

Meeting of:	<b>Cabinet</b>
Date of Meeting:	<b>Thursday, 06 March 2025</b>
Relevant Scrutiny Committee:	Corporate Performance and Resources
Report Title:	Vale 2030 - Draft Vale of Glamorgan Corporate Plan 2025-30
Purpose of Report:	To enable Cabinet to consider the revised draft Corporate Plan 2025-30, Vale 2030 post consultation.
Report Owner:	Executive Leader and Cabinet Member for Corporate Performance and Resources
Responsible Officer:	Rob Thomas – Chief Executive
Elected Member and Officer Consultation:	Consultation has been undertaken on the draft Corporate Plan. This includes consultation with the public, staff, Trade Unions, all Scrutiny Committees and with partners. The Draft Corporate Plan is relevant to all wards, and as such individual Member consultation has not been undertaken.
Policy Framework:	This is a matter for Executive decision by Cabinet and approval of Council. The Corporate Plan sets out the Council's priorities for the next five years and informs annual Directorate planning processes.
<p>Executive Summary:</p> <ul style="list-style-type: none"> <li>• The report sets out how Vale 2030, the draft Corporate Plan (The Plan) 2025-30 (Appendix A) has been developed, the outcome of the consultation and the subsequent changes to the Plan.</li> <li>• The report also details how the recommendations of the Panel Performance Assessment (PPA) undertaken in November 2024 and reported to Cabinet on 6th February, 2025 has shaped changes to Vale 2030, the Corporate Plan 2025-30.</li> <li>• Vale 2030 details five new Well-being Objectives and the activities that will be undertaken in 2025-30 to deliver these objectives.</li> <li>• The commitments within Vale 2030 will be reflected in Annual Directorate Plans together with a suite of performance measures which will show how different Council services will contribute to the delivery of the five Well-being Objectives. Work has commenced to develop Directorate Plans which will be presented to the relevant Scrutiny Committees in March/April together with proposed service improvement targets for 2025-26.</li> <li>• Publishing our Well-being Objectives at the start of the financial year will enable us to meet the Council's statutory obligations under the performance duties of the Local Government and Elections (Wales) Act 2021 and the Well-being of Future Generations (Wales) Act 2015 (WFGA),</li> </ul>	

both of which place specific duties on the Council in relation to objective setting and reporting. Under the Well-being of Future Generations (Wales) Act, the Council is required to publish its Well-being Objectives by 31st March each year and to keep these under review.

## **Recommendations**

1. That Cabinet considers Vale 2030, the updated draft Corporate Plan (Appendix A), the consultation feedback report (Appendix B), the Equality Impact Assessment (Appendix C), the Executive Summary (Appendix D) and the Plan on a Page (Appendix E).
2. That Cabinet considers any recommendations arising from discussion of Vale 2030, the revised draft Corporate Plan by the Corporate Performance and Resources Scrutiny Committee on 19th February, 2025.
3. That Cabinet endorses Vale 2030, the draft Corporate Plan (Appendix A) and refers this report, Appendices and any final comments of Cabinet to Full Council on 10th March, 2025 for consideration and approval.
4. 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 final Corporate Plan to be referred to Full Council on 10th March, 2025 for consideration and approval.
5. That Cabinet endorses and recommends to Full Council that delegated authority be given to the Director of Corporate Resources in consultation with the Executive Leader and Cabinet Member for Performance and Resources to make any factual updates to the content of the Plan prior to publication (for example, information relating to budgetary information).

## **Reasons for Recommendations**

1. To enable Cabinet to consider Vale 2030 - the revised Corporate Plan, consultation feedback and the Equality Impact Assessment and the Executive Summary of the Plan and Plan on a Page.
2. To enable Cabinet to consider the comments of the Corporate Performance and Resources Scrutiny Committee as part of its consideration of the Plan.
3. To ensure that Vale 2030, the Corporate Plan can be presented to Full Council in March for consideration and approval.
4. To allow Vale 2030, the Corporate Plan to be referred to Full Council on 10th March, 2025 for consideration and approval.
5. To ensure Vale 2030, the Corporate Plan when published contains the most up to date information available, for example information regarding the budget for 2025-26.

### **1. Background**

- 1.1 The Council's Corporate Plan is the organisation's key strategic document which articulates how the vision of strong communities with a bright future will be brought to life over the next five years, the outcomes we are seeking to achieve

and the actions we will take to improve well-being of the Vale of Glamorgan. A new Corporate Plan is a key milestone in the Council's future and comes at a critical time for Local Government and our communities in the Vale.

- 1.2** There is a legislative basis for producing a Corporate Plan. The Local Government and Elections (Wales) Act 2021 Act and the Well-being of Future Generations (Wales) Act 2015 (WFGA), both place specific duties on the Council in relation to objective setting and reporting duties. Under the Well-being of Future Generations (Wales) Act, the Council is required to publish its Well-being Objectives by 31st March each year and to keep these under review. Under the Local Government and Elections (Wales) Act 2021 the Council is required to keep performance under review, to consult on and report on performance.
- 1.3** The Council's current vision and values were agreed in 2016 and the current Well-being Objectives were agreed in 2020 and set out in the Corporate Plan 2020-25. Each year an Annual Delivery Plan (ADP) together with Annual Service Plans have been produced and detail how the priorities in the Plan will be developed and delivered each year. Progress is regularly scrutinised by all five of the Council's scrutiny committees and Cabinet. Progress against the plan and annual priorities for the Council are also set out in the Council's Annual Self-Assessment published each year.
- 1.4** Audit Wales also undertake work throughout the year to ensure that the Council is delivering on the commitments within the Corporate Plan and effectively monitoring and reporting progress.
- 1.5** The current Plan ends in March 2025 and therefore a new Plan needs to be approved and published setting out the Council's priorities for the next five years. This report provides Cabinet with an overview of the process undertaken to date including consultation and the Panel Performance Assessment and seeks endorsement from Cabinet for Vale 2030 the revised Corporate Plan 2025-30 (Appendix A) to be referred to Full Council together with all other associated appendices.

## **2. Key Issues for Consideration**

### **Vale 2030 - A New Corporate Plan for 2025-30**

- 2.1** The Corporate Plan is the Council's key strategic document and sets out what will be delivered over the next five years. In developing the new draft Plan we have reviewed and consulted on our vision, values and the Objectives that the organisation will pursue in order to deliver well-being in the Vale of Glamorgan. In response to feedback about the term Corporate Plan, the Plan has now been named Vale 2030 to reflect that the Plan is for everyone in the Vale and articulates the areas the Council will work with others to deliver by 2030.

**2.2** The current vision of Strong Communities with a Bright Future is still relevant and the values, open, together, ambitious and proud are still valid. However, it has been considered timely to develop new Well-being Objectives which provide a framework for the Plan. Engagement was undertaken with regards to the new Objectives over the Summer months and as part of the consultation on the draft plan in October to December. The Vale 2030 Objectives are:

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

**2.3** Vale 2030 must set out the Council's Well-being Objectives and reflect how the Council will contribute to the seven national well-being goals. Vale 2030 must also show how the five ways of working as set out in the Well-being of Future Generations (Wales) Act 2015 (involvement, long-term, prevention, integration and collaboration) are embedded in the work of the Council. Vale 2030 has also been developed with due regard to PSB priorities.

**2.4** There is a need for the Council to ensure that Vale 2030 reflects the current priorities, pressures and challenges so that the public, Members, staff and other key partners and stakeholders are aware of what the Council's key priorities are for the coming years. In developing Vale 2030, the Council has considered a wide range of information and data including the findings of the Let's Talk survey and engagement and consultation with the public, staff, Trade Unions, elected Members and partners. More information about the engagement and consultation is detailed later in this report and in Appendix B. Vale 2030 has also been informed by the recommendations of the Panel Performance Assessment (PPA) undertaken in November 2024.

**2.5** The early stages of development of Vale 2030 involved discussions with the Future Generations Commissioner's Office to ensure a more future focused and long-term Plan. The Plan has also been developed in response to comments from Audit Wales and elected Members to be more outcome focused. In addition, Vale 2030 highlights challenges around tackling poverty, the climate and nature emergency and inequalities. The Plan also highlights the importance of involving residents, working in partnership, embedding the principles of placemaking and the opportunities that will be explored through the Reshaping programme.

