

Meeting of:	Cabinet
Date of Meeting:	Thursday, 13 April 2023
Relevant Scrutiny Committee:	Corporate Performance and Resources
Report Title:	Vale Public Services Board Draft Well-being Plan 2023-28
Purpose of Report:	To enable Cabinet to consider the draft Well-being Plan 2023-28 post consultation.
Report Owner:	Executive Leader and Cabinet Member for Corporate Performance and Resources
Responsible Officer:	Tom Bowring, Director of Corporate Resources
Elected Member and Officer Consultation:	No specific Ward Member consultation has been undertaken
Policy Framework:	This is a matter for Executive decision by Cabinet and approval by Council.
<p>Executive Summary:</p> <ul style="list-style-type: none"> • The report details how the Public Services Board (PSB) has developed its draft Well-being Plan which has been informed by the Well-being Assessment published in 2022 and through engagement. • The report provides a brief explanation of the content of the draft Plan, including the objectives, priority workstreams and actions (19 steps). • The PSB consulted on the draft Well-being Plan for 12 weeks from November 2022 to January 2023. The report provides an overview of the comments received by consultation respondents and details the subsequent changes made to the Plan. • Cabinet is asked to consider the consultation feedback and endorse the Well-being Plan and refer the same to Council for approval. 	

Recommendations

- 1.** That Cabinet considers this report, the updated draft Well-being Plan (Appendix A), the consultation feedback report (Appendix B) and the Equality Impact Assessment (Appendix C).
- 2.** That Cabinet endorses the new Public Services Board Well-being Plan and refers this report and appendices to Full Council on 24th April, 2023 for consideration and approval.
- 3.** That use of the urgent decision procedure as set out in Section 15.14 of the Council's constitution be approved in order for the Public Services Board Well-being Plan to be referred to Full Council on 24th April, 2023 for consideration and approval.

Reasons for Recommendations

- 1.** To enable Cabinet to consider the consultation feedback and the subsequent changes to the Plan.
- 2.** To ensure that the new Well-being Plan can be presented to Council in April for consideration and approval.
- 3.** To allow the new Well-being Plan to be referred to Council on 24th April, 2023 for consideration and approval.

1. Background

- 1.1** The Well-being of Future Generations (Wales) Act 2015 formally established Public Services Boards (PSBs) in each local authority area in Wales. 'Our Vale' is the Vale PSB and in accordance with the Act must contribute to the achievement of the national well-being goals as set out in the legislation. The PSB must do this by:
 - Assessing the state of economic, social, environmental, and cultural well-being in the local area.
 - Setting local objectives that are designed to maximise the PSB's contribution within the area to achieving the national well-being goals.
 - Taking all reasonable steps to meet these objectives i.e., through a Well-being Plan which must be informed by the Well-being Assessment.
- 1.2** Corporate Performance and Resources Scrutiny Committee is the designated committee for scrutinising the work of the PSB as a whole.
- 1.3** The PSB set four Well-being Objectives which provided the framework for its Well-being Plan published in 2018. There were several short and long-term actions which were taken forward in an integrated way to achieve the four Objectives and to deliver the PSB's 2050 vision. Each year an Annual Report is published detailing the work of the PSB.

- 1.4** The PSB's four Well-being Objectives were:
1. To enable people to get involved, participate in their local communities and shape local services
 2. To reduce poverty and tackle inequalities linked to deprivation
 3. To give children the best start in life
 4. To protect, enhance and value our environment
- 1.5** After publishing a new Well-being Assessment in 2022, the PSB has now developed a draft Well-being Plan which contains three new draft Well-being Objectives which are:
1. A more resilient and greener Vale
 2. A more active and healthier Vale
 3. A more equitable and connected Vale

2. Key Issues for Consideration

- 2.1** In May 2022 the Vale Public Services Board published its [Well-being Assessment](#). This assessment brought together a range of national and local data, research, and evidence alongside the findings of the 'Let's Talk' engagement and considered the state of economic, social, environmental, and cultural well-being across the Vale of Glamorgan. The Well-being Assessment is made-up of a suite of reports reflecting on the many different factors which impact well-being.
- 2.2** Following the publication of the Well-being Assessment the PSB has developed a new Well-being Plan. The findings of the Assessment were considered and 3 new well-being objectives and 3 new key priorities identified. To inform the new Plan engagement took place with residents and stakeholders including a Futures workshop using the 3 Horizons model. The PSB has sought advice from the Future Generations Commissioner regarding how to deliver the objectives and reflected on the Future Generations Report.
- 2.3** As a result of this work the PSB has reflected on the vision for 2050 and has encapsulated it in a more concise sentence whilst retaining the spirit of what was committed to in 2018. The summarised vision is: *'Happy and healthy communities working together to create a fair and sustainable Vale for everyone'*
- 2.4** The three new Well-being objectives for 2023-2028 are:
- ***A more resilient and greener Vale***
 - ***A more active and healthier Vale***
 - ***A more equitable and connected Vale***
- 2.5** The three priority workstreams that the PSB has identified where specific and additional shared focus is needed are:
- **Responding to the climate and nature emergencies**

- **Working with people who live in our communities that experience higher levels of deprivation**
- **Becoming an Age Friendly Vale**

- 2.6** The draft Plan is attached as Appendix A and has been revised following the conclusion of the consultation. The Plan has been designed to show the integrated way in which the PSB works and the contribution that many associated partnerships and projects will make to delivering the Well-being Objectives and priority workstreams. The Plan highlights the range of work and sets out 19 steps that cut across all three objectives and workstreams and provide a framework for the PSB's activity over the next five years.
- 2.7** The steps in the draft Plan have been discussed at length across the PSB and reflect where partners think their collective action can add the greatest value in contributing to the national well-being goals and delivering the PSB's Well-being Objectives.
- 2.8** Consultation on the draft plan commenced on 7th November, 2022 and ran for 12 weeks ending on 29th January, 2023. Consultation was undertaken using the Participate Vale platform and was promoted widely. Information was circulated to all statutory consultees and a wide range of organisations, including those that participated in the previous engagement on the Well-being Assessment and draft Plan. Additionally, the draft Plan was circulated to a range of key partners and stakeholders with a request for comments on the Objectives, priority workstreams and steps.
- 2.9** A short online survey was created and was promoted by all partners. Comments on the Plan were also submitted via email. Appendix B describes the wide range of consultation activity, the comments that were received and actions taken and planned in response to the feedback. In terms of the survey element of the consultation activity, Cabinet members will note that 107 responses were received. To increase the response rate and reach out to people who may not usually respond to our online surveys we attended various warm spaces to talk to people about the draft Plan.
- 2.10** A number of other activities also contributed to the consultation on the draft Plan. The role of the Council's Age Friendly Vale Officer includes engaging with communities and this work also formed part of the consultation on the draft Plan. Work is also ongoing as part of the Council's Project Zero work to engage with the community on climate change issues and this was also taken into account as the Well-being Plan was developed. Work is being undertaken with the Youth Service to ensure we are engaging with young people, particularly on the issues of climate change and cost of living. Some of this year's PSB funding is being used to develop engagement work in our most deprived communities and this also helped shape the draft Well-being Plan.
- 2.11** The draft Plan was also considered by the Corporate Performance and Resources Scrutiny Committee during the consultation period. There were formal responses from organisations such as Natural Resource Wales (NRW), Welsh

Government and the Future Generations Commissioner. These responses contained support for the draft Plan and suggestions for improvement, which have been incorporated into the current version. The comments made included re-formatting suggestions, consideration of timescales, more specific actions and the monitoring of actions, and a greater emphasis on culture and prevention. Changes to the plan have been made to strengthen these areas and this will need to be built into the work as the PSB moves forward.

- 2.12** As described above, the Well-being Plan has been developed with due regard to consultation and engagement undertaken through the year and in particular work undertaken through the summer which informed both the PSB draft Well-being Plan and the Council's draft Annual Delivery Plan. Overall, the feedback on the draft plan has been positive with support expressed for the Well-being Objectives and priority workstreams but with requests for more detail about the actions that will be taken.
- 2.13** There were several emerging themes from the consultation responses, with Climate Change being an issue that generated a range of opinions. There was a lot of support for protecting our environment and increasing green spaces. However, there were some responses that questioned the priority level of climate action for local organisations. Additionally, there was a focus on communication as many respondents emphasised the importance of listening to our communities. There was a mix of responses with some feeling ignored and asking for more interaction, while others expressed agreement with the objectives in the Plan highlighting effective engagement.
- 2.14** Changes have been made to the 19 steps and the detail of the Plan to take on board comments made. It is recommended that as part of the Annual Reporting process that the PSB sets out a series of actions for the year ahead to provide clarity over activities. These can be 'SMARTer' and will reflect the evolution of the work of the PSB and workstreams as they develop and supporting resources are identified.
- 2.15** In terms of changes to the draft plan following consultation and further discussion, the following changes have been made and actions taken:
- A table of contents has been added.
 - Graphics have been amended to make them clearer and have more links.
 - The order of steps has been amended.
 - Rewording of inequalities to inequities where relevant.
 - Amendments to LSOA references.
 - Some steps have been reworded to elaborate on the theme of prevention.
 - Some steps have been reviewed and revisions made to make them more specific.
 - Added to the Well-being Assessment section what work will continue to develop data and the evidence base.

- A section has been added on Welsh Language and culture, as well as more references throughout the document and a recognition that further work in this area is needed.
- Additional information has been added to explain the long-term impact of the objectives and actions.
- The Plan has been amended to include more references to other organisations and Town and Community Councils.
- Changes have been made to wording around involvement and engagement.
- References to carers have been amended to say unpaid carers.
- Reference to the Healthy Weight: Healthy Wales Strategy has been included in the plan.
- More information has been included about monitoring and the annual reporting process.

2.16 Cabinet are asked to note the changes to the Well-being Plan in response to the consultation feedback.

2.17 The revised Plan and associated appendices were considered by the Corporate Performance and Resources Scrutiny Committee on 15th March, 2023 and the Committee noted the report. Following consideration of the Plan post consultation by the Scrutiny Committee in March, all PSB partners are seeking approval of the new Well-being Plan from their board or committee as appropriate. As the Vale of Glamorgan Council is one of the partner organisations in the Vale of Glamorgan PSB, Cabinet and Council are requested to approve the new Well-being Plan which will then, subject to having been approved by all PSB partners, be formally signed off at a PSB meeting on 3rd May, 2023 and will then be published.

3. How do proposals evidence the Five Ways of Working and contribute to our Well-being Objectives?

3.1 The Well-being of Future Generations (Wales) Act is about sustainable development. The Act sets out a 'sustainable development principle' which specifies that the public bodies listed in the Act must act in a manner which seeks to ensure the needs of the present are met without compromising the ability of future generations to meet their own needs. In meeting their sustainability duty, each body must set objectives that highlight the work the body will undertake to contribute to meeting the seven Well-being Goals for Wales.

3.2 Through the PSB partners are working together to contribute to the national well-being goals, adopt the five ways of working and improve social, economic, cultural, and environmental well-being.

- 3.3** The draft Plan details how the work of the PSB as detailed in the Plan will contribute to all of the national Well-being Goals and how the five ways of working are embedded in the work of the PSB.

4. Climate Change and Nature Implications

- 4.1** A priority workstream for the PSB is working together in response to the climate and nature emergencies and the importance of this work is highlighted throughout the draft plan. This builds on the Climate Emergency Charter which all PSB partners signed in 2021 and which is consistent with the work of the Council as part of Project Zero. Partners will also continue to work together through the PSB Climate Emergency and Asset Management Group to lead by example, take positive action and reduce our impact on the environment.

5. Resources and Legal Considerations

Financial

- 5.1** Welsh Government has continued to make funding available for the PSB in the form of a regional grant to both Vale of Glamorgan PSB and Cardiff PSB. The regional figure for 2023-24 is £58,440 and, in accordance with the grant conditions, is being utilised to further develop the PSB evidence base and undertake engagement linked to the work of the PSB.
- 5.2** Work undertaken to deliver the Well-being Plan will need to be funded from within existing resources or by accessing grant funding e.g. the Age Friendly funding from Welsh Government is supporting work for the Vale to achieve Age Friendly status from the World Health Organisation.

Employment

- 5.3** There are no specific employment implications arising as a direct result of this report.

Legal (Including Equalities)

- 5.4** There are no specific legal considerations arising as a direct result of this report. Actions set out in the Well-being Plan will help to tackle the inequalities linked to deprivation and to increase community participation and engagement. The work of the PSB will contribute to all national Well-being goals including the delivery of a more equal Wales.

6. Background Papers

Corporate Performance and Resources Scrutiny Committee 14th December, 2022

[Minutes \(valeofglamorgan.gov.uk\)](https://www.valeofglamorgan.gov.uk)

[The PSB Climate Emergency Charter](#)

Vale of Glamorgan Public Services Board

Well-being Plan 2023- 2028



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Foreword

This is the Vale Public Services Board's (PSB) second Well-being Plan and sets out the focus for the PSB over the next five years.

I am proud to be the Chair of 'Ein Bro – Our Vale', the PSB for the Vale of Glamorgan, which brings together a range of partners to focus on what matters for the Vale and what we need to do for our residents of today and for future generations. In this Plan we have set out three Well-being Objectives and the steps we will take to deliver them. Our Well-being Objectives are:

- ***A more resilient and greener Vale***
- ***A more active and healthier Vale***
- ***A more equitable and connected Vale***

In the past five years the PSB has grown into a partnership of strength. The pandemic brought many challenges. By working together across the Vale and the wider South Wales region we have demonstrated the innovation and agility that exists across the public sector, the importance of the third sector and the spirit and resilience of our communities. We will build on these strengths as we take forward the commitments in this plan and ensure that we are meeting the needs of current and future generations. As we continue to grow as a partnership we need to start focusing more on long term thinking and prevention in order to bring about the changes needed to improve well-being across the Vale.

This Plan reflects the extremely challenging times we are in. Our residents, businesses and many third sector and community organisations are facing uncertainty as we deal with the current cost of living crisis and the continuing impact of the Covid-19 pandemic and events across the globe. Many of us are also determined to make the changes necessary as a result of the climate and nature emergencies. When faced with challenges of this magnitude it is clear that we must work in partnership and move forward as a community. This plan articulates our commitment as partners to work together and take action to improve well-being across the Vale and in particular to tackle the climate and nature emergencies, reduce inequities and make the Vale more Age Friendly.

Councillor Lis Burnett



Chair of the Vale of Glamorgan Public Services Board

Introduction

Who are the Public Services Board?

The Vale Public Services Board, Ein Bro-Our Vale, was established in 2016 and brings together senior leaders from public and third sector organisations across the Vale of Glamorgan, to work in partnership for a better future. The PSB has a duty to maximise its contribution to the national well-being goals and improve environmental, social, economic and cultural well-being.



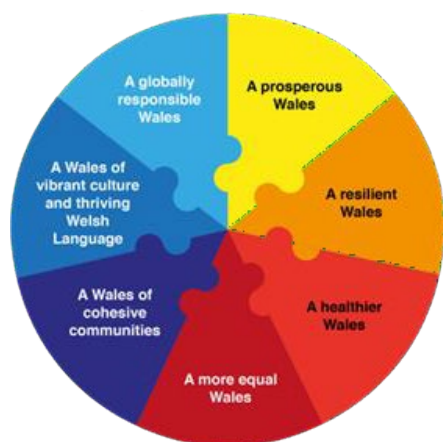
The Well-being of Future Generations (Wales) Act 2015

This plan has been developed in accordance with our duties under the [Well-being of Future Generations \(Wales\) Act](#) which requires us to “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”. However, partners recognise that we need to work in this way not just because of the legislation but because it makes sense. The PSB recognises that if we are to be successful in delivering our Well-being Objectives and achieving our vision for the Vale then we need to change how we work, listen to our residents and other stakeholders and use the evidence available to us to inform how we provide local services now and into the future.

The Act is about improving the economic, social, environmental and cultural well-being of Wales. It ensures that public bodies think more about the long term, work better with people, communities and each other, look to prevent problems occurring and take a more joined up approach. By continuing to embed these ways of working we can make a difference.



By working together, we can create a Vale and a Wales that we all want to live in, now and into the future. The Act puts in [place seven national well-being goals](#) which we must work towards and which must be viewed as an integrated set. In delivering this Plan we will contribute to all of the goals.



A new Well-being Plan

This section of the Plan provides an overview of the key details of our Well-being Plan for 2023 – 2028. Further detail (such as on how we work as a PSB, our achievements to date, our engagement and consultation work, our Objectives and how we will deliver them) are provided throughout the Plan and are also available via the links below. Together these form our Well-being Plan.

- Making a Difference
- What we have achieved
- A View of the Vale of Glamorgan and Our Critical Challenges
- What you've told us
- Our Well-being Objectives
- Delivering Our Well-being Objectives

We are fortunate to live and/or work in the Vale. The Vale has significant assets; we have relatively low levels of unemployment; we have a thriving voluntary sector, and the Vale is a beautiful area where residents and visitors can appreciate and enjoy our stunning landscape. Our local environment is important for our physical and mental well-being but is also important to the economic and cultural well-being of the area. However, there are inequalities across the Vale and important issues that need to be tackled. It is within this context that in our first Well-being Plan the PSB set an ambitious vision for a Vale of Glamorgan in 2050, demonstrating our understanding of the need to think more long term.

'Everyone will have a sense of belonging and be proud to be part of the Vale, recognising their contribution to the success of the region and Wales. Our impact on the environment, both local and global, will be understood, and public services, communities and businesses will work together to protect the environment and our natural resources for the benefit of current and future generations. The Vale will be an area of optimism and aspiration, where we work together to ensure that young people achieve their individual ambitions and are supported through the early years, childhood and teenage years. The positive attributes of our ageing population will be recognised and respected and the contribution of older people to the vibrancy and resilience of the Vale will be valued. Residents of all ages and backgrounds will participate in community life, helping to shape services and taking pride in the area they live in. Working together for the benefit of current and future generations will be the norm, and residents will have confidence in the services they receive and in their ability to effect change to improve the economic, environmental, social and cultural well-being of the area. Educational and health inequalities will be a feature of the past as we work together for a Vale where everyone has access to the services and support they need to live healthy, safe and fulfilling lives.'

This vision remains true and over the past five years we have been guided by this vision in delivering the commitments in our first Well-being Plan. Our 'What have we achieved' section sets out some of our key achievements in working towards this vision, these achievements are also captured in our [Annual Reports](#).

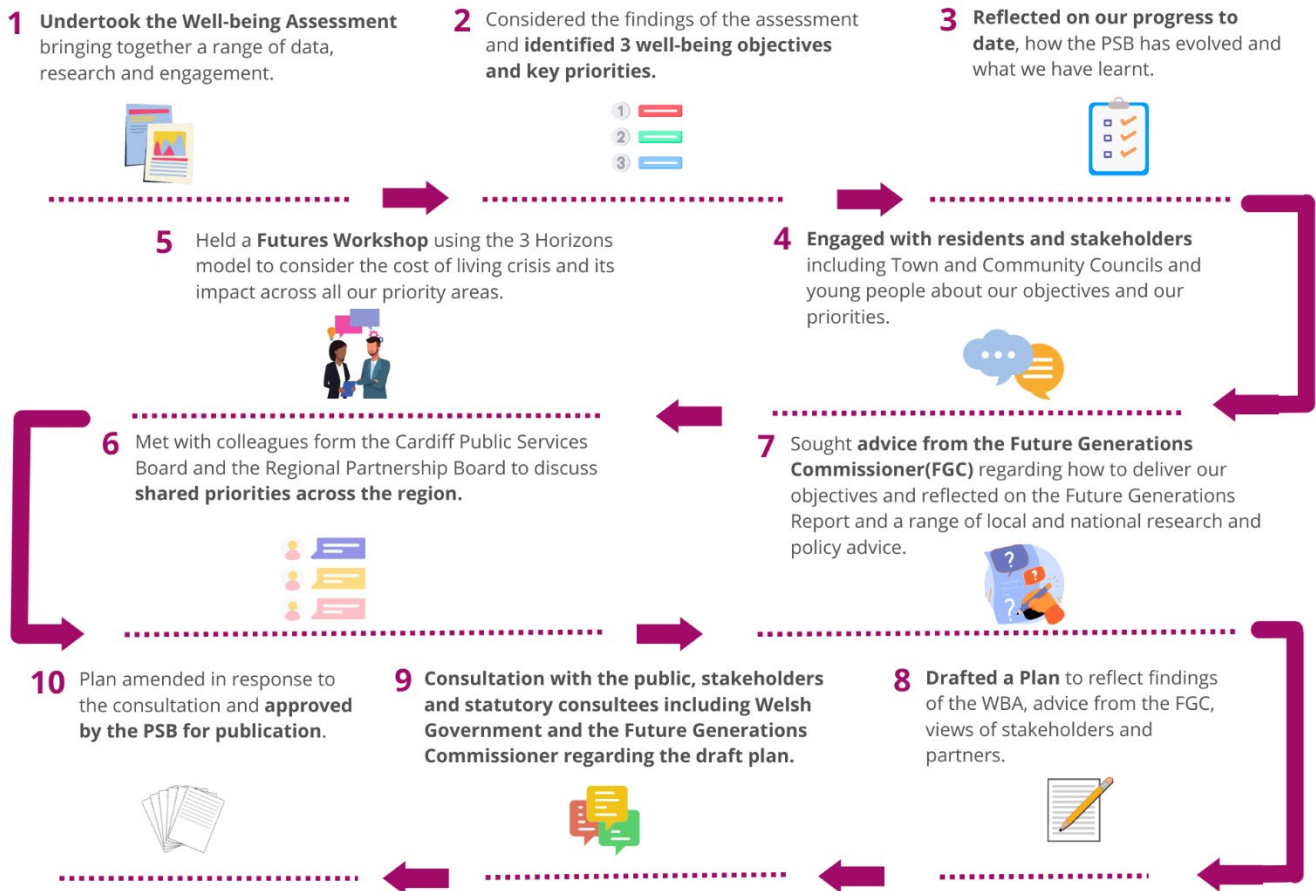
As part of the development of this Plan we have debated our vision and how we can encapsulate it in a more concise sentence to reflect our aspirations for the Vale whilst retaining the spirit of what we committed to in 2018. We believe our vision for the Vale can be summarised in the following aspiration, we want:

'Happy and healthy Communities working together to create a fair and sustainable Vale for everyone '

Through this Plan we set out how we will work to achieve this vision, our objectives and the steps we will take to improve well-being and address the findings of our [Well-being Assessment](#).

