

Vale 2030

Strong Communities with
a Bright Future





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Mae copi o’r Cynllun ar gael yn Gymraeg.

Message from the Leader and the Chief Executive

Vale 2030, our Plan for 2025-30 represents a new and exciting chapter for the Council and for the Vale of Glamorgan.

We have set out an ambitious programme of work to deliver a vision of Strong Communities with a Bright Future and to achieve five objectives:



Creating great places to live, work and visit



Respecting and celebrating the environment



Giving everyone a good start in life



Supporting and protecting those who need us



Being the best Council we can be

We are proud of what has been achieved through the delivery of the Corporate Plan 2020-25 and we are confident that the commitments we have made in this plan will deliver for the Vale of Glamorgan. The Council has embarked on a programme of change and by reshaping how we work we will be stronger and more able to respond to the significant challenges facing our communities and the Council as an organisation.

In developing Vale 2030 we have listened to what our residents have told us and looked at our performance and where we know improvements are needed. We have also taken the opportunity to reflect on how the Council needs to change and what more we can achieve by working with others to deliver for the Vale.

The Council continues to face a number of significant challenges as do many of our partners. Commitments in the previous Corporate Plan were delivered despite the impact of the Covid-19 pandemic, increased global conflict and ongoing financial challenges. As an organisation we must look ahead and plan for the future whilst ensuring that with our partners we are still meeting the needs of the present. We need to understand our impact on the environment and how we balance the different needs of our communities. We need to consider the long-term as well as responding to the more immediate challenges of today. In developing Vale 2030 we have thought about what will be important for future generations.



In delivering this Plan we will be in a better position to meet both the immediate and longer term needs of the area and our communities. In this Plan we have set out the importance of engaging with and involving our residents, of listening to the concerns and ideas of people of all ages and of working with a range of partners including the business community. The commitments in this Plan are in response to many of the issues raised through engagement and consultation with residents and partners. We are listening.

In delivering Vale 2030 we will strengthen the connections between people and places ensuring people's needs and aspirations are integral to everything we do. The importance of placemaking runs across all of the Council's activities including the Replacement Local Development Plan and our Age Friendly activities as we all strive to make the Vale a great place for everyone. We know that our urban and rural communities face different challenges and we will work with all our communities and our partners to understand and meet these diverse needs. There will be an increased emphasis on community participation and collaboration as we work together to develop distinctive and vibrant places, improve services, empower our communities and support more community focused schools.

In delivering all of our objectives we will be taking action to prevent and tackle poverty and to address inequalities. We will build on the good work already in place, which includes employment advice and support, housing and money advice, food insecurity and a range of community projects, many involving our schools. We will strive to ensure that people know how and where to access help and that no one goes hungry or without shelter. The Vale is a County of Sanctuary and that means being a place of sanctuary for all – long time and new residents, old and young. We are a Council that is here for everyone and every community, a Council that wants to work in partnership to deliver a brighter future for all.

Our promise to you is that we will work with the community and our partners as a team to deliver the commitments in this Plan and to make everyone proud of the people and places that are the very heart of the Vale of Glamorgan.



**Councillor Lis Burnett –
Leader, Vale of Glamorgan Council**



**Rob Thomas –
Chief Executive, Vale of Glamorgan Council**



A summary of Vale 2030

Vale 2030 is an ambitious and exciting five-year plan for change. We are confident that by working with our communities and partners to deliver our five objectives we will have stronger communities with a brighter future. In summary we will:

Objective | 1

Creating great places to live, work and visit

► What we will do – our actions

We will deliver a Replacement Local Development Plan and continue to work with residents, businesses and wider communities on placemaking. Working with the community we will maximise the opportunities available from significant investment and regeneration across the Vale of Glamorgan. We will make the best use of funding and different options for leisure, arts and cultural activities and services. We will make sure there are accessible and affordable homes for those who need them and we will work in partnership to make the Vale a safe place and a great place to live and grow old.

► What this will mean – what we will deliver

People in the Vale will feel more connected, safe, and proud of their communities and will have access to quality housing, services, and facilities. There will be more local employment, strong businesses, and good working relationships between the Council, social enterprises, and community sectors, offering opportunities for healthier lifestyles, cultural experiences, and volunteering.

Objective | 2

Respecting and celebrating the environment

► What we will do – our actions

We will reduce our carbon emissions as an organisation and encourage and support others to do the same. We will raise awareness about the importance of protecting the environment and seek to ensure that residents and communities are also in the best possible position to protect it. We will focus on the changes needed to how we travel, the energy we use, the waste we create and our food. We will have a better understanding of the impact these choices have on the environment – locally and globally. Working with our partners we will help to protect our communities, land and buildings from the impact of flooding and coastal erosion.

► What this will mean – what we will deliver

The Vale of Glamorgan will be a clean, green, and sustainable place where the Council leads efforts to tackle climate and nature emergencies. People will enjoy energy-efficient homes, schools, and Council facilities, as well as well-maintained parks, green spaces, and clean bathing waters. Recycling rates will be among the best in Wales, waste levels will be reduced. Sustainable transport will be the norm, and residents will take pride in living in a greener, healthier environment that supports biodiversity. Our goal is to become a net zero organisation by 2030 and help the country reach net zero by 2050.

Objective | 3

Giving everyone a good start in life

► What we will do – our actions

We will support children and families from early childhood, helping children grow confidently and to live healthy lives. Working in partnership we will offer the help needed and expand community-focused schools, recognising the positive impact schools have on the community. We will improve school attendance and learner outcomes and provision for those with complex Additional Learning Needs and support better Social, Emotional and Mental Health. We will also offer information and services through, for example, our libraries and Play teams and provide activities in and out of school for learning and fun.

► What this will mean – what we will deliver

Fewer children in the Vale will live in poverty, and their health and well-being will improve. Families will be better supported to stay together where safe to do so, with parents and carers having access to free, early years advice and support. Schools will act as hubs for their communities, promoting attendance, literacy, and strong outcomes for all learners, including those with Additional Learning Needs, who will receive support locally and in their language of choice. Children and young people will feel engaged and have a voice in decisions that matter to them.

Objective | 4

Supporting and protecting those who need us

► What we will do – our actions

We will ensure residents who need extra help can access it, including by working across social care, housing, and health services to be more joined up with our services. We will protect children, older people, and vulnerable people and provide access to advice and support. We will work in partnership to prevent and address poverty, providing services and support to help people before they face a crisis.

► What this will mean – what we will deliver

People will be able to access the services and support they need close to home, with joined up health and social care services providing coordinated support. Carers will feel valued, and people will live independently in their own homes for longer, enjoying a better quality of life, while levels of homelessness, loneliness, and isolation will decrease. Fewer children will need to enter care, and outcomes for children in care will improve. Everyone will have access to good quality, healthy food every day.

Objective | 5

Being the best council we can be

► What we will do – our actions

We will provide quality services and continue to improve how we work by finding new ways to do things despite financial challenges. We will provide more opportunities for people to shape how we work and to understand how and why decisions are made and we will focus on good management and strong financial planning. By investing in technology, our buildings and our workforce we will continue to improve how services are provided.

► What this will mean – what we will deliver

The Council will be a customer-focused organisation, delivering services that meet the needs of residents in the way that suits them. People will feel listened to and confident that the Council provides high-quality services and good value for money. There will be a culture of continuous improvement and openness to change, with strong partnerships ensuring services are delivered efficiently. People will take pride in their communities, and better understand the Council's role and decision-making processes. As a major local employer, the Council will offer quality employment opportunities and contribute to the success of the area.



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Delivering for our communities

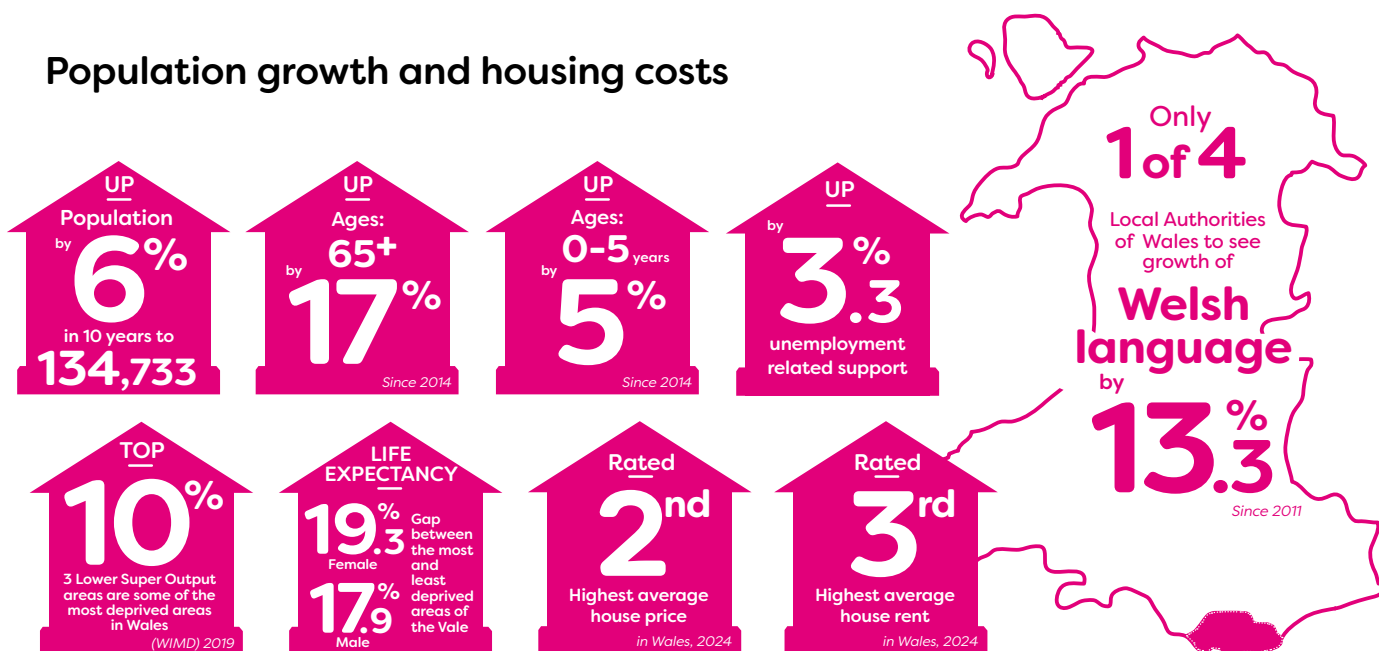
The work of the Council touches the lives of everyone in the area every day, our role is to provide a whole range of services to meet the needs of residents and visitors and to work with the community and partners to agree and deliver on local priorities.

The Vale of Glamorgan – it's people and places

The Vale population continues to grow and change. Throughout this Plan we set out some of the key data that is shaping our work and against which progress will be measured.