**2.6** Vale 2030 focuses on people and places and our ambitions for the future. There is an acknowledgement of the need to change how we work, to listen to our residents and other stakeholders and that much of what we need to achieve can only be delivered in partnership. In response to work undertaken by Audit Wales with regards to tackling poverty and working with the third sector there is a stronger emphasis on tackling and preventing poverty within the Plan. This

features across all five Objectives and is also brought together in a specific section to demonstrate clearly the emphasis on this work. Additionally, in response to the Audit Wales reports and the work undertaken by Cwmpas Cymru on behalf of the Council we have included in Vale 2030 a statement framed around our values which sets out what partner organisations can expect of us when working with the Council.

**2.7** In developing Vale 2030 and our priorities for the next five years we have considered:

- What our residents have told us
- The views and priorities of our partners
- Data about the local area and our communities including the Census 2021 and the Well-being Assessment 2022
- Our statutory duties
- Our achievements in delivering the previous Corporate Plan and the performance of our services
- Advice and recommendations from our regulators and inspectors
- The recommendations of the Panel Performance Assessment (November 2024)
- Placemaking principles
- The resources available to us
- Best Practice and research
- Our Strategic Equality Plan and the newly developing Plan 2025-29
- Advice and support from the Future Generations Commissioner's office and other Commissioners and organisations

**2.8** Vale 2030 also sets out the achievements delivered through the current Corporate Plan and the context within which we work (the population we serve and the resources available to the Council), our challenges and how the way we are working is changing. For each objective we have detailed why it is important, our ambition in terms of the outcomes we want to deliver, the actions we will take and includes links to other relevant plans and activities. Within each section there is also information about some of the data that will be regularly reviewed and used to understand progress and continuing challenges. Some of this data will specifically relate to the performance of the Council e.g. recycling rates but other data will be wider e.g. unemployment figures. The inclusion of this information is a new aspect of the Plan and visibly demonstrates our awareness of the environment we are working in, the issues we are looking to tackle together with others and the need for our performance to show our contribution.

**2.9** The Well-being of Future Generations (Wales) Act 2015 is evident throughout Vale 2030. The Council's contribution to the national well-being goals established as part of that legislation has been considered in developing each of the objectives and actions. The demonstration of the sustainable development

principle (evidenced through the five ways of working) has been an important aspect in looking at what the Council should be delivering in the period covered by the plan and how it should be working.

- 2.10** Vale 2030 sets out the financial challenges but also articulates an ambitious programme of work that is focused on improving social, economic, environmental and cultural well-being. The Plan recognises the need to think more long term and about how a more preventative approach can be taken forward to ensure that whilst meeting the needs of the current population we are also aware of our responsibilities towards future generations.
- 2.11** The actions detailed in Vale 2030 reflect the complexity and breadth of services delivered by the Council, how services are changing and the importance of partnership working. Vale 2030 is the Council's five-year Plan but it will be reliant on the continued support and strong partnership arrangements in place. The Council has welcomed the support from partners for the objectives and actions detailed in Vale 2030.

## **Consultation**

- 2.12** As part of the development of Vale 2030, engagement was undertaken in the Summer 2024 and the findings from a range of other consultation and engagement exercises including Let's Talk, Make Your Mark and placemaking shaped the Plan. The Plan has continued to be informed by a range of activities as well as the results of the 8 week consultation in October to December 2024.
- 2.13** To assist with the consultation as well as the full Plan being made available there was also an Executive Summary and a Plan on a Page and the survey included extracted information from the Plan. These have been updated to reflect consultation feedback and subsequent changes to the Plan.
- 2.14** Consultation was undertaken through the Council's online Participate Vale platform and was promoted widely. Copies of the survey were also made available in libraries and other venues and there was an option to complete the survey over the phone. The draft Plan was also circulated to a range of key partners and stakeholders and discussed in different meetings. This included the Public Services Board, Schools, Town and Community Councils, the Equalities Consultative Forum, Trade Unions, 50+ Forum and the Youth Council. The draft Plan was also considered by all five Scrutiny committees during the consultation period and a briefing was held for Member Champions.
- 2.15** In addition to events and drop ins over the summer as part of the drafting of the Plan, five public drop-in sessions and a stakeholder drop-in session were held in the Autumn. There were specific sessions relating to the statement about how

the Council works with other organisations and on the commitments to prevent and tackle poverty.

- 2.16** The Plan was discussed at the Vale 50+ Forum AGM and at one of the Forum Executive meetings, with the Youth Council and the Equalities Consultative Forum. Officers across the Council and elected Members were asked to cascade and promote the consultation through their contacts and networks.
- 2.17** The draft Plan was also discussed at meetings of the Community Liaison Committee and the Voluntary Sector Joint Liaison Committee as well as all scrutiny committees to enable elected Members to consider the draft Plan.
- 2.18** Staff had the opportunity to comment via the survey and a dedicated Learning Café session was held. The draft Plan was also shared with Trade Unions and discussed at the Change Forum. The Chief Executive also engaged with headteachers on the draft plan on a number of occasions.
- 2.19** The results of the consultation on the draft Plan are detailed in Appendix B. The appendix describes the range of consultation activity, comments and actions taken in response. In terms of the survey element of the consultation, 257 people replied to the online survey and there is a mixture of people who completed the survey on all five objectives, whilst some have commented on one or a number as the survey offered more flexibility than in previous years. This response rate is not unusual for consultation exercises on corporate and strategic plans and underlines the importance of considering a range of data sources and activities to ensure the Plan is informed by as wide a range of views as possible.
- 2.20** The posts on Facebook had varied engagement ranging from 1 to 83 link clicks per post, one post reached 31,243 people. The consultation was promoted via X (formerly known as Twitter) 9 times and the top performing tweet had 1,288 impressions and 65 engagements (someone clicking on a tweet/link). The survey was also shared with the citizens panel twice and this resulted in 1,750 people reading the email with information on the consultation, 161 people and 119 clicked through to view the Participate Vale page following the two emails.
- 2.21** As described above, Vale 2030 has been developed with due regard to consultation and engagement undertaken through the year and in particular the Let's Talk survey. Service areas have also reflected the findings of different consultation and engagement as part of the plan's development including Placemaking, active travel and the Replacement Local Development Plan as well as work in our most deprived communities.
- 2.22** A number of the responses to the consultation raised issues related to engagement, the environment, transport, housing, supporting families and young people, budgets, rising costs and delivery. Overall people were supportive of the Council's Well-being Objectives. A number of actions have been amended following the consultation and scrutiny of the draft Plan as well as changes to other content in the Plan.



- 2.23** A number of comments to improve wording in the Plan were also received from officers during the consultation process. Cardiff and Vale University Health Board and Natural Resources Wales also commented on the draft plan and how it aligned with their priorities and objectives.

### **Panel Performance Assessment (PPA)**

- 2.24** The Local Government and Election (Wales) Act 2021 (LG&E) requires the Council to arrange and respond to an independent Panel Performance Assessment (PPA) at least once during an electoral cycle. Chapter Three of the Statutory Guidance for Part Six of the Act describes the PPA as follows “The panel performance assessment will assess, as the council does through self-assessment, the extent to which the council is meeting the performance requirements. It is not about checklists, it is not a form of inspection, and it is not an audit. It is about supporting the council to achieve its aspirations through developing and deepening its understanding about how it is operating, and how it can ensure it is able to offer effective services for the long term”.
- 2.25** Cabinet considered a report in June 2024 setting out a process for reviewing the Council’s Corporate Plan, undertaking a PPA and the Council’s corporate performance calendar. Following consideration of the report it was agreed that the PPA should be undertaken to inform the new Corporate Plan. The PPA was undertaken in November 2024 and the independent peer panel was supported by the WLGA.
- 2.26** On 6th February Cabinet considered the [report](#) and recommendations from the PPA together with the proposed response to the recommendations. The report will also be considered by Governance and Audit Committee before further consideration by Cabinet and Full Council. The PPA and the subsequent report are positive and work is already underway in response to the recommendations. As part of the PPA the panel were asked to look specifically at whether our approach to developing the Corporate Plan and the associated performance arrangements will set an ambitious but realistic vision for the Vale and enable us to demonstrate delivery of key outcomes.
- 2.27** In their report the Panel describe the Corporate Plan as “ambitious” and that “the Council has been astute in timing the PPA to assist in the development of the draft corporate plan”. The Panel conclude the Council “is at an early stage of demonstrating outcomes” and “whilst staff are behind the ambition in the corporate plan, some expressed concern about the capacity to deliver it.
- 2.28** The Panel made a number of recommendations in their report and these are detailed below. In response to the comments and recommendations relevant to the Corporate Plan a number of changes have been made to Vale 2030 to help with communicating the vision and ambition and to emphasise the importance of

partnership working. The content of the plan has been simplified and sections brought together to make the plan clearer to navigate and understand by different audiences. A summary section has been added and details have been included within the plan for each objective about the information that will be used to help understand progress and challenges. Each objective also details the outcomes we are looking to achieve over the next five years. Work is being taken forward to consider the communications to support publication of the Corporate Plan both internally and externally.