Our journey from Well-being Assessment to this Well-being Plan can be summarised through ten key steps:

DEVELOPING OUR WELL-BEING PLAN

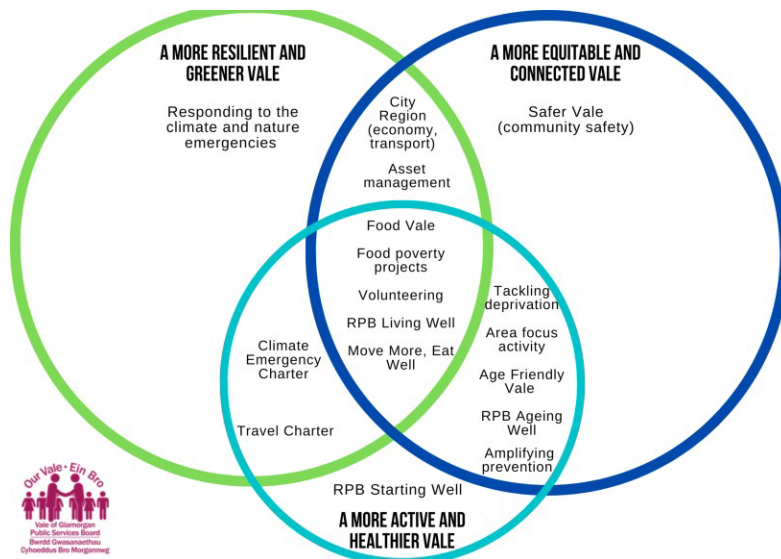


We have considered the evidence, we have engaged, consulted, revised and set out our priorities for the next five years.

Our Well-being Objectives

To achieve our vision of the future of the Vale, we will work over the next five years to deliver our three Well-being Objectives:

- **A more resilient and greener Vale** - by understanding and making the changes necessary as individuals, communities and organisations in response to the climate and nature emergencies.
- **A more active and healthier Vale** – by encouraging and enabling people of all ages to be more active and to promote the benefits of embracing a healthier lifestyle.
- **A more equitable and connected Vale** - by tackling the inequities that exist across the Vale, engaging with our communities and providing better opportunities and support to make a lasting difference.

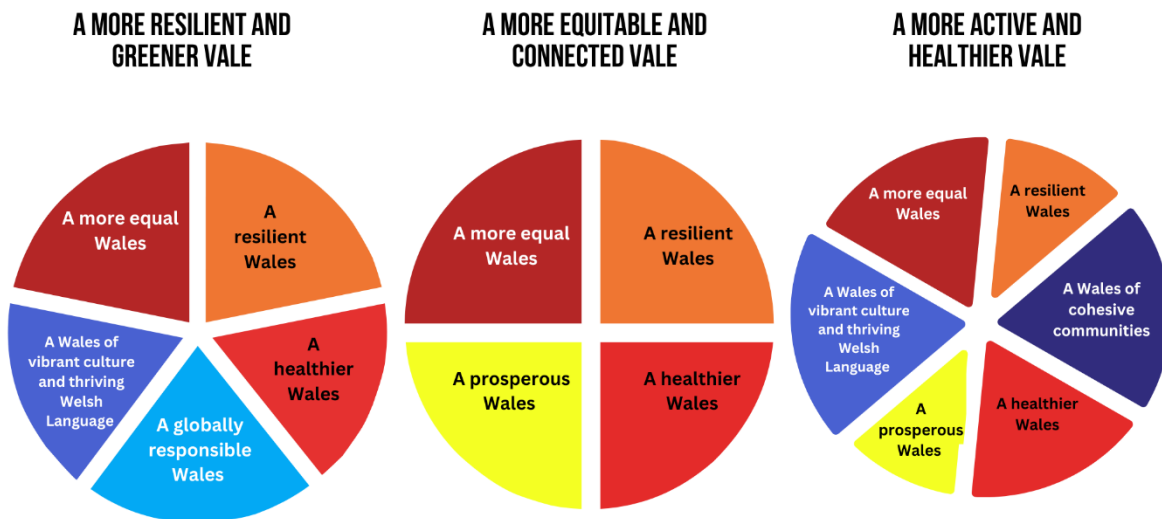


These Objectives have been set in the context of the findings of the Assessment, the key challenges we currently face together with longer term needs including those of future generations and the ongoing work by partners locally and regionally. The above diagram illustrates the interconnectivity between our three Well-being Objectives and how different programmes of work and partnership activity (existing, new and revised) will contribute to delivering our Objectives. This demonstrates the breadth of activity being undertaken in partnership across the Vale.

We are confident that through these Objectives we can make a positive difference to social, economic, environmental, and cultural well-being and maximise our contribution to the National Well-being Goals. The 'Our Well-being Objectives' and 'Delivering Our Well-being Objectives' sections of this Plan provide further detail on how we have developed these Objectives, our priority workstreams and the range of activities and projects as detailed above that make up the steps that will contribute to the delivery of these Objectives. The image below shows in more detail how our objectives contribute to the national Well-being Goals. The matrix at the end of this section also details how the steps outlined below will deliver out priorities and Objectives and contribute to the national Well-being Goals.



HOW DO OUR DRAFT WELL-BEING OBJECTIVES DELIVER THE NATIONAL WELL-BEING GOALS?



Cultural Well-being and a thriving Welsh Language

The PSB is mindful that it is clear throughout the Plan how we will contribute to economic, social and environmental well-being but more work is needed to consider how we embed work to promote cultural well-being and the Welsh Language. This needs to be integral to the delivery of our Well-being Objectives and priority workstreams and one aspect partners are keen to explore is how cultural activities can assist in our engagement activities, particularly to help us reach those who are seldom heard. We are also keen to explore how we can link work on climate change to different cultural activities. One example of our innovation is the work of Food Vale who in 2023 will be hosting a pilot Vale Food trail and we will be linking this to the impact our food choices have on the environment and our well-being. Cultural activities will also form part of our work to be more Age Friendly recognising the contribution they have to tackling loneliness and isolation and to overall well-being.

The PSB will also continue to promote the Welsh language through its work. According to the Census 2021 results, the Vale of Glamorgan is one of just four local authority areas where Welsh Language skills have increased since the Census 2011. The Vale PSB will continue to ensure that as it delivers the commitments in the Well-being plan that it is promoting the Welsh language and is contributing to Cymraeg 2050 and the vision of a million Welsh speakers by 2050.

PRIORITY WORKSTREAMS

There is a wide range of work detailed in this Plan that will contribute to the delivery of our Objectives and the PSB has identified three priority workstreams where specific and

additional shared focus is needed. These bring together a range of existing work but recognise the need to build momentum and challenge current ways of working to meet the needs and challenges highlighted in the Well-being Assessment. These priority workstreams are relevant to delivering all of our Objectives and will also contribute to all of the national Well-being Goals. More information about how these priority workstreams is detailed in the Delivering Our Well-being Objectives section of this Plan. Our three priority workstreams are

Responding to the climate and nature emergencies - Through this Well-being Plan the PSB is reiterating its commitment to lead by example to address the climate and nature emergencies, recognising our global responsibility to respond to both of these emergencies. The Well-being Assessment sets out some of the key issues for the Vale in terms of the climate and nature emergencies and partners recognise that the changes needed across our organisations and communities can best be achieved by working together. This will include consideration of transport, energy, food, biodiversity and how we use our buildings and land.

Working with the people who live in our communities that experience the highest levels of deprivation - The [Well-being Assessment](#) has highlighted the differences across the Vale and how these inequities have been exacerbated by the Covid 19 pandemic. In addition, the current cost of living crisis, particularly the increase in energy and food costs will impact even more on those already in poverty. There will be a particular focus on those areas of the Vale

Becoming an Age Friendly Vale - Age Friendly Communities are defined by the World Health Organisation (WHO) as a place where 'policies, services, settings and structures support and enable people to age well'. The population aged 65-84 is projected to grow between 2019 and 2039 by 5,266 people and the population aged 85 and over by 2,904 people. Work to make the Vale more age friendly and a better place for people to grow old will make the Vale a friendlier place for all and will help ensure we continue to respect and value older people within our communities recognising their contribution, needs and aspirations. We will also recognise the role of cultural activities in bringing different generations together. This work will align to the Regional Partnership Board's work on ageing well and will also have a strong preventative focus as partners work together to ensure services meet the diverse needs of the community, providing support and opportunities for residents of all ages.

DELIVERING OUR OBJECTIVES AND PRIORITY WORKSTREAMS

Through the PSB a great deal of work is already being undertaken and the steps below reflect what we will be focusing on to deliver our Objectives. This includes continuing to deliver programmes of work already in place, for example the Move More Eat Well Plan, taking forward our priority workstreams, changing how we work and aligning our activities with the work of other partnerships for example the Cardiff and Vale Regional Partnership Board and Cardiff Capital Region. The steps below are a combination of activities that are about how we work, for example. improving the use of data and engagement and these will impact on all PSB activities. Other steps are more specific to particular areas of focus, for example delivery of the Climate Emergency Charter. More information about the steps is detailed in the sections of the Plan on Making a Difference and Delivering our Well-being Objectives.

The 19 steps we will take which together will help us to deliver our priority workstreams and our Well-being Objectives and maximise our contribution to all of the national Well-being Goals are detailed below. In delivering all of these steps we will be mindful of the diverse needs of the community, the importance of the Welsh Language and the need to consider how we can ensure that we strengthen our work around promoting cultural well-being as part of our work. These steps provide the framework for PSB activity over the next five years and each year the PSB will as part of the Annual Report set out in more detail the work it will be undertaking. Relevant performance measures will be identified and case studies will be used to report progress.

1. Develop a better understanding of and respond to the diverse needs of our communities, including those living in more rural or more deprived areas, to ensure that services and facilities are accessible in terms of design, transport, affordability and technology and are available when people need them to prevent needs escalating.
2. Support the third sector and promote volunteering opportunities recognising the multiple benefits for individuals and our communities.
3. Increase the use of local, regional and national data and take a more evidence-based approach to inform decision-making and service reform across the work of the PSB including the development of the PSB evidence base.
4. Utilise models such as the 3H model to support longer term thinking and system change across the activities detailed in the Well-being Plan.
5. Increase levels of engagement and involvement at all ages, particularly with those who may be disengaged and those who may be seldom heard, including through cultural activities.
6. Maximise opportunities to access funding and align activities to increase capacity, skills and resource to deliver priorities within Vale and the wider region.
7. Engage with and involve our children and young people to better understand their concerns and aspirations for the future and ensure that services reflect their views and needs.
8. Promote positive behaviour changes and enable a greater understanding of our impact on the environment across our organisations and communities with a focus on energy, the circular economy, food, biodiversity and travel.
9. Deliver the commitments in the Climate Emergency Charter including decarbonising our assets, procurement processes and services.

10. Demonstrate leadership and take action to reduce our communities' exposure to environmental risks e.g. the impact of extreme weather and pollution.
11. Improve the health of our eco systems and recognise the importance of biodiversity and the need to raise awareness and understanding about the nature emergency.
12. Participate in a more integrated approach to the public sector estate (buildings and land holdings) to improve service delivery and our work on climate change and nature.
13. Improve health and well-being across the Vale with a particular focus on prevention and levels of physical activity, diet, vaccine take up and screening.
14. Tackle health inequities as part of an integrated and collaborative programme of work, ensuring greater engagement and a more targeted preventative approach to reach those most in need.
15. Work in partnership to make the Vale more Age Friendly, ensuring older people have access to the right services, support and opportunities locally and are able to engage and participate in activities and events, influence service design and improve well-being.
16. Provide information and support to assist our communities and our staff to deal with the impacts of the costs of living e.g. rising food, energy and travel costs.
17. Maximise opportunities through existing programmes of work and funding streams to address inequities and improve opportunities for those living in areas of deprivation e.g. Flying Start and employability and training programmes.
18. Engage with the community and map assets to better understand our most deprived communities and involve the people who live there and local organisations to identify opportunities for change and improvement.
19. Support work to tackle food poverty recognising and raising awareness about the close links to environmental well-being and health.

In delivering these steps we will embed the five ways of working. We are confident that we have made significant progress with regards to collaboration, integration and prevention but recognise that there is a need to strengthen our preventative work and also how we think more long-term. A number of the actions outlined above will assist with this e.g. work around health inequities, futures thinking and engagement and mapping. In particular the actions which are detailed in the Making a Difference section of this Plan will support the PSB to work differently and challenge existing practices.

The table below details how each of these 19 steps contributes to the priority workstreams, Well-being Objectives and national Well-being Goals.

UNDERSTANDING HOW OUR STEPS CONTRIBUTE TO THE WELL-BEING GOALS

Steps		Objectives			Priorities		
		More Equitable and connected Vale	More Resilient and Greener Vale	More Active and Healthier Vale	Working with most deprived communities	Responding to the climate and nature emergencies	Becoming an Age Friendly Vale
1	Develop a better understanding of and respond to the diverse needs of our communities, including those living in more rural or more deprived areas, to ensure that services and facilities are accessible in terms of design, transport, affordability and technology and are available when people need them to prevent needs escalating.	•	•	•	•	•	•
2	Support the third sector and promote volunteering opportunities recognising the multiple benefits for individuals and our communities.	•	•	•	•	•	•
3	Increase the use of local, regional and national data and take a more evidence-based approach to inform decision-making and service reform across the work of the PSB including the development of the PSB evidence base.	•	•	•	•	•	•
4	Utilise models such as the 3H model to support longer term thinking and system change across the activities detailed in the Well-being Plan.	•	•	•	•	•	•
5	Increase levels of engagement and involvement at all ages, particularly with those who may be disengaged and those who may be seldom heard, including through cultural activities.	•	•	•	•	•	•
6	Maximise opportunities to access funding and align activities to increase capacity, skills and resource to deliver priorities within Vale and the wider region.	•	•	•	•	•	•
7	Engage with and involve our children and young people to better understand their concerns and aspirations for the future and ensure that services reflect their views and needs.	•	•	•	•	•	
8	Promote positive behaviour changes and enable a greater understanding of our impact on the environment across our organisations and communities with a focus on energy, the circular economy, food, biodiversity and travel.		•	•		•	
9	Deliver the commitments in the Climate Emergency Charter including decarbonising our assets, procurement processes and services.		•	•		•	
10	Demonstrate leadership and take action to reduce our communities' exposure to environmental risks e.g. the impact of extreme weather and pollution.		•			•	
11	Improve the health of our eco systems and recognise the importance of biodiversity and the need to raise awareness and understanding about the nature emergency.		•			•	
12	Participate in a more integrated approach to the public sector estate (buildings and land holdings) to improve service delivery and our work on climate change and nature.	•	•			•	
13	Improve health and well-being across the Vale with a particular focus on prevention and levels of physical activity, diet, vaccine take up and screening.	•		•	•		•
14	Tackle health inequities as part of an integrated and collaborative programme of work, ensuring greater engagement and a more targeted preventative approach to reach those most in need.	•	•	•	•	•	•
15	Work in partnership to make the Vale more Age Friendly, ensuring older people have access to the right services, support and opportunities locally and are able to engage and participate in activities and events, influence service design and improve well-being.	•		•			•
16	Provide information and support to assist our communities and our staff to deal with the impacts of the costs of living e.g. rising food, energy and travel costs.	•			•		•
17	Maximise opportunities through existing programmes of work and funding streams to address inequities and improve opportunities for those living in areas of deprivation e.g. Flying Start and employability and training programmes.	•			•		
18	Engage with the community and map assets to better understand our most deprived communities and involve the people who live there and local organisations to identify opportunities for change and improvement.	•	•		•	•	
19	Support work to tackle food poverty recognising the close links to environmental well-being and health.	•	•		•	•	

National Well-being Goals

Steps	A more prosperous Wales	A resilient Wales	A healthier Wales	A more equal Wales	A Wales of cohesive communities	A Wales of vibrant culture and thriving Welsh Language	A globally responsible Wales
1	●	●	●	●	●	●	
2	●	●	●	●	●		●
3	●	●	●	●	●	●	●
4	●	●	●	●	●	●	●
5	●	●	●	●	●	●	●
6	●	●	●	●	●	●	●
7	●	●	●	●	●	●	●
8		●	●				●
9		●	●				●
10		●	●				●
11		●	●				●
12	●	●	●	●			●
13	●		●	●	●		
14	●		●	●	●		
15	●		●	●	●	●	
16	●		●	●	●		
17	●		●	●	●		
18	●		●	●	●	●	
19	●		●	●			

MONITORING AND REPORTING PROGRESS

The PSB will continue to publish Annual Reports setting out what the PSB has achieved each year and the focus for the coming 12 months. The work of the Board will be scrutinised by the Council's Corporate Performance and Resources Scrutiny Committee and other committees as appropriate.

The PSB will receive regular progress reports on the key activities detailed in this Plan to ensure that the issues highlighted in the Well-being Assessment are being addressed, the Well-being Objectives are being delivered and that the PSB is contributing to the national Well-being goals. Measures will be identified to support progress reporting and the revised national milestones will form part of this work as appropriate. Many of the contributory projects and partnerships have a range of identified measures and produce an Annual Report e.g. Move More Eat Well and Safer Vale and these will form part of the evidence base for assessing and demonstrating progress.

Making a Difference

One of the questions frequently asked by stakeholders and Scrutiny Committees is what difference has the PSB made? What does it do? We believe a key role for the PSB is to add value/to make a difference and to facilitate and influence the work of others, to champion the five ways of working and to ensure that across our organisations and networks we are delivering for our communities. Partners are committed to improving economic, environmental, social and cultural well-being across the Vale and work to date is detailed in a series of [Annual Reports](#) published by the PSB which demonstrate how we have embedded the five ways of working and are contributing to the national well-being goals.

Five Ways of Working - The five ways of working remain integral to the work of the PSB but we recognise that how we work must continue to evolve. In delivering our Objectives we will continue to embed the five ways of working and challenge others to ensure they are also embracing these ways of working. In particular we are keen to strengthen our work around prevention and meeting long-term needs.



Working with our Communities - We will continue to work with local communities and our children and young people, utilising the skills and forums in place across our organisations to facilitate this work and developing new approaches to ensure we reach those of all ages who may be less engaged or who may be seldom heard. We recognise the work we need to undertake within our more deprived communities will require significant engagement and the involvement of those communities. We also recognise that the changes needed in the face of the climate and nature emergencies requires a community conversation. We will embed a culture of meaningful engagement with communities and other stakeholders across the work of the PSB and this will also help shape how we can involve the community and other stakeholders more in our work. We are particularly keen to build on the work already underway to work more closely with Town and Community Councils.

Evidence Based Working - As detailed earlier in the Plan we will strengthen our evidence base to ensure we have robust local, regional and national data and intelligence to inform our activities and to assist with monitoring progress. It is critical that we develop our insight through the use of data and engagement and have an evidence based approach to our activities. In particular we will undertake work to better understand what steps can be taken to enhance work around cultural well-being.

Resources - A key aspect to how the PSB works are the resources available to support partnership activities and to enable the PSB to deliver its commitments and priorities. The PSB relies on colleagues across partner organisations to take forward the work of the PSB from within their existing resources. To date the PSB has utilised the annual grant from Welsh

Government to assist in the development of the PSB e.g. the PSB evidence base and engagement activity. In 2020/21 Natural Resources Wales (NRW) made £25k funding available to PSBs, in the Vale this was used for a range of projects including a garden project, tree planting, support for Food Vale and an outdoor education centre in a community garden in Barry. In addition, the PSB has made use of early years and prevention funding from Public Health Wales to take forward work on volunteering and timebanking and is utilising the funding from Welsh Government to support Age Friendly work. Partners will continue to maximise opportunities to utilise grant funding to progress PSB priorities and to consider how we can maximise skills, experience and development opportunities to progress PSB activities.

Regional Working – The PSB continues to work with Cardiff PSB and the [Cardiff and Vale Regional Partnership Board](#). This has the benefit of aligning activities across the region, maximising resources and capacity across our organisations and sharing expertise and learning. As part of the development of the Well-being Plan there have been a number of workshops to consider priorities and governance arrangements and this joint approach will continue as we take forward the priorities in the Well-being Plan, a number of which are common across Cardiff and the Vale and regional arrangements are already in place e.g. the new Amplifying Prevention Board focussing on public health priorities. We also recognise the reach and influence of the [Cardiff Capital Region](#) and the importance of Vale priorities forming part of that agenda in particular concerns around transport and employment and transition to a carbon neutral economy and society. The new Corporate Joint Committee will also provide further opportunity for collaborative work to progress PSB priorities.

Futures Planning - In developing this Plan the PSB welcomed the offer and expertise from colleagues in Natural Resources Wales to facilitate a 3 Horizons workshop to develop our thinking and embed the need for futures thinking in our work. The [Three Horizons \(3H model\)](#) is widely promoted by Welsh Government and the Future Generations Office to help public bodies think, and better plan for uncertain future(s). The 3 Horizons model is a simple framework to help people have an effective conversation about what's happening today, the future we want to create together, and the kinds of innovations that exist to help get us there. PSB partners are keen to utilise the 3H model further to enhance the working of the PSB with a view on how we can make a difference across our Objectives and deliver our outcomes.

The Delivering Our Well-being Objectives section details the steps we will take to deliver our Well-being Objectives and this includes a number of actions about how the PSB works. These include:

- Develop a better understanding of and respond to the diverse needs of our communities, including those living in more rural or more deprived areas, to ensure that services and facilities are accessible in terms of design, transport, affordability and technology and are available when people need them to prevent needs escalating.
- Support the third sector and promote volunteering opportunities recognising the multiple benefits for individuals and our communities.

- Increase the use of local, regional and national data and take a more evidence-based approach to inform decision-making and service reform across the work of the PSB including the development of the PSB evidence base.
- Utilise models such as the 3H model to support longer term thinking and system change across the activities detailed in the Well-being Plan.
- Increase levels of engagement and involvement at all ages, particularly with those who may be disengaged and those who may be seldom heard, including through cultural activities.
- Maximise opportunities to access funding and align activities to increase capacity, skills and resource to deliver priorities within Vale and the wider region.
- Engage with and involve our children and young people to better understand their concerns and aspirations for the future and ensure that services reflect their views and needs.
- Participate in a more integrated approach to the public sector estate (buildings and land holdings) to improve service delivery and our work on climate change and nature.
- Work in partnership to make the Vale more Age Friendly, ensuring older people have access to the right services, support and opportunities locally and are able to engage and participate in activities and events, influence service design and improve well-being

What We Have Achieved

In developing our new Well-being Plan it has been important to reflect on the past five years considering what we have achieved, what has worked well and the lessons that have been learnt in order to plan ahead.

