

Vale 2030

Strong Communities with
a Bright Future

What is Vale 2030?

Vale 2030 sets out how we will achieve our vision of “**strong communities with a bright future.**” It highlights the key goals we will focus on from 2025-2030.

Why we have chosen these 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

In creating this new plan, we have listened to our residents, partners and others, looked at how we're performing, and recognised areas where we need to improve. We also took time to think about how the Council needs to change for the future.

The Council is facing many challenges, but it remains committed to planning for the future while meeting today's needs.

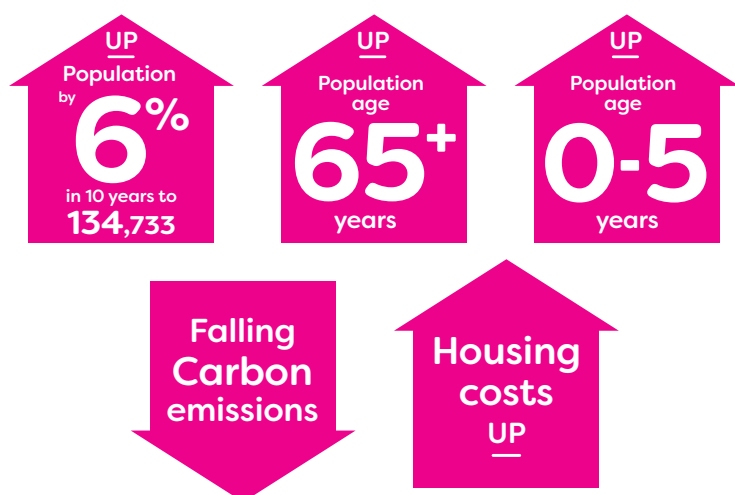
To do this we will help to empower communities by listening to what residents want and need in order to create great places to live.

The Vale of Glamorgan Council is committed to being a welcoming and supportive place for all residents, and the Council promises to work together with communities and partners to deliver these goals for the benefit of everyone.

The Vale of Glamorgan – key facts and figures

The population of the Vale of Glamorgan has grown by **6%** over the past 10 years to **134,733**, with significant increases in both older residents (65+) and young children (0-5). Welsh language skills have risen, with **13.3%** of the population able to speak, read, or write Welsh.

Some people living in areas in the Vale have some of the lowest incomes in Wales. Housing costs have increased, making the Vale one of the most expensive places to live in Wales. Individual carbon emissions (the amount each person produces through their everyday actions) are above Welsh average but have been reducing each year.



Here are some key facts about the Council:

5,324 staff

work across all our services including in our schools.

The workforce

includes teachers, social workers, engineers, librarians, and many more.



The Council runs

53 schools

with

23,071 pupils

and over

1,000 students

whose first language is not English or Welsh.



3,327 adults

receive support through social care.



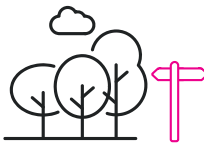
The Council manages

3,972 social housing homes

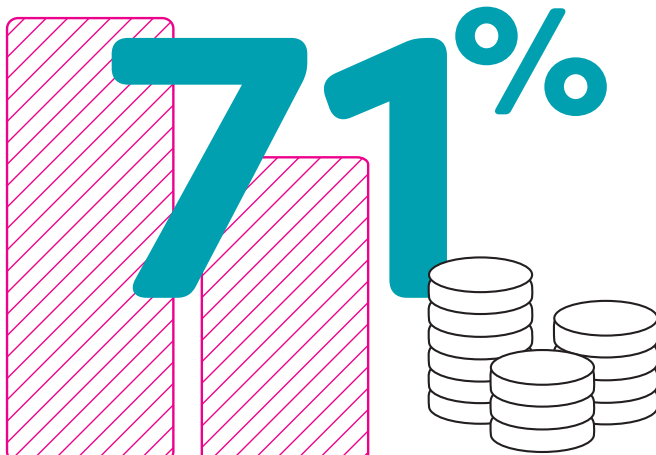
over

1 million^{km}

of highways, and large parks like Porthkerry and Cosmeston Lakes.



