the Corporate Plan 2013-17 before providing details of the projects being delivered through Communities First and a small number of examples of work being undertaken to address the three themes in the Welsh Government Action Plan. There are many other examples not included in this report ranging from regeneration activity to support for carers and the elderly and the provision of quality, affordable housing.

## **Unified Needs Assessment (UNA)**

A UNA has recently been undertaken through the LSB with contributions from a range of partners. Within the assessment, areas of deprivation are highlighted and although deprivation and poverty are separate issues, a close correlation between the two can be observed. Deprivation is a wider concept than poverty. Poverty means the state or condition of having little or no money, goods, or means of support whereas deprivation refers to wider problems caused by a lack of resources and opportunities.

The UNA has identified a clear picture of inequality throughout the Vale of Glamorgan in key areas such as engagement, education, health, employment and community safety. The Welsh Index of Multiple Deprivation 2011 highlights 18 LSOAs in the Vale of Glamorgan which are amongst the 30% most deprived of all LSOAs in Wales, 6 of which are in the 10% most deprived LSOAs in Wales and with a small number of exceptions, all of the most deprived LSOAs are contained within the Barry strategic area.

Although the overall percentage of children in poverty in the Vale is lower than the Welsh average; there are small pockets within the most deprived wards where the poverty level is greater than the Welsh average. These include the wards of Baruc, Butrills, Cadoxton, Court, Castleland, Gibbonsdown, Dyfan, Illtyd situated in the Barry Area; Cornerswell situated in Penarth; a small area in Dinas Powys; and Llantwit Major and St Athan.

With regards to child poverty, in the Vale of Glamorgan 14% of children and young people are living in severe poverty<sup>1</sup> (50% or less of median household income) and face at least two measures of material deprivation (Blaenau Gwent is the highest with 20% and Monmouthshire the lowest with 10%) and 16% of 0-19 year olds live in relatively low income poverty<sup>2</sup> (households at or below 60% of median income). The table below lists the percentages of children living in poverty by ward.

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<sup>1</sup> Source: Save the Children

<sup>2</sup> Source: Save the Children

### Children living in poverty (estimated 2012)<sup>3</sup>

Gibbonsdown	42%
Court	34%
Castleland	32%
Buttrills	25%
Cadoc	21%
St. Athan	21%
Dyfan	18%
Illtyd	17%
Stanwell	13%
Baruc	13%
Cornerswell	12%
Llantwit Major	11%
Rhose	9%
Dinas Powys	8%
St. Augustine's	8%
St. Bride's Major	5%
Cowbridge	Below 5%
Llandough	Below 5%
Llandow/Ewenny	Below 5%
Peterston-super-Ely	Below 5%
Plymouth	Below 5%
Sully	Below 5%
Wenvoe	Below 5%

The average claimant rate for JSA (job seekers allowance) in Barry over the most recent yearly period available (June 2012 – May 2013) is 5.4% which is higher than the Welsh average (4.2%) and the Vale of Glamorgan as a whole (3.4%). Barry has also seen biggest percentage increase in claimants since the recession period started.

### Corporate Plan 2013-17

There are a range of objectives throughout all chapters in the Corporate Plan which are consistent with the aim of Welsh Government to prevent poverty, help people into work and mitigate the impact of poverty and these are then reflected in relevant service plans. In particular in the Community Leadership chapter of the Corporate Plan 2013-17 there are a number of objectives aimed at '**reducing poverty and exclusion**'. Detailed below are the relevant objectives and an update on progress for the first six months of the plan as reported through the monitoring of service plans.

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<sup>3</sup> Source: End Child Poverty

Objective	Progress
Provide information and support to residents affected by Welfare Reform and raise awareness of staff and partners about the impact of the changes. (2016/17) <b>Head of Financial Services</b>	The corporate action plan on welfare reforms has been implemented and implementation of the benefit cap has also been completed.
Introduce a Council Tax discount scheme for those over 70 who do not already receive Council Tax Benefit/support. (2013/14) <b>Head of Financial Services</b>	The scheme has been implemented and payments posted to accounts.
Tackle child poverty by working with families in need to raise awareness of entitlements to welfare benefits and allowances and to facilitate access to support services that help people into employment and training. (2013/14) <b>Head of Children and Young People Services</b>	Children and Young people Services routinely refer families to CAB for specialist advice. Families First fund additional CAB services for families in need. There is now a joint a project between Communities First and the CAB that pays for 1.5 workers to provide advice and support across the cluster.
Increase the number of apprenticeships provided by the Council and our contractors and provide additional work experience placements helping people of all ages to develop their skills and secure employment. (2016/17) <b>Head of Human Resources</b>	The number of Foundation Modern Apprentices and Craft Apprentices has increased in 13/14, as has all work placement opportunities. New options for recruiting and developing apprentices and work experience placement students are being developed, for example working with Cardiff and Vale College.

Work between the three Welsh Government funded schemes Communities First, Families First and Flying Start are being increasingly aligned to ensure a more cohesive and robust approach to tackling issues which affect children and families in some of our most deprived areas.