In 2018 the PSB agreed four Well-being Objectives which reflected the key issues emerging from the [Well-being Assessment published in 2017](#).

- To enable people to get involved, participate in their local communities and shape local services
- To reduce poverty and tackle inequalities linked to deprivation
- To give children the best start in life
- To protect, enhance and value our environment

Full details of what has been achieved to deliver these Objectives and relevant PSB priorities are detailed in a series of [Annual Reports](#) published by the PSB. These demonstrate how we have embedded the five ways of working and are contributing to the national well-being goals.

Some examples of what the PSB has achieved include:

- Provided an effective response to the COVID-19 pandemic, strengthening our partnership working, supporting each other and the community to meet the needs of the most vulnerable, managing the restrictions that kept us safe and rolling out the vaccine programme.
- Agreed a [Climate Emergency Charter](#) and monitored progress with partners taking significant steps to reduce their negative impact on the environment and to share good practice.
- A more integrated approach to engagement between partners and in particular, improving how we engage with children and young people, including a special PSB meeting with young people focusing on climate change.
- Established regular PSB/Town and Community Council (TCC) exchange meetings to discuss key issues and understand more about each other's work and priorities. This is in addition to having a TCC representative on the Public Services Board.
- Developed the [PSB evidence base](#) and greater insight into our communities, providing partners with access to key data to support their work.
- Signed a [Healthy Travel Charter](#) and delivered on commitments related to public transport, walking and cycling, communications and leadership, agile working and ultra-low emission vehicles.
- Strengthened the work of the [Food Vale partnership](#) which has achieved the Bronze Sustainable Food Places Award and held a successful annual Food Vale Festival for the past 2 years promoting local food and growing opportunities.

- Worked together to help address food poverty including a successful bid for funding for the [Llantwit Major Food Access Pilot Project](#) following extensive engagement with the community and local stakeholders.
- Expanded and redeveloped the local timebanking scheme now called '[Value in the Vale](#)' available to everyone following successful bids for funding for a Digital Engagement and Volunteering Officer.
- Strengthened multi agency partnerships by working together to tackle unprecedented rises in crime as a result of restrictions imposed by COVID-19 related lockdowns.
- Worked together to progress the [Move More Eat Well Cardiff and Vale Plan](#) developed in partnership to encourage and support activities that keep people active and healthy against 10 priority areas for the region.
- Adapted to working in new ways to support children, families and communities across the Vale of Glamorgan to develop and deliver high quality play and sport provision during times where face to face sport and play opportunities were no longer possible due to COVID-19 restrictions.
- Engaged directly with young people to discuss issues related to climate change and making an age friendly Vale and ideas for how partners can work together with young people to make positive change.
- Established a new Amplifying Prevention Delivery Board across Cardiff and the Vale to deliver an enhanced, joint approach to improving prevention and combatting inequities, initially focusing on childhood immunisations; bowel screening; and Move More, Eat Well operating in a way that shows our learning from the pandemic response.
- Utilised grant funding from NRW to provide an outdoor education facility in a community garden in Barry, to plant more trees and to support a volunteer garden project in Llantwit Major led by Glamorgan Voluntary Services.

These achievements, the other work we have undertaken in partnership and the ways in which we have worked together and with others have provided a useful source of reflection. We have recognised the role of the PSB as an enabler and a facilitator and this reflection together with the Well-being Assessment, our engagement and consultation and advice from the Future Generations Commissioner's Office has helped inform this Plan and how partners will work together to deliver the PSB Well-being Objectives. .

A View of the Vale of Glamorgan – The Well-being Assessment

In April 2022 the Public Services Board (PSB) published its second Well-being Assessment. [A View of the Vale of Glamorgan](#) builds on the foundations of the first assessment undertaken in 2017 and through the analysis of national, regional and local data, research and engagement findings; has further enhanced the PSB's evidence base and understanding of different areas, communities and people across the Vale of Glamorgan. The Assessment is a study of the complex interaction of economic, social, cultural and environmental experiences of well-being and how these experiences can influence the well-being of people in the Vale of Glamorgan.

A View of the Vale of Glamorgan includes four themed reports which together form the Well-being Assessment. The themed reports provide an in-depth review of each subject theme but, due to the nature of well-being, are interconnected. The four themed reports that make-up the Well-being Assessment are:

[Demographic Report](#) – A detailed analysis of past, current and future population changes and trends.

[Education and Economy Report](#) – An analysis of education and skills, employment and earnings, economic growth and housing.

[Health and Communities Report](#) – An analysis of key health indicators, healthy behaviours, social and cultural well-being.

[Environment and Transport Report](#) – An analysis of the climate and nature emergency, habitats, flooding, transport and energy.

These reports include analysis of well-being at the Vale of Glamorgan at county level, at a local level, through a division of the Vale of Glamorgan into three community areas; Barry, Eastern Vale and Western Vale and where possible, at a geographical level below these community areas.

The findings of the Well-being Assessment are many and varied, it was found that for many, well-being in the Vale of Glamorgan is good. Against a number of key indicators, and compared to other areas across Wales, people in the Vale of Glamorgan have good educational outcomes, earnings above the Welsh national average, live in good health, have lower experiences of crime and disorder, are satisfied with where they live and have access to high quality green and blue spaces. These experiences are not consistent, for some, their well-being continues to be affected by experiences of financial hardship, poorer health, crime and disorder and an unequal exposure to environmental risk. The Covid-19 pandemic placed further pressure on those already experiencing disadvantage and poor well-being, particularly affecting the economic, social, cultural and mental and physical well-being of residents. Some of the changes experienced through the pandemic will help to meet

challenge such as the need to reduce emissions; others have further exposed the unequal nature of the experiences of well-being in the county.

It is these findings (and the interconnected nature of experiences of well-being) that have led the PSB to identify the three Well-being Objectives and priority areas of focus which will help the PSB to respond to this evidence and address the need for action now, and develop a framework for action over the long-term.

It is recognised that there are evidence and data gaps in through the Assessment, which have in-turn affected the development of this Plan. The Assessment was undertaken during the Covid-19 pandemic, a period of unparalleled and rapid change. Although robust, there remains a need to continue to revise and update the data and evidence included in the Assessment and to identify new data and evidence sources to ensure the PSB has access to the most up-to-date insight. For this reason, the PSB has continued to develop its Evidence Base; this will include in-depth deep dive reports to address identified evidence gaps and to explore how new research and evidence could be used to improve well-being in the Vale of Glamorgan.

The Critical Challenges of the Climate and Nature Emergencies and the Cost of Living Crisis

The Well-being Assessment provides a strong evidence base to inform the work of the PSB and as a partnership we are continuing to strengthen that evidence base, bringing together data, analysis, research and the results of our engagement activity. However, there are two current and potentially long-term challenges that cut across all of our Objectives and are relevant to all of the work that we take forward as a PSB. These are the climate and nature emergencies and the cost of living crisis.

These impact on how we deliver our services and on the day to day lives of our communities. If we are to improve well-being across the Vale then we need to meet these challenges and understand the effect that they have on the lives of everyone living in the Vale today and how if we fail to meet these challenges they will define the lives of future generations.

Climate Change and our Natural Resources

It is now accepted as unequivocal that human activity has warmed the earth's atmosphere, oceans and land. As a result, rapid changes can now be observed across the globe. Wales, and the Vale of Glamorgan is not excluded from these changes, in Wales there has been an average annual temperature increase of 0.9°C from mid-1970s to mid-2010s, similarly average mean rainfall has increased by 2% from mid-1970s to mid-2010s. It is predicted that many of these changes are now embedded in environmental systems and will lead to increased risks both to and from the natural environment. To not recognise and respond to these environmental changes would have serious implications for environmental and community well-being.

The [Environment and Transport Report](#) of the Well-being Assessment has outlined how these

heightened risks are and will continue to impact on life in the Vale of Glamorgan. In response to the Let's Talk About Life in the Vale of Glamorgan engagement survey, undertaken to inform the Well-being Assessment, 86% of respondents answered that they are 'fairly' or 'very' concerned about climate change. 70% of respondents answered that they believed that climate change is already having an impact in the Vale of Glamorgan.

The second State of Natural Resources Report (SoNaRR2020) and its findings were central to the analysis presented in the Well-being Assessment. The key message of SoNaRR2020 is the need for change in the interaction between society and three environmental systems, Food, Energy and Transport. Addressing these systems will enable transformational change. Through these changes it may be possible to adapt, mitigate and reverse the climate and nature emergencies, to ensure a just transition to decarbonisation and improve the health and resilience of ecosystems, pre-empting and preventing disease and avoidable death caused by environmental hazards.

It is vital that we develop a better understanding of the key systems that drive unsustainable practices. The environmental systems, food systems and resource systems that influence environmental well-being often behave in ways that are complex and unpredictable. In areas like land management, waste management, biodiversity conservation, pollution prevention, food security and decarbonisation, the cause and effect of arising issues are complex. To address these issues there is a need for system change and we need to explore together how we can influence these systems.

The need to decarbonise our economy and communities will have an impact on our services, workforce, communities, business, and industry in different ways. PSB partners are well placed to consider the best ways forward and how we communicate the decisions and the changes needed.

If we are to successfully respond to the nature emergency then we all need to consider how we safeguard and enhance our stocks of natural resources, how we improve the health of our eco systems and reduce exposure to environmental risks and how we promote a circular economy.

The Cost of Living Crisis

Although the Well-being Assessment found that for many experiences of well-being in the Vale of Glamorgan are good, these experiences are not consistent. For some, their well-being continues to be affected by financial hardship, poorer health, crime and disorder and an unequal exposure to environmental risk. With the current cost of living crisis, it is likely that even more people will begin to experience hardship and will see a deterioration in their quality of life.

There are established linkages between these experiences and people living in areas identified as more deprived. In the Vale of Glamorgan, three Lower Super Output Areas (LSOAs) are identified through the Welsh Index of Multiple Deprivation (WIMD) 2019 as being in the top-10% most deprived areas in Wales. A further seven LSOAs are included in the 10-20% most deprived areas in Wales. All ten of these LSOAs are located in Barry. Those living in more deprived areas are less likely to engage in healthy behaviours and are most likely to experience poorer health outcomes. We know that those living in more disadvantaged areas are less likely to meet the physical activity guidelines than those living in more affluent areas and it is likely that the cost of living crisis will exacerbate opportunities to be active and participate in organised physical activities. Lower vaccination rates are observed in more deprived areas of the Vale of Glamorgan. Significant differences in healthy life expectancy are observed between our least and most deprived areas. More harmful levels of Nitrogen Dioxide (NO₂) pollutant and a higher risk of flooding incidents are observed in more deprived areas.

This is not to say that all people living in these areas are experiencing poorer well-being and deprivation; similarly, we know that across the Vale of Glamorgan there are areas not identified as more deprived where people will be experiencing hardship and poor well-being.

The Covid-19 pandemic for many further exacerbated these experiences, placing significant pressures on those who were already struggling under the burden of poor well-being. The developing cost of living crisis is further highlighting the existence of societal inequalities. Heightened energy prices, growing inflation, rising transport and food costs are hitting poorer households hardest. Rising energy prices disproportionately hit poorer households, it is estimated that poorest households spend 11% of their total budget on gas and electricity, compared to 4% for the richest households. This impact is worsened by discrepancies in the energy prices, with those households with pre-payment metres paying more for their energy than households without. There is also an interaction with household energy efficiency and energy prices, Wales has some of the oldest and least thermally efficient housing stock in the UK and Europe. For those living in such housing in the Vale, heating and maintaining a warm home may become increasingly hard. Similarly for households in more rural areas of the Vale, a reliance on oil-based heating systems which have not been subject to the energy support measures have left these households exposed to oil-price fluctuations and substantial price rises. The impacts of the energy market on households are further compounded by inflationary pressures causing the prices of goods, and notably food costs to increase. These price increases squeeze wages and income related benefit support, particularly effecting

poorest households who have the least capacity within their budgets to mitigate these increases. There are concerns that as these pressures mount households may be forced into formal and informal debt and be pushed into fuel and food poverty, impacting physical and mental well-being.

While a number of government schemes have been introduced to ease the burden on households from the increases in energy prices, there is concern that growing pressures from increases in the costs of living could further embed inequities in the Vale of Glamorgan, pushing some residents into new experiences of hardship, while trapping those who are experiencing deprivation and poorer well-being.

What You've Told Us

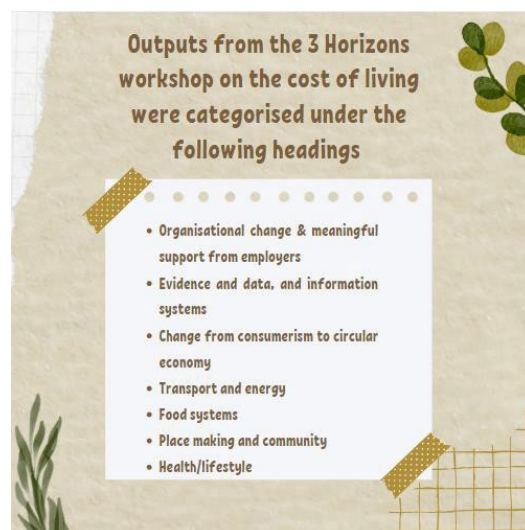
The Vale PSB has always been committed to a strong collaborative approach and recognises the need for greater involvement from a range of partners and for residents to have their say.

During the development of our Well-being Assessment and Well-being Plan we have undertaken extensive community engagement and consultation work to determine our priorities.

Through engaging with a range of stakeholders, we have used the results to inform and shape our Well-being Plan and its Objectives. This has ensured that the priorities of the Well-being Plan are in line with the priorities of those living and working in the Vale.

The consultations we have carried out to inform the Well-being Plan included:

- Summer youth engagement events
- PSB Stakeholder Workshop
- Let's Talk Survey
- Well-being Assessment Consultation
- About Life in the Vale consultation
- Cost of Living 3 Horizons Futures Workshop
- Equality Consultative Forum
- PSB/Town and Community Council Exchange meetings
- Vale PSB, Cardiff PSB, Regional Partnership Board (RPB) Strategic Priorities Workshop
- 12 weeks consultation on the draft plan inc. an on-line survey
- Discussions about climate change and the cost of living with the Youth Council Age Friendly engagement events



In addition to the consultation and engagement undertaken by the PSB as part of the development of the Well-being Assessment and Plan we have also considered other consultation and engagement exercises undertaken by partners including the all Wales conversation 'Nature and Us', undertaken by Natural Resources Wales, the Vale of Glamorgan Council budget consultation and consultation on the Public Participation Strategy.

Some of these activities were aimed at understanding the views of the public and hearing their priorities directly. Whereas other activities such as the Vale PSB, Cardiff PSB, RPB Workshop heard from a range of stakeholders and discussed strategic priorities across partnerships.

During the 12-week formal consultation period the draft Well-being Plan received several

comments from a variety of stakeholders. There was a general sentiment of support for the Plan and its objectives, as well as some recommendations for improvement. Several stakeholders praised the focus on the climate and nature emergencies in the Plan, and most offered their support for a collaborated approach to achieving the objectives.

Additionally, there were formal responses from organisations such as Natural Resource Wales (NRW), Welsh Government and the Future Generations Commissioner. These responses contained support for the draft Plan and suggestions for improvement, which have been incorporated into the final version. The comments made included re-formatting suggestions, consideration of timescales and monitoring of actions, and a greater emphasis on culture.

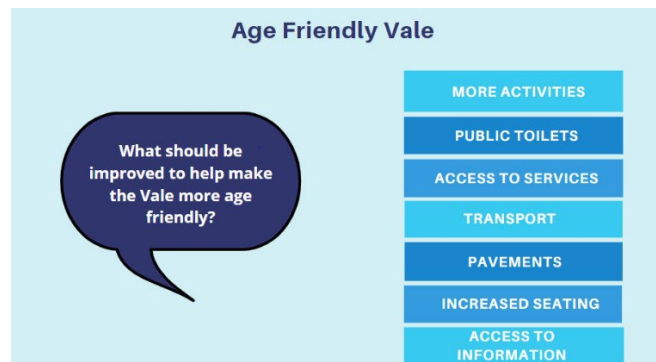
There was also praise for the engagement and collaboration undertaken to develop the Plan and encouragement to continue this practice. The 12-week consultation period included an online survey that received 107 responses. There were several emerging themes from the consultation responses, with Climate Change being an issue that generated a range of opinions. There was a lot of support for protecting our environment and increasing green spaces. However, there were some responses that questioned the priority level of climate action for local organisations. Additionally, there was a focus on communication as many respondents emphasised the importance of listening to our communities. There was a mix of responses with some feeling ignored and asking for more interaction, while others expressed agreement with the objectives in the Plan highlighting effective engagement.

Throughout our engagement process we have collated and discussed the key themes and priorities that were produced. Across all of the consultations, common themes were raised showing there are certain priorities that those in the Vale have and expect public services to respond to.

Especially prevalent was the support for climate change related issues such as increasing renewable energy and improving air quality in the Vale. There was also support for more active travel such as cycle lanes, as well as making transport more sustainable, available, and affordable. Improving green spaces and increasing biodiversity were key priorities when people considered the environment and their own well-being. Furthermore, a reduction in waste including food and energy was an important priority with people suggesting there should be a push for a circular economy with increased recycling and re-use. Linking to this was the call for increased local food production, with some asking for more allotment and community garden spaces.



Additionally, there were common themes surrounding place making and infrastructure which included priorities such as improved access to services and public transport. Many people we consulted with raised concerns regarding access to public transport and poor internet access especially in the rural Vale.



Moreover, public facilities such as toilets and seating were also a priority as well as fixing uneven pavements. Opportunities to undertake activities especially for young people was an important topic, which linked to concerns around anti-social behaviour. These priorities tie-in to the Vale being an age friendly place, with people from all age groups tending to see these issues as significant.

The Youth Council echoed concerns surrounding Climate Change and the Cost-of-Living crisis that other groups have voiced. Additionally, members of the Youth Council had strong views on the provision of public transport, arguing that it should be made more accessible and affordable for young people.

Engagement and conversations around making the Vale more age friendly are continuing and will inform an age friendly action plan. Issues raised include transport, digital exclusion, social isolation and the cost of living

The information gathered through the various engagement activities has shaped our Plan and will continue to shape our work as we deliver our Objectives and take the steps necessary to address the issues detailed in this Plan and ensure we are contributing to all of the national Well-being Goals.

Our Well-being Objectives

In developing our three new Well-being Objectives we have considered the range of information within the Well-being Assessment and work already in place locally and regionally. We are confident that in achieving these Objectives we can influence a wide range of activities and services across the Vale, make a positive difference to the social, economic, environmental and cultural well-being of residents and visitors, and over the life of the Plan we can maximise our contribution to the National Well-being Goals in accordance with the sustainable development principle.

Our Well-being Objectives and planned activities should be considered in the context of the range of other plans, strategies and collaborative activities taking place in the Vale and the wider region. As detailed in the What You Told Us section of the Plan we have been talking to different groups, organisations and people of all ages as part of the development of the Plan and these conversations have helped shape our Objectives and the steps we will take to deliver them.

The consultation we undertook on our Well-being Assessment indicated that people felt we have covered the right issues and that it reflected their experiences of the Vale. Our Objectives are naturally broad in scope, but we believe they provide a robust framework for our activities. They reflect the need to respond to the climate and nature emergencies and provide the opportunity to integrate the work of the PSB with the Regional Partnership Board, the City region and other partnership activity. They reflect what people are telling us matters to them, but also our findings in terms of inequities in the Vale exacerbated by the COVID- 19 pandemic, as highlighted in the 2020 [Director of Public Health Report for Cardiff and the Vale](#) and which could potentially be further exacerbated by the cost of living crisis. They also provide a flexible framework that will support the PSB's work and ensure longevity of the Plan across the next five years.

All three Objectives reflect the challenge of the need for action now as well as a more long-term approach requiring behaviour change from organisations and individuals as well as a better understanding of future trends and the impact of our actions and decisions.

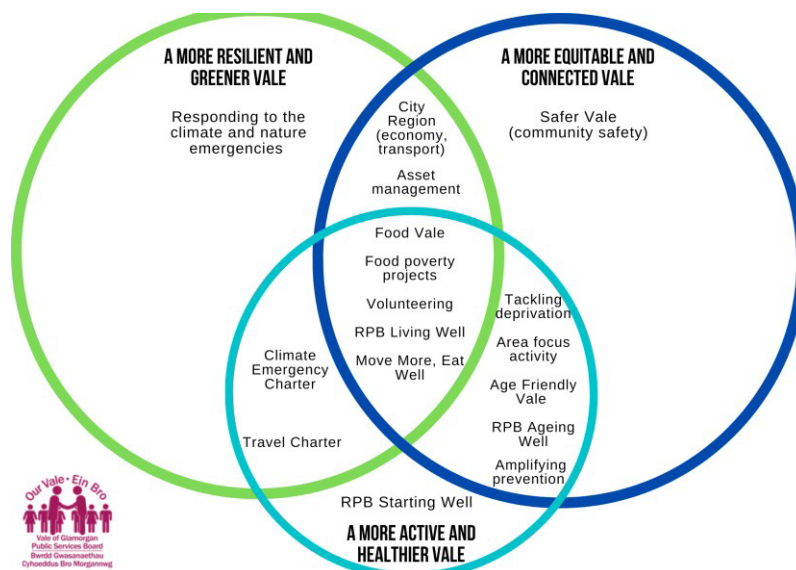
- ***A more resilient and greener Vale***
- ***A more active and healthier Vale***
- ***A more equitable and connected Vale***

These Objectives provide a framework for the PSB and others including aligned partnerships to address the issues facing our residents and ensure that we continue to maximise our contribution to the national well-being goals.

The diagram below illustrates the interconnectivity between our three Well-being Objectives and how different programmes of work and partnership activity will contribute to delivering our Objectives. This diagram has been used as part of our engagement to develop the draft

Plan and has emphasised the integration across these activities and the importance of working towards shared outcomes across the Vale and the wider region. It demonstrates how taking focused action in one area of work can have multiple benefits across objectives. A focus on these new Objectives which build on the Well-being Plan 2018-2023 and the PSB’s first set of Objectives will enable us to work together to address the key issues identified in the [Well-being Assessment](#).

The scope of each Objective is detailed below and more information about the various activities and projects that make up the steps that will contribute to the delivery of these Objectives is detailed in the Delivering Our Well-being Objectives section .



A more resilient and greener Vale – by understanding and making the changes necessary as individuals, communities and organisations in response to the climate and nature emergencies.