- The population has grown by 6% in the last ten years to 134,733 people.
- Since 2014 the number of people aged 65 and over has grown by 17%.
- Since 2014 the population aged 0-5 has grown by 5%.
- The Vale of Glamorgan is one of only four Local Authority areas in Wales to see an increase from 2011 in the number of people able to speak, read or write Welsh – 13.3% people aged 3 and over were able to speak, read or write Welsh in the Vale of Glamorgan.
- The percentage of people in receipt of unemployment related support, at 3.3% in November 2024, remains higher than the 2.6% measured pre-pandemic.
- Through the **Wales Index of Multiple Deprivation (WIMD)** 2019, 3 Lower Super Output Areas (LSOAs) were ranked in the top 10% most deprived areas in Wales.
- There is an established gap in healthy life expectancy between the most and least deprived areas of the Vale of Glamorgan. This has been measured at 19.3 years for females and 17.9 years for males.
- Housing costs in the Vale of Glamorgan have risen significantly. At the end of 2024, the Vale had the second highest average house price in Wales and the third highest average rent in Wales.
- Individual Carbon dioxide emissions in the Vale of Glamorgan have been consistently above the Welsh average but have shown a year-on-year fall.

Population growth and housing costs



The Vale of Glamorgan – key facts and figures

Below are some key facts about the Council. More information about how we work, our performance and all our services is available on the **Council website**.

54

Councillors represent

134,733
residents

24

wards

There are

8

cabinet
members
including
the Council
Leader.

5,324

staff work
across all our
services including
in our schools.

We have

53

schools including

7 Welsh Medium Schools
and
1 Special school.



Our diverse workforce includes teachers, social workers, emergency planners, engineers, librarians, cleaners, accountants and many other essential roles.



A total of

23,071

pupils
attending our schools
(pupil census).

Over

1,000

of our pupils have
a first language
other than English
or Welsh.

3,327

adults are
supported through
our social care services.

The Council provides

3,972

homes at
social rent
across the Vale.

We manage over

1 million km of highways and

53 km of coastline and

586 km of public rights of way

We manage a total of

190 hectares

of land at Porthkerry Country Park and Cosmeston Lakes Country Park consisting of woodland, meadow, hedgerow, streams, lakes, reedbeds and coastal shoreline. This is in addition to our many other parks across the Vale.

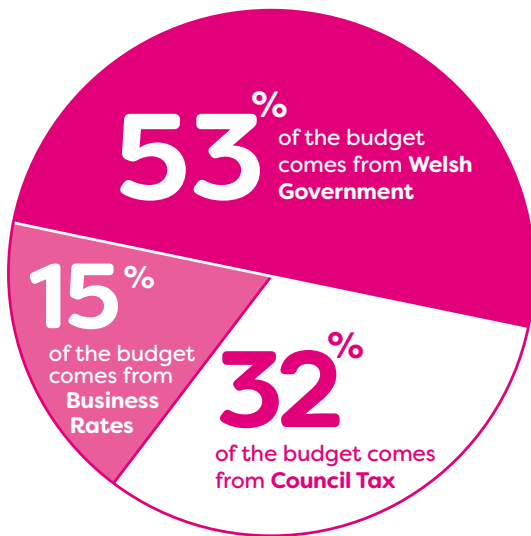
In developing Vale 2030 we are mindful of the resources available, the expectations, aspirations and needs of residents and the work of our partners. We know that the decisions we make now must also take account of the needs of our future generations. This generation needs to be proud of the legacy it leaves.

The Council's financial position continues to be a significant challenge. There is a continuing increase in demand for services, increased complexity for those who need our support the most, and high costs of service delivery. Like many, our financial challenges are greatly impacted by elements outside of our control such as the increasing cost pressures associated with inflation affecting the rising cost of food, construction materials, energy costs and staff wages.

Each year the Council has to set a budget and prioritise how its resources will be used. Every year the Council is also required to make savings, the 2025/26 budget sets out £8.771 million of savings. Between 2015/16 and 2025/26 the Council has identified a total of £55.5 million in savings.

The Council's total revenue budget for 2025/26 is £331.524 million and this is funded from Welsh Government, Council Tax and Business Rates. The Council also receives some additional funding in the form of different grants.

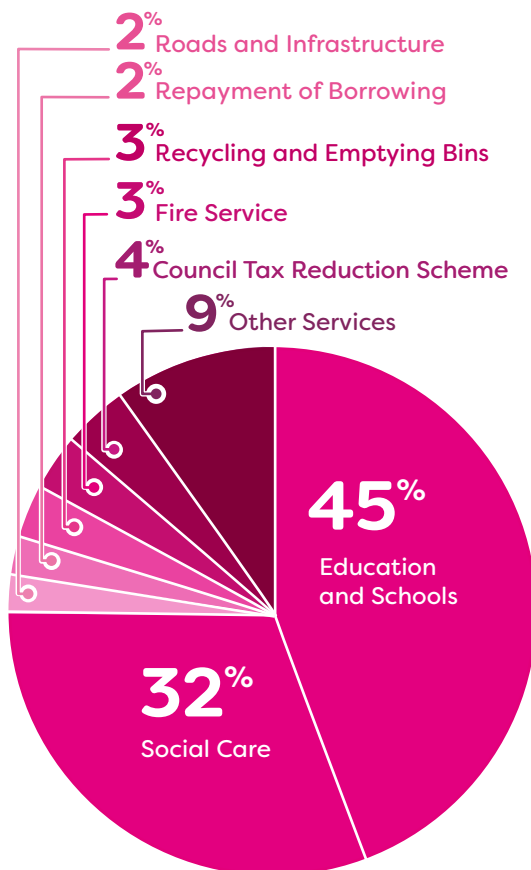
Sources of revenue budget:



Since 2020 the Council has significantly increased expenditure on schools and social services and together these two areas make up 71% of the Council's budget in 2025/26. When services such as Central Education, School Transport and Homelessness are factored in the percentage exceeds 76%. More information about how the budget is split across different services in 2025/26 is provided below.

The Council also has a capital programme each year and since 1st April 2020 the Council has spent £394.602m (including projected spend of £80.420m for 2024/25) on the Capital Programme. Over this period there has been £33.48m General Capital Funding from Welsh Government and the annual allocation has remained roughly the same throughout the period. This is a reduction in real terms as it has not been increasing year on year in line with inflation. This has added to the challenges facing the Council and the need to maintain our schools, highways and other buildings and physical assets ensuring they are safe and fit for purpose.

Budget allocation:



The Council will continue to ensure that services providing support to the most vulnerable will be prioritised and continue to operate as effectively as possible. One of our Well-being Objectives is 'Being the Best Council We Can Be' and this recognises the need for the organisation to change, to be resilient and to deliver for our residents and communities.

Key achievements 2020-25

In 2020 we published our 2020-25 Corporate Plan and here are just some examples of our achievements which show the breadth of our work and our dedication to improving services.

Objective: Working with and for our communities

- In 2023 we received more than 4,000 responses to our **biggest-ever resident survey, Let's Talk About Life** in the Vale and the results of this survey are shaping how we work.
- Through our **Placemaking Project we have engaged with over 2,250 people** across Llantwit Major, Cowbridge, Penarth and Barry to shape plans to transform our towns.
- Investment in our online activities has enabled over **1 million enquiries to be raised digitally**, saving time for our residents.
- **Support has been provided to thousands of vulnerable households** - more than 35,000 residents received £150 Cost of Living Support payments, £825,000 was paid through our local discretionary scheme and over 500 households supported through Alternative Fuel Payments.
- We became the fourth local authority area in Wales to achieve **Age Friendly Community Status**, awarded by the World Health Organisation in October 2023.
- We were one of the **top 100 Inclusive Employers for 2024, recognised by Stonewall and awarded Silver Trailblazer Status by Race Equality Matters** as well as being a **Disability Confident employer** and a signatory of the **Time to Change pledge**.
- **Almost 4,000 learners** through the **Learn Welsh for Adults programme** studied Welsh between 2019/20 and 2023/24.

Objective: Supporting learning, employment & sustainable economic growth

- **Investment in community focused schools within the Pencoedre Learning Community Cluster** has seen £238,261 from Welsh Government committed to support families.
- **Free school** meals have been offered to all pupils from reception to year six even faster than the Welsh Government target.
- In 2024 our education service and the youth service received excellent reviews following the **inspections by Estyn** who were impressed with the services provided to pupils & young people.
- **Attracted significant government funding with over £55 million** secured to invest in the Vale of Glamorgan to support regeneration, places and businesses including £20m over 10 years for the Town of Barry and £19.5m for the Barry Making Waves waterfront project.
- **Supported 577 individuals into employment** through Communities for Work (CFW) since 2020 and **engaged with over 3,650 residents** to assist them in gaining experience and employment.
- **Resurfaced almost 353,280m² of carriageway since 2020/21**, investing over £5.8 million to improve the condition of roads and help prevent future problems.
- Helped to develop and improve access to **local public transport** and provided over £7.6 million to support local bus services since 2020/21.
- **Attracted and managed filming in the Vale** with high profile TV and movie productions, including *Dr Who*, *Gavin and Stacey*, *Out There* and *Y Golau / The Light* generating interest in the Vale and revenue to the local economy.



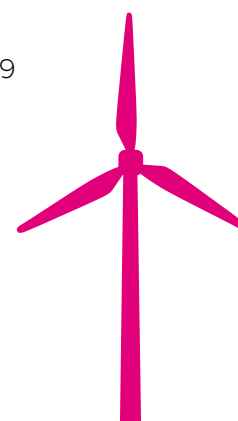
Objective: Supporting people at home and in their community

- Since 2020, **253 new Council homes have been delivered** and all Council housing stock is 100% compliant with Welsh Housing Quality Standards 1 (WHQS 1).
- **Developed 90 units of temporary accommodation at Heol Croeso in Llantwit Major**, providing high-quality, energy efficient, short-term housing for those in need, such as refugees from the war in Ukraine and local homeless families.
- **Developed local residential accommodation for children and young people** in partnership with the third sector, increasing opportunities for our children looked after to live locally.
- Reduced the **average number of days taken to place at home (domiciliary) care packages** from **22 days to 3 days**.
- Since April 2020, **233 Disabled Facilities Grants** have been delivered with an average of 98% of recipients agreeing that the work carried out enables them to live in their property more safely and independently.
- **Joined the City of Sanctuary Local Authority Network in March 2023**, showing our work to create a culture of welcome, inclusion and empowerment for people seeking sanctuary.
- Worked with our partners and the community through the Covid-19 pandemic to ensure vital services were maintained. At the Wales Care Awards in 2022 the Council was awarded Best Local Authority Supporting Care Homes during the pandemic.



Objective: Respecting, enhancing and enjoying our environment

- **South Point Primary School** in Rhoose opened in March 2022 as the **first net zero school in Wales, followed by 3 more net zero carbon** in operation schools by November 2023.
- **Used just over £1 million in grant funding through the Restore the Thaw Landscape Project**, planting 12,154 trees and with plans to reintroduce 2 wildlife species and create 141 small nests in year one.
- **Since 2020, over £18.7 million has been spent on schemes funded by Section 106 contributions through the planning process**. This has supported enhancements to public transport, walking and cycling networks, new school places, public open space and public art enhancements in order to mitigate against the impact of new developments.
- **Transformed the way we support our communities to recycle** - since 2017/18 **our recycling rate has increased from 63.2% to 70.4%**, exceeding the statutory recycling rates set by Welsh Government.
- Investment in a fully source separated recycling collection method has helped **increase the amount of waste being recycled**, and substantially improved the quality of the material which, in addition to its sale value being in excess of £1.5m each year, ensures it is **sustainably recycled in the UK** wherever possible.
- By changing our service, we have **supported a reduction in the amount of black bag waste collected from our residents** by 27.25% from 24,684 tonnes in 2018/19 to 17,878 tonnes in 2023/24.
- **High quality sport and exercise opportunities for all** continue to be provided through our four leisure centres in a cost-effective partnership with Parkwood Legacy leisure.