### **Communities First**

A wide range of activities are being taken forward through the Communities First cluster in Barry. These include work around the following priorities which will all contribute to tackling poverty and link with other Council programmes;

## **Learning communities**

- Promoting family learning in the early years
- Supporting young people to do well at school
- Supporting families to be engaged in their children's education

The early years projects are working in conjunction with the 'Putting Families First' project in all Cluster schools and the transition project works very closely with the Youth Service transition project providing for more intensive support to children and young people living in the Cluster area.

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## **Prosperous communities**

- Helping people to develop employment skills and find work
- Jobs Growth Wales mentor programme
- Reducing youth unemployment and dis-engagement
- Promoting digital inclusion
- Improving financial capability, managing debt and raising income

The success of these projects relies on excellent partnership work in providing referrals for the team to work on and in turn, supporting the team with resources for them to utilise. For example, the Cluster prosperity team visit the Barry Job Centre on a weekly basis to discuss issues with Job Centre Plus advisers, take referrals and discuss Cluster projects with potential service-users.

## **Healthier communities.**

- Reducing risks - Giving up smoking
- Reducing risks - Staying safe; sexual health
- Reducing risks – Substance misuse
- Promoting physical wellbeing
- Promoting mental wellbeing – Building confidence
- Encouraging healthy eating – 5 a day
- Supporting people (with additional needs) to live in the community – information hub

All the projects work very closely with schools, Parkwood Leisure and Public Health Wales.

More information about communities First can be found at

<http://www.valeofglamorgan.gov.uk/en/working/regeneration/Communities-First/Communities-First.aspx>

## **Theme 1: Preventing Poverty**

### **Example: Families First Projects**

Families First is a Vale wide project targeted at children, young people and families. This holistic project is delivered through a team around the family model, which is underpinned by a raft of supported projects. Projects funded through Families First include;

- FACT (Team around the Family) - to prevent families entering high need services.
- Putting Families First – to improve parental support within schools and parental engagement within their child’s education.
- Raising Awareness of Welfare Rights - support to maximise benefits.
- Family support programme - early years and family support in Llantwit Major and St Athan.
- Disability Focus a raft of supportive projects for families with a child or young person with a disability which focuses on better coordinated services and parental support. It also includes a variety of play opportunities (which act as informal respite) and development of independent living skills.
- Family mentoring and volunteering - mentoring at transition points, developing a bank of volunteers to work with children and young people and families.
- A young carers project – supporting respite for young carers.
- A young parenting project aimed at expectant and young mums focused on parenting skills and education improvement.
- A dedicated project for young people in years 10 and 11 to help engagement and achievement.

### **Example: Flying Start**

Flying Start is a Welsh Government grant for children aged 0-4 years in a specific geographical area. Targeted investment is dedicated to offer free part time, quality childcare for two to three year olds, enhanced Health Visitor support, parenting programmes and basic skills including the language and play programme. Flying Start was initiated in 2007 and the second phase began in April 2012. The first phase of the Flying Start project was based in the three wards of Cadoc, Gibbonsdown and Court. These ward areas include the largest area of social housing in the Vale of Glamorgan and account for half of the referrals received by Children and Young People Services.

The second phase of the project was expansion into the ward of Castleland in 2012/13. In line with the Flying Start criteria, these wards were selected on scales of deprivation including benefit data, child protection rates and housing information. The Welsh Government has announced a commitment to the scheme and indicative funding until 2015. Within the Vale of Glamorgan a further 121 children became eligible for the core services offered, taking the total to 1,200.

### **Example: Pupil Deprivation Grant**

Schools in the Vale of Glamorgan use their Pupil Deprivation Grant (PDG) to support enhanced learning for vulnerable learners in a number of ways. Many schools organise After School Clubs such as homework or enrichment clubs, as well as ensuring the continuation of Families First Initiatives aimed at increasing the level of parent engagement in their child’s education. After



School Clubs and enrichment activities often centre on ways in which to improve the social and emotional aspects of learning so that vulnerable pupils are better supported to work effectively in groups with their peers.

Many schools arrange additional training for learning support assistants enabling them to develop specific skills to better support pupils' emotional literacy development. The setting up of school based Nurture Groups is an example of this approach.

Schools are increasingly using their PDG to engage services aimed at increasing school attendance and supporting pupils' wellbeing. Ensuring equality of access to high quality Information Technology is also an important consideration for schools when planning their use of PDG. Supportive interventions need to be effectively planned and monitored and schools also use their PDG to undertake this work.

### **Example: Education Projects**

A range of services provided through the Learning and Skills Service are benefiting students of all ages and providing support to families.

The Basic Skills and ESOL Service in the Vale directly tackles the poverty agenda by aiming to improve the language, literacy and numeracy skills level of adults in the Vale.

English for Speakers of Other Languages (ESOL) - In 2012/13 there were approximately 90 ESOL students enrolled, all with the aim of gaining qualifications to help improve their life/work prospects. 40% had children in schools in the Vale and several were refugees. The service also provided opportunities for two refugee children in foster care who could not be placed in schools. The Ethnic Minority Achievement Service is also piloting a parent's forum to shape the school based support offered to them and their children.