**2.29** In addition, work is already underway to ensure effective performance management arrangements are in place and for scrutiny of the Plan as part of the exploration of wider scrutiny arrangements.

<b>Rec1.</b>	<p><b>Planning for Place</b></p> <ul style="list-style-type: none"> <li>• The Council would benefit from developing and effectively communicating a narrative that articulates a positive vision for the future, which is relatable to multiple audiences and has a call to action. In doing so it could be a catalyst for change for the Vale of Glamorgan as a County, drawing together partners, stakeholders, the business sector, and communities.</li> </ul>
<b>Rec2.</b>	<p><b>Signalling Change</b></p> <ul style="list-style-type: none"> <li>• The Council should consider how it signals and amplifies its changing approach both within the organisation and across the Vale.</li> </ul>
<b>Rec3.</b>	<p><b>Building on existing, strong partnerships</b></p> <ul style="list-style-type: none"> <li>• Recognising the democratic convening role that the Council has in leading partnerships, whilst recognising when to lead and when to support wider partnerships to take the lead in the provision of services.</li> <li>• Taking the opportunity to create the time and space to strategically assess and review the partnership landscape, strengthening relationships and assessing where resource and energy is best spent for the wider benefit of the place in order to make the biggest difference</li> <li>• Working with stakeholders on getting the “brilliant basics” right that reflects the needs of the local community.</li> <li>• Leverage the collective capacity of the Vale of Glamorgan and continue to build innovative joint working arrangements with neighbouring Councils.</li> </ul>
<b>Rec4.</b>	<p><b>Governance and using resource effectively</b></p> <ul style="list-style-type: none"> <li>• Reviewing and revising the cycle of formal democratic meetings and formal reporting requirements, exploring ways to better engage Members in more proactive and cross chamber collaboration – in both formal and informal ways including reviewing the effectiveness of online meetings.</li> <li>• Reviewing the balance between the internal corporate demands placed on Members and their role as representatives of their constituents to deliver the Council’s vision of place.</li> </ul>

	<ul style="list-style-type: none"> <li>• Using the strong local politics as a force for good, whilst ensuring civility in public life is promoted and kept front and centre to encourage respectful and constructive debate including online and in-person meetings.</li> <li>• Enhancing the effectiveness of the Council’s scrutiny arrangements, specifically meetings, by assessing current practices to identify opportunities for improvement to make them more effective.</li> </ul>
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## Key Changes to the Plan

**2.30** The key changes to Vale 2030 post consultation are detailed below.

Section	Changes
Title - Vale 2030	The title Vale 2030 has been added as there was feedback that Corporate Plan as a title is not very engaging. The title Vale 2030 emphasises the timeline and that this is a plan for the Vale.
Message from the Leader and the Chief Executive	<p>The title of this section has been amended from Foreword to ‘Message from the Leader and the Chief Executive’ so it is more engaging and personal.</p> <p>In response to the recommendations from the Panel Performance Assessment there is a stronger emphasis on partnership working.</p> <p>More reference has been included to placemaking and different communities, picking up on comments received during the consultation and to emphasise the ambition of the Plan.</p>
Section 1 - New Section - A Summary of Vale 2030	This is a new section that is also consistent with the plan on a page approach. This section provides a summary of the activities and outcomes that will be delivered through 2030 and articulates what people can expect. This section has been developed in response to the PPA recommendations, comments about more information on outcomes and for the Plan to be more engaging. This section tells more of a Vale story for our journey to 2030.
Section 2 - Delivering for Our Communities	<p>The order of the information has been changed so there is more of a community focus and the introductory section has been shortened.</p> <p>Figures have been updated and budget information will be updated following the Council meeting on 10th March and prior to publication.</p> <p>A number of achievements have been added to demonstrate what has been achieved in line with commitments in the</p>

	2020-25 Corporate Plan. These include the Estyn inspection, Covid-19 response and Heol Croeso.
Section 3 Vale 2030 - A Plan for the Vale	<p>This section has been revised to reduce duplication. Some information has been moved to the rear of the plan to make the plan easier to engage with by taking out some of the more explanatory information. This is in response to comments received during the consultation period.</p> <p>The order of the information has changed and sections are more integrated. This is providing a clearer context for the Plan whilst demonstrating key challenges. The statement about working with others has been woven into this section.</p>
Section 4 Our Well-being Objectives - Delivering 2030	<p>In response to the consultation a number of actions and outcomes have been revised to make them clearer to understand and to simplify the wording.</p> <p>Under each Objective information has been included about the data that will be reviewed and used.</p> <p>Key changes to this section of the Plan are;</p> <p>Objective 1 – Creating Great Places to Live Work and Visit</p> <ul style="list-style-type: none"> <li>• The action about regeneration in Barry has been expanded to include specific programmes</li> <li>• The action about investment sites has been expanded to reference the Sustainable Communities for Learning Programme and emphasise work across the Vale</li> <li>• An action on Age Friendly has been added in response to consultation feedback</li> </ul> <p>Objective 2 – Respecting and Celebrating the Environment</p> <ul style="list-style-type: none"> <li>• The action about the Local Area Energy Plan has been reworded for clarity</li> <li>• The action about a new Food Strategy has been expanded to include working with local food producers and the sustainability of our rural communities. This broadens the action and references work being led by the Food and Farming Officer.</li> </ul> <p>Objective 3 – Giving Everyone a Good Start in Life</p> <ul style="list-style-type: none"> <li>• Removal of an action about the Corporate Strategy for Children due to duplication with other actions under this Objective and Objective 4.</li> </ul>

	<ul style="list-style-type: none"> <li>• Separating out of actions on Community Focused Schools and increasing attendance into two separate actions.</li> </ul> <p>Objective 4 - Supporting and Protecting those who need us</p> <ul style="list-style-type: none"> <li>• Some actions have been reworded to make them clearer but there are no significant changes.</li> </ul> <p>Objective 5 – Being the Council We Can Be</p> <ul style="list-style-type: none"> <li>• An outcome on Welsh Language has been added to reflect the action.</li> <li>• Many of the actions have been reworded to make them clearer as this was the Objective where the feedback about the actions was less positive.</li> <li>• Reference to a Customer Strategy has also been added.</li> <li>• Further changes have been made to strengthen the wording of the actions under this Objective to reflect discussions at Corporate Performance and Resources Scrutiny Committee on the 19<sup>th</sup> February 2025</li> </ul> <p>Links will be included for supporting plans and information about partnership activity and services.</p>
Section 5 Action to Prevent and Tackle Poverty	<p>This section has been revised to reflect changes elsewhere in the document and to remove duplication.</p> <p>There has been support for the emphasis on poverty within the plan and how it has been integrated.</p>
Section 6 Delivering our Objectives and Monitoring Progress	<p>This section has been updated but not changed significantly.</p>
Additional Information	<p>There are now four sections of additional information:</p> <ul style="list-style-type: none"> <li>• Listening to our Residents</li> <li>• Placemaking</li> <li>• Well-being of Future Generations Act</li> <li>• Glossary</li> </ul> <p>More information about engagement and placemaking has been provided in this section to ensure that information is available but that it does not make the main body of the plan too wordy. Key elements remain in section 3. This is in response to feedback about the length and complexity of the plan.</p> <p>The glossary has been updated and there have been no changes to the information about the Well-being of Future Generations Act.</p>

Executive Summary	This is being amended to include more information about some of the key challenges and to reflect changes to the Plan. This is in response to feedback including the PPA recommendations. During the consultation period there was positive feedback about the Executive Summary.
Plan on a Page	This is being revised in response to changes to the Plan and in line with the new summary section in the Plan itself.