The climate and nature emergencies and the need to work together to change behaviour as individuals, communities and organisations was highlighted in our Well-being Assessment. Work to deliver this Objective will build on the delivery of the Well-being Objective in the Well-being Plan 2018-23 ‘To protect, enhance and value our environment’ and activities will continue to deliver the [PSB Climate Emergency Charter](#) . We will continue to lead by example, take positive action, reduce our impact and champion the need for everyone to work as a team to make Wales carbon neutral by 2050.

We will:

- Reduce our emissions to mitigate the effects of climate change whilst adapting to its impacts

- Be kinder to our environment
- Become healthier
- Become a carbon neutral public sector by 2030

All partners will ensure that their organisational strategies and policies support this Objective which contributes to all of the National Well-being Goals, recognising the link between the environment and the economy and the role of the City region, how closely our environment is linked to our health and well-being and how often it is those in our most deprived communities who feel the impacts of climate change the most. In delivering this Objective we will be looking at new ways of working e.g. procurement, use of technology which can also help reduce the need to travel and help with loneliness and isolation and improving access to services without always needing to travel. This Objective reflects the importance of global responsibility for us as individuals and organisations and the need to understand the impact of the decisions we take.

We will continue to promote opportunities for volunteering linked to the environment, support the development of new skills and jobs linked to the green economy and progress work on the Travel Charter and through Food Vale to encourage behaviour change and for people to ‘think local’ when buying or growing food.

In delivering this Objective we will focus on our environment, but work will also contribute to tackling inequities and deprivation and improving access to services. Work on climate change and in response to the nature emergency provides an opportunity to bring communities together and for people across the generations to work together to influence what we do and how we do it. The environment is part of the culture of the Vale and supports our physical and mental well-being.

More information on why the need to tackle climate change and value and protect our natural environment and resources can be found in the [Environment and Transport report](#) within the Well-being Assessment and also within the [State of Natural Resource Report \(SoNaRR\) for Wales 2020](#) which highlighted the need for change across our transport, food and energy systems.

A more active and healthier Vale – by encouraging and enabling people of all ages to be more active and to promote the benefits of embracing a healthier lifestyle.

Partners will continue to work together to improve the physical, mental and emotional health and well-being of residents. The Well-being Assessment highlighted the links between the environment and our well-being as well as the health inequalities that exist in the Vale. This was also highlighted in the 2020 [Director of Public Health Report for Cardiff and the Vale](#) which showed the impact of Covid-19 pandemic on our communities and how it had further exacerbated existing inequities. It is anticipated that these inequities could continue to increase with the current cost of living crisis.

We know that those living in more disadvantaged areas are less likely to meet physical activity guidelines and that supporting the least active has significantly greater benefits to health and well-being than encourage those already active to do a little more so there will be a focus on where there is the greatest need. There is also a recognition that the cost of living crisis may provide another barrier to being more active.

Work will build on existing arrangements for the [Regional Partnership Board](#) and will also be progressed through the Cardiff and Vale Amplifying Prevention Board which is focusing on key public health issues in the region. In addition, work will continue to implement the [Move More Eat Well Plan](#) and through [Food Vale](#) and the Food Charter. Work to deliver this Objective will also form part of local activities to deliver the Welsh Government [Healthy Weight; Healthy Wales Strategy](#). Work to make the Vale more [Age Friendly](#) will also contribute to this Objective as we ensure the Vale is a better place to grow old.

Work to deliver this Objective will progress work that began as part of the delivery of the objectives in the Well-being Plan 2018-23, 'to reduce poverty and tackle inequalities linked to deprivation' and 'to give children the best start in life'. We will work with our schools and youth groups to provide opportunities for children and young people and recognise the importance of the early years and the need to address issues that have arisen through the pandemic. We will also explore how social prescribing can contribute to our improved health and well-being, building on the existing work in the Vale.

Work to achieve this Objective will contribute to a number of the National Well-being Goals and in particular a Healthier Wales and a more Equal Wales.

More information on why this is a key focus for work in the Vale can be found in the [Health and Communities Report](#) within the Well-being Assessment.

A more equitable and connected Vale – by tackling the inequities that exist across the Vale, engaging with our communities and providing better opportunities and support to make a lasting difference.

The Well-being Assessment highlighted that there continue to be significant inequities across the Vale. The PSB is committed to tackling these inequities and working with and in our more deprived communities to bring about positive changes. This will require considerable engagement and new ways of working to ensure that we are bringing about the necessary changes to our services and systems. Work to deliver this Objective will build on Objectives in the Well-being Plan 2018-23, 'to enable people to get involved, participate in their local communities and shape local services', 'to reduce poverty and tackle inequalities linked to deprivation' and 'to give children the best start in life'. Work will also contribute to a number of the National Well-being Goals including, a prosperous Wales, a healthier Wales, a more equal Wales, a Wales of cohesive communities and a Wales of vibrant culture and thriving Welsh language.

More information about why this is an important focus for the PSB is detailed in the [Education](#)

[and Economy Report](#) and the [Health and Communities Report](#) within the Well-being Assessment.

In order to achieve this Objective we will work with our communities, build relationships and use existing services (such as Flying Start, food poverty projects and community groups) to identify how we can make a difference and take long term and preventative action to tackle the inequities that exist. There will be a focus on the immediate cost of living crisis and what we need to do now but also how we build resilience for the future and address deeply entrenched deprivation and its impacts. In delivering this Objective we will also consider what culture means to people across the Vale, the diversity across our communities and the importance of the Welsh language.

Work that will contribute to this Objective includes work around digital inclusion e.g. through [Get the Vale online](#) , encouraging volunteering e.g. through [Glamorgan Voluntary Services \(GVS\)](#) and also through the PSB project [Volunteers | Value in the Vale](#) . Further engagement and mapping work is being undertaken to help identify issues and solutions and we will continue to build on work around food poverty including the [Llantwit Major Food Access Project](#). In addition the work of the [Cardiff Capital Region](#) will be a key contributor to providing employment opportunities and skills development together with for example the work of local employability teams and Cardiff and Vale college. Our Community Safety Partnership, [Safer Vale](#) will also be a significant contributor to this Objective.

Delivering our Well-being Objectives

As described throughout this Plan the range of activity undertaken by and aligned to the PSB is hugely varied. To deliver out three Well-being Objectives and address the key priorities emerging from the Well-being Assessment we will build on a range of work already underway, building in more momentum where needed and ensuring that projects and services adapt and change as necessary to meet our Objectives.

In addition, we have identified three priority workstreams where particular focus is needed, these reflect the findings of our Well-being Assessment and engagement and consultation on the Plan highlighted support for work in these areas.

- Responding to the climate and nature emergencies
- Working with the people who live in our communities that experience the highest levels of deprivation
- Becoming Age Friendly

We have agreed 19 steps which collectively will help us to deliver our Well-being Objectives and enhance the working and impact of the PSB. These are detailed below and cut across a number of projects and services. These steps provide a framework for the wide range of activity that partners will deliver over the lifetime of the Plan. Each year as part of the annual reporting process the PSB will set out some of the key deliverables for the year ahead.

1. Develop a better understanding of and respond to the diverse needs of our communities, including those living in more rural or more deprived areas, to ensure that services and facilities are accessible in terms of design, transport, affordability and technology and are available when people need them to prevent needs escalating.
2. Support the third sector and promote volunteering opportunities recognising the multiple benefits for individuals and our communities.
3. Increase the use of local, regional and national data and take a more evidence-based approach to inform decision-making and service reform across the work of the PSB including the development of the PSB evidence base.
4. Utilise models such as the 3H model to support longer term thinking and system change across the activities detailed in the Well-being Plan.
5. Increase levels of engagement and involvement at all ages, particularly with those who may be disengaged and those who may be seldom heard, including through cultural activities.
6. Maximise opportunities to access funding and align activities to increase capacity, skills and resource to deliver priorities within Vale and the wider region.
7. Engage with and involve our children and young people to better understand their

concerns and aspirations for the future and ensure that services reflect their views and needs.

8. Promote positive behaviour changes and enable a greater understanding of our impact on the environment across our organisations and communities with a focus on energy, the circular economy, food, biodiversity and travel.
9. Deliver the commitments in the Climate Emergency Charter including decarbonising our assets, procurement processes and services.
10. Demonstrate leadership and take action to reduce our communities' exposure to environmental risks e.g. the impact of extreme weather and pollution.
11. Improve the health of our eco systems and recognise the importance of biodiversity and the need to raise awareness and understanding about the nature emergency.
12. Participate in a more integrated approach to the public sector estate (buildings and land holdings) to improve service delivery and our work on climate change and nature.
13. Improve health and well-being across the Vale with a particular focus on prevention and levels of physical activity, diet, vaccine take up and screening.
14. Tackle health inequities as part of an integrated and collaborative programme of work, ensuring greater engagement and a more targeted preventative approach to reach those most in need.
15. Work in partnership to make the Vale more Age Friendly, ensuring older people have access to the right services, support and opportunities locally and are able to engage and participate in activities and events, influence service design and improve well-being
16. Provide information and support to assist our communities and our staff to deal with the impacts of the costs of living e.g. rising food, energy and travel costs.
17. Maximise opportunities through existing programmes of work and funding streams to address inequities and improve opportunities for those living in areas of deprivation e.g. Flying Start and employability and training programmes.
18. Engage with the community and map assets to better understand our most deprived communities and involve the people who live there and local organisations to identify opportunities for change and improvement.
19. Support work to tackle food poverty recognising and raising awareness about the close links to environmental well-being and health.

The following pages provide more information about how the above steps will be delivered and the range of services and projects that will contribute to the delivery of our three Well-being Objectives. More information is provided about the following areas of work which will

be a key focus for the PSB.

- Responding to the climate and nature emergencies
- Working with the people who live in our communities that experience the highest levels of deprivation
- Becoming Age Friendly

2.

How each of the 19 steps contributes to the priority workstreams, Well-being Objectives and national Well-being Goals are detailed on pages 13 and 14.

Responding to the Climate and Nature Emergencies

PSB partners will work together to address the climate and nature emergencies and to deliver the commitments in the [Climate Emergency Charter](#). We will continue to lead by example, take positive action, reduce our impact and champion the need for everyone to work as a team to make Wales carbon neutral by 2050 and ensure that the transition to a net zero Wales is carefully managed to be both equitable and fair. We also recognise that we have a global responsibility to take action now to address these emergencies. This includes working with local communities and implementing a programme of behaviour change across our organisations, focusing on travel, energy use and food. The PSB also has an important role in terms of leadership and influence and this includes emphasising the connections to local and [regional economic](#) frameworks and growth strategies across a range of areas such as energy, the economy and skills and work.

As stated in our Charter we will:

Reduce our emissions to mitigate the effects of climate change whilst adapting to its impacts

Be kinder to our environment

Be healthier

Become a carbon neutral public sector by 2030

To ensure we deliver our commitments in the Climate Emergency Charter and respond to the nature emergency we will:

The steps detailed in the Making the Difference section, will also contribute to this work.

This work is overseen by the PSB Climate Emergency and Asset Management Group and led by Vale of Glamorgan Council and Natural Resources Wales with all partners taking steps to respond to the emergencies and contribute to a net zero public sector by 2030 and a net zero Wales by 2050. This work will contribute to our Objectives to be a more resilient and greener Vale and a more active and healthier Vale.

Through this Well-being Plan the PSB is reiterating its commitment to lead by example to address the climate and nature emergencies. The Objectives and Steps set out in this Plan illustrate this commitment and show how through effective partnership work we can work together and with communities to achieve the changes necessary across the Food, Energy and Transport systems to address the scale of this challenge.

- Develop a better understanding of and respond to the diverse needs of our communities, including those living in more rural or more deprived areas, to ensure that services and facilities are accessible in terms of design, transport, affordability and technology and are available when people need them to prevent needs escalating.
- Support the third sector and promote volunteering opportunities recognising the multiple benefits for individuals and our communities.

- Promote positive behaviour changes and enable a greater understanding of our impact on the environment across our organisations and communities with a focus on energy, the circular economy, food, biodiversity and travel.
- Deliver the commitments in the Climate Emergency Charter including decarbonising our assets, procurement processes and services.
- Demonstrate leadership and take action to reduce our communities' exposure to environmental risks e.g. the impact of extreme weather and pollution.
- Improve the health of our eco systems and recognise the importance of biodiversity and the need to raise awareness and understanding about the nature emergency.
- Participate in a more integrated approach to the public sector estate (buildings and land holdings) to improve service delivery and our work on climate change and nature.
- Engage with the community and map assets to better understand our most deprived communities and involve the people who live there and local organisations to identify opportunities for change and improvement.
- Support work to tackle food poverty recognising and raising awareness about the close links to environmental well-being and health

The steps detailed in the Making the Difference section, will also contribute to this work.

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Through this Well-being Plan the PSB is reiterating its commitment to lead by example to address the climate and nature emergencies. The Objectives and Steps set out in this Plan illustrate this commitment and show how through effective partnership work we can work together and with communities to achieve the changes necessary across the Food, Energy and Transport systems to address the scale of this challenge.

Working with the people who live in our communities that experience the highest levels of deprivation

Partners will work together to address inequities between our most deprived and least deprived areas, taking a place-based approach. The [Well-being Assessment](#) has highlighted the differences across the Vale and how these inequities have been exacerbated by the Covid 19 pandemic. In addition, the current cost of living crisis, particularly the increase in energy and food costs will impact even more on those already in poverty.

Work will continue across existing projects and partnerships to ensure there is a focus on those most in need. This includes Flying Start, food poverty projects and a focus through many of the projects and programmes highlighted in this section e.g. Move More, Eat Well, Amplifying Prevention and Safer Vale.

There will be a particular focus on three Lower Super Output Areas (LSOA) in Barry – Gibbonsdown 2, Court 3 and Buttrills 2 which have been identified as the most deprived in the Vale of Glamorgan and are in the top 10% of most deprived areas in the Wales Index of Multiple Deprivation.

The PSB is committed to engaging and working with local communities and organisations to identify and implement the changes needed to tackle these inequities. Work will continue with a mapping exercise to better understand these three communities in Barry and start building trusted, on-going relationships. This work will include who the key stakeholders are in the areas, who lives there, local demographic analysis, what community organisations / third party operate locally, the key community facilities and public service provision in the area. The feedback from early discussions with key stakeholders will help shape the communications and engagement plan for the community and from there we can start to identify the actions that need to be taken and by who.

The PSB is keen to explore new ways of working and set out the steps to bring about positive change in the local area and recognises that this work needs to evolve and bring together a range of knowledge and activities if it is to create long-term change. This includes having a better understanding of the culture and diversity of our different communities and also what preventative work needs to be undertaken.

This work is initially being led on behalf of the PSB by the Vale of Glamorgan Council and reflects key findings in our Well-being Assessment and will in particular contribute to our Well-being Objectives for a more active and healthier Vale and a more equitable and connected Vale.

To tackle inequalities and inequities across our most deprived communities we will:

- Develop a better understanding of and respond to the diverse needs of our communities, including those living in more rural or more deprived areas, to ensure that services and facilities are accessible in terms of design, transport, affordability and technology and are available when people need them to prevent needs escalating.
- Support the third sector and promote volunteering opportunities recognising the multiple benefits for individuals and our communities.

- Increase levels of engagement and involvement at all ages, particularly with those who may be disengaged and those who may be seldom heard, including through cultural activities.
- Improve health and well-being across the Vale with a particular focus on prevention and levels of physical activity, diet, vaccine take up and screening.
- Tackle health inequities as part of an integrated and collaborative programme of work, ensuring greater engagement and a more targeted preventative approach to reach those most in need.
- Provide information and support to assist our communities and our staff to deal with the impacts of the costs of living e.g. rising food, energy and travel costs.
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- Maximise opportunities through existing programmes of work and funding streams to address inequities and improve opportunities for those living in areas of deprivation e.g. Flying Start and employability and training programmes.
- Support work to tackle food poverty recognising and raising awareness about the close links to environmental well-being and health.

The steps outlined in the Making a Difference section will also contribute to this priority as will activities undertaken as part of our work to tackle climate change and to be age friendly.

Through this Well-being Plan, the PSB is committed to addressing these inequalities and ensuring that where possible these pressures are alleviated. Through a number of existing workstreams started through the 2018-2023 Well-being Plan and through the steps set out against the Objectives in this Plan, partners will continue to work together, and with communities to understand and tackle the drivers of inequality. Work will ensure that all residents of the Vale of Glamorgan have an equal opportunity to lead happy, healthy and sustainable lives.

Becoming an Age Friendly Vale

Age Friendly Communities are defined by the World Health Organisation (WHO) as a place where 'policies, services, settings and structures support and enable people to age well'. In April 2021 partners made a commitment to work together with support from the Older People's Commissioner to progress work to achieve World Health Organisation Age Friendly Status.

The Well-being Assessment sets out current and future demographics. The population in the Vale of Glamorgan aged 65-84 is projected to grow between 2019 and 2039 by 5,266 people and the population aged 85 and over by 2,904 people. The Assessment's Health and Communities report highlights research and information against several factors that have a particular impact on people as they grow older under the Ageing Well section, and the report can be viewed [here](#). We know that although loneliness and social isolation can be experienced at any age, older people are found to be more at risk. The number of people living with Dementia in the Vale of Glamorgan is also expected to increase year on year to 2040. In addition, the number of unpaid carers is predicted to increase across all age groups, and is growing fastest in those aged 65 and over. These are just some of the factors that highlight why it is so important to ensure that as a partnership we are working together to make the Vale age friendly.

Work to make the Vale more age friendly and a better place for people to grow old will make the Vale a friendlier place for all and will help ensure we continue to respect and value older people within our communities recognising their contribution, needs and aspirations actively involving older people in local decision making and service design. This work will also benefit those who are caring for people and help with their well-being and will be undertaken in conjunction with the work of the Regional Partnership Board and in particular their focus on Ageing Well. This work is also consistent with priorities in the [Strategy for Unpaid Carers Strategy Delivery Plan](#).

The WHO identifies 8 domains or features that are central elements to age friendly communities and these have been identified by older people themselves:

To date we have mapped what services and opportunities are already in place across the Vale aligned to the 8 WHO Age Friendly Domains and we have also undertaken a joint survey between the PSB and the Vale 50+ Strategy Forum to capture residents' views on how age friendly the Vale currently is. As part of the PSB's application for the WHO Age Friendly Community status showing our commitment to this work, we are developing a charter highlighting the areas of focus in the Vale we are committed to improving alongside a more detailed action plan that will set out the steps we need to take to become more age friendly in the Vale.



To develop the action plan we will be engaging directly with older people to ensure we focus on the areas of most importance locally. The action plan will also consider the findings from the mapping work, the joint engagement survey, the Well-being Assessment and the Population Needs Assessment. Alongside this work we will be working in partnership with the Vale 50+ Strategy Forum to increase membership and awareness of the Forum and enhance opportunities to engage with this agenda.

Work to become more age friendly will help address a wide range of issues identified under the

Well-being Assessment especially those linked to the ageing population and will help us achieve our Objectives, to be A More Active and Healthier Vale, and A More Equitable and Connected Vale. This work will also assist in developing a better understanding of cultural well-being across the Vale and how cultural activities can support work to be age friendly. Welsh language learning activities provide many affordable opportunities, combining learning and socialising together and learning a second language is known to reduce the risk of dementia.

To make the Vale more Age friendly we will:

- Develop a better understanding of and respond to the diverse needs of our communities, including those living in more rural or more deprived areas, to ensure that services and facilities are accessible in terms of design, transport, affordability and technology and are available when people need them to prevent needs escalating.
- Support the third sector and promote volunteering opportunities recognising multiple benefits for individuals and our communities.
- Increase levels of engagement and involvement at all ages, particularly with those who may be disengaged and those who may be seldom heard, including through cultural activities.
- Improve health and well-being across the Vale with a particular focus on prevention and levels of physical activity, diet, vaccine take up and screening.
- Tackle health inequities as part of an integrated and collaborative programme of work, ensuring greater engagement and a more targeted preventative approach to reach those most in need.
- Work in partnership to make the Vale more Age Friendly, ensuring older people have access to the right services, support and opportunities locally and are able to engage and participate in activities and events, influence service design and improve well-being
- Provide information and support to assist our communities and our staff to deal with the impacts of the costs of living e.g. rising food, energy and travel costs.

Steps detailed in Making a Difference section will also contribute to work to be more age friendly

The Vale of Glamorgan Council is taking a lead on this work on behalf of the PSB, utilising funding being made available by Welsh Government up until March 2025 to support the Age Friendly agenda.

More information about our work to make the Vale age friendly is available on the [PSB website](#).

We have highlighted the three key areas that the PSB will be focusing on to deliver its three Well-being Objectives and to deliver its vision. As referenced earlier in the Plan there is a range of activity that the PSB is already taking forward and that we will continue to develop. These activities are detailed below and work will be integrated with the priority workstreams and these activities all contribute to our three Well-being Objectives.

Amplifying Prevention Delivery Board

The aim of this work is to build on the co-ordinated partnership approaches developed as part of the response to the Covid-19 pandemic and apply the same principles to embedding prevention and reducing inequity; there will be initial focussed attention on increasing uptake of childhood immunisation and bowel screening, along with defined actions from the Move More Eat Well plan. This will contribute to work to tackle health inequities and there will be a particular focus on working with our most deprived communities/ socio-economic groups, and particular age groups, to ensure we reach those communities where take up is currently low or where the need is greatest.

The Board works across Cardiff and the Vale of Glamorgan.

This work will contribute to the Well-being Objectives of a more active and healthier Vale and a more equitable and connected Vale.

More information about the Amplifying Prevention Board is available on the [PSB Website](#).

This work is being led by the Cardiff and Vale Amplifying Prevention Board

Move More Eat Well Plan

The Move More, Eat Well Plan was developed in partnership by the Vale of Glamorgan Public Services Board, Cardiff Public Services Board and the Cardiff and the Vale Regional Partnership Board (RPB) and aligns to the Welsh Government's [Healthy Weight: Healthy Wales Strategy](#). This strategy sets out four key themes: Healthy Environments, Healthy Settings, Healthy People, Leadership and Enabling Change through which to achieve long-term healthy change across Wales. The Move More, Eat Well Plan supports the delivery of this Strategy by encouraging, supporting and enabling people to be more active and have a healthier diet in Cardiff and the Vale.