3 Vale 2030: A plan for the Vale

Developing a new plan

We have considered our long-term vision for the Vale, thinking about what the Vale of Glamorgan will look like in the future and ensuring we, and our partners, are delivering now and for future generations.

Vale 2030 is a Plan not just for the Council but for everyone we work with - businesses, partners and most importantly our residents and communities.

In developing Vale 2030 we have reflected on a range of information to help shape our plans for the next five years including:

- What our residents have told us
- The views and priorities of our partners
- Data about the local area and our communities, including the Census 2021 and the Public Services Board Well-being Assessment 2022
- Our statutory duties
- Our achievements in delivering the previous Corporate Plan and the performance of our services
- Advice and recommendations from our regulators and inspectors
- The recommendations of the Panel Performance Assessment (November 2024)
- Placemaking principles
- The resources available to us
- Best Practice and research
- Our Strategic Equality Plan
- Advice and support from the Future Generations Commissioner's office and other Commissioners and organisations



We have not only considered what the immediate challenges are but also the longer term challenges. We have focused on the needs and aspirations of the people who live, work and visit the Vale and what we want the Vale to look like in 5, 25 and 75 years time.

To help us do this we have worked with a number of organisations, including the Future Generations Commissioner's Office. We have listened to what our residents have told us, challenged ourselves to think about what we want the Vale of Glamorgan to look like for our children as they grow up and what their needs and aspirations will be. We have considered our communities, values and relationships: including with our environment, the connections between people and place, the opportunities presented by new technologies, and how the world is changing.

Our resources, data and the views of our residents gathered through a range of channels have been instrumental in shaping this Plan. In 2023 we undertook our largest residents survey with over 4,000 respondents and the results of that survey together with the Make your Mark survey, undertaken with young people, have informed our new objectives and the commitments in this plan.

Enabling citizens in the Vale and those who use our services to shape how we operate is a theme that runs through this plan. We have an ambitious Public Participation Strategy through which we challenge ourselves, not just to find new ways to learn what matters to residents, but also to get better at using that insight to design our services. More information about how the Council is listening to residents is detailed in the additional information section in the rear of this Plan.

In developing this five-year plan we have set out three specific challenges that will cut across all that we do and that we are already working in partnership to address. They are, poverty, the climate and nature emergencies and inequalities. We are mindful of the connections between these challenges and the impact often on our most vulnerable residents.

Poverty

Poverty means not being able to sufficiently heat your home, pay your housing costs, or buy essentials such as food and clothes. It can lead to exclusion and discrimination.

Life experiences are not the same across the Vale of Glamorgan which contains some of the most deprived areas in Wales as measured by the **Welsh Index of Multiple Deprivation (WIMD)**. Although experiences of poverty are not exclusive to these areas, the measures of life included in WIMD highlight the inequities in life outcomes arising from experiences of poverty.



Poverty can impact people and touch all aspects of people's lives from our educational attainment to our health outcomes. To achieve a decent standard of living, we need security and stability in our lives. This means secure housing, a reliable income, and support when things get difficult. Our aim is to ensure everyone can afford the essentials and have a decent standard of living.

The Council and its partners already undertake a significant amount of work to tackle poverty. We are also working through the Public Services Board to focus work in three of our most deprived communities, which are all in Barry. In addition, the significant funding from UK Government that will be invested in Barry in the coming years will be delivered in partnership and has the opportunity to make a real difference.

As part of our work to deliver all the Objectives in this Plan we have included actions that will specifically seek to prevent and tackle poverty. These strands are brought together later in the Plan to demonstrate the range of work that will be undertaken by the Council and partners to prevent and tackle poverty.

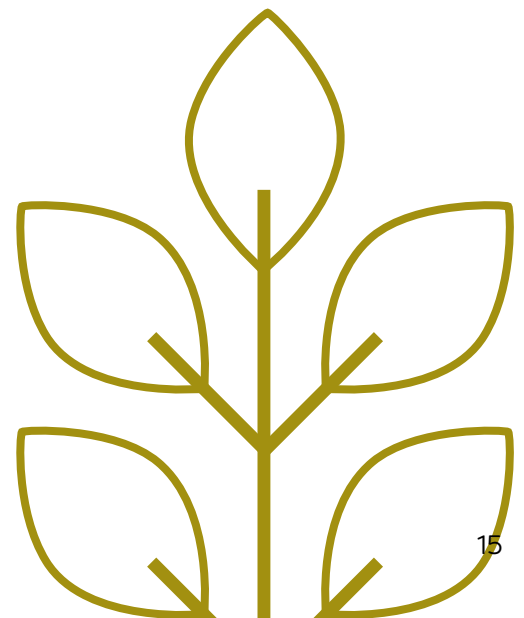
The climate and nature emergencies

It is widely accepted that human activity has caused the earth's atmosphere, oceans and land to warm. As a result, we are now experiencing more frequent and hazardous weather events which in-turn are impacting our natural environment, our lives, and in particular the lives of the most vulnerable.

In 2019, the Council, along with many others, declared a climate emergency and in 2021, a nature emergency. These declarations recognise the need to change our behaviour to address the growing risks arising from our changing climate, to not do so would have disastrous consequences for communities across the Vale of Glamorgan and wider.

Our commitment to address these emergencies is captured through **Project Zero**, which lays out the steps we will take to reduce our organisational carbon emissions to net-zero by 2030, to work towards a net-zero Vale of Glamorgan by 2050 and to consider our impact on the environment. We are undertaking a range of actions to mitigate and adapt to the impacts of climate change. Through Project Zero we are making progress, but we need to build momentum in our work and make difficult choices if we are to achieve the target of net zero by 2030 and protect the natural environment across the Vale. We continue to work with our partners through the Public Services Board and the Cardiff Capital Region to progress climate and nature work, and this will be essential to our progress.

We have strengthened our commitments in this Corporate Plan by including an objective focused on respecting and celebrating our environment and across all of our activities we will consider their impact on the environment and nature.



Inequalities

The Vale of Glamorgan is becoming more diverse and is also an area with a large and growing ageing population. We will continue to work with our communities and partners to address inequities and promote equality of opportunity.

There is no single experience of life in the Vale of Glamorgan. Some residents experience inequities that have an impact across their lives. These can be as a result of their age, sex, disability, ethnicity, religion, sexual orientation, or many other factors. These inequities can be compounded where there is an intersection of characteristics, such as sex and religion or race and sexual orientation. Similarly, some residents may be disadvantaged by their experiences of deprivation.

We are committed to increasing our understanding of how individuals' characteristics affect their experience of living in the Vale and how changes in our services may disproportionately affect some citizens.

Through this Corporate Plan and the Strategic Equality Plan which sits alongside it, the Council has reaffirmed its commitment to not only ensuring that services are accessible to all residents, but that we go beyond this to ensure equality of access to those who may have experienced or may be susceptible to experiencing inequity in their access to services. This commitment is also reflected in our promotion of the Welsh language. The Vale is one of the only areas in Wales to have seen a recent growth in the number of Welsh speakers and we will continue to support this growth through our **Welsh Language Promotion Strategy** and **Welsh in Education Strategic Plan**.

We will continue to undertake Equality Impact Assessments to ensure that we understand the impact new policies and services may have and what changes may be needed to ensure equity and equality. We will also ensure that we further develop our learning from peoples' lived experience of inequality and its impacts.

We will use our data and the results of our engagement and consultation to ensure that we better understand the diverse needs of our communities, including our school communities.

In delivering our commitments across all our objectives, we will strive to provide equality of opportunity and to tackle inequities.



Changing how we work

To successfully meet the challenges outlined above and to deliver our five objectives we need to change how we work.

The Council today is not the same as it was 5 or 10 years ago and the way we provide services and how we work has evolved and will continue to. This is vital because of the **financial challenges** we face but also in recognition of our **changing environment**, **technological advances** and the **changing needs** of our communities. This can only be achieved by working with our communities and a range of organisations and by being open to doing things differently, learning from our experiences and the knowledge and experience of others.

This is an opportunity for us to build a Council for the future that we can all be proud of.

Our vision is still for **Strong Communities with a Bright Future** and our values remain:

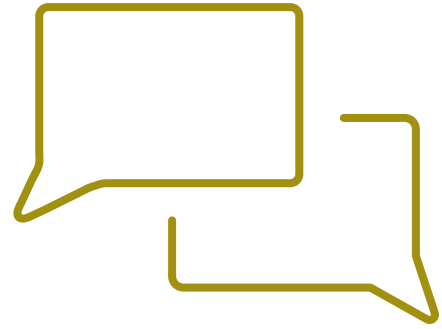


These values together with the national Well-being Goals and the five ways of working are at the heart of what we do. The five ways of working - **Involvement, Prevention, Collaboration, Long-term, and Integration** are evident across all our objectives and have been integral to how we have developed our plan. We need to increasingly work in different ways, to be more innovative and collaborative, to evolve and to deliver our objectives.

In delivering our objectives we will be able to bring together a range of activities to achieve better outcomes for our communities, make changes and improvements where they are most needed and meet our most critical challenges. We are working with communities to develop greater community resilience, drawing on their strengths and assets, and empowering them as we consider the future.

Much of our work delivers multiple outcomes and involves a number of services and organisations. Involving our communities, placemaking, reshaping and working in partnership are all central to how we work as an organisation. Our Reshaping programme requires us to work in partnership and to better understand the needs of our communities. Placemaking is built on strong engagement with communities and partnership working. These are all critical to us meeting challenges around poverty, climate change and the nature emergency and tackling inequalities. They will be central to how we transform what we do and how we do it - ensuring that we can better meet the needs of our communities.

Involving our communities

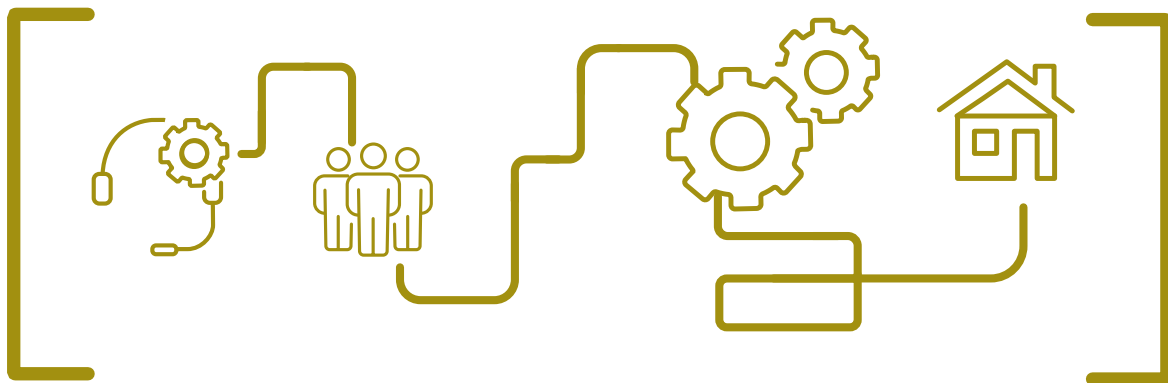


The Council is committed to continuing to improve how we engage and involve residents and stakeholders, and to listening and learning from the feedback received.