## **Performance Management and Delivery**

- 2.31** The commitments contained within Vale 2030 set the tone for the way in which the organisation will respond to opportunities and challenges and provides a vehicle to align other actions undertaken to pursue our Well-being Objectives.
- 2.32** Current practice has been to produce an Annual Delivery Plan (ADP) each year which sets out the actions to be taken in the year ahead to deliver the Well-being Objectives and the overarching five-year Corporate Plan. The ADP has been a key means of meeting our statutory obligations as described above and directly informs annual Service Plans, our corporate framework of performance measures and service improvement targets which are also produced annually. Progress is regularly scrutinised by all five of the Council's scrutiny committees and Cabinet.
- 2.33** The introduction of a new Corporate Plan creates the opportunity to review and reassess the way in which the Plan and associated plans will be monitored and scrutinised. As part of the development of 2030 and in response to feedback on the ADP, Annual Self-Assessment, Service Plans, scrutiny processes and through the PPA work has been undertaken to consider how the current approach can improve and evolve further, ensuring arrangements remain robust and support the need to be open, transparent and accountable. Key issues include that the development of the ADP and the budget setting process does not entirely align, the volume of information included in performance reports is significant and the link between Directorate Self Assessments and annual plans should be stronger.
- 2.34** A new approach is being taken forward and work has commenced on five annual Directorate Plans which will replace the 15 annual service plans and which will be reported to Scrutiny committees and Cabinet in March/April. An Annual Statement will be produced which will be shaped by Vale 2030, annual budget and Directorate Plans. The new approach is being informed by how we can make better use of technology, the approach undertaken by other Councils, the views of Audit Wales, elected Members and officers and the recommendations of the

PPA. Current procedures are robust but they are resource intensive and Vale 2030 provides the opportunity to review the current systems.

- 2.35** Meetings have already been undertaken with the Chairs/Vicechairs of Scrutiny Committees and Group Leaders to discuss the scrutiny of key corporate performance work including Directorate Plans, the Annual Self-Assessment and performance reporting against the new Corporate Plan. A working group of senior officers has been established to consider the Panel’s recommendations and the work already underway in this area.

**Timetable**

- 2.36** Below is the timetable for approving the Corporate Plan 2025-30.

6th March, 2025	Cabinet consider final draft Plan.
10th March, 2025	Council consider final draft Plan.
April 2025	Publication of the Plan.

- 2.37** The revised draft Plan was considered by the Corporate Performance and Resources Scrutiny Committee on 19th February and the reference from that meeting will be reported to the Cabinet meeting to be considered in conjunction with the consultation feedback and the Equality Impact Assessment. Following discussions at the meeting about the actions for the Objective Being the Best Council We Can Be a number of the actions have been revised and reordered to strengthen this section and to demonstrate the level of ambition and change that will be a key part of delivering Vale 2030.

- 2.38** Cabinet is requested to consider the outcome of the consultation and the revised Corporate Plan and Equality Impact Assessment together with the comments of the Corporate Performance and Resources Scrutiny Committee and endorse the content as set out in this report and appendices. Cabinet is recommended to refer the Plan and any further views to Full Council in March for consideration and approval of the Plan and a delegation to the Director of Corporate Resources to make any factual accuracy changes prior to publication.

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

- 3.1** Vale 2030 details how the Council will contribute to the national Well-being Goals as required by the Well-being of Future Generations Act through the delivery of the Well-being Objectives contained in the plan.

- 3.2** Vale 2030 has been developed in accordance with the five ways of working and they are also reflected in the content of the plan. There is a strong emphasis on collaboration as the Council recognises the need to work with partners to deliver services and improve local well-being. The plan reflects the importance of prevention and many of the activities in the plan contribute to longer term issues, for example, tackling deprivation, climate change, physical and mental well-being. The development of Vale 2030 has been informed by work with officers from The Future Generations Commissioners Office who have encouraged and supported a greater focus on Futures thinking.
- 3.3** The involvement of partners and stakeholders in the delivery of the plan is critical to its success as is the need to work in a more integrated way, recognising the connections across Council services and with other partners.

#### **4. Climate Change and Nature Implications**

- 4.1** The need to address the nature and climate emergencies is set out clearly in Vale 2030. The inclusion of an objective 'Respecting and Celebrating the Environment' emphasises the importance of these issues and the need for them to be embedded across the work of the Council. Priorities for the next five years are detailed in Vale 2030 and align to Project Zero.

#### **5. Resources and Legal Considerations**

##### **Financial**

- 5.1** The priorities as outlined in Vale 2030 have resources committed to their achievement and the extent and scale to which these can be delivered over the five years is dependent upon the availability of funding, with the annual budget review process being informed by the priorities the organisation is seeking to achieve.
- 5.2** Cabinet will note one of the five new Objectives is 'Being the best Council we can be' and activities detailed under this objective in particular set out the work that will be undertaken to improve our resilience.
- 5.3** Corporate Health aspects of Directorate Plans (how we are using our resources to achieve our well-being objectives), performance monitoring and annual reviews of performance and governance arrangements will continue to provide Members with an overview of the way in which Council resources (people, finance, assets, engagement and insight) are used to support the delivery of our well-being objectives. These considerations will continue to be extensively



examined as part of the Directorate Self-Assessment process and reported in the Annual Self-Assessment.

### **Employment**

**5.4** There are no direct employment implications associated with this report.

### **Legal (Including Equalities)**

- 5.5** The Local Government and Elections Act (Wales) 2021 requires the Council to keep its performance under review. An integral part of this framework is in the development and evaluation of a plan for improvement. For the Council, Vale 2030 sets out the five year framework and this will be translated annually into Directorate Plans and an Annual Statement.
- 5.6** The Well-being of Future Generations (Wales) Act 2015 requires the Council to set and publish annual Well-being Objectives that maximise its contribution to achieving the Well-being Goals for Wales and report its progress in meeting these. Our five Objectives provide the framework for Vale 2030.
- 5.7** Vale 2030 details a series of commitments which the Council intends to focus its attention on during 2025-30 in order to improve the well-being of Vale of Glamorgan citizens. The commitments in Vale 2030 will impact on; everyone who receives a service from the Council; Vale of Glamorgan residents; unemployed adults; Looked After Children, vulnerable young people; adults in receipt of care; older people; children and adults with a disability, school children, housing tenants. The Equality Impact Assessment which has been informed by the consultation will shape the delivery of Vale 2030.
- 5.8** A full equality impact assessment is attached as Appendix C.
- 5.9** The new Strategic Equality Plan (SEP) for 2025-2029 will be considered by Cabinet in March and has been developed alongside Vale 2030, using the same core data sets and insight into our communities The SEP has adopted the Council's objectives to shape work over the next four years and has an enhanced focus on socio-economic disadvantage.

## 6. Background Papers

Vale of Glamorgan Council Corporate Plan April 2020

[https://www.valeofglamorgan.gov.uk/en/our\\_council/achieving\\_our\\_vision/Corporate-Plan.aspx](https://www.valeofglamorgan.gov.uk/en/our_council/achieving_our_vision/Corporate-Plan.aspx)

Local Government & Elections Bill - Part 6 Performance & Governance of Principal Councils - Consultation Response, Cabinet, 21 December 2021

<https://www.valeofglamorgan.gov.uk/Documents/Committee%20Reports/Cabinet/2020/20-12-21/LGE-Bill-Performance-Consultation.pdf>

[Draft Vale of Glamorgan Corporate Plan 2025-30 Cabinet 10 October 2024](#)

[Panel Performance Assessment Cabinet 6<sup>th</sup> February 2025](#)

**VALE 2030: Strong Communities with a Bright Future**

**Vale of Glamorgan Council**

**Post consultation draft February 2025**

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## Message from the Leader and the Chief Executive

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

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

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

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

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

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

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

In delivering Vale 2030 we will strengthen the connections between people and places ensuring people's needs and aspirations are integral to everything we do. The importance

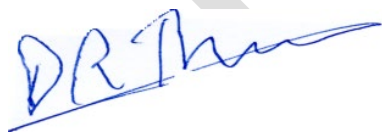
of placemaking runs across all of the Council's activities including the Replacement Local Development Plan and our Age Friendly activities as we all strive to make the Vale a great place for everyone. We know that our urban and rural communities face different challenges and we will work with all our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

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

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



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



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

## Section 1 – A Summary of Vale 2030

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

### **Objective 1 - Creating Great Places to Live, Work and Visit**

#### **What we will do – our actions**

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

#### **What this will mean – what we will deliver**

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

### **Objective 2 - Respecting and Celebrating the Environment**

#### **What we will do – our actions**

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

#### **What this will mean – what we will deliver**

The Vale of Glamorgan will be a clean, green, and sustainable place where the Council leads efforts to tackle climate and nature emergencies. People will enjoy energy-efficient homes, schools, and Council facilities, as well as well-maintained parks, green spaces, and clean bathing waters. Recycling rates will be among the best in Wales, waste levels will be reduced. Sustainable transport will be the norm, and residents will take pride in

living in a greener, healthier environment that supports biodiversity. Our goal is to become a net zero organisation by 2030 and help the country reach net zero by 2050.