Overtime through collective action and focused activity the Plan aims to see people in Cardiff and the Vale move more and eat well. Within the Plan there are 10 priority areas: Educational settings, Healthy workplaces, Healthy environments, Healthy weight services, Informed workforce and population, Healthy advertising and marketing, Healthy travel, Healthy communities, Refill region, and Healthy and sustainable food procurement.

Action under this Plan will help address issues related to climate change and protecting our environment through actions linked to refill nation, healthy and sustainable food procurement and healthy travel. Actions will also help address differences in health and healthy advertising and marketing across our communities focusing on improvements in disadvantaged communities.

The Plan will help us to achieve all three of our Well-being Objectives particularly a more active and healthier Vale and a more resilient and greener Vale. This work is contributing to work to tackle food poverty and health inequities and increasing the percentage of people with a healthy weight.

This work is being led by the Cardiff and Vale Public Health Team and more information about Move More, Eat Well is available on the [Move More Eat Well website](#)

Food Vale

Food Vale is a partnership of dedicated individuals, community groups, organisations and businesses working together to build a thriving, healthy and sustainable food system in the Vale.

The partnership has identified three key priority areas for a good food movement in the Vale of Glamorgan, these are: A good meal for everyone, everyday; Thriving local food businesses which are supported and valued; and Think global, eat local.

Actions outlined in the Food Vale Action Plan to progress the partnership's three key priority areas support work to tackle climate change, protect our local environment and ensure everyone has access to good food helping address issues connected to local growing, food production, procurement, food insecurity and food access. This work will support all three of our Well-being Objectives.

The partnership have welcomed funding from Welsh Government which will be used to develop the partnership and undertake research into some of the gaps with regard to projects tackling food poverty, where more resilience is needed and particular issues in the rural Vale. The partnership will also be looking to apply for the Sustainable Food Places Silver Award in 2024-25, becoming only the second place in Wales to receive this award.

As part of the work to enhance cultural activities funding has also been obtained for a pilot food trail in 2023.

More information on the partnership can be found [here](#).

Llantwit Major Food Project Pilot

The aim of the project is to improve food access and tackle interconnected issues in the rural Vale area of Llantwit Major. Partners are collectively working to help people in Llantwit Major have a good meal everyday by improving food access and other often connected issues. Partners are working to implement the coproduced project actions based upon research, local expert knowledge and public engagement. A successful application to the People and Places Lottery Fund has resulted in funding of £98,702 being awarded to take forward actions to support establishing a central hub providing advice and signposting to wider support often connected to food access e.g. benefits, entitlements, mental health and housing, to pilot a mobile food pantry service, and to establish a communications campaign to raise awareness of support available and foster community spirit.

Actions under this project will help us tackle a number of issues identified in the Well-being Assessment including inequities, access to services and issues arising/ exacerbated by the cost of living crisis. This work will support the delivery of all 3 Objectives, with actions particularly impacting a more equitable and connected Vale and a more active and healthier Vale. This project is also contributing to work to tackle food poverty recognising the close links to environmental well-being and health.

More information about the project can be found on the [Food Vale website](#).

This work is being led by the Cardiff and Vale Public Health Team through the Food Vale partnership.

Healthy Travel Charter

The Vale of Glamorgan Healthy Travel Charter was launched in October 2019. It brings PSB, public and third sector partners together to develop a healthy and sustainable travel approach across the Vale of Glamorgan. Through the Charter, organisations agreed to working towards 14 key commitments over three years. The commitments include work on themes such as cycling, communications and leadership and public transport. This work has been taken forward by the Vale Healthy Travel Charter Group. Following the good progress made by partners towards the completion of the Level 1 Charter, a more challenging Level 2 Charter has been developed. The Level 2 Charter reflects the continued need for co-ordinated action to support healthy and sustainable travel and contains more stretching commitments to be delivered over a two-year period.

The shift in travel mode in recent decades has contributed to a significant decrease in physical activity, which in turn is associated with an increased risk of ill health, including cardiovascular disease, cancer and diabetes. Road transport is a major contributor to harmful air pollution and is responsible for around 1,000 accidents causing serious injury or death each year in Wales. As our environments have been shaped around the car, interactions within and between communities have dropped. Many of the adverse impacts of road transport are felt more in more deprived communities, contributing to worsening health inequities. Similarly, the rise in personal car ownership is tied with increases in CO2 pollutants. In working to both shift modes and reduce overall transport we can work to directly address many of these issues. This work will contribute to our Objectives to be more active and healthier and to be more resilient and greener.

More information about the project can be found on the [Health Travel Wales website](#).

Volunteering/ Value in the Vale

The project was established to encourage and support volunteering in the Vale alongside the expansion of the previous Timebanking volunteering scheme which has been run by the Council's Housing Department since 2018. The Timebanking scheme had only been available to Vale Council tenants and recognising the benefits of the scheme the PSB had been keen to see its expansion. Unfortunately, work had been delayed by the Covid-19 pandemic but momentum has now picked up with a desire to build on the increased volunteering seen in response to the pandemic.

The aims of the project are to

- Encourage people to volunteer, particularly those who have not volunteered before and/or are from a disadvantaged community.
- Promote and grow the new local Timebanking scheme 'Value in the Vale', previously called Time Grow Gain, across the Vale.

This work helps to address issues related to inequalities in our communities through the focus on those from disadvantaged communities and the known benefits from volunteering including increased confidence, learning new skills, improved well-being and widening job prospects. Funding from the Public Health Wales Early Years and prevention Fund has supported the development of this project.

These actions will help deliver all 3 Objectives through opportunities for green volunteering, the positive physical and mental health outcomes that can come as a result of volunteering, and by helping people feel more connected with other volunteers and the communities they are volunteering in. This work will help to support the third sector and promote volunteering opportunities recognising the multiple benefits for individuals and our communities.

More information can be found [here](#).

The development of Value in the Vale is being led by the Vale of Glamorgan Council. Glamorgan Voluntary Services also continue to expand their services and more information about volunteering in the Vale can be found on the [GVS website](#).

Safer Vale

The Safer Vale Partnership work together to make the Vale of Glamorgan a safer environment in which people can live, work and visit, free from crime and disorder and the fear of crime. The Partnership receives funding from the Police and Crime Commissioner and the Welsh Government to devise locally appropriate community safety responses.

The Safer Vale partnership is between:

- Vale of Glamorgan Council
- South Wales Police
- National Probation Service
- Cardiff and the Vale University Health Board
- South Wales Fire & Rescue Service
- Representation from the Third Sector

The 2020-2023 Community Safety Strategy focuses on anti-social behaviour, domestic abuse, community cohesion and community engagement. However, the strategy is a living document so will respond actively to any other community issues that require attention from the partnership. Work has commenced on the development of a new Strategy which will align with the PSB Well-being Objectives and priorities, in particular a more equitable and connected Vale.

More information about the Safer Vale partnership is available [here](#).

Cardiff and Vale Regional Partnership Board

The Regional Partnership Board (RPB) is made up of Vale of Glamorgan Council, Cardiff & Vale University Health Board, Cardiff Council, Welsh Ambulance Services NHS Trust, third & independent sectors and carer representatives.

The aim of the RPB 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.

The RPB was established by the Social Services and Well-being (Wales) Act 2014 to ensure local health boards, local authorities and the third sector work together to deliver services, care and support that meets the needs of people who live in Cardiff and Vale. The RPB undertakes regular Population Needs Assessments (PNA) to make sure people get the right support, at the right time, in the right place. The RPB uses the PNA to inform its work and how it can best integrate services for:

- Older people with complex needs and long term conditions including dementia
- People with learning disabilities
- Unpaid carers, including young carers
- Family Support Services
- Children with complex needs due to disability or illness

The work of the RPB and its priorities of Starting well, Living Well and Ageing Well complement the work of the PSB and will contribute to the delivery of all 3 Well-being Objectives.

More information about the RPB is available [here](#).

Cardiff Capital Region

The Cardiff Capital Region (CCR) embraces the 10 local authority areas covering South East Wales; Vale of Glamorgan, Blaenau Gwent, Bridgend, Caerphilly, Cardiff, Merthyr Tydfil, Monmouthshire, Newport, Rhondda Cynon Taf and Torfaen.

The CCR is working to transform the economy, business landscape and potential for inclusive prosperity across South East Wales. The City Deal is a collaborative programme committed to being the catalyst for sustainable success across the region and the aim is to make a difference by:

- Nurturing an inclusive economy where no one gets left behind
- Fostering and inspiring innovation in our businesses, public services and foundational economies
- Matching our economic ambitions with progressive social policies

With a strong focus on energy and the environment and key programmes of work around transport, employment and skills the CCR will contribute to the Objectives of a more resilient and greener Vale and a more equitable and connected Vale. In particular the energy proposals for the site at Aberthaw represent a major opportunity in the Vale.

More information about CCR is available [here](#).

Asset Management

Partners across the PSB work together to support the development of an integrated approach to the public sector estate based on a shared understanding of current estate issues across the public sector. The work supports improved service delivery and the identification of opportunities for collaboration/co-ordination covering both the buildings and the land holdings of the member partners.

The PSB Climate Change and Asset Management Group work together to deliver the commitments in the Climate Emergency Charter but also to consider strategic issues across the public sector estate. There are a number of examples of co-location of services across the Vale of Glamorgan and this work will continue the work being undertaken on a regional basis (via the Cardiff and Vale Ystadau Cymru regional group).

This work contributes to the Well-being Objectives of a more resilient and greener Vale and a more equitable and connected Vale. The work of this group will help improve access to services and membership of the group includes Town and Community Council representation and Glamorgan Voluntary Services ensuring that the shared learning and insight is also of benefit to other sectors.

The projects and partnerships detailed above show the range of activities that will contribute to the delivery of the PSB's Well-being Objectives, the emphasis on integration and collaboration and how the PSB can support a wide range of activity across the Vale.

Public Services Board Draft Well-being Plan Consultation Report

Introduction

Detailed below are some of the key comments made regarding the draft plan and resulting changes and these have been arranged by theme. Details of the responses to the online survey are included within the report.

PSB Well-being Plan consultation respondents

- Welsh Government
- Office of the Future Generations Commissioner (FGC)
- Natural Resources Wales
- Gwyrddio Penarth Greening (GPG)
- Local Nature Partnership
- Penarth Town Council
- Barry Town Council
- Dinas Powys Community Council
- Discussions at the PSB/Town and Community Council meeting
- 107 survey respondents
- Two emails from members of the public
- Discussions with the Vale Youth Council
- Vale Carers Development Officer
- Platform for Change
- Vale of Glamorgan Council Corporate Performance and Resources Scrutiny Committee

The most detailed feedback was from Welsh Government and was categorised as follows with the recommendations in the relevant category. The overall feedback was more extensive and in the summary below we have detailed the actions taken in response to the Welsh Government feedback and that of others.

Category A (these are significant issues which we hope would be addressed prior to publication of the final plan. They might relate, for example, to compliance with the statutory requirements or major concerns with key elements of the plan)

- No comments

Category B (these are issues which, if addressed prior to publication, would strengthen the final plan. While we acknowledge in the time remaining that may not be possible, we think these important matters will add genuine value to the plan and prioritised alongside early development)

- Consider how the steps can be made more specific
- More consideration of timescales in relation to the 19 steps is required
- A greater emphasis could be placed on prevention
- The need for a greater emphasis on culture and the Welsh language

Category C (these are matters which would strengthen the plan but could be addressed as it continues to develop and evolve)

- Consider engaging with the Co-production Network for Wales
- Understanding the gaps as a result of the well-being assessments

Summary

Theme	Comment	Change
Format and structure	<p>Welsh Govt commented that the plan is well set out. A table of contents was suggested.</p> <p>Welsh Govt also commented that the Plan is a well-designed and carefully considered plan and that it is clear that effort has been taken to consider what the key priorities were emerging from the well-being assessment.</p> <p>The FGC stated the plan has a clear structure and welcome the ambition it sets out.</p> <p>One of the responses via email from a member of the public stated it was a clear document but would like to see it mapped with services of the Council and other partners.</p> <p>NRW requested some changes to the graphics to make them clearer to understand and to make more links.</p> <p>NRW also suggested that the order of steps be considered to group elements together slightly differently.</p>	<p>A table of contents has been added to the Plan.</p> <p>No resulting changes</p> <p>No changes but this will be taken on board as we look at implementation and Annual Reporting.</p> <p>Graphics have been amended as suggested</p> <p>The order of steps has been amended as suggested</p>
Language/wording	<p>Public health colleagues assisted in identifying when it is appropriate to talk about inequalities and when inequities should be used. This change was also supported by NRW.</p> <p>Following a discussion at Scrutiny committee it was also requested that some of the references to LSOAs be clarified as they had been incorrectly referenced e.g. as East Barry</p>	<p>Rewording where relevant</p> <p>Amendments made</p>
Approach inc. 5 ways of working	<p>Positive comments were made by the FGC and Welsh Government regarding the engagement undertaken in the development of the Plan. Welsh Government complimented the PSB on considering other consultation and engagement exercises undertaken by partners</p>	<p>No action required</p>

	<p>Welsh Govt commented that the board has clearly grasped the importance of integration and the level of attention given to it in the plan reflects this. They also suggested there is scope to be more explicit and elaborate on the theme of prevention. 'More specifically, it would be useful to explore how the particular actions proposed might prevent problems from getting worse, and what the implications of preventative approaches are on the way the board will operate and deploy resources.</p> <p>Welsh Govt Category B recommendation - A greater emphasis could be placed on prevention</p> <p>WG commented that there is a good level of reflection in the draft plan, outlining how the key findings from the assessment, and subsequent consultations, have informed the development of its objectives. We think that the reference to the PSB as an enabler and facilitator is a really good description and should serve as a helpful reminder as you look ahead to the delivery of the plan.</p> <p>When the draft Plan was considered by the Council's Corporate Performance and Resources Scrutiny Committee, members asked if a 'reflections document' would be available from the PSB in order to evaluate the previous Plan (2017- 2022).</p> <p>Welsh Govt also suggested to highlight where evidence isn't yet strong or comprehensive and how these affected the development of the plan. Welsh Govt Cat C recommendation - Understanding the gaps as a result of the well-being assessments.</p>	<p>Some actions have been reworded. The majority of actions detailed in the plan have a preventative focus but additional information has been included to strengthen the PSB's commitment to all five ways of working. This will also be a key element of the work to translate the plan into yearly actions.</p> <p>No changes required. It was suggested by WG that the reflection section could move to an appendix but it has been kept in the body of the Plan to provide context together with the Well-being Assessment section. The PSB recognises its role as an enabler and facilitator and this has shaped the approach to the plan as a 5 year framework and not a list of very detailed actions as the range of activity and influence is considerable as detailed in the final section of the plan.</p> <p>No changes to the Plan as a section on work to date and links to Annual Reports has been included. This will be expanded on in the final Annual Report on the current Well-being Plan.</p> <p>This has been added to the section on the WBA and forms part of the work on the evidence base, data and insight into the needs of communities across the Vale. There are actions in the plan about the development of greater insight and the evidence base.</p>
<p>Welsh Language and culture</p>	<p>Barry Town Council in their feedback emphasised that there is a lack of recognition within the Draft Well-Being Plan to the Welsh Language and Culture which needs addressing.</p>	<p>A section has been added on Welsh Language and culture and more</p>

	<p>Welsh Govt also commented that consideration of the “Wales of vibrant culture and a thriving Welsh Language” well-being goal, and how the interventions might contribute to this, is limited. Also suggested that consideration be given to how to embed the spirit of Cymraeg 2050 in the plan.</p> <p>Welsh Govt Category B recommendation - The need for a greater emphasis on culture and the Welsh language</p> <p>The Future Generations Commissioner had highlighted culture in the initial feedback as part of the development of the Plan and recognised that changes had been made but that there could still be more emphasis on culture.</p> <p>NRW highlighted that learning Welsh is popular amongst the older population with opportunities for combining learning and socialising together. Also learning a second language is known to reduce the risk of dementia.</p>	<p>references throughout the document as well as a recognition that further work in this area is needed.</p> <p>This will be explored further as part of the Age Friendly work</p>
<p>Objectives, Priority Workstreams and Steps</p>	<p>Overall the feedback demonstrated support for the objectives, priority work streams and steps although more detail was requested by a number of respondents. Dinas Powys Community Council applauded the plan but commented that it is too ambitious. NRW responded to the consultation that they understand and fully support the objectives and priorities identified in the draft plan and welcome the 19 steps, which have been carefully considered through a number of consultations carried out over 2021 and 2022.</p> <p>Welsh Govt feedback included a request for a strengthening of the objectives and steps set in the context of what the PSB hopes to achieve over the longer term i.e., for future generations to be included in the plan. Welsh Govt also commented in relation to the 3 Horizons work ‘that it is good that the PSB is exploring and developing longer-term solutions that help address underlying causes and mitigate impacts in your communities. This means ensuring your well-being plan and the approach you are taking is not solely focused on addressing immediate challenges’.</p>	<p>The Plan includes a long term vision for the Vale but additional information has been included to explain the long term impact of the objectives and actions.</p> <p>Partners will ensure that longer term thinking and the needs of future generations as well as the current generation are considered. The three priority workstreams all have a long term view and the majority of steps are focused on preventative work and considering long term needs and implications.</p>

	<p>Welsh Govt advised that they were slightly unsure about the inclusion of the three priority workstreams, their value and whether they actually add more complexity to the plan. Currently there does not appear to be a clear enough explanation as to why they are there.</p> <p>Welsh Govt also commented that many of the steps read like objectives, and it remains unclear what the specific 'action' is or might be. The plan could be strengthened by developing specific, measurable and time bound actions to outline how these objectives could be achieved. Similar comments were also made by the Future Generations Commissioner (FGC) and in other feedback.</p> <p>Welsh Govt Category B recommendations - Consider how the steps can be made more specific and more consideration of timescales in relation to the 19 steps is required</p> <p>The FGC recognised that finding a balance on how specific/broad the PSB's proposed steps are is something all PSBs are grappling with, particularly when factoring in some flexibility to the wording to ensure any activity PSBs are proposing is fit for purpose over the next five years. However the feedback on the draft plan also advised that some of the steps remain broad and it isn't entirely clear how progress against some of the activity outlined will be monitored. It was also recommended that all PSBs ensure the steps outlined in the final plan indicate the detail of how your objectives will be achieved and that they are specific, measurable, achievable, relevant and time-bound (SMART).</p> <p>78.5% of respondents to the online survey agreed that the Objective <i>A more resilient and greener Vale</i> is right as an Objective for the PSB. A range of comments were made about this Objective from the need for more focus on green space, transport, community action and whether the PSB needed to be more focused on the cost of living and more front line services. Respondents were also keen for more detail about the actions that would be taken by the PSB.</p> <p>86.9% of respondents to the online survey agreed that the Objective <i>A more active and healthier Vale</i> was the right Objective for the PSB. There</p>	<p>The workstreams are explained in detail in the Plan with detailed sections on all three. Graphics show connections between objectives, priorities and steps as well as the national goals.</p> <p>The steps have been reviewed and some revisions made. Learning from the experience of the current plan and the role of the PSB as an enabler and facilitator the focus has been on providing a framework for the five years. The steps are not intended to be smart actions and as part of the Annual Report the PSB will set out more specific actions for the coming year. These will evolve and be dependent on the availability of resource and capacity within partner organisations. Work has already begun to develop a clearer set of actions for the year ahead and these will be published on the PSB website alongside the Well-being Plan and be updated each year. This will also include how progress will be monitored and reported including details of relevant data and measures. More information about measurement has been included in the Plan.</p> <p>The PSB welcomes the review underway by Welsh Govt regarding resources for PSBs as current funding is limited.</p> <p>The comments received will help shape delivery and the development of actions in the first year of the Plan.</p>
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	<p>were a range of comments made from the importance of active travel and outdoor space to making people take responsibility themselves but support for local services and facilities.</p> <p>78.3% of respondents to the online survey agreed that the Objective <i>a more equitable and connected Vale</i> was the right Objective for the PSB. There were lots of comments regarding communication with communities, especially listening to their views. This was closely related to community cohesion and connectedness. Many comments mentioned the importance of tackling inequities to better society and there were some comments about the balance needed with the environment.</p> <p>71.7% of respondents to the online survey agreed that the PSB should prioritise the three stated workstreams. In answer to the question whether the 19 steps would deliver the objectives and workstreams only 56.1% thought they would, 23.4% didn't know and 20.6% thought no. As with other feedback some thought the steps were broad and more detail is needed about what action would take place. There were a number of comments about communication and climate change in response to this question but also support for taking the plan forward.</p>	
Measurement	<p>As with the request for more detailed actions in the Plan, there were a number of comments about being able to measure progress and think about longer term impact.</p> <p>Welsh Govt advised that they think the plan could be strengthened by taking the 19 steps and breaking these down into SMART activities and with a clear and robust framework for monitoring and evaluation. They suggested the PSB develop local level versions of the National milestones where appropriate as a useful way of monitoring how the PSB is performing.</p> <p>Members of the Council's Corporate Performance and Resources Scrutiny Committee highlighted the need for having clearly defined and measurable objectives, targets and outcomes to ensure progress can be assessed and measured over the life of the plan.</p>	<p>As above work is underway to breakdown the 19 steps into some key actions for the year ahead which will lay the foundations for delivery. Some of this will be dependent for example on confirmation of different funding streams e.g. Age Friendly, PSB grant, Shared Prosperity and guidance and frameworks being developed by other bodies e.g. Welsh Govt review of National Milestones, climate change behaviour and biodiversity frameworks.</p> <p>Work is continuing to develop the PSB evidence base which includes a wide range of data building on the Well-being Assessment and Census 2021 data this will assist in understanding progress. In addition, measures will be developed for specific programmes of work as they progress e.g. the Age Friendly action plan, Amplifying Prevention Board. The</p>