Schools and Social Services share of the Council's budget



£8.77 million



The Council's financial position is challenging, with rising demand for services and increased costs to provide them.

Every year, the Council sets a budget and has to make savings to stay within it. For 2025/26, it has identified £8.771 million in revenue savings,

£55.5 million



and since 2015/16, it has identified £55.5 million in savings.

£331.524 million

The Council's total revenue budget for 2025/26 is £331.524 million, funded by Welsh Government, Council Tax, Business Rates, and various grants.

Since 2020 the Council's spending on schools and social services has increased by a significant amount and together these two areas make up 71% of the Council's budget.

Here are some of the key achievements we delivered as part of the Corporate Plan 2020-25:

1 

► **More than 4,000 residents responded to Let's Talk**

About Life in the Vale 2023 our largest survey ever.

2 

► **Handled over 1 million digital enquiries,**

saving residents time and reducing the need to travel.

3 

► **Provided financial support to over 35,000 residents**

through Cost-of-Living Support payments.

4 

► **Rolled out free school meals**

to all pupils from reception to year six ahead of the Welsh Government target.

5 

► **Helped 577 individuals into employment**

through the Communities for Work programme.

6 

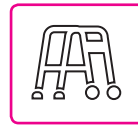
► **Secured over £55 million in funding for regeneration**

which will help us to make the Vale a great place and to grow the economy.

7 

► **Built 253 new council homes**

and ensured all council housing stock meets Welsh Housing Quality Standards.

8 

► **Reduced the average time it takes to arrange in-home care services**

for people who need assistance with daily activities.

9 

► **Opened South Point Primary School as the first net-zero school in construction and operation in Wales.**

10 

► **Supported residents to enable an increase in the recycling rate to 70.4%.**

Vale 2030: A Plan for the future

Developing a new plan

The Council has looked at different types of information to help shape our plans for the next five years including feedback from our residents and partners, local data and our past achievements and performance.



What our residents say

The 2023 “**Let’s Talk About Life in the Vale**” survey revealed that **60%** of residents are satisfied with the Vale of Glamorgan as a place to live, and **80%** would recommend it.

Many respondents expressed concern over the **rising cost-of-living, the climate emergency, and about the nature emergency.**

The top service priorities included **healthcare access, clean neighbourhoods, quality housing, access to regular recycling and waste collections, and enjoying nature.**

The survey also showed that more communication and engagement with residents is needed. Young people prioritised **health, wellbeing, and jobs**, while older adults focused on **healthcare access, transport, and social connection.**

Vale 2030 has been shaped by what our residents have told us.

Key challenges

We have identified poverty, the climate and nature emergencies and inequalities as three key challenges.

Poverty

Life experiences are not the same across the Vale. Our aim is to ensure everyone can afford the essentials and a decent standard of living. We are already working to tackle poverty through housing, benefits advice, employment and education services, and as part of our work to deliver all the Objectives in this Plan we have included more actions that will seek to prevent and tackle poverty.

The climate and nature emergencies

The Council declared a climate emergency in 2019 and a nature emergency in 2021, recognising the urgent need for action. The Council’s Project Zero aims to reduce its carbon emissions to net-zero by 2030 and work toward a net-zero Vale by 2050. This Plan sets out a number of actions that we will deliver as part of this work.

Inequalities

The Vale of Glamorgan is becoming more diverse, with a growing older population and residents who have different life experiences based on age, sex, disability, ethnicity, religion, or sexual orientation. We are committed to making sure our services are fair and accessible to everyone, including supporting the Welsh language, and we will keep learning from people’s experiences to understand their needs better.

Changing how we work

The Council we are today is not the same as we were 5 or 10 years ago and the way we provide services and how we work has changed and will need to change in the future. This is an opportunity for us 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:



To succeed, we will work together with different services and organisations. Four key areas will guide us:

- ▶ **Involving our communities** – We want to give people more chances to take part, get involved, and help shape the work of the Council.
- ▶ **Placemaking** – We aim to create good quality areas to live, focusing on the environment, and what the people that live in and use these spaces want.
- ▶ **Working in Partnership** – We are committed to working with others to improve the lives of our residents, recognising we are stronger when we work together.
- ▶ **Reshaping Programme** – We will change how we work to make sure the Council can continue to provide good quality services.