### **Objective Three - Giving Everyone a good start in life**

#### **What we will do – our actions**

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

#### **What this will mean – what we will deliver**

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

### **Objective four - Supporting and Protecting those who Need us**

#### **What we will do – our actions**

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

#### **What this will mean – what we will deliver**

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



## **Objective five - Being the Best Council We Can Be**

### **What we will do – our actions**

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

### **What this will mean – what we will deliver**

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

## Section 2 - Delivering for our Communities

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

### The Vale of Glamorgan – it's People and Places

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

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

### The Vale of Glamorgan Council – key facts and figures

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

- 54 Councillors represent 134,733 residents across 24 wards.
- There are 8 cabinet members including the Council Leader.
- 5,324 staff work across all our services including in our schools.

- Our diverse workforce includes teachers, social workers, emergency planners, engineers, librarians, cleaners, accountants and many other essential roles.
- We have 53 schools including 7 Welsh Medium Schools and 1 special school.
- A total of 23,071 pupils attending our schools (pupil census).
- Over 1,000 of our pupils have a first language other than English or Welsh.
- 3,327 adults are supported through our social care services.
- The Council provides 3,972 homes at social rent across the Vale.
- We manage over 1 million km of highways, 53km of coastline and 586 kms of public rights of way.
- We manage a total of 190 hectares of land at Porthkerry Country Park and Cosmeston Lakes Country Park consisting of woodland, meadow, hedgerow, streams, lakes, reedbeds and coastal shoreline. This is in addition to our many other parks across the Vale.

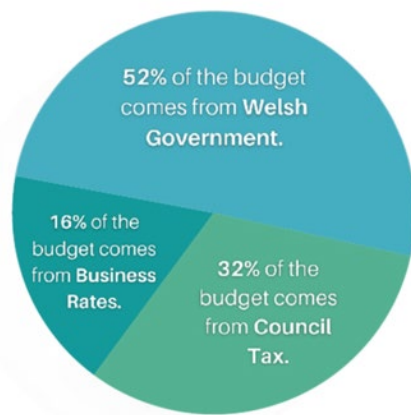
In developing Vale 2030 we are mindful of the resources available, the expectations, aspirations and needs of residents and the work of our partners. We know that the decisions we make now must also take account of the needs of our future generations. This generation needs to be proud of the legacy it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

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

Each year the Council has to set a budget and prioritise how its resources will be used. Every year the Council is also required to make savings and as part of the 2024/25 budget setting the Council has successfully identified £7.7 million in revenue savings which we are working to implement, the current proposals for the 2025/26 budget set out £9.026 million of savings for consultation. Between 2015/16 and 2025/26 the Council has identified a total of £55.5 million in savings.

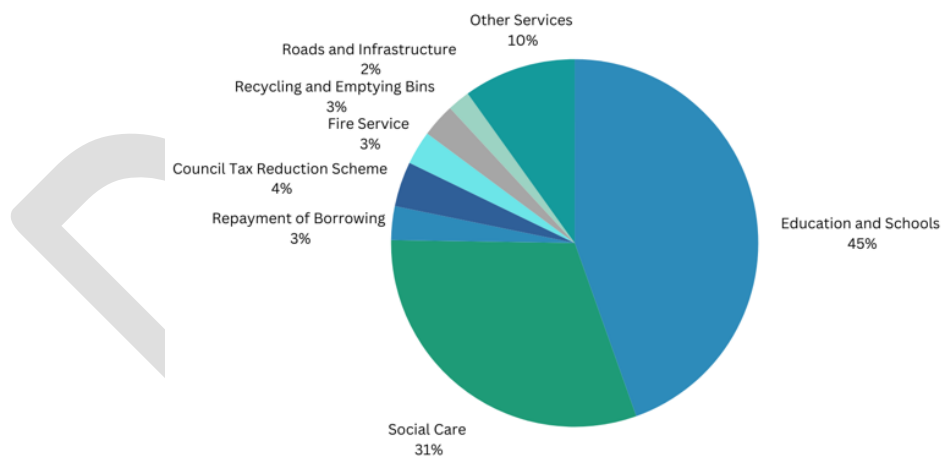
The Council's total revenue budget for 2024/25 is £308.861million and this is funded from Welsh Government, Council Tax and Business Rates. The Council also receives some additional funding in the form of different grants. The Initial budget for consultation for 2025/26 sets out budget proposals totalling £331.408 million.

**Sources of revenue budget:**



Since 2020 the Council has significantly increased expenditure on schools and social services and together these two areas make up 70% of the Council’s budget in 2024/25 and likely to rise to 71% in 2025/26. When services such as Central Education, School Transport and Homelessness are factored in the percentage exceeds 76%. More information about how the budget is split across different services in 2024/25 is provided below.

**Budget Allocation:**



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

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

## Key Achievements 2020-25

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

### **Objective One: To work with and for our communities**

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

### **Objective Two: To support learning, employment and sustainable economic growth**

- **Investment in community focused schools within the Pencoedre Learning Community Cluster** has seen £238,261 from Welsh Government committed to support families.
- **Free school** meals have been offered to all pupils from reception to year six even faster than the Welsh Government target.

- In 2024 our education service and the youth service received excellent reviews following the **inspections by Estyn** who were impressed with the services provided to pupils and young people.
- **Attracted significant government funding with over £55 million** secured to invest in the Vale of Glamorgan to support regeneration, places and businesses including £20m over 10 years for the Town of Barry and £19.5m for the Barry Making Waves waterfront project.
- **Supported 577 individuals into employment** through Communities for Work (CFW) since 2020 **and engaged with over 3,650 residents** to assist them in gaining experience and employment.
- **Resurfaced almost 353,280m<sup>2</sup> of carriageway since 2020/21**, investing over £5.8 million to improve the condition of roads and help prevent future problems.
- Helped to develop and improve access to **local public transport** and provided over £7.6 million to support local bus services since 2020/21.
- **Attracted and managed filming in the Vale** with high profile TV and movie productions, including Dr Who, Gavin and Stacey, Out There and Y Golau / The Light generating interest in the Vale and revenue to the local economy.

### **Objective Three: To support people at home and in their community**

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

Council was awarded Best Local Authority Supporting Care Homes during the pandemic.

#### **Objective Four: To respect, enhance and enjoy our environment**

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

## Section 3 – Vale 2030: A Plan for the Vale

### Developing a new Plan

We have considered our long-term vision for the Vale, thinking about what the Vale of Glamorgan will look like in the future and ensuring we, and our partners, are delivering now and for future generations. Vale 2030 is a Plan not just for the Council but for everyone we work with - businesses, partners and most importantly our residents and communities.

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

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

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

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

Our resources, data and the views of our residents gathered through a range of channels have been instrumental in shaping this Plan. In 2023 we undertook our largest residents



survey with over 4,000 respondents and the results of that survey together with the Make your Mark survey, undertaken with young people, have informed our new objectives and the commitments in this plan.

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

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

## Poverty

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

Life experiences are not the same across the Vale of Glamorgan which contains some of the most deprived areas in Wales as measured by the [Welsh Index of Multiple Deprivation \(WIMD\)](#). Although experiences of poverty are not exclusive to these areas, the measures of life included in WIMD highlight the inequities in life outcomes arising from experiences of poverty. Poverty can impact people and touch all aspects of people's lives from our educational attainment to our health outcomes. To achieve a decent standard of living, we need security and stability in our lives. This means secure housing, a reliable income, and support when things get difficult. Our aim is to ensure everyone can afford the essentials and have a decent standard of living.