		PSB Annual Report each year includes a range of data, case studies and information about the work being undertaken.
Involvement of other organisations inc. Town and Community Councils	<p>Welsh Govt commented that It would be beneficial if the plan considered the role community and town councils in the area could play towards meeting the steps in the plan, particularly those who are under a duty to do so.</p> <p>Barry Town Council advised that the Plan aligned with the Town Council's objectives set out in our Corporate Plan and that they could work in synergy through their Corporate Plan and Delivery Plan.</p> <p>Dinas Powys Community Council provided a comprehensive response and also expressed a desire to work with the PSB. They particularly highlighted issues around transport and access to the health centre but also a number of opportunities where their work will assist in delivering PSB objectives.</p> <p>Penarth Town Council are supportive of the objectives and have expressed interest in working with the PSB on all of the priority workstreams. They commented 'It is hoped that the relevance of the areas selected will allow this Council and potentially all TCCs in the Vale to contribute more directly in the work of the PSB. Behaviour change is a common and essential ingredient and an area where TCCs can, through local initiatives, highlight good practice.'</p>	<p>The Plan has been amended to include greater reference to other organisations and TCCs and this will also form part of the work as we move towards implementation. A number of organisations expressed a willingness to work with the PSB to deliver the Plan.</p> <p>Meetings between the PSB and TCCs, chaired by the vice chair will continue.</p>
Priority workstream – Age Friendly	<p>With regards to the step specific to age friendly work, Welsh Govt commented that this commitment although welcomed is very high level and the PSB needs to include more detail about supporting the lives of older people in the Vale. More detail is needed on how these issues will be tackled, or indicators which might demonstrate progress, other than to become part of the age friendly network.</p> <p>Penarth Town Council have expressed interest in this work and to discuss how they can be involved. There has also been interest from other Town and Community Councils.</p>	<p>The plan details one specific step for age friendly but many of the steps will also contribute to making the Vale more age friendly. This is explored in more detail in other sections of the plan namely the section on delivering our objectives. This section highlights work being undertaken on engagement e.g. through the 50+ Forum, the work of the Regional Partnership Board and Safer Vale. An Age Friendly action plan is currently being developed however confirmation of further funding from Welsh Govt to support this work is still awaited.</p>

	<p>Current engagement as part of work on being age friendly is highlighting the following issues; Concerns over information, services and communication being digitalised therefore older people are less informed and can't access the services they need particularly health services. Social isolation / inclusion – older people want to be more involved in their community, to be seen, heard and respected. Cost of living – unable to heat their homes and worried about increasing food costs.</p>	<p>These issues are shaping work on becoming age friendly and more information has been included in the Plan.</p>
<p>Priority workstream – Climate change and nature</p>	<p>The feedback showed considerable support and interest in the commitment from the PSB to undertake work in relation to climate change and the nature emergency.</p> <p>NRW advised they are pleased to confirm that the Vale of Glamorgan PSB Local Well-being Objectives and the steps contribute towards the Sustainable Management of Natural Resources, associated with good environmental well-being as measured by the four aims of SMNR. They suggested that the PSB's Climate Emergency Charter be included in the Plan not just as a link and this has been done.</p> <p>NRW in their feedback have asked the PSB to commit to co-produce with partners a local climate change risk assessment.</p> <p>The Local Nature Partnership welcomed the focus on the environment and nature in, particularly the recognition of its importance.</p> <p>Support for this work was also clear in the responses to the online survey and in emails received by a member of the public and GPG.</p> <p>A number of respondents to the consultation asked for more information about what the PSB would do and also made suggestions. For example, Penarth Town Council asked if the PSB is doing enough to encourage carbon/nature literacy in communities and at the individual level.</p> <p>GPG made suggestions about funding opportunities, useful tools and commented 'we very much welcome the draft Plan's focus on the climate and nature emergencies; it's time for these ambitions to be delivered.' They also encouraged greater community involvement and</p>	<p>Work will be undertaken to develop in more detail actions for the coming year to deliver commitments in the plan and to shape future activity.</p> <p>Funding is being sought from shared prosperity to assist with communications and engagement regarding climate change and nature.</p> <p>There is considerable expertise across partner organisations which can help support others to take forward work in this area.</p> <p>This will be taken forward and the PSB welcome the offer of NRW to support this work.</p> <p>The PSB are keen to explore further how it can work with TCCs and the LNP to develop action plans and to support the Nature Recovery Plan 2023 – 2038.</p> <p>Officers will explore further the suggestions made by a number of organisations and investigate the various suggestions to take forward the work within the plan including those made in response to the on line survey.</p>

	<p>engagement. A number of comments were also made about active travel, opportunities in the Vale and the revised LDP and the need for integration of activities and were keen to see more detail.</p> <p>In commenting on particular steps, Welsh Govt suggested it would be helpful to see more detail on adapting to the effects of climate change (ensuring resilient communities and mitigating effects on well-being) as this is important work alongside the need to decarbonise. They queried what will the PSB's specific role be in delivering this adaptation/resilience? What actions would be taken?</p> <p>Welsh Govt also queried how links would be made with work taking place in Welsh Government, for example the draft behaviour change strategy.</p> <p>With regards to the step in the plan about healthier eco systems it was suggested the PSB consider how development activity, energy usage, our consumption choices and the way we manage land has significantly damaged biodiversity Also, the need to recognise biodiversity as an asset and its many benefits.</p> <p>There was a wealth of ideas particularly around biodiversity and actions partners can take. The potential for the PSB to develop a Nature Emergency Charter was also raised.</p> <p>Discussions with young people continue to show that climate change is an important issues to them and in particular they are keen to see improvements in public transport and a reduction in waste and single use plastics.</p> <p>Many of the comments made in response to the on line survey focused on what should be done as part of work on climate change and to protect and enhance natural resources and green space.</p>	<p>Partners will consider the Welsh Govt behaviour strategy when finalised and published and will continue to link it with national activity, guidance and engagement e.g. Nature and Us.</p> <p>Partners will explore the development of either a stand alone nature emergency charter or whether a revised climate emergency charter could be expanded and have a wider focus.</p> <p>The PSB will continue to engage with young people on this topic.</p>
<p>Priority workstream - deprivation</p>	<p>No specific comments on this area of work were received from either Welsh Govt or the Future Generations Commissioner.</p> <p>Penarth Town Council suggested there is potential to work together on the cost of living and Barry Town Council also highlighted synergies with their work.</p>	<p>Some of the relevant actions have been amended to show a more preventative focus.</p>

	<p>NRW commented that they agree that a particular focus should be placed on three Lower Super Output Areas (LSOA) which have been identified as the most deprived of the Vale’s LSOAs and are in the top 10% of most deprived areas in the Wales Index of Multiple Deprivation. They also conclude that the draft Well-being Plan appropriately addresses inequalities between communities in the Vale and meets their expectations.</p> <p>NRW also commented that they would very much like to understand the causes and effects of poverty and inequalities, especially the Vale’s health inequality impacted by environmental inequality so that we can be clearer on the root causes of issues rather than symptoms and identify solutions which are nature-based and specific to the locality of the Vale.</p> <p>Some comments were received regarding linking work on deprivation with work on climate change and nature, for example GPG highlighted that those who are less well-off often have lower carbon footprints and appropriate support should be provided to ensure they are not left behind. GPG also highlighted how taking steps to improve the efficiency of buildings and homes is not only good financially, but also for people’s health and for the environment. Such challenges should be addressed collectively, not seen as competing.</p> <p>Many comments in response to the on line survey focused on the cost of living and affordability.</p>	<p>This can be explored further as part of the ongoing work to deliver commitments in the plan.</p>
Engagement	<p>Welsh Govt commented on the steps around engagement that, it is really encouraging – particularly the emphasis on attempting to engage hopefully with all sectors of society, and also through cultural activities.</p> <p>Welsh Govt cat C recommendation - Consider engaging with the Co-production Network for Wales</p> <p>GPG comment that there needs to be a stronger emphasis on involvement and not just engagement</p>	<p>This is one of the areas strengthened following initial feedback from the Future Generations Commissioner.</p> <p>The PSB will engage with the Co-production Network for Wales to enhance and inform work on engagement</p> <p>Changes made to wording in plan and PSB is committed to engaging and involving local communities and key stakeholders</p>

<p>Engaging with CYP</p>	<p>A number of comments in response to the on line survey focused on the need for improved communication and engagement and greater confidence that views are listened to.</p> <p>With regards to activities around engaging with children and young people, Welsh Govt commented that it is encouraging to see that the voice of young people is explicitly recognised as an ambition within the plan. They recommended that thought is given to what constitutes ‘young people’ and whether consideration needs to be given to rewording this to include children also.</p> <p>It would also be useful to understand how this will be achieved in practice and how specific consideration will be given to the participation needs of children and young people in the Vale.</p> <p>Platform for change recommend more work with children and young people on climate change and nature and are also interested in how the PSB will work with children and young people. They advise ‘more engagement with young people needs to be conducted about issues that they are concerned with; ask them about their opinions on anything and everything to do with living in the Vale’</p>	<p>There are a number of steps focusing on engagement and this will be wide ranging covering all partners and the various workstreams in the Plan.</p> <p>The wording has been amended to include children and young people</p> <p>The PSB will continue to engage with children and young people through schools and other groups and with other organisations to develop and enhance how children and young people can engage with and be involved in the work of the PSB. The PSB is particularly keen to involve children and young people in work on climate change and biodiversity.</p>
<p>Other comments received</p> <p>Asset management</p> <p>Carers</p>	<p>A number of comments were made about other aspects and steps within the plan.</p> <p>Welsh Govt were supportive of the inclusion of an action on asset management.</p> <p>In discussion at the PSB Asset Management and Climate Change group there was discussion about the wording of the action and reference to a strategy.</p> <p>The lack of reference to carers and the need to amend to say unpaid carers was commented on. Reference to the Strategy for Unpaid Carers was also highlighted</p>	<p>This action has been amended as no specific Vale strategy will be produced.</p> <p>Work to support unpaid carers is a key element of the RPB Area Plan and to avoid duplication it is not a key element of the Well-being Plan although in delivering the priorities the diverse needs of the community will be considered. References to carers have been amended to say unpaid carers as advised by the Vale Carers Development</p>

		Officer. Reference to the strategy has also been included.
Health and well-being	Welsh Govt commented that it is encouraging to see numerous interlinked reports noted within the plan, particularly. links with the Cardiff and Vale Director of Public Health Report. They suggested referencing the Healthy Weight: Healthy Wales Strategy in addition to the Cardiff and Vale Move More Eat Well plan. They also suggested that in terms of social prescribing, the PSB may want to make reference to the development of a national framework for social prescribing and consider how the framework will be adopted by the PSB once published.	Reference to the Healthy Weight: Healthy Wales Strategy has been included in the plan. The PSB will consider the national framework for social prescribing when published.

Responses to the online survey – Well-being Plan 2023-28

The consultation survey was split into 5 questions; the three well-being objectives were taken in turn and respondents were asked if they thought the objective was right for the PSB to be working towards. Then respondents were asked if they agreed with the priority workstreams identified in the Plan. Finally, respondents were asked if they believed the 19 steps would deliver the Well-being objectives and the priority workstreams. Following each of the questions (except regarding the priority workstreams) there was the option to leave an additional comment.

It should be noted that the consultation was hosted and primarily promoted by the Council and this may have led to comments being more focused on the Council than services of other partners.

Do you think this is the right objective for the PSB to be working towards?

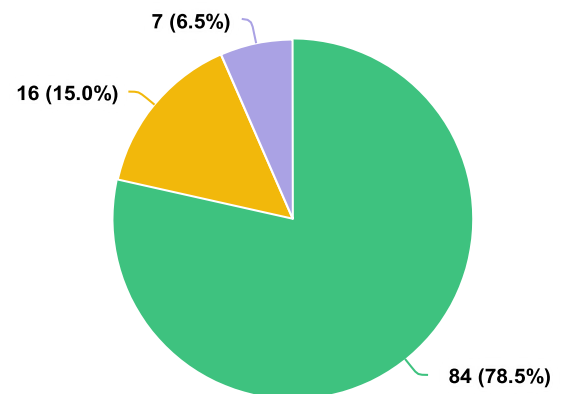
A more resilient and greener Vale

Question options

● Yes – 84 (78.5%)

● No – 16 (15.0%)

● I don't know – 7 (6.5%)



This question had the highest percentage of 'No' votes and the most comments, highlighting the differing opinions held on these issues. There were several comments that questioned the priority level of this objective for the PSB. Some respondents argued that putting people first should be the top priority especially during the cost-of-living crisis. However, there were also lots of comments in support of this objective and protecting green spaces. In particular, mentions were made to the Model farm development, advocating against the building on green spaces.

Many respondents mentioned the role of the PSB regarding climate action and there were lots of suggestions for what the PSB could/should do. For instance, changes to planning and increased education provided on climate change.

The clarity and deliverability of this objective was commented upon, with some respondents querying the wording. Others agreed with the objective in principle but asked what actions/methods would be employed to achieve it.

Finally, some respondents advocated for community/collective action to achieve this objective. There were some specific suggestions of what individuals and communities could do such as walking more and growing their own food.

The comments received have been categorised under the following headings that aim to capture the emerging themes:

Protect Green Spaces

- The council needs to listen to residents views and reject proposals to develop model farm once and for all, preserving this wonderful greenfield wildlife haven.
- Please stop building houses on greenfields such as these just completed by the docks and more started on Hayes Rd. We need all the greenfields we can have. By building on the dock areas we now have no sky larks, and flora and fauna has been wiped out .
- Keep the Model farm!! I drive past it everyday and the beautiful views and landscape are amazing! Do NOT Want to see building there!!
- We need to save all our precious green spaces
- Why is the Vale council agreeing to so much planning on green and prime agricultural land? We owe generations to come a future and built up areas and concrete emit more heat instead of absorbing it. You a quickly destroying all the good the Vale was about
- Cease the planning application for Model farm Rhoose, the new housing estate at Cowbridge and any other projects that ruin green land immediately

- Stop building houses
- Leave Model Farm alone - green environment not development

Role of PSB

- We all have a responsibility, and the Vale needs to lead by example where possible
- Need to change planning and development rules to mandate low carbon fully insulated sustainable construction across the county
- Greener but autumn leaves still need to be collected to put on compost piles.
- Urgent attention to pavement upgrades and planting Flemingston Road, St Athan required
- I think that we can only become stronger if we are able to as far as possible independently provide our own greener energy and use it as a source to possibly sell to other parts of the UK/ elsewhere in the process.
- Currently not enough commitment for the Council, mainly lip service, need to invest in biodiversity.
- We are a rural community in the vale. Until we have better greener transport links then we will continue to be high users of private cars.
- Utilising existing buildings such as Knap lifeguard building as a classroom for coastal education would be a great idea! Sustainable for the community; educational and connected to resilience and climate.
- Further education/awareness raising to the general public may encourage support from the general Vale population. e.g. local social media suggests the re-wilding project is being viewed as the council not adequately maintaining areas.
- I think it is very important that we all do our bit, but equally large companies should be doing far more and I think government should be able to pass bills quicker with regard to the environment
- Think much harder about where you permit planning and make solar panels on roofs mandatory!
- Actions and services have to be put in place that enable people to make positive changes, whilst at the same time behaviour that reinforces negative progress needs to be severely restricted
- Well-being is one thing but being greener is another. A stop must be put on new houses until infrastructure, such as new doctors and new surgeries are built and in place. It helps nobody's well being if you increase population but services are not there

Is it a Priority?

- I feel all this to be in early stage but do agree in principle
- But at what cost, infrastructure is being ignored.
- I do not believe this is an appropriate objective for this low level of government.
- There has to be a recognition of practicalities during a five year period and the need to focus on health, age and cost of living without losing sight of being environmentally careful.
- Taxpayers money should be directed to providing the best front-line services possible. Not wasted on frivolities and virtue signalling. There is NO empirical scientific data to support the assertion that there is any climate crisis.
- Plan achieves nothing. Practical steps need to, be taken to, improve quality of life e.g. fix pot holes adapt infrastructure to cope with the number of newbuilt houses utilize for homeless unused council properties
- Waste of money

- The LA should concentrate on service delivery, rather than producing documents that those uninterested or unconvinced that there is a climate or nature emergency will ignore
- This should be a very high priority. Protecting Natural environments and wildlife. Promoting sustainability. Increasing biodiversity. Promoting engagement with community.
- The crisis in nature and biodiversity in Wales and the UK will have an increasing impact on our health and well being
- Climate and nature emergencies should be paramount in all council decisions for the sake of future generations
- I think that the public needs all the help it can get especially when gas, electric and food has gone sky high
- People more important
- Probably the most important, and links well with health and wellbeing (active travel, green spaces, mental health etc)
- As a member of the Vale Local Nature Partnership I welcome the focus on the environment and nature.

Deliverability/Clarity of objective

- More descriptions might enable us to understand what is being proposed.
- It's all very well talking the talk, but you need to be seen to be delivering on your objectives, otherwise this is without value.
- Vague and worthy - needs to be more specific. For instance, are you going to get private cars off the road and substantially increase public transport?
- What is a more resilient Vale? What is the PSB? This is hoodwinking on a massive scale - your explanatory film is not explanatory, and all this sheen is trying to convince me somebody is trying to do something for my/our good, but is doing nothing
- Surely it should be prosperous not greener
- The objective is good, it is the methods that are important. I may not agree with the methods, but I don't know what the proposals are
- Resilience, needs to be financial/social and economical
- If this document and plan is not to be just a tick box exercise we must see decisions made by the Vale Council reflect the objectives laid out. Believing that the LDP is the Bible and everything in it must be followed has to change.
- I wish you good luck.
- I agree in principle, but how does the council propose that this is addressed?
- How are improvement going to be funded eg tree planting, purchasing land for more allotments, providing more outdoor green areas, creating garden bus stops, reducing traffic speed for air quality and to protect wildlife.

Listening to residents' views

- It would give me more confidence in yourselves if you replied to any complaints that residents made.
- If you are not able to go ON LINE you get left behind.
- The PSB should survey extensively to ensure they make the correct decision that affect everyone not just a certain section of people.
- Absolutely you need to look at the facilities you already have like parc Bryn y Don skatepark and it's lack of lights and your teams insistence on gaslighting myself and other skaters lol assuming it's the same for every other service or facility.

Community Action

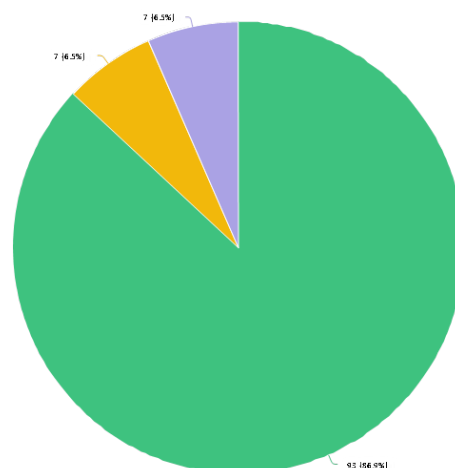
- Our community could learn how to grow food, batch cooking, walk more and use cars less
- If we don't all pull together our grandchildren will witness the end of civilization
- I think there is more room to mobilise supportive individuals and groups to make small but a cumulative change eg use of gardens, tree planting gifts, care for wild life in reserve areas etc. Some cost involved in publicity.

Do you think this is the right objective for the PSB to be working towards?

A more active and healthier Vale

Question options

- **Yes – 93 (86.9%)**
- **No – 7 (6.5%)**
- **I don't know – 7 (6.5%)**



This question received the most 'Yes' votes, seemingly showing overwhelming support for this objective. Many of the comments for this objective mentioned access to facilities, namely advocating for more accessible and affordable facilities. Some respondents asked for improvements to local leisure facilities and emphasized the importance of exercise to well-being.

Support for active travel routes was also raised with respondents asking for more cycle lanes and improved pavements. There was a focus on food for some respondents, as they highlighted the importance of eating healthy and the role of local government to encourage it.

Similarly, this objective also had several comments questioning the priority level of the objective for the PSB. There were some who felt this shouldn't be a high priority and that individuals are responsible for their own health. Whereas others expressed their support for this work and the PSB's role in encouraging and educating.

The comments received have been categorised under the following headings that aim to capture the emerging themes:

Accessibility of facilities

- Need to improve local facilities
- Promote more accessible exercise activities in schools, sports centres. Community gardening projects, in particularly allocate disused allotment plots asap!!!
- Current leisure facilities are being priced out or local people's reach either the facility or the parking charges
- It depends if the investment is delivered to offer viable alternatives, those on limited income are not penalized
- Place emphasis on developing a peripatetic physiotherapy resource to support elderly and infirm stay as active as possible at home.
- Funds need to be made available for leisure activities to continue to make them available to the wider community and not hide behind the energy crisis.. Invest in solar options to meet this end.
- Make leisure centers more accessible for oap as they can't afford to go!
- We need green open spaces for this not more built up smog laden ones. Stop building give generations to come a future.
- Use the beaches more! Provide classroom facilities at the Knap lifeguards buildings to enable swimming and lifesaving / water sports etc
- Increasing the amount of youth clubs would help in this area to keep young people occupied and active in the evenings and provide fun education and opportunities for them.
- Enabling equal access to all activities and outdoor spaces
- Provide more venues for sporting activities at a reasonable cost.
- This will entail investment in leisure facilities. How will this be funded in the current climate of budget cutbacks?
- For some people high impact exercise or walking is detrimental to their health condition, for this reason it would be much better for them to swim or use exercise machines, however this is VERY expensive. Make it cheaper
- Less stick and more carrot... there is a distinct lack of services / facilities available before 08:00 and after 18:00
- Yeah fix up existing splash park

Priority level/Role for PSB

- During lockdown it showed how important for mental health and well being the outdoors and exercise was
- Good idea, don't know how you're actually going to do it. There's a lot of stuff in the report about "engaging" with various groups but it's bereft of specific examples
- It is peoples own responsibility for their own well being not public expenditure by the NANNY state
- It is possible that more activity will promote better health but ?..
- You are wasting my money. You build cycle lanes that cyclists won't use and install work out machinery that just rots from lack of use.
- Individually we are responsible for our health and exercise choices, those who are irresponsible will continue in this way until they decide, if they ever do, to change their lifestyle.
- Very important

- The objective is good, but the methods are questionable. This sounds like it will be made so hard for people to use private cars that they are forced to use public transport.
- People looking after themselves will save money in the long term.
- The healthier and more active both mentally and physically the less drain on healthcare resources we will have prevention is always better than cure
- We must take responsibility for our own futures
- I applaud the various schemes set up to help activity and inclusivity across the Vale
- Localised approach to sport/physical activity is really important. Everyone has different opportunities to access activity and different reasons that prevent access so it is great the Council have a team that focuses on looking into this and helping
- Are you really going to push back against big supermarkets? I want to see a variety of low saturated fat, low sugar, low salt food at a reasonable (=low) price.
- More could be done by the government to put the responsibility on to food manufacturers and advertising. Advertising of unhealthy food should be restricted. Foods that are shown to be damaging to health should be controlled.
- All members of the Vale need somehow to be aware
- There needs to be more information and incentives to choose a healthier lifestyle.
- Get big companies to stop ruining our climate e.g. BP uncapped coal fields, stop the wood burning plant in Barry. Stop council wasting money on consultants. Have lessons in schools about the benefits for the world if we were all vegan. Create allotments.
- We need to make sure we make connections within the Vale with current project and ensure that projects that are already making significant impact in this area continue to receive support rather than starting new ones
- Actions and services have to be put in place that enable people to make positive changes, whilst at the same time behaviour that reinforces negative progress needs to be severely restricted.