Working together for a brighter future

We want to work closely with our communities and to create good relationships with all community partners. This includes voluntary organisations, community groups, town and community councils, social enterprises, public bodies and businesses. In Vale 2030 we set out what organisations can expect when working with us.

In summary when working with the Council organisations can expect us to:

- Be open and honest, giving you chances to be involved in decisions and making sure your voice is heard.
- Make sure you have enough time and different ways to share your feedback on Council plans.
- Clearly explain what is and isn't possible, and why.
- Provide clear and simple information about grants and opportunities, with fair expectations and timelines.
- Work with various organisations to solve problems and find opportunities.
- Listen to your ideas with easy ways to get in touch, and support communities in managing local services.
- Respect our diverse communities, aim for fairness and celebrate Welsh culture.

Our well-being objectives

For each of our Objectives we have set out our ambitions and the outcomes we want to deliver, with a strong focus on partnership working.

Well-being Objective | 1



Creating great places to live, work and visit

- ▶ We are focused on creating great places where communities feel empowered. We will make the most of investment and regeneration opportunities to improve the area and work with others to keep the Vale safe.
- ▶ We will create a new plan for local development and make sure people have access to affordable, quality homes.
- ▶ We also want to support well-being through things like leisure, arts, and culture, using available funding and different ways to provide these services.

Well-being Objective | 2



Respecting and celebrating the environment

- ▶ We are committed to raising awareness about protecting the environment and supporting others to do the same. Our goal is to become a net zero organisation by 2030 and help the country reach net zero by 2050.
- ▶ We will focus on the changes needed to our buildings, how we travel, how we connect with nature, the energy we use, the waste we create and the choices we make.
- ▶ We will work with our partners to protect our communities, land and buildings from the impact of flooding and coastal erosion.

Well-being Objective | 3



Giving everyone a good start in life

- ▶ We will focus on supporting children and families in our communities. We will work together to offer the help they need and expand community-focused schools, recognising the positive impact schools have on the community.
- ▶ We aim to provide support from early childhood, helping children grow confidently and live healthy lives.
- ▶ We understand some people may need extra support as they grow, and we will offer information and services through teams like our libraries and provide activities in and out of school for learning and fun.

Well-being Objective | 4

Supporting and protecting those who need us

- ▶ We are committed to ensuring residents who need extra help can access it. This includes working across social care, housing, and health services, preventing homelessness, and offering advice and support.
- ▶ We will work with partners to protect children, the elderly and vulnerable people.
- ▶ We will also work together to prevent and address poverty, providing services and support to help people before they face a crisis.

Well-being Objective | 5

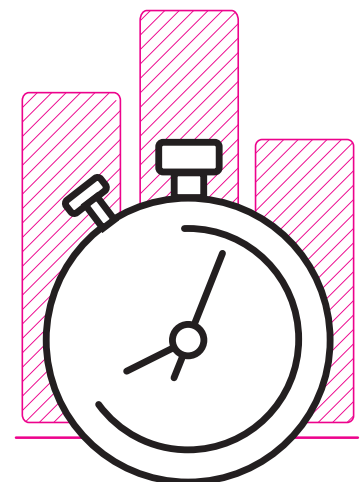
Being the best council we can be

- ▶ We are dedicated to delivering good services and we will develop a new customer strategy. Our focus is on providing quality services, good management, and strong financial planning.
- ▶ We aim to improve how we work by finding new ways to do things, engaging more with our residents and working with our partners.
- ▶ The actions needed to achieve this objective are key to the success of the entire Plan, with the needs of residents and those using our services always being our priority.

Delivering our objectives and monitoring progress

Every spring, the Council will share yearly plans that focus on the most important things to work on, helping to meet our long-term goals. These plans will set out the steps we will take in that year to deliver on our Vale 2030 objectives.

The Council has a system to track progress, improve services, and manage risks. We will continue to review how this system works to make sure everything stays clear and accountable.



Further information can be found on the Council's performance [webpages](#).