Basic Skills – In 2011/12/13 there were approximately 100 Basic Skills students enrolled, of these 63% achieved literacy and numeracy qualifications. The service has links with the other departments e.g. Pupil Support and can offer a safety net for students who would not otherwise be engaged in education. The Ethnic Minority Achievement Service (EMAS) also directs ethnic minority and traveller parents to the service.

Looked after children, gypsy and traveller and ethnic minority children - The Ethnic Minority Achievement Service, the Traveller Education Service and the looked after children's team provide targeted support to challenge underachievement. The teams support these learners and their schools by using data to track their achievement. When under achievement is identified, the team put in place a support package to ensure the learners can reach their potential. These packages are carefully monitored to ensure milestones are reached.

A partnership with Flying Start provides opportunities for their clients to gain qualifications in English and Maths. In 2012/13 some 20 parents were enrolled on accredited courses at the Flying Start Family Centre. Over 90% of these parents gained Essential Skills Wales (ESW) qualifications. It is proposed to offer a further course at Holm View in Skomer Rd.

The successful Family Learning programme engaged with 90 parents in schools within areas of deprivation in the Vale. The programme targeted parents without qualifications whose children had been identified by the schools as in need of extra support. Children gained on average some 11 months in reading age as a result of participating in courses. Skills of all parents increased and all showed progress either to work (paid or voluntary) or to further education opportunities.

The service works with Job Centre Plus (JCP) to offer training for claimants who are unable to use the Universal Jobmatch site to search and apply for jobs because they lack the necessary ICT skills of word processing, internet and email. The service offers short, intensive internet and email courses as well as help with C.V. writing. Courses are accredited and participants do ESW ICT qualifications. In 2012/13, 70 claimants enrolled on courses. Feedback from participants has been wholly positive and JCP report that they find the courses a valuable service for their clients.

### **Example: School Catering**

A range of work is being undertaken with schools via the Vale Catering Service.

Work is being undertaken to implement free breakfast club provision in the remaining thirteen schools without a club and eight schools are currently in contact with the catering team with a view to opening the free provision before the end of this financial year.

Murch Junior School are using their pupil deprivation grant to support learners through an after school homework club. A healthy lunch pack is purchased from the catering service for the pupils to eat prior to their homework club.

The team are also working with Llantwit Major Comprehensive School on a pilot project. Ten pupils have been identified from Years 7 & 8 who are not entitled to free school meals but it is believed that a balanced meal received in school may improve their concentration and attainment. This is a pilot and may/may not work but those involved are hopeful of some benefits. Their progress will be monitored and the results shared. The pilot is being funded via the budget received through the RSG which was originally ring fenced to Appetite for Life funding. The plan is that these pupils will receive a free school meal from the middle of January 2014 through to the end of term in July 2014 and it is anticipated that work will need to continue with these pupils as they progress to Year 8 and 9.

Appetite for Life compliant menus are now being used in all primary and comprehensive schools managed by Vale Catering Services.

## **Theme 2: Helping People into Work**

### **Example: Youth Engagement and Progression**

The approach to reducing NEETs in the Vale is consistent with the new Youth Engagement and Progression Framework and is being delivered and monitored through the NEETs Strategic Action Plan. The aim is to ensure that as many young people as possible make positive career decisions on leaving school so reducing the number of young people who are at risk of becoming NEET.

The NEETs Strategy for the Vale and Action Plan were developed in 2006 to focus on 16 and 17 year olds and are updated annually. There has been a continued reduction from 2007 of 6.8% down to 3.9% in 2012 and targets have been set to further reduce the number of NEETs in the Vale.

Education welfare officers, youth services, careers advisers and education specialists identify at an early stage, young people at risk in and outside of schools. The Youth Service has started to deliver short and medium term interventions in schools with young people identified as being at risk of becoming NEET. Pre 16 and post 16 learning coaches provide a more intense and targeted support, tailored to the individual's needs to ensure they are aware of opportunities for employment, education and training and flexibility in start dates. A good referral system is also in place to ensure the young person is getting the right service to address issues using a multi agency approach.

### **Example: Promoting Local Opportunities**

The Council also delivers the local Work Programme under contract. This programme provides close support for the long term unemployed, including basic skills and jobsearch. The programme was restructured last year and incorporated into the Economic Development Team and has now been more closely integrated into broader regeneration activities. As an example, Work Programme staff worked with developers and clients and matched job requirements for the Premier Inn development on Council land on Barry Waterfront. A number of clients were engaged as a result. It is now anticipated that 200 long term unemployed people a year will enter employment as a result of this programme in the Vale.

The Council includes a contractual requirement for recruitment and training opportunities for local people in major capital projects. A good example is the Penarth Learning Community where through targeted training and recruitment 3,156 person weeks employment will be created through the project as a contractual clause. 105 people who were previously unemployed have already gained employment through the project and the project team are also trying to ensure as much as possible that money spent on the project is put

back into the community by hiring local sub contractors and buying materials locally.