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

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

## The Climate and Nature Emergencies

It is widely accepted that human activity has caused the earth's atmosphere, oceans and land to warm. As a result, we are now experiencing more frequent and hazardous weather events which in-turn are impacting our natural environment, our lives, and in particular the lives of the most vulnerable. In 2019, the Council, along with many others, declared a climate emergency and in 2021, a nature emergency. These declarations recognise the need to change our behaviour to address the growing risks arising from our changing climate, to not do so would have disastrous consequences for communities across the Vale of Glamorgan and wider.

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

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

## Inequalities

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

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

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

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

We will continue to undertake Equality Impact Assessments to ensure that we understand the impact new policies and services may have and what changes may be needed to ensure equity and equality. We will also ensure that we further develop our learning from peoples' lived experience of inequality and its impacts. We will use our data and the results of our engagement and consultation to ensure that we better understand the diverse needs of our communities, including our school communities.

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

### [Changing how we Work](#)

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

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

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

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

- Ambitious
- Open
- Together
- Proud

These values together with the national Well-being Goals and the five ways of working are at the heart of what we do. The five ways of working - Involvement, Prevention, Collaboration, Long-term, and Integration are evident across all our objectives and have

been integral to how we have developed our plan. We need to increasingly work in different ways, to be more innovative and collaborative, to evolve and to deliver our objectives.

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

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

### **Involving our communities**

The Council is committed to continuing to improve how we engage and involve residents and stakeholders, and to listening and learning from the feedback received. Placemaking and the work already being undertaken as part of the approach to community focused schools are examples of successfully working with and listening to the community.

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

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

## Placemaking

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

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

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

## Our Reshaping Programme

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

The Reshaping programme will deliver five interrelated themes of work:

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

## **Working in Partnership**

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

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

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

## Our Commitment to those Working with us

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

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

### Open

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

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

### Together

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

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

### Ambitious

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

- Embed placemaking across our activities to ensure a strong focus on both people and place.

- Be forward-thinking and keen to engage with lots of different organisations to solve problems and maximise opportunities.
- Be responsive to your ideas and concerns, with easy and clear contact points in our departments.
- Encourage communities to be involved in operating assets and services locally.

### **Proud**

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

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

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



## Section 4 – Our Well-being Objectives - Delivering Vale 2030

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

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

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

Our five Well-being Objectives are:

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

### Well-being Objective 1 - Creating Great Places to Live, Work and Visit

We are committed to making the most of the opportunities available from significant investment and regeneration in Barry, as well as the work around placemaking. We are committed to working in partnership to make the Vale a safe place and delivering a replacement Local Development Plan. We know that leisure, arts and culture enrich well-being and we will make the best use of funding and different options for their delivery. Making sure there are homes for those who need them is a key commitment for the Council and we will focus on accessibility, affordability, quality and environmental impact in how these are delivered.

#### **Why we have chosen this Objective**

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

- Through Let's Talk, 59.6% of respondents answered that they were very or fairly satisfied with the Vale as a place to live – we want this figure to be higher.
- In June 2024, 76.6% of people were in employment, higher than the Welsh average of 73.2%, but we are aware of variations in opportunities and levels of earnings.
- In the last year to October 2024, the average house price in the Vale had risen by 4.4% to an average price of £301,000; slightly higher than the 4% rise for Wales. The average monthly private rental cost had risen by 6.5% to an average of £889 - £117 a month more expensive than the Welsh average. Housing costs are a challenge for many of our residents.
- In 2023, 65.3 crimes were recorded per 1,000 people in the Vale of Glamorgan, the second lowest number of crimes in the South Wales Police Area. However, crime remains a concern for some residents.
- In 2022/23, 69% of adults were reported to meet the physical activity guidelines, significantly higher than the 55.4% across Wales, but with potential to be higher.
- In 2022/23, 76.6% of working age adults and 57.9% of older people in the Vale of Glamorgan were recorded as being in good health and this is an area for continuing focus.

### **Our ambition – the outcomes we want to see by 2030**

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

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

1. Implement placemaking plans across our four towns and apply the principles of placemaking across all of our activities ensuring a strong emphasis on local need and community voice.
2. Deliver a programme of investment and regeneration in Barry through the Barry Making Waves, Levelling Up, Long Term Plan for Towns and Transforming Town Programmes.
3. Support investment including the Sustainable Communities for Learning programme, the former Aberthaw Power Station, Bro Tathan and Cardiff Airport Enterprise Zone, to encourage economic growth across the Vale.
4. Deliver a Replacement Local Development Plan which balances the need for sustainable growth, the nature and climate emergencies, and the social and cultural needs of the Vale of Glamorgan.
5. Ensure our streets, roads and neighbourhood environments are clean, well-managed and maintained and encourage everyone to take pride in their local area.
6. Increase the supply of good quality, accessible and affordable housing.
7. Make sure there are affordable and accessible ways for people to participate in leisure, play, sport, cultural and heritage activities.
8. Work with the voluntary and social enterprise sectors, valuing their role in delivering services and supporting residents in their communities.
9. Deliver our Age Friendly commitments and ensure older people have access to services, support and opportunities locally and have a strong voice.
10. Improve community safety with a specific focus on tackling anti-social behaviour and ensuring people feel safe at home and in the community.

## **Making a Difference**

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

- Percentage of residents who agree that they are satisfied with their local area as a place to live.
- Employment Rate.
- Number of Police Recorded Crimes.
- Number of Police Recorded Anti-Social Behaviour Crimes.
- Percentage of adults participating in sports/physical activity three or more times a week.

- Number of additional affordable housing units delivered during the year per 10,000 households.
- Average vacancy rate in the Vale's main town centres.
- Improvement in the Council Cleanliness Index rating

### **These plans and partnership activity will contribute to this objective**

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

## **Well-being Objective 2 - Respecting and Celebrating the Environment**

We are committed to raising awareness about the importance of the environment and for everyone to take responsibility to ensure we protect our natural resources and understand the impact of the choices we make. The actions here emphasise our commitment to being a net zero organisation by 2030 and to being part of a national effort to be net zero by 2050. We will focus on transport, food, energy, waste, green infrastructure and our buildings to make the changes needed. We understand the link between well-being and the environment and that often it is those already experiencing deprivation who can be impacted most by pollution and flooding.

### **Why we have chosen this Objective**

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

- 66.8% of respondents to the Let's Talk residents survey said they were concerned about the climate emergency and 64.4% that they were concerned about the nature emergency.
- 83.3% of respondents to the Let's Talk residents survey said they were able to enjoy the natural environment.
- Individual carbon emissions in the Vale were measured at 7.97 tonnes per person in 2022, a fall on previous years, but still 1.47 tonnes higher than the Welsh average.

- The Vale of Glamorgan has a very rich ecosystem and significant areas of biodiversity, for example, having one of the largest populations of Great Crested Newts in South Wales and the last site in Wales for the high brown fritillary butterfly.
- By working with our residents, the recycling rate has increased from 63.2% to 70%. Exceeding the statutory recycling rates set by Welsh Government by 4%.
- There are 53km of coastline in the Vale ranging from the Victorian seafront of Penarth, traditional beaches of Barry and the heritage coast to the west of the county.
- In 2023, 18,000 people commuted out and 9,600 people commuted into the Vale for work, and 41,900 people lived and worked in the Vale.
- The Council's overall carbon emissions figure for 2023/24 was 70,246,170 kgCO<sub>2</sub>e, a slight increase on 2022/23 figures.

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

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

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

1. Deliver our Project Zero programme to reduce the Council's carbon emissions to net zero and to take action to achieve net zero across Wales by 2050.
2. Develop and implement new planning policies to support delivery of the 2050 target and reduce emissions associated with new developments and housing.
3. Deliver the Local Area Energy Plan and encourage and support investment in renewable energy infrastructure as part of our work towards the 2050 target to reduce emissions.

4. Increase opportunities for active travel and promote the need for quality and timely local public transport services.
5. Encourage the use of ultra low emission vehicles by installing and supporting the installation of electric vehicle charging points across the Vale and reviewing the Council's fleet of vehicles.
6. Take a leading role in the delivery of 'Towards Zero Waste' National Waste Strategy and work to keep more of our waste local and limit what goes into the system by reducing, reusing and recycling more.
7. Increase biodiversity and improve our green infrastructure and respect for the natural world within urban and rural areas.
8. Work with Regulators to minimise pollution of land, air and water and support stronger enforcement and remedial action from those organisations responsible.
9. Protect our communities, land and buildings from the impact of flooding and coastal erosion.
10. Deliver a Food Strategy for the Vale and work with local food producers and the agricultural sector to support local supply chains and actions which underpin the sustainability of our rural communities.