Active travel routes

- Encouraging children to walk to school is good. Pavements need to be even and not hazardous.
- Rejuvenate the Public Footpaths you have conveniently blocked or ignored over the years.....
- Cycling could be made safer with more cycle lanes but have you budgeted for that
- Spending a fortune on cycle tracks no one uses
- Enabling all to travel actively should be a priority and combined with disincentivizing travel by private vehicle. On street parking should be removed along key routes in built up areas to give space for buses and segregated cycleways.
- Enabling active travel is key, e.g. being able to walk to schools, shops and local services, or cycle to work is easiest way to get exercise into your life.
- Huge improvements to public transport reliability, frequency and range, with more emphasis on EV and active travel.

Specific suggestions

- We can all become more active through walking more, gentle stretching and moving more. Yoga is ideal to help you stretch and reduce tension.
- Could swimming sessions dedicated to people who are reluctant to subject themselves to general scrutiny run regularly? Entry on health specialist recommendation!?

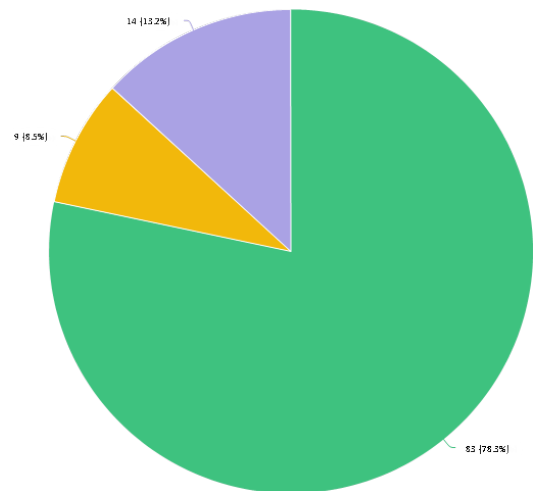
- I don't want "being active" to mean using gyms that are users of energy and adding Carbon to our atmosphere
- Let children grow up appreciating the countryside, environment, wildlife , sustainable agriculture.

Do you think this is the right objective for the PSB to be working towards?

A more equitable and connected Vale

Question options

- **Yes – 83 (78.3%)**
- **No – 9 (8.5%)**
- **I don't know – 14 (13.2%)**



There were lots of comments regarding communication with communities, especially listening to their views. This was closely related to community cohesion and connectedness, with many respondents highlighting how important it is that communities are connected. Additionally, there were many comments that mentioned the importance of tackling inequities to better society. However, there were some comments that expressed the balance needed with the environment and argued that sustainability is just as important.

The comments received have been categorised under the following headings that aim to capture the emerging themes:

Communication with communities

- Need to ensure proper communication exists and to listen to what communities are saying
- Complaints and comments are being ignored.
- People should make their own way in life. Glad to see you're "engaging " again!
- You need to start listening to all the diverse communities you serve
- Far too vague
- Verbosity. Say what you mean in plain language and stop trying to hoodwink me. Transport facilities have not changed and there is a huge social divide that is not changing, if that's what you meant me to answer
- We must listen to our residents; what they need; become more independent and self sufficient in particular in business enterprise; putting people who work; live in the Vale 1st rents, house prices are pricing vale residents out this must be add
- Talk to us, the public!!
- Poorer people rarely have a voice in comparison to well connected wealthy people, make the Vale equal and fair to all.
- Listen to the people, the communities for a change
- No you get messed (replacement word) around and lied to and even ridiculed

Community Connectedness

- Improved digital connectivity especially in harder to reach areas and an emphasis on 15 minute communities with all services etc within easy walking distance of our homes
- The connection is the key to results.
- If community connect more, through organising walks and yoga classes it helps combat isolation and loneliness. Community is connection.
- Connect communities through arts; exercise-ref FVAB (Forth Valley Art Beat)
- It is important to stay connected and pull all resources together
- If you create a local classroom facility, inter generational connections can be made - art workshops, coastal education, pre with Wales Coastal mgt and it could provide accessible water access for disabled

Inequities

- This will be extremely challenging against the current economic picture but it is much needed as so many families are struggling.
- We all do better in a more equal society
- But remember that inequities are not just about material resources
- The influence of the LA in promoting opportunities is limited, and they have not been successful, so far, in providing support across the age range, for people experiencing inequalities of income, health, education or employment.
- What inequalities do you mean? I pay a huge amount of council tax but use very little of the services provided by the council. Where is the fairness here
- Inequality should be eliminated as far as possible
- It depends how you want to achieve this. Local People are on housing lists for 20 years and yet non British people are jumping thr queues. If you sort out a fairer system where a queue means a queue.
- Working toward a more equitable society has to be a primary objective
- It's important to tackle these equalities and be in touch with what the community needs.
- Inequality on current scale is socially undesirable and economically damaging
- Making the Vale more inclusive for all ethnicities, genders, races, religions. For everyone.

- Actions and services have to be put in place that enable people to make positive changes, whilst at the same time behaviour that reinforces negative progress needs to be severely restricted.
- Important to remember that many 'in work' families/individuals are struggling so whilst it is important to focus on 'deprived areas and people', please do not forget others who may not fall into the definition of these categories but are struggling

Environmental Sustainability

- Providing it is done in a sustainable way bearing mind wellbeing of future generations
- Tackling inequities should not take precedence over climate and nature emergencies which disadvantage all levels of society
- Teach veganism in school, make laws against farmers using pesticides and creating mono culture environment. Create more spaces for wildlife, slow down traffic for wildlife and air quality, plant sea grass, create far more allotments, as waiting years for 1

Specific Concerns

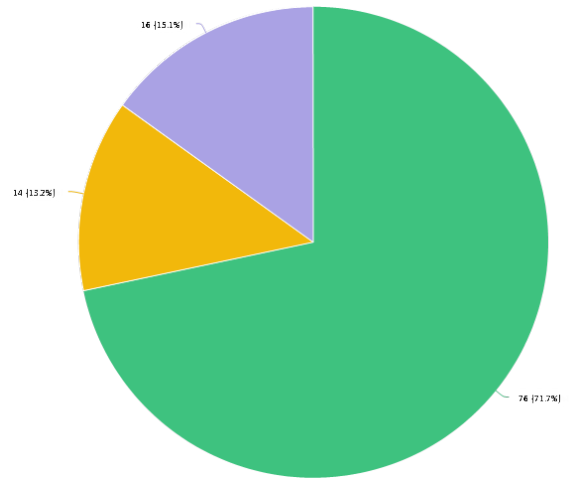
- This is not in the council's remit
- Nature is unequal, and now we venerate nature above all else we need to accept this aspect too.
- Rather airy fairy and meaningless intrusion by more nanny socialism
- Not at this time.
- Education is the best 'leveller up'
- Need to avoid resentment. Money and facilities are very evident in already prosperous area eg Cowbridge. Obvious comparisons with larger but less financially prosperous areas such as Rhoose (with ambitious plans for even more housing) and Barry.
- As an LGBT+ person I would like to have some kind of hub that I can go to to access support for lgbt+ issues.
- Vale homes works with communities in deprived area better data and joined up work with Vale homes will allow us to target inequities
- What targets have been proposed?
- Because you don't
- Racist comment not included

Do you agree or disagree that we should prioritise these workstreams?

- Responding to the climate and nature emergencies
- Working with people who live in our communities that experience higher levels of deprivation
- Becoming an Age Friendly Vale

Question options

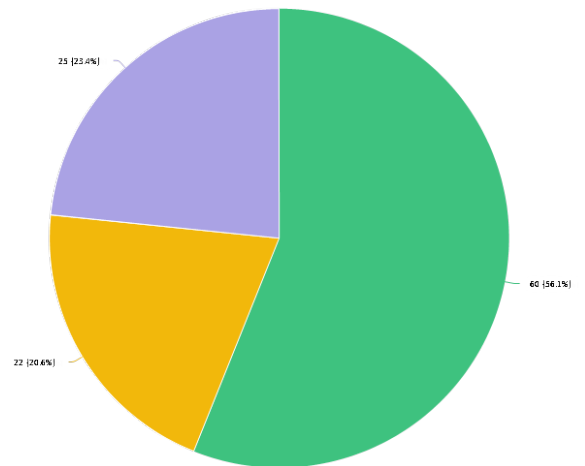
- Agree – 76 (71.7%)
- Neither agree nor disagree – 14 (13.2%)
- Disagree – 16 (15.1%)



Do you think these steps will deliver our Well-being Objectives and priority workstreams?

Question options

- Yes – 60 (56.1%)
- No – 22 (20.6%)
- I don't know – 25 (23.4%)



This question received the lowest percentage of 'Yes' votes and the highest 'No' votes. Additionally, it received the most comments (61) of all the questions. Many respondents questioned the measurability of the 19 steps with some stating they agreed with the objectives, but the steps did not provide much substance. Several respondents felt that the steps were too vague and didn't specify exactly what actions would take place. However, there were also some comments that expressed support for the objectives and these steps.

Another emerging theme was communication with residents and listening to the community. Many respondents felt ignored and emphasized the importance of community engagement.

There were lots of comments that mentioned the environment and expressed the importance of considering climate change. These respondents argued that the environment should be the top priority. Additionally, there were a few comments who argued against climate change action as a priority, however, these were a minority.

The comments received have been categorised under the following headings that aim to capture the emerging themes:

Communication

- Better communication and listening is essential
- We need to have as many people on board as possible so sharing information and time is the best way to achieve the best outcomes
- All communities and people living in the Vale are important and should be listened to, especially but not exclusively those experiencing the greatest poverty.
- Engage, listen and act upon the information given from the residents, at the moment we feel ignored, then priced out. as a result less engaged
- Residents trying to resolve issues in their areas are being ignored.
- Volunteering seems to follow very set criteria. In the past I have often requested litter picking kit and have been referred to the occasional meet ups the Council run. This really doesn't help people whom are unable to make the meets and want to help out.
- Your surveys are written in a way that ensures you get the answers you want - this is not lost on Vale residents
- We need to make better internal connections and share info better so we can work in a seamless manner this is now beginning to happen
- As I said previously! Talk to us! We know what we want
- It depends if you listen to the public or ride rough shod over them as usual
- I suspect you already have sufficient data to guide your decision making. To '...Find out more...' is to commission yet another study, spend money and appear to be doing something.
- Crucial that you engage with community volunteers who gave ideas as I have already submitted re developing existing buildings as classrooms that will educate and empower inter generational groups to connect supporting their wellbeing
- There are volunteer and campaign groups already working on many of these issues; working

with these groups and listening to their expertise is crucial.

- The Vale needs to engage more people from all backgrounds first and listen to the concerns they have. Make it easier for people to participate
- You don't deliver, because by just doing a survey, you tick the box to say you put it to the public. Then you do what you want anyway
- Will need to get out into communities and talk to people, especially those who are not online/do not engage. Also link all together and spend money wisely, not a rush to fund 'projects' at year end
- Only work if you actually listen. Too many times this had been a tick box exercise. For once listen and act
- What use is hearing from people when you don't sort the issue
- Rural vale is badly neglected from children to old age. Parks, roads, transport and services in these areas are ignored. All the focus is on our urban areas

Climate Change and environment

- The Vale of Glamorgan is over built and overcrowded with less trees and green spaces. More traffic and higher temperatures and pollution. We need to encourage more use of public transport, implement slower driving round sensitive areas
- But lets be honest. The Vale can protect the local environment and contribute to climate survival. But the fight for climate change is a global issue.
- In all seriousness how do you, the Vale of Glamorgan Council, propose to stop the climate changing. Isn't it the very height of colonial arrogance to presume that you know what the climate should be, and that you can set and keep it at that state?
- Needs to be a greater focus on environmental protection.
- I would be happier if I could see visible steps were being taken in the Vale to fight climate change and protect the environment. I would like to be a part of this action
- Prioritising human well being does not necessarily help the crisis in nature and climate. Sometimes nature needs space unimpeded by humans
- We need to think carefully about "healthy foods" in terms of their healthiness of production as well as healthiness to the person. Eg green peas would be a healthy food for the user, but not if they are being flown here from Kenya, in plastic
- Focus on the biggest problem for all - the climate and nature crisis. Give it the priority our children need it to have
- Yes, sack your planning department and cease all projects like Model farm, the proposed large housing estate at Cowbridge, etc etc. The vale is fast becoming a concrete jungle
- Really think that climate change and saving biodiversity is the most crucial of all of these
- Boycot oil and ff companies eg bp barclays etc.Vale stop cutting down trees for useless road, cycling routes, plant trees cut cars get public transport working. Council stop paying overprice consultants. Council I know has ZERO respect for the elderly!
- Training; Community Education for all to encourage sharing and caring for each other and the planet

Success/Measurability of steps

- If all this work comes together it will certainly be beneficial
- Could we please be provided with specific examples of things you will actually do? What do the words "find out more", "help" and "make" in the above list actually mean? I know you're going to "engage" more - good grief, but what will be the physical outcome.

- Some of these ambitions are very vague and intangible to measure. I will rather see 10 realist goals than 19 fairly vague ambitions
- Yes, providing they are implemented and not just talked about.
- The aim is good but with an ageing population?
- 5 year plans never work because at the end of 5 years priorities will have changed and there will tinkering during the 5 year period to suit the 'objectives'. I would like to see a firm annual plan with a yearly review and shared reprioritisation exercise
- It's all a step in the right direction
- All fancy words, no action, and no intention to act. Total con trick. Get rid of this PSB whatever it is. If you can't say what you mean, don't bother. A total waste of my money
- You will need a lot of resource do achieve the Well Being Objectives. Has this been secured?
- We can't rely on volunteers alone.
- I assume that you are obliged to produce this plan by Welsh or U.K. government. I produced any number during my working life in. L A (not this one) and none of them made any difference to the lives of residents.
- Those objectives cover most people in the area rightly so.
- The plan is moving in an encouraging direction, but there remains a lack of smart objectives that are costed, time related and measurable. Hard to be sure of the impact therefore.
- Whilst agreeing with the objectives I didn't find the 19 steps very helpful. Didn't outline what would actually be done.
- The Objectives can be successful if they are the basis for decision making by Local Councils and not just followed when it suits them
- I think these steps are in the right direction
- In and of themselves they are fine. Whether they achieve the objectives is not clear to me.
- Lots of good ideas here without any details of substance to indicate how these will be achieved.
- The above are all great - but would be a massive change of attitude by Council
- Not sure if friendliness is measurable?

Specific Suggestions

- Encourage people to be masters of their own destiny by working harder at school and not expecting the socialist state to carry them through life
- A local community hub would benefit the Vale of Glamorgan
- Living healthier lives includes vaccine uptake. Very difficult when vaccination centres are not near a bus stop
- The Vale council needs to encourage companies, organisations etc to help the elderly who are not computer literate access their services. Elderly are discriminated against by organisations who fail to communicate in any way other than digitally.
- This is a start, however for people working in the Vale; private renting/owning it is too expensive; this needs to be addressed. Allowing holiday lets etc... is a false economy; not community productive or community healthy
- I think you need to ensure Women feel safe in the Vale.
- Referring to point 5, it may be difficult for some members of the public to access healthy foods and live a healthier life style as they can be more expensive
- Need to consider transport links and how to keep cars out of our cities. Improve cycle routes and train/bus services.
- Education on all levels needed.

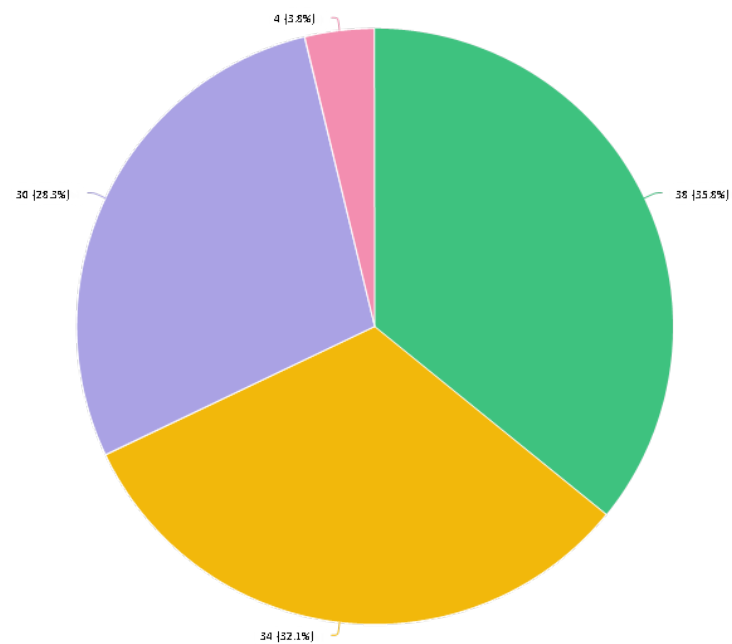
Profile of respondents

As the chart below shows there was quite an even split between respondents from Barry (35.8%), Eastern Vale (32.1%), and Western Vale (28.3%). Almost all respondents answered as residents (83.2%). Over 50% of respondents were female (55.2%).

Over 90% of respondents were 35 and over, with no respondents under the age of 25. Over 55s made up the majority of respondents.

Question options

- Barry
- Eastern Vale (Penarth, Sully, Dinas Powys, Wenvoe)
- Western Vale (Rhoose, Llantwit Major, Bonvilston, St Brides, Cowbridge, Ogmore, St Athan)
- Other (outside of the Vale of Glamorgan)



Equality Impact Assessment

Please click on headings to find [general guidance](#) or section guidance with an example. You will find supporting information in appendices at the end of the guidance.

When you start to assess your proposal, arrange to meet Tim Greaves, Equality Co-ordinator, for specific guidance. Send the completed form to him for a final check and so that he can publish it on our Vale of Glamorgan equality web pages.

Please also contact Tim Greaves if you need this equality impact assessment form in a different format.

1. [What are you assessing?](#)

Vale of Glamorgan Publics Services Board Well-being Assessment 2021/22 and Well-being Plan 2023/28.

2. [Who is responsible?](#)

Name	Tom Bowring	Job Title	Director of Corporate Resources
Team	Policy and Business Transformation	Directorate	Corporate Resources

3. [When is the assessment being carried out?](#)

Date of start of assessment	February 2022
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4. [Describe the proposal?](#)

<p>The Well-being of Future Generations Act came into force in April 2016 and its primary aim is to ensure public bodies improve the economic, social, environmental and cultural well-being of Wales in accordance with the sustainable development principle; that is ensuring that the needs of the present are met without compromising the ability of future generations to meet their own needs. The Act established Public Services Boards (PSBs) in each Local Authority area and sets out their duties with regard to publishing a Well-being Assessment and Well-being Plan. The work undertaken to deliver the Well-being Assessment and Plan is considered a two-year project which will be delivered in two parts. The assessment of</p>

Equality Impact Assessment

well-being must consider the state of economic, social, environmental and cultural well-being in the area and provide an accurate analysis of the state of well-being in each community and in the area as a whole, capturing the strengths and assets of the people and communities in the area. The assessment and the engagement activities undertaken as part of the Assessment have made efforts to ensure that the needs and views of all residents, in particular, those with protected characteristics, are reflected and taken into account. Following the completion of the assessment, and considering the assessment's findings, each PSB must prepare and publish a local Well-being Plan setting out its local Well-being Objectives and the steps that will be taken to meet these objectives.

Why do you need to put it in place?

The Vale of Glamorgan Public Services Board must publish a Well-being Plan by May 2023 which must be informed by the Well-being Assessment. Statutory guidance sets out the process by which PSBs must produce an assessment of the state of well-being in an area. The Well-being Assessment must be published twelve months before the publication of the PSB's Well-being Plan, therefore by May 2022. The PSB must publish a set of Well-being Objectives within the Well-being Plan, and these must be designed in such a way as to maximise the PSB's contribution to the achievement of the national well-being goals as laid out within the act.

The Well-being Assessment is a joint piece of work which has been undertaken by the PSB. In addition to PSB sign off, the Assessment has been signed off by partners' internal governance boards and by the PSB itself. In developing our three new Well-being Objectives we have considered the range of information within the Well-being Assessment and work already in place locally and regionally. Additionally, a Vale PSB stakeholder workshop took place to discuss the key issues arising from the Assessment. The PSB were asked to consider three themes and decide who could contribute to what as well as what changes were needed. The three themes were:

- Tackling Climate Change
- Making the Vale more Age Friendly
- Tackling inequalities linked to deprivation

Discussions also considered the issues that arose during the Cost of living 3 Horizons Futures Workshop and considered access to services as part of all the themes. The PSB has worked to determine the actions that will maximise its contribution to the national well-being goals as set out in the Act. This process has ensured that local needs are met through the most appropriate mechanisms and ensures effective integration and collaboration to address the issues outlined in the assessment, while limiting the levels of duplication.

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Do we need to commit significant resources to it (such as money or staff time)?

To assist the production of Well-being Assessments grant funding has been made available by Welsh Government on a regional level. The Vale PSB and Cardiff PSB were successful in obtaining £45,000 funding to support the work on the Well-being Assessments of the two organisations. This has been split equally across the two areas and is being utilised by both PSBs for data gathering, analysis work and engagement activities for their Assessments. Funding from Welsh Government was made available for 2022/23 to aid the work of the Well-being Plan. This funding is also on a regional footprint supporting collaboration between the Vale of Glamorgan and Cardiff PSBs to develop their Well-being Plans.

What are the intended outcomes of the proposal?

The Well-being Assessment will inform the development of the PSB's Well-being Plan and Well-being Objectives. Through its consideration of the state of economic, social, environmental, and cultural well-being in the Vale of Glamorgan, the Assessment will enable the PSB to develop a set of Objectives and a Well-being Plan. These will outline the PSB's approach to both maintaining the positive and addressing the negative aspects of well-being in the Vale.

Who does the proposal affect?

A range of data sources, evidence and research has been utilised alongside engagement activities with the public and stakeholders to develop the Well-being Assessment. The Assessment has sought to develop a detailed picture of life and well-being in the Vale of Glamorgan. The Well-being Assessment has further developed a robust evidence base for the PSB to develop its Well-being Plan. Key to this is the identification of collective and deliverable actions that contribute to the delivery of the National Well-being Goals which maximise well-being in communities across the Vale.