Placemaking and the work already being undertaken as part of the approach to community focused schools are examples of successfully working with and listening to the community.

The Council recognises the importance of working together with Vale citizens and our communities to identify, shape and deliver sustainable community-led solutions to meet our key challenges for the long term. This commitment to engagement is set out in the **Public Participation Strategy**, which describes the ways engagement work is undertaken by the Council. We know that the more we involve our communities and engage with them, the more we can understand different needs and aspirations. We recognise that there are opportunities through different events, cultural activities and community groups to reach more people and to provide more opportunities for people to get involved.

In addition to the high level exercises like Let's Talk and Make your Mark already in place, we will continue to refine how we undertake community level engagement on, for example, Section 106 projects to ensure those closest to our facilities/services always have a voice in shaping them. Throughout Vale 2030 our commitment is to involve, engage, listen and act. More information about how we are listening to our residents is provided at the rear of this Plan.



Placemaking

In May 2023, the Council became a signatory of the Placemaking Wales Charter, making a commitment to develop **Placemaking Plans for Barry, Penarth, Cowbridge and Llantwit Major**. In addition to developing these plans, the Council is embedding placemaking across its activities for the benefit of all areas. Placemaking is about creating good quality areas to live in, focusing on the environment, the people that live in and use these spaces and the quality of life that comes from the interaction of people and their surroundings.

Successful placemaking is about community engagement, enhancing local identity, and driving economic growth. By revitalising underused areas we can improve social cohesion and attract investment. Well-designed spaces, transport links, and housing all support sustainable development, environmental responsibility, and reduced carbon footprints, leading to more resilient and attractive communities.

Through the embedding of the placemaking principles in our work, we will ensure that the needs and aspirations of communities in the Vale are reflected, and that the development of places is sustainable with well-being at its core. More information about Placemaking is detailed in the additional information section at the rear of this Plan.

Our reshaping programme

Through the Reshaping programme, the Council is exploring innovative and alternative models for delivering services, collaborative opportunities, and working with the community to ensure the sustainability of the services our residents rely upon.

The Reshaping programme will deliver five interrelated themes of work:

- ▶ **Target Operating Model** – the organisation we need to be by the end of the decade, including how we use our assets, generate income, support our colleagues and develop our culture.
- ▶ **Service Transformation** – to transform services in relation to how we deliver and improve outcomes. Thinking innovatively about different ways to approach service delivery, we will prioritise supporting our communities by putting them at the heart of designing the way services are delivered.
- ▶ **Strengthening Communities** – changing the way we work with our residents and communities to be more responsive to local needs and to tackle issues together in a new and more engaging way.
- ▶ **Economic Resilience** – to ensure our place-based approach is effective through creating jobs and better jobs and maximising the potential of our places.
- ▶ **Digital** – ensuring digital innovation is at the heart of what we do and secures efficiency across the board.



Working in partnership

There are excellent partnership arrangements in place with public and third sector organisations that enable services to be delivered to residents. Whether through involvement in statutory partnerships such as the Vale of Glamorgan Public Services Board (PSB) and the Cardiff and Vale Regional Partnership Board (RPB), our work with the Vale of Glamorgan's 26 Town and Community Councils or with third sector and volunteer organisations. Much of our work is reliant upon effective partnership working, for example, with the Section 16 Forum focusing on social

care, the Barry Partnership and work across the South East Wales region as part of the Cardiff Capital Region.

We are ambitious for the future and this Plan sets out what we will deliver over the next five years. We know that when we work together, our impact is greater. We are committed to continuing to work with existing and new partners and this includes work undertaken through our schools with the wider community, working with social enterprises and businesses for the benefit of the Vale of Glamorgan. We want to create an environment where we are open to new ideas and innovative solutions. This means encouraging and welcoming others to use their lived experiences, varied skillsets and knowledge of the Vale and to work in partnership to design services and improve outcomes for all.

The statement below outlines what organisations can expect when working with the Council.

Our commitment to those working with us

Our vision 'Strong Communities with a Bright Future' is the Council's ambition to create a Vale of Glamorgan with strong, happy and healthy communities, where every member of our community feels valued, supported and able to live their life to the full. We want to work closely with our communities and to create and foster good relationships with all community partners. This includes third sector organisations, community groups, town and community councils, social enterprises, public bodies and businesses.

Our values are **open, together, ambitious and proud** and we are committed to ensuring that these are reflected in how we work with others.

Open

In working with the Council, you can expect us to:



- ▶ Be respectful, open, and honest, providing opportunities for you to be involved in the decision-making process at different stages – and for your voice to be heard in what we do and the way we do it.
- ▶ Provide you with plenty of time and different ways to offer feedback when we engage and consult on Council plans.
- ▶ Be open about what is and isn't possible and explain the reasons why.
- ▶ Share with you clear and timely information, for example, on available grant aid and opportunities for commissioned work, providing you with easy-to-follow guidance and wherever possible advance notice of opportunities.
- ▶ Clearly outline our expectations around monitoring, timeframes and eligibility, ensuring these are fair and where possible mindful of your organisation's resources.

Together

In working with the Council, you can expect us to:



- ▶ Recognise we can achieve more by working with others and we want to ensure you have confidence in working with us.
- ▶ Provide a range of opportunities for you to be represented on different committees and forums.
- ▶ Promote volunteering opportunities and initiatives, recognising the positive impacts volunteers have on our communities.
- ▶ Maximise our funding and resources through partnership working.
- ▶ Take and encourage evidence-based decisions which clearly demonstrate need.

Ambitious

In working with the Council, you can expect us to:



- ▶ Embed placemaking across our activities to ensure a strong focus on both people and place.
- ▶ Be forward-thinking and keen to engage with lots of different organisations to solve problems and maximise opportunities.
- ▶ Be responsive to your ideas and concerns, with easy and clear contact points in our departments.
- ▶ Encourage communities to be involved in operating assets and services locally.

Proud

In working with the Council, you can expect us to:



- ▶ Respect our diverse communities.
- ▶ Offer equality of opportunity and ensure that equity and fairness are at the heart of what we do and how we do it.
- ▶ Celebrate our Welsh heritage and culture.
- ▶ Understand the distinct strengths and diverse nature of our partners.
- ▶ Work with you to enjoy, enhance and be proud of our area and its natural environment.
- ▶ Forge new relationships and new ways of working.

By working together, we will transform how services are provided in line with the Well-being of Future Generations Act and ensure we are all proud of our legacy.

4

Our well-being objectives - Delivering Vale 2030



All of our services will contribute to our Well-being objectives and to delivering the vision set out in Vale 2030.

It is important for us to take forward our work holistically and to think about all the objectives, outcomes and actions detailed collectively. Together, they set out the direction for the Council and the wider Vale of Glamorgan over the next five years and beyond.

Vale 2030 will be supported by a range of annual plans that will set out each year what the focus will be for different services, as well as a range of partnership and subject specific plans which will cover multiple years. This includes, for example, the PSB Well-being Plan, the Climate Challenge Plan, the Strategic Equality Plan, the Safer Vale Strategy, the Waste Management Strategy and the Regional Partnership Board's Area Plan.

Our five Well-being Objectives are:

- Creating great places to live, work and visit
- Respecting and celebrating the environment
- Giving everyone a good start in life
- Supporting and protecting those who need us
- Being the best Council we can be

Well-being Objective | 1

Creating great places to live, work and visit

We are committed to making the most of the opportunities available from significant investment and regeneration in Barry, as well as the work around placemaking. We are committed to working in partnership to make the Vale a safe place and delivering a replacement Local Development Plan.

We know that leisure, arts and culture enrich well-being and we will make the best use of funding and different options for their delivery. Making sure there are homes for those who need them is a key commitment for the Council and we will focus on accessibility, affordability, quality and environmental impact in how these are delivered.

Why we have chosen this objective

We know that the Vale is already a great place, but we know there are also a number of challenges because:

59.6%

Through *Let's Talk*, 59.6% of respondents answered that they were very or fairly satisfied with the Vale as a place to live – we want this figure to be higher

76.6%

In June 2024, 76.6% of people were in employment, higher than the Welsh average of 73.2%, but we are aware of variations in opportunities and levels of earnings.

4.4%/6.5%

In the last year to October 2024, the average house price in the Vale had risen by 4.4% to an average price of £301,000; slightly higher than the 4% rise for Wales. The average monthly private rental cost had risen by 6.5% to an average of £889 - £117 a month more expensive than the Welsh average. Housing costs are a challenge for many of our residents.

65.3%

In 2023, 65.3 crimes were recorded per 1,000 people in the Vale of Glamorgan, the second lowest number of crimes in the South Wales Police Area. However, crime remains a concern for some residents

69%

In 2022/23, 69% of adults were reported to meet the physical activity guidelines, significantly higher than the 55.4% across Wales, but with potential to be higher.

76.6%

In 2022/23, 76.6% of working age adults and 57.9% of older people in the Vale of Glamorgan were recorded as being in good health and this is an area for continuing focus.

Our ambition – the outcomes we want to see by 2030:

- People are more empowered and feel connected to their communities.
- Residents tell us they have a sense of pride in their communities.
- People are easily able to access local facilities and services.
- People can access good employment opportunities within the Vale and wider region.
- Services and systems connect e.g. transport, health, business and housing supporting people's needs, the environment and the local economy.
- People are able to access good quality and affordable housing.
- People feel safe in the Vale.
- The Vale is a great place to live and grow old and is recognised as being Age Friendly.
- People are more active and have healthier lifestyles with better physical and mental well-being.
- There are more businesses in the Vale and more quality local jobs.
- Private, public and voluntary organisations are working in partnership with the Council and communities across the Vale
- Residents and visitors are able to access a range of arts, leisure and cultural opportunities.
- There are a range of volunteering and other opportunities for people to get involved in within their communities.

To make this happen we will work with the community and our partners to:

1

Implement placemaking plans across our four towns and apply the principles of placemaking across all of our activities ensuring a strong emphasis on local need and community voice.

2

Deliver a programme of investment and regeneration in Barry through the Barry Making Waves, Levelling Up, Plan for Neighbourhoods and Transforming Town Programmes.

3

Support investment including the Sustainable Communities for Learning programme, the former Aberthaw Power Station, Bro Tathan and Cardiff Airport Enterprise Zone, to encourage economic growth across the Vale.

4

Deliver a Replacement Local Development Plan which balances the need for sustainable growth, the nature and climate emergencies, and the social and cultural needs of the Vale of Glamorgan.

5

Ensure our streets, roads and neighbourhood environments are clean, well-managed and maintained and encourage everyone to take pride in their local area.

6

Increase the supply of good quality, accessible and affordable housing.

7

Make sure there are affordable and accessible ways for people to participate in leisure, play, sport, cultural and heritage activities.

8

Work with the voluntary and social enterprise sectors, valuing their role in delivering services and supporting residents in their communities.

9

Deliver our Age Friendly commitments and ensure older people have access to services, support and opportunities locally and have a strong voice.

10

Improve community safety with a specific focus on tackling anti-social behaviour and ensuring people feel safe at home and in the community.