## **Making a Difference**

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

- Percentage of residents who agree that the council is doing enough to address the climate emergency.
- Reduction in carbon dioxide (CO<sub>2</sub>) emissions in the Council's buildings (excluding housing).
- Total annual Vale of Glamorgan carbon dioxide (CO<sub>2</sub>) emission estimates.
- Residents use of different public or active travel options in the Vale of Glamorgan.
- Rates of recycling and reuse of municipal waste collected by the Council.
- Amount of Public realm / green infrastructure improved / created.
- The number of residential and commercial properties suffering internal flooding.

## **These plans and partnership activity will contribute to this objective**

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

## **Well-being Objective 3 - Giving Everyone a Good start in Life**

In this Plan we show our commitment to the youngest people in our communities. We are committed to working together to provide the support children and families need. We will extend the work around our community focused schools, recognising the value schools bring to the local community and vice versa. We know how important support in the early years is and helping our children and young people to develop and grow in confidence and lead healthy lives. We also recognise that as we grow up, we may need additional or specialist support. We will provide information and services through a range of teams including our libraries and ensure that there are a range of activities in and out of school for our children and young people to enjoy and to have the opportunity to learn new skills.

### **Why we have chosen this Objective?**

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

- 60% of respondents to the Let's Talk Residents Survey answered that they were concerned about services and support for children and young people in the Vale.
- One in five children (nearly 5,000) in the Vale of Glamorgan were living in relative low-income households in 2022/23.
- 2,070 (9%) pupils in the Vale are supported with their additional learning or special educational needs.
- 18% of adolescents in the Vale were reported to meet physical activity guidelines, significantly higher than the 16.2% across Wales.

- 4,837 young people voted in the 2024 Make Your Mark campaign, with health and well-being, culture, media and sport and jobs, economy and benefits chosen as the most important areas for young people.
- In the recent Vale Youth Service Needs Analysis, mental health and wellbeing was the area where young people wanted the most support and was the most important topic to the young people who responded to the survey.

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

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

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

1. Focus on families of children living in poverty and help them to increase their income, access food and housing and escape poverty through wraparound support and advice services.
2. Make sure young people can access affordable opportunities and safe spaces for sport and play including through after school and holiday clubs.
3. Provide a range of services and activities through our libraries, from early years throughout childhood, encouraging learning, confidence and creativity.
4. Improve access to good quality and timely advice, support and services to families.
5. Deliver a new School Improvement Service which empowers schools to deliver better outcomes for learners.
6. Support our schools and communities to work together to deliver improved outcomes and opportunities for learners and the wider community.



7. Improve attendance in our primary and secondary schools through a range of means to support and encourage pupils to attend school.
8. Improve the availability, consistency and quality of local provision for learners with complex Additional Learning Needs and for Social, Emotional and Mental Health.
9. Develop and improve links between schools, colleges, universities and business to ensure people have the right skills to access current and future employment opportunities.
10. Empower and enable young people to have a strong voice, influence decision making and inform how services are provided and ensure the Vale is a great place to grow up.

## **Making a Difference**

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

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

## **These plans and partnership activity will contribute to this objective**

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

- Attendance Policy
- School Investment Strategy

## Well-being Objective 4 - Supporting and Protecting Those who Need Us

We are committed to making sure that our residents who need more support are able to access it. This includes closer working between social care, housing and health, preventing homelessness and providing advice and support. We will work with our partners and across the Council to safeguard children, older people and those who are most vulnerable, as well as taking forward our work to ensure the Vale is a County of Sanctuary. We will also work with a range of partners to prevent and tackle poverty and ensure the services and advice needed are available to support people before they reach crisis point.

### Why we have chosen this Objective?

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

- 73.1% of respondents to the Let's Talk residents survey said that they were concerned about services and support for older people.
- Between 2023-24, the Trussell Trust Food Bank charity recorded the distribution of 8,662 food parcels in the Vale. The total number of parcels distributed in the Vale of Glamorgan has increased by 24% - the highest increase across Wales and comparing to an average increase of 1% in Wales as a whole.
- 320 children were looked after by the local authority in 2023, a growth of 60 children from the 260 that were looked after in 2020.
- The number of people aged 65 and over in the Vale has grown by 17% in the last ten years, with 22.3% of people aged 65 and over.
- Between Sept 2023 and April 2024, 186 households were prevented from becoming homeless in the Vale.
- Three LSOAs in the Vale of Glamorgan are ranked in the top 10% most deprived areas in Wales according to WIMD 2019.
- Between 2023-2024, 329 refugees and asylum seekers were supported to resettle in the Vale.
- Through 2023/24, support has been provided to 2,735 vulnerable people with their housing through the Supported People service - a 4% increase over the previous year.

- Feedback from service users via the 2024 Direct Payments Survey demonstrates that Direct Payments are improving people's lives.
- People using the Vale Community Rehabilitation Service are rating the services they receive highly with 64% of people using the service rating it as excellent in the first half of 2024-25.

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

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

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

1. Develop more accessible and joined up health and social care services that prioritise early interventions and work with the Third Sector.
2. Work with individuals and their families focussing on their abilities, strengths and local community connections, enabling people to live as independently as possible.
3. Become a County of Sanctuary by providing inclusive services and support and offering a dignified welcome to all.
4. Support our children looked after by bringing together services and investing in local accommodation to enable them to remain within the area.
5. Help more people to stay living in their own homes using a range of different types of accommodation.
6. Deliver wrap around advice and support services to prevent homelessness and provide housing options.
7. Deliver an integrated programme of work to prevent and tackle poverty with a particular focus on our most deprived communities.
8. Ensure robust safeguarding services are in place to protect children and adults at risk from harm.

9. Provide a range of support through the Supporting People programme, including tenancy support, life skills and mental health and well-being.
10. Strengthen our work with carers, including young carers, to ensure that they have the necessary information, advice and support and that their needs and those of who they care for are met.

## **Making a Difference**

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

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

## **These plans and partnership activity will contribute to this objective**

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

## **Well-being Objective 5 - Being the Best Council We Can Be**

We are committed to providing good service and ensuring the Council is as resilient as it can be. We will ensure we are able to deliver for our communities now and in the future. The focus is on ensuring we have quality services, good governance and robust financial and other management procedures and are effective in our integrated planning. Actions included in this section emphasise the importance of developing new ways of working and transforming our services. The actions needed to deliver this objective are integral to

the success of the whole Plan. The needs of our residents and those using our services will be at the heart of everything.

### **Why we have chosen this Objective.**

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

- Through the Let's Talk survey, 45.2% of residents answered that they strongly or slightly disagreed that the services provided by the Council were of high quality.
- 59.8% of residents answered that they strongly or slightly disagreed that the Council takes resident's views into account when making a decision.
- The make-up of people living in the Vale of Glamorgan continues to change. The number of people aged 65 and over has grown by 17% in the last ten years, while the population aged 0-5 has grown by 5% in the last 10 years.
- The percentage of Welsh speakers in the Vale of Glamorgan increased from 10.8% in 2011 to 11.5% in 2021, the second largest increase in Wales.
- After taking into account projected additional pressures and funding, the identified funding gap for 2025/26 is £8.045 million and for 25-30 is £35.540million.
- An increasing proportion of the Council's budget is committed to supporting schools and social services.

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

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

- The Council recruits and retains a quality workforce that reflects the diversity of our local communities.
- As one of the largest employers in the Vale of Glamorgan the Council provides opportunities for local employment and career development and contributes to the economic success of the area.

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

1. Transform our services and how we work to better meet the needs of the community and to make the best use of our resources.
2. Provide residents with more meaningful and engaging opportunities to participate and have a greater say in our work.
3. Improve accountability and transparency by sharing more information about how decisions are made and scrutinised, priorities set, and budgets determined.
4. Use digital technology more innovatively to improve services whilst ensuring that services are accessible to everyone.
5. Deliver a new Customer Strategy and improve services to ensure everyone can access services and information in the way that best meets their needs.
6. Put social value and decarbonisation at the centre of how we buy and commission goods and services.
7. Deliver the Strategic Equality Plan and our commitments as part of all Wales actions plans to tackle discrimination and inequalities.
8. Increase the use of the Welsh Language in our work, schools and communities.
9. Use the Council's buildings and sites to support service transformation, innovation and increased community use.
10. Invest in our colleagues and improve our skills, diversity, recruitment, retention and engagement, making the Council an employer of choice.