Through the process of moving from the Assessment to the development and delivery of the Well-being Plan it has been essential that the PSB continues to engage with and maintains a continued dialogue with communities to ensure the Well-being Plan is reflective of local need and fosters and maintains good well-being. Innovative ways in which to engage have been considered including maximising the use of findings from recent consultations undertaken across the partnership in order to ensure consultation fatigue is avoided and a wide cross section of people are engaged including those groups who have previously been considered as harder to reach.

Note: If the proposal affects lesbian, gay, homosexual, or transgender people, ensure you explicitly include same-sex couples and use gender neutral language.

Will the proposal affect how other organisations work?

The Well-being of Future Generations Act lists four organisations as statutory members of the PSB. In the Vale of Glamorgan these are; The Vale of Glamorgan Council, the Cardiff and Vale University Health Board, South Wales Fire and Rescue Service and Natural Resources Wales. These statutory partners are collectively responsible for fulfilling the board's duties. In addition to these statutory partners, the PSB is required to invite the

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following bodies to sit on the board; Welsh Government representatives, South Wales Police, the office of South Wales Police and Crime Commissioner, the National Probation Service and a representative of the Vale's Town and Community Councils.

The Well-being Assessment was agreed by the PSB on 18th February 2022. Prior to PSB agreement the Assessment was subject to a consultation period. Due to changing COVID restrictions a short online survey was developed and promoted to encourage residents to provide feedback on the findings of the Assessment. The survey received 47 responses. In addition to the survey, feedback was gained through presenting the findings to the Council's Scrutiny Committees, Cabinet, and through 2 stakeholder virtual workshops, one internally with Council staff and one with external stakeholders. Extensive feedback from the Welsh Government and the Office of the Future Generations Commissioner was received. The feedback received through the consultation on the draft Assessment has been reflected where possible in the final Assessment. The Assessment was taken through the internal governance procedures by each statutory partner for agreement; a similar process will happen with the draft Well-being Plan and all partners will work through the PSB towards delivering the Well-being Objectives and actions that will be set out in the Well-being Plan.

Will the proposal affect how you deliver services?

The Well-being Assessment and the Well-being Plan will have an effect on the delivery of a number of different services. The Well-being Assessment has reviewed a range of sources of evidence including statistical data, engagement information and academic research to capture the strengths and assets of people and communities within the Vale of Glamorgan. In addition, engagement activities were undertaken to inform the development of the Well-being Assessment, these were undertaken throughout the summer of 2021 to develop the draft assessment, and further consultation was undertaken in January and February 2022 on the draft assessment itself. Over the summer 2021, 1,264 responses were received on the 'Let's Talk' online survey capturing residents views and experiences of life in the Vale. To ensure the Assessment reflected the views of a range of different population groups across the Vale the survey was distributed by partners to various groups including members of the Vale 50+ Strategy Forum, the Equality Consultative Forum, the Community Health Council, and staff. The Assessment has also taken account the findings of a range of additional statutory assessments including the Population Needs Assessment (PNA) as required by the Social Services and Well-being Act. This has developed a comprehensive picture of life in the Vale of Glamorgan. This information can be used by all organisations to inform service delivery going forward.

The Well-being Objectives set out in the Well-being Plan have been drawn up following the Well-being Assessment and a workshop with the PSB. In addition to the Well-being Objectives the Plan also outlines three priority workstreams where specific and additional shared focus is needed. These workstreams bring together a range of work and will help direct the delivery of services for PSB partners in order to challenge current ways of working to meet the needs highlighted in the Well-being Assessment. The workstreams are:

- Responding to the climate and nature emergencies
- Working with the people who live in our communities that experience the highest levels of deprivation

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- Becoming an Age Friendly Vale

Furthermore, the Well-being Plan defines 19 steps which the PSB will take together to deliver the priority workstreams and Well-being Objectives while also maximising the contribution to the National Well-being Goals.

Consultation undertaken on the draft Plan has enabled the public and stakeholders to comment on objectives, priorities and steps. Following consultation a number of changes have been made e.g. additional focus on culture, Welsh language, prevention and involvement.

Will the proposal impact on other policies or practices?

The Well-being Assessment has been informed by a range of different statistical data, academic research and engagement activities. This information has been used to develop a comprehensive picture of well-being for the different areas and different people across the Vale of Glamorgan. In developing this detailed picture of life across the Vale the Assessment has also taken account of a number of statutory reviews and assessments.

The information within the Assessment has also informed the development of the PNA undertaken by the Cardiff and Vale Regional Partnership Board delivered as part of the Social Services and Well-being Act. The extensive array of rich data and information within the Assessment has been used to inform the development of the Well-being Plan. The information within the Well-being Assessment forms a significant element of the PSB's evidence base and will continue to be a dynamic resource. In this way the Assessment can be used to inform the development of future policies and practices across the Vale of Glamorgan.

Due to the nature of the Well-being Plan and the content it contains relating to delivery of services, there will be both direct and indirect impacts on other policies and practices. The Well-being Objectives and priority workstreams will influence how PSB partners conduct their practices and develop their policies. Additionally, the Five Ways of Working as outlined in the Well-being Plan are integral to the work of the Vale PSB and will influence all of the work that partners undertake. These are:

- Working with our Communities
- Evidence Based Working
- Resources
- Regional Working
- Futures Planning

Can you change the proposal so that it further promotes equality of opportunity and fosters good relations?

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The Assessment sought to understand what is good about living in the Vale, but also what could be done to improve well-being for residents particularly in the light of COVID-19 and Brexit. The Assessment has been underpinned by the seven National Well-being Goals for Wales; three of these goals directly link to the promotion of equality of opportunity and the fostering of good relations:

- A More Equal Wales
- A Wales of Cohesive Communities
- A Wales of Vibrant Culture and Thriving Welsh Language

The Well-being Assessment and Plan have been informed by engagement activities with a vast array of stakeholders. In our engagement and consultation activities we have made explicit effort to include those hard-to-reach groups by promoting the engagement opportunities with a number of groups including the Vale 50+ Strategy Forum and the Vale Equalities Consultative Forum. Information from previous engagement work carried out has also been reflected in the assessment and Plan e.g., engagement with the Youth Forum. Throughout the Assessment there is analysis and findings highlighting the differences between residents surrounding protected characteristics. The Well-being Assessment and Plan will help the Vale of Glamorgan PSB ensure that it works towards the delivery of the National Well-being Goals in line with the sustainable development principle. The Assessment has sought to take into account all aspects of well-being for the diversity of demographics across the Vale. The Assessment is considered a live document, which will continue to be enhanced and developed, our evidence will continue to increase as work to produce valuable resources such as the 2021 Census data is undertaken. The Well-being Plan and its Objectives will take full account of the diversity of life experiences in the Vale and will ensure that partners work together to deliver outcomes that achieve a more equal Vale of Glamorgan and a more equal Wales.

How will you achieve the proposed changes?

The Assessment will continue to be developed to reflect the diversity of experiences of well-being across the Vale of Glamorgan. The Assessment has informed the development of the Vale PSB's Well-being Plan and Objectives. The Well-being Plan sets out how the PSB will act on the findings set out in the Assessment to both maintain the strengths and assets that are pre-existing in our communities and to address poor well-being in the Vale.

Who will deliver the proposal?

The PSB has used the in-depth findings of the Well-being Assessment to develop a Well-being Plan which outlines the PSB's Well-being Objectives and the actions the PSB will take to address the findings of the Assessment. This encompasses a range of activity including other partnership arrangements.

How will you know whether you have achieved the proposal's purpose?

The Well-being Assessment has informed the development of a Well-being Plan, the Plan must be published no later than a year after the publication of the Well-being Assessment. The PSB must publish an annual report on the Well-being Plan no later than 14 months

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after the publication of its Well-being Plan highlighting the progress that has been made within that year to meet the Well-being Objectives that have been set out in the Plan.

5. What evidence are you using?

Engagement (with internal and external stakeholders)

Throughout the process of developing the Well-being Assessment we engaged with a number of internal and external stakeholders. An online bilingual survey was developed to gain an insight into the lives of people in the Vale of Glamorgan. The survey ran from July – September 2021 and received 1,264 responses which have been analysed by a number of factors including, area and age. The findings from the survey have been used along side the findings from other recently held engagement and consultation surveys to ensure as wide a range of information was considered. Alongside the survey a social media campaign was also held to engage with stakeholders.

A number of internal stakeholders were also engaged with as the draft assessment was developed, this includes PSB partners through online workshops and Town and Community Councils through online discussions.

The engagement survey and social media assets were shared widely across the Vale by all PSB partners.

Through engaging with a range of stakeholders, we have used the results to inform and shape our Well-being Plan and its Objectives. This has ensured that the priorities of the Well-being Plan are in line with the priorities of those living and working in the Vale.

The consultations we have carried out to inform the Well-being Plan included:

- Summer youth engagement events
- PSB Stakeholder Workshop
- Let's Talk Survey
- Well-being Assessment Consultation
- About Life in the Vale consultation
- Cost of Living 3 Horizons Futures Workshop
- Equality Consultative Forum
- PSB/Town and Community Council Exchange meeting
- Vale PSB, Cardiff PSB, Regional Partnership Board (RPB) Strategic Priorities Workshop
- Public and stakeholder consultation over 12 weeks inc a survey on the draft Well-being Plan
- Youth Council meetings
- Scrutiny

Consultation (with internal and external stakeholders)

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Once developed the draft Assessment was consulted on via a short online survey promoted across the PSB which received 47 responses. The responses from which have been reflected in the final Assessment where possible alongside feedback gained through 2 stakeholder workshops, one internal to Council staff and another open to external stakeholders. In addition to this information detailed feedback was also received from Welsh Government, Natural Resources Wales, and the Future Generations Commissioner.

Additionally, the Well-being Plan underwent a formal consultation period from 7th November 2022 to 29th January 2023 and the draft plan was circulated to a range of stakeholders such as PSB partners, Town and Community Councils, Equality Consultative Forum, and Welsh Government. Discussions were also held with the Youth Council. The formal feedback provided by consultees and organisations, is reflected in the final Plan, and detailed in the consultation report. The consultation included an electronic public survey and received 107 responses. The survey was also promoted this year through a number of warm spaces that have been developed this winter. Officers attended various warm spaces across the Vale to promote the draft Plan, the public survey and to seek feedback directly from residents. To further promote the consultation feedback on the draft Plan the draft was promoted externally via the Council's website and social media channels.

National data and research

Throughout the Well-being Assessment a huge range of data and research has been included to analyse what life is like in the Vale. This evidence has been provided at a national level, a local authority level and where possible at LSOA/MSOA level. The Assessment contains a number of hyperlinks to the data and research that has been used to allow readers to delve deeper into the information. In addition, the Assessment has a number of Power BI graphs embedded within each detailed report showing key data that can be interacted with by readers.

Work is continuing to develop the evidence base, utilising the census 2021 findings.

Local data and research

Where possible local data and research has been included within the Assessment alongside national data to provide a picture of what life is like in our local communities. This information has been gained through various sources including the Let's Talk survey, various local engagement exercises that had been recently undertaken by partners, and well-respected sources including the Welsh Index of Multiple Deprivation, the Department of Work and Pensions and the Office of National Statistics.

Links to the evidence used in the survey had been included to allow readers to find additional information and data easily.

To build on the learning of the Assessment, and to keep track of key changes in the Vale, the PSB has developed an online Evidence Base. The Evidence Base will enable decisions to be made using data and learning which is as live as possible. The Evidence Base provides an overview of various data for the Vale of Glamorgan.

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6. How robust is the evidence?

Does it show what the impact will be (positive and negative)?

The Well-being Assessment provides an overview of what life is like in the Vale of Glamorgan, this is clearly presented though the 'A View of the Vale of Glamorgan' summary report. The information and findings from the Assessment have been used to produce the Well-being Plan that will aim to address issues identified and strengthen positive actions.

The objectives and actions outlined in the Well-being Plan all aim to provide a positive impact on the Vale of Glamorgan. These have been informed by the various engagement, consultation, and research so as to maximise positive impacts and address concerns that residents hold. The evidence highlights the issues facing the Vale of Glamorgan and so the plan aims to improve life in the Vale.

What are the gaps?

Throughout the Assessment any possible caveats in data and information have been outlined. Whilst it can be difficult to access data at a local community level the lowest level that data has been available at has been used in the Assessment. The evidence base that has been further developed by the Assessment will continue to be strengthened over the coming years.

As the Assessment has been developed alongside the Population Needs Assessment care has been taken not to duplicate information across both assessments. Where relevant links have been made to the PNA within the Well-being Assessment.

The evidence that has informed the Well-being Plan has highlighted any gaps that the PSB may not have been addressing or where further work is required. For instance, making the Vale age friendly has become an even greater priority in this current plan and now constitutes one of the three priority workstreams.

Work has also been undertaken to develop an engagement plan and map assets in our three most deprived LSOAs.

What will you do about this?

The evidence base will continue to be developed and used as a resource across the PSB to inform the Well-being Plan and future actions.

What monitoring data will you collect?

The Well-being Plan will be monitored on an annual basis through the PSB's Annual Report. This will highlight the work that has been taken throughout the year towards achieving the Well-being Objectives and actions within the Plan.

Measures will also be developed linked to specific workstreams e.g. age friendly and Amplifying Prevention.

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How often will you analyse and report on this?

The Annual Report will be published each summer.

Where will you publish monitoring data and reports?

The Annual Reports are published on the [PSB's website](#) along with the evidence based.

7. [Impact](#)

Is there an impact?

The Assessment will be used to inform the Well-being Plan that will seek to have a positive impact on the lives of people in the Vale of Glamorgan. At present, the Plan which is informed by the Assessment aims to improve the lives of all those in the Vale. A robust evidence base as well as multiple engagement events have informed the creation of the Plan and its objectives, which take account of diversity of needs in the Vale. There should be no negative impacts for any individuals or groups as a result of the implementation of the Well-being Plan.

If there is no impact, what is the justification for thinking this? Provide evidence.

If there is likely to be an impact, what is it?

Age – The Well-being Plan intends to have a positive impact on those of all ages as work is implemented to achieve the 'Becoming Age Friendly Vale' priority workstream and Objectives 2 & 3 'A more active and Healthier Vale', 'A more equitable and connected Vale'. Work to make the Vale more age friendly and a better place for people to grow old will make the Vale a friendlier place for all and will help ensure we continue to respect and value older people within our communities recognising their contribution, needs and aspirations.

Actions to achieve this priority workstream and objectives include, Supporting the third sector and promoting volunteering opportunities. Co-ordinate work to achieve Age Friendly status for the Vale, ensuring it is an area where older people are provided with the services, support and opportunities to engage and participate in activities and events to influence service design, improve their well-being and enrich their lives. Increase levels of engagement at all ages, particularly with those who may be disengaged and those who may be seldom heard, including through cultural activities.

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Disability – Through the work of the Well-being Plan which has been informed by the Well-being Assessment, there will be positive impacts for those with a disability. The Plan aims to make the Vale a more friendly place to age and for those living with a disability.

Positive impacts will be felt through the work undertaken to achieve the 'Becoming Age Friendly' and 'Working with the people who live in our communities that experience the highest levels of deprivation' priority workstreams. For instance, tackling health inequities as part of an integrated and collaborative programme of work, ensuring greater engagement and a more targeted preventative approach to reach those most in need. Developing a better understanding of and responding to the diverse needs of our communities, to ensure that services and facilities are accessible in terms of design, transport, affordability and technology and are available when people need them to prevent needs escalating.

Additionally, ongoing work within the Regional Partnership Boards addresses the needs of older people with complex needs and long-term conditions including dementia. People with learning disabilities. Carers, including young carers. Family Support Services. Children with complex needs due to disability or illness

Gender reassignment, including gender identity – The Well-being Plan aims to respond to the diverse needs of our communities, and provide positive impacts for all people. Objective 3 'A more equitable and connected Vale' aims to tackle the inequities that exist across the Vale, engaging with our communities and providing support to make a lasting difference. The work taken to address this objective will help deliver the National well-being goal to create a more equal Wales.

Marriage and civil partnership (discrimination only) – Through the Well-being Plan we will work to maximise the Vale's contribution to delivering a more equal Wales. The Plan should not have a discriminatory affect.

Pregnancy and Maternity – The Well-being Plan will help support those during pregnancy and maternity through work programmes such as Flying Start. Additionally, the plan aims to develop a better understanding of and respond to the diverse needs of our communities, including those living in more rural or more deprived areas, to ensure that services and facilities are accessible in terms of design, transport, affordability, and technology and are available when people need them to prevent needs escalating. Therefore, there should be no negative impacts.

Race – Through developing a better understanding of our diverse communities and their needs, the Plan aims to have a positive impact on race. The objective 'A more equitable and connected Vale' will improve the inequities across the Vale and contribute towards the National Well-being goal to make Wales more equal.

Religion and belief – The Well-being Objectives included in the Plan deliver the National Well-being goals, notably 'A more equal Wales' and 'A Wales of cohesive communities'. The Plan aims to understand the diverse needs of our communities and increase levels of engagement, particularly with those who may be disengaged and those who may be seldom heard, including through cultural activities. This will create a positive impact on religion and belief by encouraging diversity and different cultures.

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Sex – The Well-being Objectives included in the Plan deliver the National Well-being goals, notably 'A more equal Wales'.

Sexual orientation – The Plan's Well-being Objectives deliver the National Well-being goals, notably 'A more equal Wales'. The work undertaken to achieve these objectives will help develop a better understanding of and respond to the needs of diverse communities as well as improving the health and well-being of residents across the Vale.

Welsh language – The Well-being Objectives in the Plan will deliver the National Well-being goals such as "A Wales of vibrant culture and thriving Welsh language". The Plan will encourage and increase availability of cultural activities and opportunities to learn and develop new skills such as the Welsh Language.

Human rights – The Well-being Plan aims to create a more equitable and connected Vale as well as contributing to the national well being goal to create a more equal Wales. These will ensure that human rights are recognised and upheld, through the many actions to provide opportunities to all. The Plan will implement work to engage with the public especially those seldom heard from, tackle health inequities as part of an integrated and collaborative programme of work, maximise opportunities through existing programmes of work and funding streams to address inequalities and improve opportunities for those living in areas of deprivation e.g. Flying Start and employability and training programmes.

How do you know?

Explain this for each of the relevant protected characteristics as identified above.

How the Well-being Plan may impact on those with protected characteristics has been outlined against each of the individual protected characteristics above.

What can be done to promote a positive impact?

Explain this for each of the relevant protected characteristics as identified above.

As outlined above against each of the protected characteristics, the Well-being Plan aims only to increase the positive impact felt by all those in the Vale. The objectives and priority workstreams in the Plan will generate opportunities and remove inequities for all those living and working in the Vale. Additionally, the Plan will contribute to the delivery of the national well-being goals.

What can be done to lessen the risk of a negative impact?

Explain this for each of the relevant protected characteristics as identified above.

There should be no negative impacts as a result of the Well-being Plan that has been informed by the Well-being Assessment. Using the evidence generated through the Well-being assessment and further engagement, the Plan aims to provide a positive impact.

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Following a full consultation period, no negative impacts against the relevant characteristics have been identified. Therefore, there is no evidence that any individuals or groups will be adversely affected by the Plan, however the progress of the Plan will be reviewed annually.

Is there a need for more favourable treatment to achieve equal outcomes? (Disability only)

The process of developing the Well-being Plan has sought to be inclusive of all groups and individuals who live in, work in, or visit the Vale. However, in accordance with our Becoming an Age Friendly Vale priority workstream, there will be work specifically targeted at older people which may include those with a disability.

Will the impact be positive, negative or neutral?

Explain this for each of the relevant protected characteristics as identified above.

In delivering the Well-being Plan the Council will seek to improve well-being for all residents, workers and visitors across the Vale of Glamorgan. There should be no negative implications arising for any individuals or groups in the Vale as a result of the implementation of the Plan. This has been explained in detail against each of the protected characteristics above.

8. Monitoring ongoing impact

Date you will monitor progress

The progress of the Well-being Plan will be monitored annually in July with the PSB publishing Annual Reports setting out what the PSB has achieved each year and the focus for the coming 12 months. The work of the Board will be scrutinised by the Council's Corporate Performance and Resources Scrutiny Committee and other committees as appropriate.

Measures that you will monitor

The PSB will receive regular progress reports on the key activities detailed in this Plan to ensure that the issues highlighted in the Well-being Assessment are being addressed, the Well-being Objectives are being delivered and that the PSB is contributing to the national Well-being goals.

The reports that have informed the Vale of Glamorgan Well-being Assessment and therefore the Plan include:

Demographic Report - A detailed analysis of past, current and future population changes and trends

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Education and Economy Report - An analysis of education and skills, employment and earnings, economic growth and housing

Health and Communities Report - An analysis of key health indicators, healthy behaviours, social and cultural well-being

Environment and Transport Report - An analysis of the climate and nature emergency, habitats, flooding, transport and energy

These will be used as key progress indicators.

Date you will review implemented proposal and its impact

The Plan will be reviewed annually in the Annual Reports by the PSB, which will review the progress and set out priorities for the coming year. Additionally, towards the end of the five years (the time period of the Plan), a new Well-being Assessment will take place that will undertake a full review of the Plan. This will determine areas of success and any lessons learnt so that these can be considered for the creation of a new Well-being Plan.

9. [Further action as a result of this equality impact assessment](#)

Possible Outcomes	Say which applies
No major change	No major change applies
Adjust the policy	
Continue the policy	
Stop and remove the policy	

10. [Outcomes and Actions](#)

Recommend actions to senior management team

The findings from the Well-being Assessment have been shared with colleagues across the Council through stakeholder workshops. The Plan will be discussed with SLT and Heads of Service to ensure across the Council different teams contribute to delivering the objectives and priorities.

Outcome following formal consideration of proposal by senior management team

Colleagues across the Council will be aware of the Assessment and its findings and the Plan. The new Plan and evidence base will help with future decision making as work is aligned to identified priorities and in response to the findings of the Well-being Assessment.

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11. [Important Note](#)

Where you have identified impacts, you must detail this in your Cabinet report when seeking approval for your proposal.

12. [Publication](#)

Where will you publish your approved proposal and equality impact assessment?

The relevant webpages will be updated on the Vale of Glamorgan Council's website include:

In addition to anywhere you intend to publish your approved proposal and equality impact assessment, you must send a copy to Tim Greaves, Equality Co-ordinator, to publish on the equality pages of the Vale of Glamorgan website.

13. [Authorisation](#)

Approved by (name)	Tom Bowring
Job Title (senior manager)	Director of Corporate Resources
Date of approval	28 th February 2023
Date of review	Quarterly and annually