Making a difference

We will regularly review and respond to a range of data about our communities and our performance including:

- Percentage of residents who agree that they are satisfied with their local area as a place to live.
- Employment Rate.
- Number of Police Recorded Crimes.
- Number of Police Recorded Anti-Social Behaviour Crimes.
- Percentage of adults participating in sports/physical activity three or more times a week.
- Number of additional affordable housing units delivered during the year per 10,000 households.
- Average vacancy rate in the Vale's main town centres.
- Improvement in the Council Cleanliness Index rating

These plans and partnership activity will contribute to this objective

- Vale of Glamorgan PSB Well-being Plan
- Vale of Glamorgan PSB Age Friendly Vale Action Plan
- Vale of Glamorgan Non-Treasury Investment Strategy
- Vale of Glamorgan Placemaking Plans
- Safer Vale Partnership Strategy
- Vale of Glamorgan Local Housing Strategy
- Cardiff and Vale Good Food and Movement Framework and Implementation Plan
- Vale of Glamorgan Leisure Strategy
- Vale of Glamorgan Local Development Plan
- Vale of Glamorgan Replacement Local Development Plan
- Cardiff Capital Region

More information about these plans and partnerships can be found [here](#)



Well-being Objective | 2

Respecting and celebrating the environment

We are committed to raising awareness about the importance of the environment and for everyone to take responsibility to ensure we protect our natural resources and understand the impact of the choices we make.

The actions here emphasise our commitment to being a net zero organisation by 2030 and to being part of a national effort to be net zero by 2050. We will focus on transport, food, energy, waste, green infrastructure and our buildings to make the changes needed. We understand the link between well-being and the environment and that often it is those already experiencing deprivation who can be impacted most by pollution and flooding.

Why we have chosen this objective

We know there is a need to build momentum in to how we respond to the climate and nature emergencies and carry on the good work already being undertaken because:

66.8%

66.8% of respondents to the Let's Talk residents survey said they were concerned about the climate emergency and 64.4% that they were concerned about the nature emergency.

83.3%

83.3% of respondents to the Let's Talk residents survey said they were able to enjoy the natural environment.

7.97 tonnes

Individual carbon emissions in the Vale were measured at 7.97 tonnes per person in 2022, a fall on previous years, but still 1.47 tonnes higher than the Welsh average.



The Vale of Glamorgan has a very rich ecosystem and significant areas of biodiversity, for example, having one of the largest populations of Great Crested Newts in South Wales and the last site in Wales for the high brown fritillary butterfly.

70% 

By working with our residents, the recycling rate has increased from 63.2% to 70%. Exceeding the statutory recycling rates set by Welsh Government by 4%.

53 km 

There are 53km of coastline in the Vale ranging from the Victorian seafront of Penarth, traditional beaches of Barry and the heritage coast to the west of the county.

18,000 

In 2023, 18,000 people commuted out and 9,600 people commuted into the Vale for work, and 41,900 people lived and worked in the Vale.

CO₂ 

The Council's overall carbon emissions figure for 2023/24 was 70,246,170 kgCO₂e, a slight increase on 2022/23 figures.

Our ambition – the outcomes we want to see by 2030:

- The Council is recognised as a leading Council in its work to tackle the climate and nature emergencies.
- The Council reduces its carbon emissions and is a net zero organisation.
- Across the Vale, organisations, communities and residents are making the changes needed to deliver the all Wales 2050 net zero target.
- More people are choosing sustainable transport options such as public transport, active travel and low emission vehicles.
- Levels of waste have reduced, recycling rates have increased and we are the best in Wales in meeting our waste targets.
- People have access to good quality parks, and other green spaces and safe and clean bathing waters.
- Council buildings including schools and homes are more energy efficient.
- The Council is at the forefront of embracing new green technologies.
- People are proud of the Vale as a clean and green county.
- The Council and the community work together to protect and enhance our green spaces, improve biodiversity and reduce carbon emissions.

To make this happen we will work with the community and our partners to:

1

► Deliver our Project Zero programme to reduce the Council's carbon emissions to net zero and to take action to achieve net zero across Wales by 2050.

2

► Develop and implement new planning policies to support delivery of the 2050 target and reduce emissions associated with new developments and housing.

3

► Deliver the Local Area Energy Plan and encourage and support investment in renewable energy infrastructure as part of our work towards the 2050 target to reduce emissions.

4

► Increase opportunities for active travel and promote the need for quality and timely local public transport services.

5

► Encourage the use of ultra low emission vehicles by installing and supporting the installation of electric vehicle charging points across the Vale and reviewing the Council's fleet of vehicles.

6

► Take a leading role in the delivery of 'Towards Zero Waste' National Waste Strategy and work to keep more of our waste local and limit what goes into the system by reducing, reusing and recycling more.

7

► Increase biodiversity and improve our green infrastructure and respect for the natural world within urban and rural areas.

8

► Work with Regulators to minimise pollution of land, air and water and support stronger enforcement and remedial action from those organisations responsible.

9

► Protect our communities, land and buildings from the impact of flooding and coastal erosion.

10

► Deliver a Food Strategy for the Vale and work with local food producers and the agricultural sector to support local supply chains and actions which underpin the sustainability of our rural communities.

Making a difference

We will regularly review and respond to a range of data about our communities and our performance including:

- Percentage of residents who agree that the council is doing enough to address the climate emergency.
- Reduction in carbon dioxide (CO₂) emissions in the Council's buildings (excluding housing).
- Total annual Vale of Glamorgan carbon dioxide (CO₂) emission estimates.
- Residents use of different public or active travel options in the Vale of Glamorgan.
- Rates of recycling and reuse of municipal waste collected by the Council.
- Amount of Public realm / green infrastructure improved /created.
- The number of residential and commercial properties suffering internal flooding.

These plans and partnership activity will contribute to this objective

- Vale of Glamorgan Council's Climate Change Challenge Plan
- Vale of Glamorgan Recycling and Waste Management Strategy
- Vale of Glamorgan Local Area Energy Plan
- Vale of Glamorgan Tree Strategy
- Vale of Glamorgan Green Infrastructure Strategy
- Vale of Glamorgan Council Carbon Management Plan
- Food Vale
- Vale Nature Partnership
- Flood and Coastal Erosion Management
- Vale of Glamorgan Biodiversity Action Plan

More information about these plans and partnerships can be found [here](#)

Well-being Objective | 3

Giving everyone a good start in life

In this Plan we show our commitment to the youngest people in our communities. We are committed to working together to provide the support children and families need. We will extend the work around our community focused schools, recognising the value schools bring to the local community and vice versa.

We know how important support in the early years is and helping our children and young people to develop and grow in confidence and lead healthy lives. We also recognise that as we grow up, we may need additional or specialist support. We will provide information and services through a range of teams including our libraries and ensure that there are a range of activities in and out of school for our children and young people to enjoy and to have the opportunity to learn new skills.

Why we have chosen this objective

There are a number of challenges to ensuring the Vale is a great place for children and young people to live and that they have a range of opportunities. We know this because:

60%

60% of respondents to the Let's Talk Residents Survey answered that they were concerned about services and support for children and young people in the Vale.

1/5 

One in five children (nearly 5,000) in the Vale of Glamorgan were living in relative low-income households in 2022/23

9% 

2,070 (9%) pupils in the Vale are supported with their additional learning or special educational needs.

18% 

18% of adolescents in the Vale were reported to meet physical activity guidelines, significantly higher than the 16.2% across Wales.

4,837 

4,837 young people voted in the 2024 Make Your Mark campaign, with health and well-being, culture, media and sport and jobs, economy and benefits chosen as the most important areas for young people.

V.Y.S.N.A 

In the recent Vale Youth Service Needs Analysis, mental health and wellbeing was the area where young people wanted the most support and was the most important topic to the young people who responded to the survey.

Our ambition – the outcomes we want to see by 2030:

- Reduction in child poverty.
- Improved health and well-being, including reduced levels of childhood obesity, increased take up of childhood immunisations and increased levels of activity.
- More families and children are supported to stay together.
- Families have access to free and readily available early years advice and support.
- All schools are Community focused schools.
- Increased levels of attendance at school and individual outcomes.
- Learners of all ages have access to good quality education, training, skills development and support.
- Learners with Additional Learning Needs have the support they need locally and in their language of choice.
- Schools demonstrate improving the literacy of learners as a priority.
- Children and young people feel engaged and that they have a voice about the services and decisions that matter to them.
- Children and young people tell us that they are satisfied with the Vale as a place to live and feel connected to communities.
- We are a child friendly organisation.

To make this happen we will work with the community and our partners to:

1

► Focus on families of children living in poverty and help them to increase their income, access food and housing and escape poverty through wraparound support and advice services.

2

► Make sure young people can access affordable opportunities and safe spaces for sport and play including through after school and holiday clubs.

3

► Provide a range of services and activities through our libraries, from early years throughout childhood, encouraging learning, confidence and creativity.

4

► Improve access to good quality and timely advice, support and services to families.

5

► Deliver a new School Improvement Service which empowers schools to deliver better outcomes for learners.

6

► Support our schools and communities to work together to deliver improved outcomes and opportunities for learners and the wider community.

7

► Improve attendance in our primary and secondary schools through a range of means to support and encourage pupils to attend school.

8

► Improve the availability, consistency and quality of local provision for learners with complex Additional Learning Needs and for Social, Emotional and Mental Health.

9

► Develop and improve links between schools, colleges, universities and business to ensure people have the right skills to access current and future employment opportunities.

10

► Empower and enable young people to have a strong voice, influence decision making and inform how services are provided and ensure the Vale is a great place to grow up.

Making a difference

We will regularly review and respond to a range of data about our communities and our performance including:

- Percentage of children in the Vale of Glamorgan living in relative low-income households.
- Percentage of children aged 4 to 5 years who are considered to be overweight or obese.
- Number of contacts for children received by social services and where advice and assistance is provided.
- Percentage of schools actively engaged with being Community Focused Schools.
- Percentage of secondary school children that report feeling happy and connected to their communities.
- Percentage of secondary school children who report that they feel engaged and that they have a voice about services and decisions that matter to them.
- Pupil attendance in Primary and Secondary schools.
- Attainment at the end of Year 11 across Vale Schools (average point score for learner's top nine subjects that includes literacy, numeracy and science)
- Percentage of Year 11 leavers known not to be in education, training or employment (NEET).

These plans and partnership activity will contribute to this objective

- Cardiff and Vale Regional Partnership Board Area Plan
- Vale of Glamorgan Corporate Strategy for Children and Young People Who Need Care and Support
- Welsh in Education Strategic Plan
- Vale Youth Service Participation Strategy
- Attendance Policy
- School Investment Strategy

More information about these plans and partnerships can be found [here](#)



Well-being Objective | 4

Supporting and protecting those who need us

We are committed to making sure that our residents who need more support are able to access it. This includes closer working between social care, housing and health, preventing homelessness and providing advice and support.

We will work with our partners and across the Council to safeguard children, older people and those who are most vulnerable, as well as taking forward our work to ensure the Vale is a County of Sanctuary. We will also work with a range of partners to prevent and tackle poverty and ensure the services and advice needed are available to support people before they reach crisis point.