### **Example: Creative Rural Communities,**

The Vale's rural regeneration initiative has had a strong focus on improving communities and the provision of basic services between 2007 and 2013. Many projects have received support including play and community facilities, and rural shops and services in businesses such as pubs. Several cinema projects have also been established across the County. Deprivation in terms of access to services is a real issue in the Vale and many of the projects have sought to combat this. Poverty has moved up the agenda in the 2014-2020 programme, in comparison to the current programme where the focus was on improving the quality of life in rural areas.

### **Theme 3: Mitigating the Impact of Poverty**

#### **Example: Welfare Reform**

Work has been undertaken through the Benefits Team and Housing Services to implement welfare reform and provide support and advice to those affected. A stakeholder group has also been set up to bring together a range of key partners to ensure there is a co-ordinated approach to tackling the effects of welfare reform in the Vale of Glamorgan. The group is chaired by the Head of Financial Services and brings together representatives from a number of key organisations such as the Vale of Glamorgan Council, Citizen's Advice Bureau, Cardiff and Vale Credit Union, Cardiff and Vale UHB, Newydd Housing Association, Job Centre Plus and Vale Centre for Voluntary Services. The group acts as a valuable way of ensuring the Council can support partners in the Vale to help residents affected by the changes.

Through the work of the group a number of successful 'Money Advice Days' have taken place in Barry, Penarth and Llantwit Major to provide residents throughout the Vale with advice, support and information on a range of topics linked to welfare reform such as debts, housing, employment and energy efficiency. Due to the success of the events, further days are being planned for 2014. Other work has included joint staff training on issues surrounding welfare reform; including mental health teams from the UHB training the Council's benefit team on the procedure should a client threaten to harm themselves. Social services are now providing clients with help to fill in forms for the new Social Fund and the group receive regular updates on this. Want to Work advisors now have an area in the Council benefits office every Friday morning where claimants can be referred straight over to the scheme and the benefits team are also encouraging people to make set appointments with the Want to Work advisors.

The group has also undertaken a number of valuable mapping exercises. Firstly to map organisations across the Vale who can provide advice and information regarding welfare reform and secondly to map public access to IT

facilities in light of the future implementation of Universal Credit which will require all benefit claim forms to be completed online.

**Example: Wyn**

The Wyn Campaign is a work stream of the Integrated Health and Social Care Programme, and is a milestone in the journey towards integrating community health and social services in Cardiff and the Vale of Glamorgan. It involves health, social care and third sector partners working together to improve the experience of older people in the area. It is about designing services around people to enable them to regain or retain independence

As part of the Integrated Health and Social Care Programme work has already begun to develop a 10 year vision for older peoples services. This will be taken forward via the Wyn Phase 2 programme management structure.

**Conclusion**

It is evident from the examples above that there is a great deal of activity being undertaken to tackle poverty. It is important that the outcomes of these activities are monitored and projects evaluated to ensure that they are having the necessary impact. The Corporate Plan and Community Strategy supported by individual project/action plans and service plans should provide appropriate mechanisms for ensuring that poverty is recognised and appropriate steps taken to prevent, mitigate and address the effects of poverty on people of all ages and across the Vale.

## Appendix A – Topics in the Welsh Government Taking Forward the Tackling Poverty Action Plan

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**Councillor Neil Rogers**

Leader of the Council

**Y Cynghorydd Neil Rogers**

Arweinydd y Cyngor



Mrs Lesley Griffiths AM  
Minister for Local Government and Government Business  
Welsh Government  
Cardiff Bay  
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CF99 1NA

MB/LG/2469/14

NR/CLF/JBG/SR

15 July 2014

Dear Minister

**RE: Tackling Poverty in Wrexham**

Thank you for your letter of 24 June 2014 regarding Wrexham's contribution to tackling poverty. The following sets out our activities, programmes and actions being undertaken in Wrexham to address poverty and the outcomes being achieved.

#### **1. OUR WREXHAM PLAN**

Our Wrexham Plan (Wrexham's single integrated plan) incorporates three priorities each of which has strong links to preventing poverty, helping people into work and mitigating the impact of poverty:-

- Wrexham is a place where people are independent, health and active
- Wrexham is a place with a strong, resilient and responsible economy
- Wrexham is a place that is safe and where everyone feels included

Three Partnership Delivery Boards (one for each priority) have been set up with reporting responsibilities to our LSB Executive Group and we feel confident that tackling poverty is one of the areas of work that features in the work programme for these boards. It has been agreed that the tackling poverty agenda is specifically managed by the Partnership Delivery Board 2 (PDB2), "Wrexham is a place with a strong, resilient and responsible economy". As a result of this we have set up a local anti-poverty delivery group which will report into PDB2. Our anti-poverty group is in its infancy, having had two meetings to date; the group has clear terms of reference in place and is currently working on the development of an anti-poverty strategy for Wrexham informed by each of the leads from the three key anti-poverty programmes.

The development of Our Wrexham Plan has provided us with a valuable opportunity to build on and strengthen local links in relation to the range of services and programmes working to tackle poverty locally and it is anticipated that this work will lead to increased opportunities at a strategic level for greater integration, including shared learning in relation to practice, service delivery and co-ordination processes, and also the identification of

service developments, future joint commissioning and needs assessment processes across programmes.

Wrexham operates three key anti-poverty programmes - Families First, Flying Start and Communities First.

## 2. FAMILIES FIRST

The Families First (FF) Plan in Wrexham is one of the key mechanisms through which the 'Broad Aims' within the Child and Families Wales Measure 2010 are delivered. FF services in Wrexham are provided for vulnerable children, young people and their families living in poverty or those at risk of living in poverty. The FF Programme promotes whole family working, with the Wrexham TAC ('Together Achieving Change', Wrexham's Team around the Family Model) as the established process through which families' support needs are assessed, universal and targeted provision are co-ordinated and progress for families is reviewed.

The main aspects of FF programmes services/activities are:-

- Family support, including support for parenting, tenancy, income maximisation, childcare.
- Youth support (11-25) including services to promote engagement with education, training and work, good mental and physical health, which will in turn enable young people to contribute positively to society and avoid involvement with criminal behaviour.
- Play provision and early literacy programmes in areas of deprivation.
- Support for parents to enter or re-engage with training and employment.
- Integrated and specific provision for families of children and young people with disabilities.

It is clear that each of these aspects link directly to a number of the 13 broad aims set out within the 'Measure'. The performance of each of the FF commissioned services is collected and monitored quarterly. This is reported to Welsh Government and locally each service receives a detailed feedback report on their performance for each period. An annual report on the performance of the programme for 2013/14 was presented to the local Anti-Poverty Delivery Group in May and to WG in June 2014.

A summary of the key achievements and outcomes being achieved through the programme in 2013/14 is set out below:-

The FF programme aims to have a positive impact on four key outcomes for children, young people and families and there are a number of population indicators identified by WG. In Wrexham, the majority of population indicators are moving in the right direction, with significant improvements in relation to:-

- % Year 11 leavers who are NEETS moving from 9.6 in 2008 to 3.4 in 2011 to 3.2% in 2013/14;
- % of 18-24 year old JSA claimants reduced from 8.4% 2012/13 to 6.9% December 2013;
- Number of teenage conceptions under age 16 has decreased significantly between 2011 and 2012 from a rate of 9.3 per 1000 (2011) to 4.5 per 1000 age 13-15 (2012). The Welsh average in 2012 was 5.6 and so this has brought Wrexham below the Welsh Average and from a position of 2nd highest rate in Wales in 2011 to 6 lowest in 2012;
- Number of households accepted as homeless between 2010/11 and 2013/14 in Wrexham from 130 to 74. This is the best performance on this indicator over the past 5 years;
- The number of homeless households with dependent children in temporary accommodation at the end of the period is also showing significant improvement from 50 in 2010/11 to 25 in 2012/13.

Continued focus over the coming years of the programme is required in relation to:-

- School achievement data in reducing the gap between achievement on those children on free school meals and those not, in particular at key stage 4;
- Low birth weight babies - Wrexham is steadily improving over time, however was above the Welsh average in 2011 at 7.6% compared to 6.8%;
- % of children in reception class who are overweight or obese - Data has recently been made available for this indicator through the recent Welsh Health Survey. Whilst Wrexham sits below the Welsh average on this indicator, over a quarter of reception class children in Wrexham are classed as overweight or obese (28.2%) which is of concern.

### 3. FLYING START

The Flying Start Programme has 4 integrated elements which provide a set of early intervention and preventative services and activities whose common aim is to improve the long term outcomes for children living within disadvantages areas of Wrexham. The four elements of Flying Start are:-

- Intensive Health Visiting, starting in the ante-natal phase and continuing until the child enters reception class, offering intensive early intervention family support programmes from the multi-disciplinary health and social care team.
- Parenting Programmes, which includes formal group programmes such as the Incredible Years, Solihull Approach and Family Links as well as 1:1 family support in the home using these evidenced programmes as a face to face intervention or as an on-line provision.
- Quality paid-for Childcare for all Flying Start children for the 3 terms following their 2<sup>nd</sup> Birthday providing them with invaluable opportunities to play, learn and interact with their peers in a safe and supervised environment. There are Link Teachers



responsible for each of the settings who work closely with their health and social care Flying Start colleagues to ensure identified children's needs are met through the provision of an individual Child's Play Plan.

- Early Language Development starts pre-birth with information at Parentcraft classes and in the home and extending through all the formal and informal parenting work which is undertaken by the health and social care team. Language stimulation and support is offered throughout the children's experience with Flying Start using supportive materials from the Speech and Language Department within the Health Board, Portage checklists, Schedule of Growing Skills guidance and national education programme materials. Formal Language and Play groups are available across Wrexham for the parents of the 0-2's and the provision adapted to be utilised within all the childcare settings.

### Additionality – Outreach Service

In 2011 the Welsh Government identified that the provision of Flying Start services was restricted to those children and their families who resided within specific postcode areas, excluding children with similar needs living outside Flying Start areas. Outreach provision is available to 2.5% of the expansion numbers of children being taken in by any Flying Start scheme. Although these numbers are small this gives each local authority an additional opportunity to reach other disadvantaged children and their families to offer them the full package of care which Flying Start children and their families receive. The offer of 'Outreach' to an additional cohort of children has been met with great enthusiasm and support from mainstream agencies who are able to refer children in to receive these services.