Why we have chosen this objective

We understand how important it is for the Council and other partners to ensure that there are a range of services in place that meet the diverse and changing needs of our residents because:

73.1%

73.1% of respondents to the Let's Talk residents survey said that they were concerned about services and support for older people.

8,662 

Between 2023-24, the **Trussell Trust Food Bank** charity recorded the distribution of 8,662 food parcels in the Vale. The total number of parcels distributed in the Vale of Glamorgan has increased by 24% - the highest increase across Wales and comparing to an average increase of 1% in Wales as a whole.

320 

320 children were looked after by the local authority in 2023, a growth of 60 children from the 260 that were looked after in 2020.

65+


The number of people aged 65 and over in the Vale has grown by 17% in the last ten years, with 22.3% of people aged 65 and over.

186

Between Sept 2023 and April 2024, 186 households were prevented from becoming homeless in the Vale.

10% ^{top}

Three LSOAs in the Vale of Glamorgan are ranked in the top 10% most deprived areas in Wales according to WIMD 2019.

329 


Between 2023-2024, 329 refugees and asylum seekers were supported to resettle in the Vale.

2,735 

Through 2023/24, support has been provided to 2,735 vulnerable people with their housing through the Supported People service - a 4% increase over the previous year.



Feedback from service users via the 2024 Direct Payments Survey demonstrates that Direct Payments are improving people's lives.

64% 

People using the Vale Community Rehabilitation Service are rating the services they receive highly with 64% of people using the service rating it as excellent in the first half of 2024-25.

Our ambition – the outcomes we want to see by 2030:

- People can access the services and support they need local to them in their communities.
- People can access preventative services and support and avoid reaching crisis point.
- The Vale is a County of Sanctuary.
- Safe reduction in the numbers of children who need to be in care and improved outcomes for children who are in care.
- People are supported to live independently and be connected to their local community as long as possible with a better quality of life.
- There is a reduction in the levels of homelessness.
- Fewer people suffer from loneliness and isolation.
- There are seamless services bridging across health and social care.
- Carers are supported and feel valued.
- People have access to good-quality, healthy food every day, and food insecurity is reduced.

To make this happen we will work with the community and our partners to:

1

► Develop more accessible and joined up health and social care services that prioritise early interventions and work with the Third Sector.

2

► Work with individuals and their families focussing on their abilities, strengths and local community connections, enabling people to live as independently as possible.

3

► Become a County of Sanctuary by providing inclusive services and support and offering a dignified welcome to all.

4

► Support our children looked after by bringing together services and investing in local accommodation to enable them to remain within the area.

5

► Help more people to stay living in their own homes using a range of different types of accommodation.

6

► Deliver wrap around advice and support services to prevent homelessness and provide housing options.

7

► Deliver an integrated programme of work to prevent and tackle poverty with a particular focus on our most deprived communities.

8

► Ensure robust safeguarding services are in place to protect children and adults at risk from harm.

9

► Provide a range of support through the Supporting People programme, including tenancy support, life skills and mental health and well-being.

10

► Strengthen our work with carers, including young carers, to ensure that they have the necessary information, advice and support and that their needs and those of who they care for are met.

Making a difference

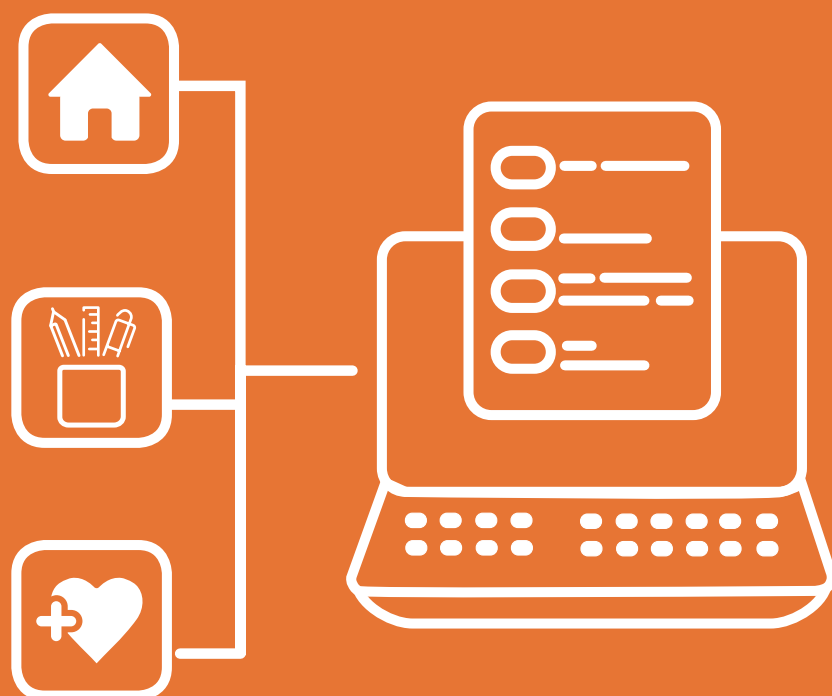
We will regularly review and respond to a range of data about our communities and our performance including:

- The number of children looked after on 31st March.
- The percentage of looked after children on 31st March who have had 3 or more placements during the year.
- Care and support for adults who have completed a period of reablement.
- Percentage of all households where a positive prevention action succeeded in preventing/relieving homelessness.
- Number of all households in temporary accommodation.
- Number of residents provided with Housing Related Support to aid independent living.

These plans and partnership activity will contribute to this objective

- Cardiff and Vale Regional Partnership Board Area Plan
- Vale of Glamorgan County of Sanctuary Action Plan
- Vale of Glamorgan Corporate Strategy for Children and Young People Who Need Care and Support
- Cardiff and Vale Unpaid Carers Charter
- Cardiff and Vale Regional Safeguarding Board
- Housing information and support

More information about these plans and partnerships can be found [here](#)



Well-being Objective | 5

Being the best Council we can be

We are committed to providing good service and ensuring the Council is as resilient as it can be. We will ensure we are able to deliver for our communities now and in the future.

The focus is on ensuring we have quality services, good governance and robust financial and other management procedures and are effective in our integrated planning. Actions included in this section emphasise the importance of developing new ways of working and transforming our services. The actions needed to deliver this objective are integral to the success of the whole Plan. The needs of our residents and those using our services will be at the heart of everything.

Why we have chosen this objective

We know it is vital that the Council transforms how it works to respond to the changing needs of our communities and ongoing challenges with regards to finances and other resources because:

45.2% 

Through the Let's Talk survey, 45.2% of residents answered that they strongly or slightly disagreed that the services provided by the Council were of high quality.

59.8% 


59.8% of residents answered that they strongly or slightly disagreed that the Council takes resident's views into account when making a decision.

17%  **5%** 

The make-up of people living in the Vale of Glamorgan continues to change. The number of people aged 65 and over has grown by 17% in the last ten years, while the population aged 0-5 has grown by 5% in the last 10 years.

11.5% 

The percentage of Welsh speakers in the Vale of Glamorgan increased from 10.8% in 2011 to 11.5% in 2021, the second largest increase in Wales.

£8.771m 

After taking into account projected additional pressures and funding, the identified funding gap for 2025/26 is £8.771 million and for 25-30 is £35.540million.

An increasing proportion of the Council's budget is committed to supporting schools and social services.

Our ambition – the outcomes we want to see by 2030:

- We are a customer focused organisation.
- Services are responsive, flexible and respect different needs.
- The use of the Welsh language continues to grow.
- Residents feel listened to and that the Council provides quality services and value for money.
- We are open to change and new ideas and a culture of improvement is embedded across the organisation.
- Residents report a sense of pride in the Vale and value local facilities and services.
- Residents have a better understanding of the role of the Council, elected members and how decisions are made.
- The Council has strong partnership arrangements in place to provide services in the best way possible.
- We have robust and transparent financial management systems and processes across the organisation and are successful at attracting investment and grants.
- We are judged to have robust systems & management practices in place to support the work of the Council.
- The Council recruits and retains a quality workforce that reflects the diversity of our local communities.
- As one of the largest employers in the Vale of Glamorgan the Council provides opportunities for local employment and career development and contributes to the economic success of the area.

To make this happen we will work with the community and our partners to:

1

► Transform our services and how we work to better meet the needs of the community and to make the best use of our resources.

2

► Provide residents with more meaningful and engaging opportunities to participate and have a greater say in our work.

3

► Improve accountability and transparency by sharing more information about how decisions are made & scrutinised, priorities set, and budgets determined.

4

► Use digital technology more innovatively to improve services whilst ensuring that services are accessible to everyone.

5

► Deliver a new Customer Strategy and improve services to ensure everyone can access services and information in the way that best meets their needs.

6

► Put social value and decarbonisation at the centre of how we buy and commission goods and services.

7

► Deliver the Strategic Equality Plan and our commitments as part of all Wales actions plans to tackle discrimination and inequalities.

8

► Increase the use of the Welsh Language in our work, schools and communities.

9

► Use the Council's buildings and sites to support service transformation, innovation and increased community use.

10

► Invest in our colleagues and improve our skills, diversity, recruitment, retention and engagement, making the Council an employer of choice.

Making a difference

We will regularly review and respond to a range of data about our communities and our performance including:

- Percentage of residents that agree that the Vale of Glamorgan Council acts in the interest of local residents.
- Percentage of customers who are satisfied with access to services across all channels.
- Percentage of residents that agree that the Vale of Glamorgan Council provides quality services.
- Percentage of residents that felt able to influence council decisions/that views are taken into account.
- Percentage of people aged three years or over able to speak Welsh in the Vale of Glamorgan.
- Level of Council Tax in the Vale in relation to other local authorities in Wales.
- Amount of overall funding per resident in the Vale in comparison to other local authorities in Wales.

These plans and partnership activity will contribute to this objective

- Vale of Glamorgan Council Strategic Equality Plan
- Vale of Glamorgan Council Welsh Language Promotion Strategy
- Vale of Glamorgan Council Public Participation Strategy
- Vale of Glamorgan Council Procurement Policy and Strategy
- Vale of Glamorgan Council Medium Term Financial Plan
- Vale of Glamorgan Council Treasury Management and Investment Strategy
- Vale of Glamorgan Council Corporate Asset Management Plan
- Vale of Glamorgan Council Digital Strategy
- Vale of Glamorgan Council People Strategy

More information about these plans and partnerships can be found [here](#)



5 Action to prevent and tackle poverty

The lives and well-being of too many people continue to be affected by financial hardship, poorer health outcomes, crime and disorder and an unequal exposure to environmental risk.

We know that within the Vale there are inequalities between our most deprived and least deprived communities and that some people and families are struggling and need more help and support. For some this can be a temporary crisis but for others this is a longer-term challenge. In developing this Plan, we have considered what further action is needed to prevent and tackle poverty and the proposed activities are detailed under each of our Objectives.

We think about people living in poverty in situations where they do not have the resources to meet their basic needs and to enable them to participate fully in society. This could mean struggling with food and energy bills and not being able to afford the cost of transport to meet a friend or attend an appointment. Our actions therefore look to address issues around food, housing, employment, transport, and access to services, advice, support and social activities as well as the need to focus on child poverty.