All Flying Start children have a named Health Visitor who remains their lead professional for the duration of the child's journey through Flying Start. In Wrexham we maintain caseload responsibility for all our children beyond their 4<sup>th</sup> birthday and up until they enter full time school. This has been an agreed arrangement since scheme inception to ensure consistency and continuity for children and parents and improve the transition of children from Flying Start into mainstream services. This mirrors that of Generic Health Visitors who maintain caseload responsibility for their children until the child enters full time school.

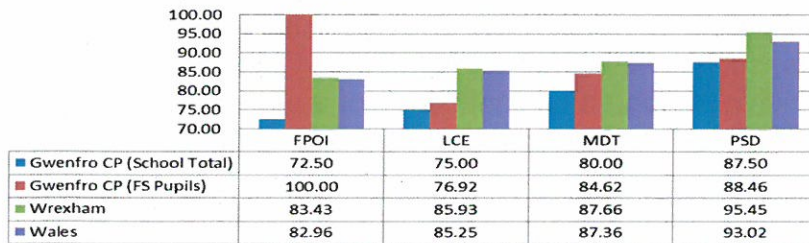
Flying Start reports to the Welsh Government on a termly basis which does not correspond with Families' First, the change in reporting times was made by the Lead Officers for Flying Start over a year ago. Annual Progress Reports, Expansion Plans and Delivery Plans are also submitted to the Welsh Government with additional scrutiny being taken up by the WG Senior Account Manager in our 6 monthly Improvement Plans and reports.

The key educational achievements made by Flying Start children in 2013/14 are reported as follows:-

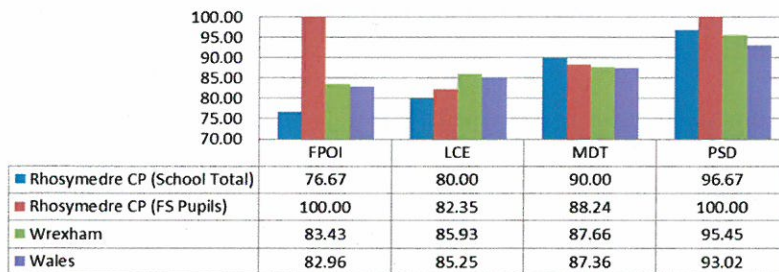


## Flying Start Pupils compared to the School Overall Results

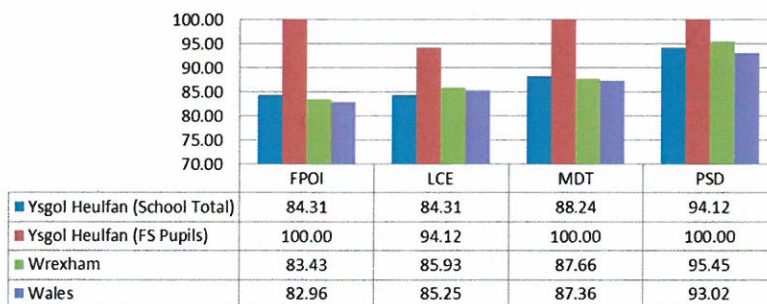
**Gwenfro CP Flying Start Pupils compared to the School Overall Results - Percentage of Pupils Achieving the expected Level (Outcome 5+) in each of the core subjects**



**Rhosymedre CP Flying Start Pupils compared to the School Overall Results - Percentage of Pupils Achieving the expected Level (Outcome 5+) in each of the core subjects**



**Ysgol Heulfan Flying Start Pupils compared to the School Overall Results - Percentage of Pupils Achieving the expected Level (Outcome 5+) in each of the core subjects**



## General Parenting Support – 1:1 in the home – Intensive Support Packages provided in-house

Parenting Support provided in the home covers many aspects of need over and above the initial presenting problem. For example a parent may seek advice about their child not going to bed at night, or reports that they will not settle and sleep for any extended period

of time. On assessment it may be noted that the child is not receiving an adequate or appropriate diet, has no personal space in which to go to bed and may be being disturbed by noisy neighbours at bedtimes. The complex and enduring needs of many families result in many receiving back to back individual support packages. These may be offered over different periods of time that span the varying ages and stages a child and the family will experience. By adopting this method of approach we have achieved some significant positive changes within families, such as improved attendance at Childcare following work on Separation Anxiety, or the increased personal confidence of a parent in being able to handle their child who may have a severe physical and/or learning disability.

Intensive Support Packages (ISPs) are provided by both Nursery Nurses and Family Workers depending on whether the needs are primarily health or parenting. The Family Workers in the main focus on developing general parenting skills; promoting household and organisational routines and delivering Portage with a focus on early language development. Whereas the Nursery Nurses mainly address Complex Health Needs, Infant Feeding and Mealtime Issues, Child Behaviour, routine Child Development and Sleep Routines. When additional needs are identified and a worker is already involved with a family they will carry out the new ISP rather than change workers, as long as their skills and knowledge base are sufficient.