In the Vale of Glamorgan, three Lower Super Output Areas (LSOAs) are identified as being in the top 10% most deprived areas in Wales as measured through the **Welsh Index of Multiple Deprivation 2019 (WIMD)**. This is not to say that all people living in these areas will be experiencing poverty and deprivation, or that people living in other parts of the Vale will not be experiencing poverty and deprivation, but differences measured between areas can help to illustrate the impact of deprivation on people's lives. For example, there is an established gap in healthy life expectancy (the number of years a person can expect to live in good health) between the most and least deprived areas of the Vale. This gap is measured at 19.3 years for females and 17.9 years for males. The third largest gap in healthy life expectancy for females and the fourth largest gap in healthy life expectancy for males in Wales. These experiences are compounded by economic differences, with higher percentages of people in receipt of unemployment related support in our more deprived areas and a £16,900 difference in net annual income between most and least deprived areas of the Vale.








We know that some groups of people face particularly high levels of poverty. This includes:

- **Larger families**
- **Families whose childcare responsibilities limit their ability to work**
- **People of the global majority**
- **Disabled people**
- **Informal carers**
- **Families not in work**
- **Part-time workers and the self-employed**
- **People living in rented accommodation**
- **Families claiming income-related benefits**

There is an ageing population in the Vale of Glamorgan. We are conscious of the impacts of poverty on older residents, taking into consideration challenges linked to fixed incomes and living in older properties. We understand that many residents may not be living in poverty but can struggle if there is an increase in living costs or an unexpected bill to pay.

The actions below are already referenced in the Plan but have been brought together to show the range of work being taken forward to help people out of poverty and to prevent people falling into poverty. These activities are in addition to a range of services already in place e.g. benefits and advice, homelessness advice and support and our cost-of-living information. Across the Council we will be working together to ensure people have access to a decent standard of living.

Housing	Action	Objective
	<ul style="list-style-type: none"> ■ Increase the supply of good quality, accessible and affordable housing. ■ Deliver wrap around advice and support services to prevent homelessness and provide housing options. 	<ul style="list-style-type: none"> ▶ Creating great places to live, work and visit ▶ Supporting and protecting those who need us
	<ul style="list-style-type: none"> ■ Provide a range of support through the Supporting People programme, including tenancy support, life skills and mental health and well-being. 	<ul style="list-style-type: none"> ▶ Supporting and protecting those who need us
Employment	Action	Objective
	<ul style="list-style-type: none"> ■ Develop and improve links between schools, colleges, universities and business to ensure people have the right skills to access current and future employment opportunities. 	<ul style="list-style-type: none"> ▶ Giving everyone a good start in life
	<ul style="list-style-type: none"> ■ Deliver a programme of investment and regeneration in Barry through the Barry Making Waves, Levelling Up, Plan for Neighbourhoods and Transforming Town Programmes. 	<ul style="list-style-type: none"> ▶ Creating great places to live, work and visit
	<ul style="list-style-type: none"> ■ Support investment including the Sustainable Communities for Learning programme, the former Aberthaw Power Station, Bro Tathan and Cardiff Airport Enterprise Zone, to encourage economic growth across the Vale. 	<ul style="list-style-type: none"> ▶ Creating great places to live, work and visit

Access to services, advice and support



■ Deliver a new Customer Strategy and improve services to ensure everyone can access services and information in the way that best meets their needs.

► Objective
Being the best Council we can be



■ Transform our services and how we work to better meet the needs of the community and to make the best use of our resources.

► Objective
Being the best Council we can be



■ Use digital technology more innovatively to improve services whilst ensuring that services are accessible to everyone.

► Objective
Being the best Council we can be



■ Become a County of Sanctuary by providing inclusive services and support and offering a dignified welcome to all.

► Objective
Supporting and protecting those who need us



■ Deliver an integrated programme of work to prevent and tackle poverty with a particular focus on our most deprived communities.

► Objective
Supporting and protecting those who need us



■ Develop more accessible and joined up health and social care services that prioritise early interventions and work with the Third Sector.

► Objective
Supporting and protecting those who need us

Food



■ Deliver a Food Strategy for the Vale and work with local food producers and the agricultural sector to support local supply chains and actions which underpin the sustainability of our rural communities.

► Objective
Respecting and celebrating the environment

Children and families



■ Focus on families of children living in poverty and help them to increase their income, access food and housing and escape poverty through wraparound support and advice services.

► Objective
Giving everyone a good start in life

■ Improve access to good quality and timely advice, support and services to families.

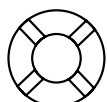
► Objective
Giving everyone a good start in life

Social activities



■ Make sure there are affordable and accessible ways for people to participate in leisure, play, sport, cultural and heritage activities

► Objective
Creating great places to live, work and visit



■ Make sure young people can access affordable opportunities and safe spaces for sport and play including through after school and holiday clubs.

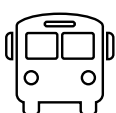
► Objective
Giving everyone a good start in life



■ Provide a range of services and activities through our libraries from early years throughout childhood, encouraging learning, confidence and creativity.

► Objective
Giving everyone a good start in life

Transport



■ Increase opportunities for active travel and promote the need for quality and timely local public transport services.

► Objective
Respecting and celebrating the environment

6

Delivering our objectives and monitoring progress

In this Plan we have set out the outcomes the Council wants to work with its partners to achieve.

We have listened to what residents and other stakeholders have told us and we are making changes to how we work. We are working in an increasingly challenging environment and this is reflected throughout this Plan – we are transforming how we work through our ambitious Reshaping programme.

Each Spring we will publish a set of annual plans that will detail our key areas of focus for the year ahead, as aligned to this five year plan. These plans will set out the steps we will take in-year to deliver on our Corporate Plan Well-being Objectives and achieve our vision of **Strong Communities with a Bright Future**. The Council has a robust performance management approach which enables the organisation to identify actions for improvement, identify and reduce risks to drive service improvement and achieve outcomes for our citizens.

The Corporate Plan will need to be considered alongside a number of other key Council and Partnership Plans which will provide more detail about specific actions, how they will be delivered and by who.

Each year we are required to undertake an Annual Self-Assessment Report which provides an end of year summary of the progress made in delivering the in-year commitments aligned to our Well-being Objectives.

Further information on the Council's current approach to performance management is detailed on the Council's Performance **webpages**.

Additional information

The following pages provide additional information about the development of **Vale 2030**.

Listening to our residents

To shape the work of the Council, the work we undertake in partnership and this Corporate Plan the Council engages, involves and consults with our residents and other stakeholders. This is undertaken in a variety of ways and by teams across the Council.

We are confident that this Plan reflects what residents are telling us matters to them and what we need to improve. We also know we need to do more to build trust and continue the conversations with individuals, communities and organisations. Below are just some examples of the engagement work undertaken. More information about how we engage can be found on **Participate Vale**.

Lets Talk about life in the Vale 2023

According to our 'Lets Talk about Life in the Vale' residents survey 2023, 60% of respondents stated that they are either very or fairly satisfied with the Vale of Glamorgan as a place to live, and 80% would recommend the Vale of Glamorgan as a place to live.

Respondents were concerned about the cost-of-living crisis, the climate emergency and the nature emergency, Respondents were also concerned about services and support for older people and for young people.

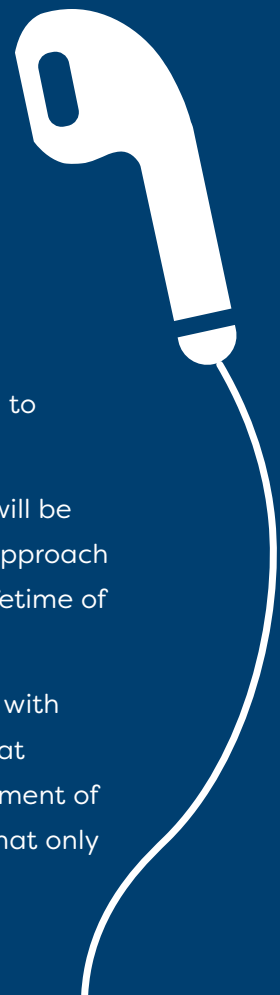
People ranked the following as the five most important service priorities to them:

1. Easy access care and healthcare services when my family or I need them.
2. Live in a neighbourhood that is clean and tidy.
3. Buy or rent a good quality home.
4. Access to regular recycling and waste collections.
5. Enjoy the natural environment.

The results of the survey also told us we need to do more to explain our work, and to engage residents in decision making.

The Let's Talk About Life in the Vale survey, developed with Data Cymru in 2023, will be undertaken every other year and has been recognised as best practice with the approach adopted by other Local Authorities. We will be repeating this survey during the lifetime of this Plan and recognise the value of undertaking such a large-scale exercise.

The results of the Let's Talk survey demonstrated a need to do more to build trust with residents, communicate more about the work being undertaken and to ensure that residents feel they are being listened to. Let's Talk forms part of our wider commitment of continuing to engage with, listen to, and learn from our residents. We recognise that only



through clearly explaining our work and through listening to our residents will we ensure that we are delivering our services to the high standards that our residents expect and rely upon. As we will need to make changes to how we deliver services, it is important that these are consulted on and that we explain why and how decisions are reached, as well as the impact of those changes. This dialogue will lead to a better understanding about concerns from residents and others and the reasons why changes are necessary.

Listening to younger residents

The Vale Youth Service support the Youth Forum and a number of other groups. They also run a range of consultation activities throughout the year to engage with and hear from young people about the topics and issues that matter to them. During January to March 2024, young people in the Vale took part in Make Your Mark Consultation – the largest national consultation for young people aged 11-18 facilitated by UK Youth Parliament. 4,837 young people in the Vale took part in the exercise and key priorities identified were health and wellbeing, culture media and sport and jobs, economy and benefits.

An age friendly Vale

A significant amount of engagement has also been undertaken as part of our Age Friendly work to understand the needs and aspirations of older residents. Findings from the Age Friendly Vale Draft Action Plan consultation (June - August 2024) gathered insight from 11 community feedback events in local venues and 135 responses to the survey provided insights into key priorities. In addition, feedback has also been gathered from the Age Friendly Network, the Council's Sheltered Housing Forum and the Vale 50+ Strategy Forum. This feedback highlighted particular priorities including access to health services, challenges with transport and communication linked to digital exclusion, awareness of support and social connection. The Council also continues to support the Vale 50+ Strategy Forum.

Placemaking

Engagement undertaken as part of our Placemaking work also provides opportunities for communities to become more involved in shaping the area where they live and to being more empowered to participate in their community.

We are listening

As part of the Council's Annual Self-Assessment and performance management processes we report on consultation undertaken and the resulting action taken.

Placemaking

Placemaking creates good quality areas to live, focusing on the environment, the people that live in and use these spaces and the quality of life that comes from the interaction of people and their surroundings.

Through placemaking we are taking a holistic review of places to understand what matters most to local communities and how public spaces can be further enhanced to improve people's well-being.

We are taking forward placemaking through six key principles:



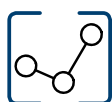
- **People and community** – local communities are involved in the development of proposals. The needs, aspirations, health and well-being of all people are considered.



- **Location** – places grow and develop in a way that uses land efficiently, supports and enhances places ensuring that they are well connected.



- **Movement** – walking, cycling and public transport are prioritised to provide a choice of transport modes.



- **Mix of uses** – places have a range of purposes providing opportunities for community development, local business growth and access to jobs, services and facilities via walking, cycling or public transport.