#### Portage Services – 1:1 for children with Developmental Delay

Wrexham has been a lead authority in the provision of this 1:1 home based education support programme for children with developmental delay within our Flying Start service. Although Portage is not classified as a 'Parenting' programme there are many elements of its delivery which cross into general parenting, so are categorised together for ease of identification purposes. There is evidence from the parental evaluations that the joint planning and goal setting approach benefits both children and families. This has resulted in an increase in requests to train other practitioners to deliver this programme within Wrexham and in other North Wales authorities. The increasing demand for this service now requires us to make provision for a protected element within the working week to allow for specialist practitioner development.

#### Parenting Programmes

Formal Parent classes are the mainstay of our Service Level Agreement with the Wrexham Parenting Team, for the 0-4's. This has three main elements:- the collaborative delivery approach which has enabled us to sustain the offer of 3 programmes each term in each Flying Start area, including the Solihull Approach, Family Links and the Incredible Years; their responsibility for the organisation of the crèche provision; and the reproduction and provision of all training materials. The SLA will now be extended to include the new Flying Start areas.

#### Early Language Development

Early Language Development is delivered in Wrexham using three complementary approaches: - for the 0-2's this service is provided through Language and Play Groups

which are running in each of the Flying Start areas. Children with a more specialist need are offered a Portage Programme, whilst for the over 2's their needs are met within the Childcare settings where Language and Play (LaP) provision is available alongside individual Play Plans with speech and language elements included where necessary. For children who do not attend childcare or whose needs are such that additional help is required, the Portage provision can be extended until the child enters the appropriate Nursery setting.

### Outreach

Wrexham has welcomed the opportunity to provide Outreach services and is accepting referrals from Generic Health Visitors for families with children under the age of 4 years who would most benefit from the offer of an extended intervention package. During the past year our Outreach service has been taken up by a total of 35 children. Some of these children have since been captured by the expansion of Flying Start into their areas confirming to us and the generic services the need for the additional expansion of the service beyond initial boundaries.

## **4. COMMUNITIES FIRST**

Since 1 February 2013 the Communities First programme in Wrexham has been delivered through 2 'Clusters' – Caia Park & Hightown and Urban Villages, which between them cover 17 out of the 25 most disadvantaged communities (top 20% in WIMD 2011) in the County Borough. The programme has seen significant reconfiguration and is now focused on tackling poverty with an outcomes framework that reflects the contributions made to national population indicators under the themes of Prosperity, Learning & Health.

WCBC acts as Lead Delivery Body for both Clusters but the programme remains community-led, with a significant emphasis on supporting the involvement of local people at all levels of activity. To this end both Clusters have established 'Cluster Boards' drawn from local communities to oversee and scrutinise the delivery of the Communities First activities.

### Headline figures

The Communities First programme saw over 6000 participants\* attend services and projects funded or delivered by the two clusters over a total of 4444 sessions. The programme also accrued almost 3000 volunteer hours, worth nearly £17,000 (*based on the UK minimum wage*). The programme evidenced 5332 participant\* outcomes against the framework during the year. (NB \* it is permissible for one individual to be recorded as a participant against more than one specific outcome).

Each cluster reports against its own Delivery Plan, which is bespoke to meet the needs identified by the local community. The information below is presented first by theme, followed by the activity coded for Urban Villages (UV) or Caia Park & Hightown (CP&H), the provider if applicable and then an overview of the specific outcomes achieved.

### Prosperity – 1229 participants

- Employment & Work Readiness (UV) – 19 completed employment-related training, 9 entered employment and 79 more positive about seeking work.
- Employment Project (CP&H – Caia Park Partnership) – 108 entered employment with 60% still in work after 26 weeks.
- Economic Inclusion Project (CP&H) – 57 completed employment-related training and 42 gained a qualification
- One Stop Shop (UV) – 43 reduced a debt, 62 accessed benefits they were entitled to and 101 were more confident in managing finances.
- Financial Inclusion Project (CP&H) – 11 achieved improved financial literacy and 11 more confident in managing finances.
- Homelessness (UV) – This project is currently being redesigned but has directly supported 6 individuals classed as roofless.

### Learning – 1619 participants

- Adult Community Learning (UV) – 196 gained a qualification and 277 stated increased positivity about learning
- Community Learning Project (CP&H) – 125 gained a qualification, 73 progressed to a higher qualification and 73 more confident about their learning.
- Family Support Project (CP&H - Early Years Forum) – 32 achieved a better level of understanding around parenting, 35 stated they were better able to cope and 151 understood the importance of early learning.
- Alternative Learning Programme (CP&H – The Venture) – 24 entered further education, 32 gained confidence and work-related qualifications.
- School-based Youth Coordinator (UV – Youth Service) – The project targets those young people at risk of non-attendance at school. Outcomes have included 1 pupil returning to school after 2 years of absence.
- Youth Inclusion Project (CP&H – Caia Park Partnership) – 105 gained a better understanding of risks, 30 reduced a risky behaviour and 29 felt more able to seek help.
- Intensive Time Limited Support (CP&H – Caia Park Partnership) – 18 evidenced that they felt safer, knew how to access help and could manage at home.