- **Public realm** – streets and public spaces are well defined, welcoming, safe and inclusive with a distinct identity.



- **Identity** – the positive, distinctive qualities of places, their heritage, culture, language, built and natural physical attributes are identified and responded to.

The Placemaking Plans produced for the four Vale towns will outline potential schemes and projects reflective of the evidence and data gathered through engagement. The learning from the initial placemaking work and the placemaking principles will inform engagement and community development across the Council.



The Replacement Local Development Plan (LDP) will also provide a strategic planning framework that will contain a placemaking vision at its heart. It will put placemaking as a key development principle at all scales. Specifically, it will recognise that delivering good quality, well connected places has a key role to play in supporting well-being, and enhancing people's physical and mental health.



The Well-being of Future Generations Act

Sustainable development means the process of improving the economic, social, environmental and cultural well-being of Wales by acting in accordance with the sustainable development principle, aimed at achieving the well-being goals.

The Council has embraced the Well-being of Future Generations (Wales) Act 2015 and as detailed earlier in the Plan there has been considerable change in how the Council works. We will also set out an ambitious programme of activity for the next five years which will be described in more detail in the accompanying Annual Delivery Plan.

The aim of the Well-being of Future Generations Act is to improve the social, economic, environmental and cultural well-being of Wales. The Act has already had a significant impact in Wales and has made public bodies, including the Council, think more about the long term, work better with people, communities and each other; prevent problems and take a more joined-up approach. To make sure relevant bodies are all working towards the same vision, the Act puts in place seven well-being goals and a sustainable development principle.

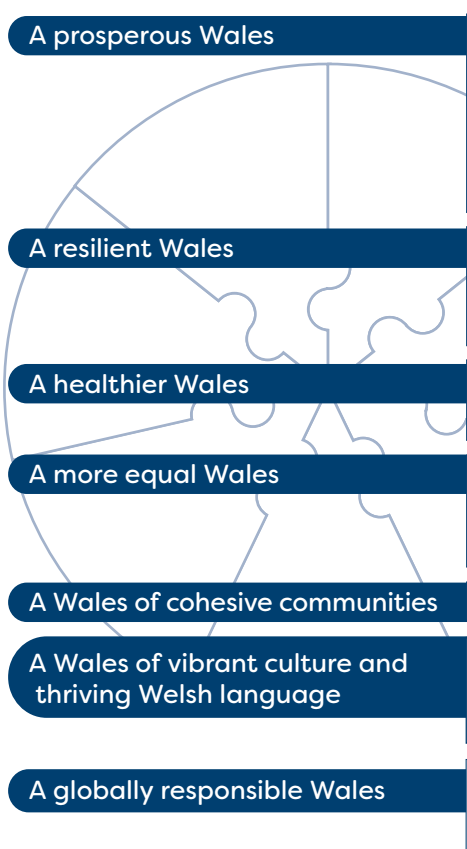
Sustainable development principle

The Act puts in place a ‘sustainable development principle’ which tells organisations how to go about meeting their duty under the Act

‘You must act in a manner which seeks to ensure that the needs of the present are met without compromising the ability of future generations to meet their own needs by taking account of the sustainable development principle’

National well-being goals

The table below details the 7 national well-being goals which the Council must maximise its contribution to;



A prosperous Wales	An innovative, productive and low carbon society which recognises the limits of the global environment and therefore uses resources efficiently and proportionately (including acting on climate change); and which develops a skilled and well-educated population in an economy which generates wealth and provides employment opportunities, allowing people to take advantage of the wealth generated through securing decent work.
A resilient Wales	A nation which maintains and enhances a biodiverse natural environment with healthy functioning ecosystems that support social, economic and ecological resilience and the capacity to adapt to change (for example climate change).
A healthier Wales	A society in which people’s physical and mental well-being is maximised and in which choices and behaviours that benefit future health are understood.
A more equal Wales	A society that enables people to fulfil their potential no matter what their background or circumstances (including their socio economic background and circumstances).
A Wales of cohesive communities	Attractive, viable, safe and well-connected communities.
A Wales of vibrant culture and thriving Welsh language	A society that promotes and protects culture, heritage and the Welsh language, and which encourages people to participate in the art, and sports and recreation.
A globally responsible Wales	A nation which, when doing anything to improve the economic, social, environmental and cultural well-being of Wales, take account of whether doing such a thing may make a positive contribution to global well-being.

5 ways of working

By embedding the five ways of working the Council is working in a more sustainable way. The five ways of working as detailed in the Act are:



Looking to the long term

The intended effect of the long-term requirement is that you are aware of, and address, the well-being of current and future generations whilst addressing the needs of the people you currently serve.



Taking an integrated approach

The purpose of taking an integrated approach is to ensure that you recognise the interdependence that exists between the seven well-being goals and on your well-being objectives. Only an approach that makes the connections between, and effectively integrates economic, social, environmental and cultural challenges, will maximise each public body's contribution to achieving the well-being goals. This can also identify opportunities to simplify arrangements.



Involving people

Effective involvement of people and communities is at the heart of improving well-being currently and in the future. It recognises the importance of involving people in decisions that affect them.



Collaborating with others

The purpose of taking a collaborative approach is to recognise the different roles that public bodies play in tackling long-term challenges, and to ensure actions by public bodies are complimentary therefore maximising their collective impact.



Prevention

Understanding the underlying causes of the problems people and communities face can help us find different solutions, intervene early and prevent problems from getting worse or arising in the future. But this is not just about addressing problems – it is about finding enabling solutions and early interventions at the right time to make progress in achieving the well-being goals.

Glossary

Active Travel

The term is often used interchangeably with walking and cycling, but active travel can also include trips made by wheelchair, mobility scooters, adapted cycles, e-cycles, scooters.

Additional Learning Needs (ALN)

A child or young person has ALN if they have a significantly greater difficulty in learning than the majority of others of the same age, or have a disability which prevents or hinders them from making use of the educational facilities generally provided for others of the same age in mainstream maintained school or Further Education Institution.

[Additional Learning Needs \(valeofglamorgan.gov.uk\)](https://www.valeofglamorgan.gov.uk)

Affordable Housing

The definition of affordable housing for the purposes of the planning system is outlined in the Welsh Government Technical Advice Note 2 (usually referred to as TAN 2). The definition applies to housing where there are secure mechanisms in place to ensure that it is accessible to those who cannot afford market housing, both on first occupation and for subsequent occupiers. It includes social rented housing owned by local authorities and Registered Social Landlords and intermediate housing where prices or rents are above those of social rents but below market housing prices or rents.

Biodiversity

Biodiversity refers to the variety of living species on Earth, including plants, animals, bacteria and fungi.

Cabinet

The Cabinet is made up of the Leader of the Council and seven other councillors and

uses its Executive Powers to make most of the Council's decisions on services, functions and corporate management, including plans and strategies.

https://www.valeofglamorgan.gov.uk/en/our_council/Council-Structure/Cabinet/Cabinet.aspx

Cardiff Capital Region

Cardiff Capital Region is transforming the economy, business landscape and potential for inclusive prosperity across South East Wales. It is a partnership of 10 councils and has been working together since 2017. In April 2024, CCR became a Corporate Joint Committee, with new responsibilities for regional transport and strategic planning.

[Cardiff Capital Region - Re-energising our Region, Reshaping our Future](#)

Children Looked After

Section 74 of the Social Services and Wellbeing (Wales) Act defines the term 'looked after' as referring to a child who is either in the local authority's care – i.e. is subject to a care order or an interim care order under section 31 of the Children Act 1989 – or who is provided with accommodation by the local authority for a continuous period of more than 24 hours in the exercise of any of its social services functions

Cleanliness Index

This is the overall standard of cleanliness of adopted highways and there are a series of defined grades relating to levels of litter etc

Domiciliary Care

Domiciliary care simply describes a person receiving care at their own home.

Glossary

Healthy Life Expectancy

The average number of years that a person can expect to live in full health, without disabling illness or injuries.

Lower Super Output Areas (LSOA)

Lower layer Super Output Areas (LSOAs) comprise between 400 and 1,200 households and usually have a resident population between 1,000 and 3,000 persons. They are designed to improve the reporting of small area statistics.

People of the Global Majority

This term is used to refer to all ethnic groups except white British and other white groups, including white minorities. This includes people from black, Asian, mixed, and other ethnic groups who are often racialised as 'ethnic minorities'.

Placemaking

Placemaking creates good quality areas to live, focusing on the environment, the people that live in and use these spaces and the quality of life that comes from the interaction of people and their surroundings.

Public Services Board

Public Services Boards were established as part of the Well-being of Future Generations Act. Our Vale - The Vale of Glamorgan Public Services Board (PSB) brings together senior leaders from public and third sector organisations across the Vale of Glamorgan to work in partnership for a better future.

<https://www.valepsb.wales/en/Home.aspx>

Regional Partnership Board

The Regional Partnership Board (RPB) is made up of Cardiff Council, Vale of Glamorgan Council, Cardiff and Vale University Health Board, Welsh

Ambulance Services NHS Trust, housing, third & independent sectors and carer representatives. The aim is to improve the health and well-being of the population and improve how health and care services are delivered by making sure people get the right support, at the right time, in the right place.

CAVRPB – The right support, at the right time, in the right place

Relative Low Income

Relative low income: This refers to people living in households with income below 60% of the median in that year.

Reshaping Programme

The Reshaping Programme is the Council's transformation programme. The Council is exploring innovative and alternative models for delivering services, collaborative opportunities, and working with the community to ensure the sustainability of services.

Scrutiny

The role of our **Scrutiny Committees** is to look at the services and issues that affect the lives of people in the Vale of Glamorgan. It's all about listening to local people, challenging and influencing decision-making and, where necessary, seeking improvement for the benefit of the public.

Scrutiny is a key part of the Council's political structure and plays an important role in ensuring that the Council's services are delivered effectively, efficiently and in the interests of residents and those who work or visit the Vale of Glamorgan.

Section 16 Forum

Section 16 of the Social Services and Well-being Act is about promoting social

enterprises, co-operatives, user led services and the third sector. A Section 16 Forum is a statutory requirement under Part 2 of the Social Services and Well-being Act and local authorities must put in place arrangements to support and encourage Section 16 organisations. This includes bringing these providers together for mutual support, shared learning, and promotion of good practice.

Supporting People

The Supporting People Programme is a Welsh Government programme that helps people to live independently. The Programme provides vital support and helps some of Wales' most vulnerable people to live independently in their own home or supported housing.

Supporting People and Housing Related Support (valeofglamorgan.gov.uk)

Third Sector

Third sector organisations' is a term used to describe the range of organisations that are neither public sector nor private sector. It includes voluntary and community organisations (both registered charities and other organisations such as associations, self-help groups and community groups), social enterprises, mutuals and co-operatives.

Welsh Index of Multiple Deprivation

The Welsh Index of Multiple Deprivation (WIMD) is designed to identify the small areas of Wales that are the most deprived.

Welsh Index of Multiple Deprivation | GOV.WALES

Welsh Housing Quality Standard (WHQS)

Houses owned by housing associations and local authorities have to be in good condition as part of the housing quality standard.

Welsh housing quality standard: overview | GOV.WALES



For more info....

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Email c1v@valeofglamorgan.gov.uk or

Call **01446 700111**