### Health – 3179 participants

- Healthy Lifestyles Promotion & Social Health Development (UV) - 140 left with a positive attitude to improving physical health, 20 with increased knowledge of available support, and 29 engaged in more community activity (reduced isolation)
- Play (UV – AVOW Play Team) – 1197 increased physical activity through the project and 576 described themselves as being better able to cope.



- Play (CP&H – The Venture) – 98 being more physically active, 75 better able to cope and 96 with improved social networks
- Play (CP&H - Gwenfro Valley) – 85 being more physically active, 85 better able to cope and 89 with improved social networks.
- Detached Youth Work – 748 reduced a risky behaviour, 552 had improved social networks and 286 took part in regular positive activity.

### Community Involvement

Both Clusters receive funding to support the involvement of local people in the Programme. This ranges from engagement and marketing activities, through to events and informal courses that raise confidence, capacity building training and support for meetings, trips and visits. Both Cluster Boards have been formed, adopted constitutions and nominated Board Members from within the cluster communities.

### Additional Activity

- Tackling Poverty Small Grants Scheme - During November 2013, Welsh Government announced the scheme to enable small groups in cluster areas to access potential funding to support their activities. 11 applications were supported totalling £15,274.04 for the Urban Villages cluster and £12,924.73 for the Caia Park and Hightown cluster.
- Pupil Deprivation Grant Match Fund – Through Communities First, WG has made additional funds available to match against school's existing PDG allocations, with the aim being to support those pupils eligible for free school meals and narrow the achievement gap that exists between pupils from different socio-economic backgrounds. Twenty schools are involved in this work across Caia Park & Hightown and Urban Villages. Examples of the projects under PDG match for 2013-14 include a school counselling service, pupil mentoring, family learning programmes and projects to aid transition from Primary to Secondary school.
- Shared Outcomes – WG has contracted a number of complimentary projects at a national level in support of Communities First activities. These are known as Shared Outcomes Projects and whilst they feature in the Delivery Plans of both Clusters, the responsibility for implementation and reporting rests with the contract holder. In the first year Caia Park & Hightown has been supported through an Integrated Children's Centre (ICC) ICC Parent Employment Advisor project in partnership with Job Centre Plus and has been developing an expanded financial advice service. Urban Villages has seen the Come Outside Project, hosted by Natural Resources Cymru, support environmental projects that promote physical activity and mental wellbeing. Citizens Advice Bureau delivers 4 advice sessions a week in Urban Villages communities. Both Clusters have worked with NIACE Dysgu Cymru (The National Voice for Lifelong Learning) in the first quarter of year 2 to promote adult learning activities and projects are being developed with Streetgames for the second half of this year.

## 5. VIBRANT AND VIABLE PLACES PROGRAMME

I would also draw your attention to the projects being developed through the Vibrant & Viable Places programme in Wrexham, which will make further contributions to the tackling poverty agenda in the target areas of the town centre and the Caia Park & Hightown Cluster. The total project cost is £24,256,699, with £10,594,000 funded by VVP and the balance of £13,662,699 made up of private, public and third sector funding (£11,444,699, £1,993,000 and £225,000 respectively).

Of the nine schemes approved by WG, six have a focus on physical regeneration in the town centre, culture and improvements to housing (both in terms of quality, energy efficiency and supply) all of which can act as a driver for positive change for the target communities.

In addition an Affordable Housing/Independent living will be developed to create older person's accommodation at Bridge Street and Grosvenor Road for the provision of extra care development, which will support older and more vulnerable members of the community.

A Skills/ Employability development programme will target people from the Caia Park and Hightown Communities First Cluster to access learning opportunities and gain employability skills sought by local employers.

Finally, Affordable Childcare will be supported through capital investment to expand an existing provision through a social enterprise in Caia Park, open a new childcare provision site on Rhosddu Road and also increase crèche facilities available within the town centre.

Our Community Benefits initiative will be woven through all of the 9 schemes in order to identify and secure opportunities that support skills development and employment, which can be created through the tendering / contractual process inherent in the physical regeneration process. It is our intention that Community Benefits becomes the mechanism that magnifies the contributions being made towards the tackling poverty agenda by placing responsibilities for 'added value' at the door of contractors and suppliers benefiting from the grant funding.

I do hope this gives you a flavour of the work we are undertaking in Wrexham in tackling the poverty agenda. If you would like further information or the opportunity to visit some of our local tackling poverty services please let me know.

Yours sincerely



Councillor Neil Rogers  
Leader of the Council

## ENCLOSURE 2: CASE STUDY

- Improving family and community engagement in the education of their children.
- Involve carers in learning support programmes.
- Links with families presenting barriers to learning were strengthened.
  
- Developing the self-confidence, self-esteem, self-efficacy, resilience, nurturing emotional intelligence and personal and social skills of pupils and adult learners.
- Develop programmes and activities that promote wellbeing.
- Behaviour for learning approaches.
- Working closely with Families First and the Team Around the Family.
  
- Developing parenting skills.
- Involving parents in developing their own education as a way of supporting their children.
- Greater involvement of parents in the work of schools.
- Developing clearer understanding between schools and parents of the expectations that schools have of pupils.

### **Key Contact**

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**Dr Linda McConnon**  
**20<sup>th</sup> February, 2014**