**Making a Difference**

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

- Percentage of residents that agree that the Vale of Glamorgan council acts in the interest of local residents.
- Percentage of customers who are satisfied with access to services across all channels.

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

### **These plans and partnerships will contribute to this objective**

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

## Section 6 – Action to Prevent and Tackle Poverty

The lives and well-being of too many people continue to be affected by financial hardship, poorer health outcomes, crime and disorder and an unequal exposure to environmental risk. We know that within the Vale there are inequalities between our most deprived and least deprived communities and that some people and families are struggling and need more help and support. For some this can be a temporary crisis but for others this is a longer-term challenge. In developing this Plan, we have considered what further action is needed to prevent and tackle poverty and the proposed activities are detailed under each of our Objectives.

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

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

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

- Larger families
- Families whose childcare responsibilities limit their ability to work
- People of the global majority
- Disabled people
- Informal carers
- Families not in work



- Part-time workers and the self-employed
- People living in rented accommodation
- Families claiming income-related benefits

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

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

<b>Action</b>	<b>Objective</b>
<b>Housing</b>	
Increase the supply of good quality, accessible and affordable housing.	Creating great places to live, work and visit
Deliver wrap around advice and support services to prevent homelessness and provide housing options.	Supporting and protecting those who need us
Provide a range of support through the Supporting People programme, including tenancy support, life skills and mental health and well-being.	Supporting and protecting those who need us
<b>Employment</b>	
Develop and improve links between schools, colleges, universities and business to ensure people have the right skills to access current and future employment opportunities.	Giving everyone a good start in life
Deliver a programme of investment and regeneration in Barry through the Barry Making Waves, Levelling Up, Long Term Plan for Towns and Transforming Town Programmes.	Creating great places to live, work and visit
Support investment including the Sustainable Communities for Learning programme, the former Aberthaw Power Station, Bro Tathan and Cardiff Airport Enterprise Zone, to encourage economic growth across the Vale.	Creating great places to live, work and visit

<b>Access to Services, Advice and Support</b>	
Deliver a new Customer Strategy and improve services to ensure everyone can access services and information in the way that best meets their needs.	Being the best Council we can be
Transform our services and how we work to better meet the needs of the community and to make the best use of our resources.	Being the best Council we can be
Use digital technology more innovatively to improve services whilst ensuring that services are accessible to everyone.	Being the best Council we can be
Become a County of Sanctuary by providing inclusive services and support and offering a dignified welcome to all.	Supporting and protecting those who need us
Deliver an integrated programme of work to prevent and tackle poverty with a particular focus on our most deprived communities.	Supporting and protecting those who need us
Develop more accessible and joined up health and social care services that prioritise early interventions and work with the Third Sector.	Supporting and protecting those who need us
<b>Food</b>	
Deliver a Food Strategy for the Vale and work with local food producers and the agricultural sector to support local supply chains and actions which underpin the sustainability of our rural communities.	Respecting and celebrating the environment
<b>Children and Families</b>	
Focus on families of children living in poverty and help them to increase their income, access food and housing and escape poverty through wraparound support and advice services.	Giving everyone a good start in life
Improve access to good quality and timely advice, support and services to families.	Giving everyone a good start in life
<b>Social Activities</b>	
Make sure there are affordable and accessible ways for people to participate in leisure, play, sport, cultural and heritage activities.	Creating great places to live, work and visit
Make sure young people can access affordable opportunities and safe spaces for sport and play including through after school and holiday clubs.	Giving everyone a good start in life
Provide a range of services and activities through our libraries from early years throughout childhood, encouraging learning, confidence and creativity.	Giving everyone a good start in life
<b>Transport</b>	
Increase opportunities for active travel and promote the need for quality and timely local public transport services.	Respecting and celebrating the environment

## Section 7 – Delivering Our Objectives and Monitoring Progress

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

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

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

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

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

Further information on the Council's current approach to performance management is detailed on the Council's Performance [webpages](#).

## Additional Information

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

### Listening to Our Residents

To shape the work of the Council, the work we undertake in partnership and this Corporate Plan the Council engages, involves and consults with our residents and other stakeholders. This is undertaken in a variety of ways and by teams across the Council. We are confident that this Plan reflects what residents are telling us matters to them and what we need to improve. We also know we need to do more to build trust and continue the conversations with individuals, communities and organisations. Below are just some examples of the engagement work undertaken. More information about how we engage can be found on [Participate Vale](#).

#### **Lets Talk About Life in the Vale 2023**

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

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

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

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

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

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

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

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

### **Listening to Younger residents**

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

### **An Age Friendly Vale**

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

### **Placemaking**

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

### **We are Listening**

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

## Placemaking

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

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

- **People and Community** – local communities are involved in the development of proposals. The needs, aspirations, health and well-being of all people are considered.
- **Location** – places grow and develop in a way that uses land efficiently, supports and enhances places ensuring that they are well connected.
- **Movement** – walking, cycling and public transport are prioritised to provide a choice of transport modes.
- **Mix of Uses** – places have a range of purposes providing opportunities for community development, local business growth and access to jobs, services and facilities via walking, cycling or public transport.
- **Public Realm** – streets and public spaces are well defined, welcoming, safe and inclusive with a distinct identity.
- **Identity** – the positive, distinctive qualities of places, their heritage, culture, language, built and natural physical attributes are identified and responded to.

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

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

## The Well-being of Future Generations Act

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

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

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








### **Sustainable Development Principle**

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

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

## National Well-being Goals

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

GOAL	DESCRIPTION of the GOAL
 <b>A Prosperous Wales</b>	An innovative, productive and low carbon society which recognises the limits of the global environment and therefore uses resources efficiently and proportionately (including acting on climate change); and which develops a skilled and well-educated population in an economy which generates wealth and provides employment opportunities, allowing people to take advantage of the wealth generated through securing decent work.
 <b>A Resilient Wales</b>	A nation which maintains and enhances a biodiverse natural environment with healthy functioning ecosystems that support social, economic and ecological resilience and the capacity to adapt to change (for example climate change).
 <b>A Healthier Wales</b>	A society in which people's physical and mental well-being is maximised and in which choices and behaviours that benefit future health are understood.
 <b>A More Equal Wales</b>	A society that enables people to fulfil their potential no matter what their background or circumstances (including their socio economic background and circumstances).
 <b>A Wales of Cohesive Communities</b>	Attractive, viable, safe and well-connected communities.
 <b>A Wales of Vibrant Culture and Thriving Welsh Language</b>	A society that promotes and protects culture, heritage and the Welsh language, and which encourages people to participate in the arts, and sports and recreation.
 <b>A Globally Responsible Wales</b>	A nation which, when doing anything to improve the economic, social, environmental and cultural well-being of Wales, takes account of whether doing such a thing may make a positive contribution to global well-being.



## Five Ways of Working

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





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

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

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

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

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

## Glossary

Active Travel	The term is often used interchangeably with walking and cycling, but active travel can also include trips made by wheelchair, mobility scooters, adapted cycles, e-cycles, scooters.
Additional Learning Needs (ALN)	A child or young person has ALN if they have a significantly greater difficulty in learning than the majority of others of the same age, or have a disability which prevents or hinders them from making use of the educational facilities generally provided for others of the same age in mainstream maintained school or Further Education Institution <a href="https://www.valeofglamorgan.gov.uk">Additional Learning Needs (valeofglamorgan.gov.uk)</a>
Affordable Housing	The definition of affordable housing for the purposes of the planning system is outlined in the Welsh Government Technical Advice Note 2 (usually referred to as TAN 2). The definition applies to housing where there are secure mechanisms in place to ensure that it is accessible to those who cannot afford market housing, both on first occupation and for subsequent occupiers. It includes social rented housing owned by local authorities and Registered Social Landlords and intermediate housing where prices or rents are above those of social rents but below market housing prices or rents.
Biodiversity	Biodiversity refers to the variety of living species on Earth, including plants, animals, bacteria and fungi.
Cabinet	The Cabinet is made up of the Leader of the Council and seven other councillors and uses its Executive Powers to make most of the Council's decisions on services, functions and corporate management, including plans and strategies. <a href="https://www.valeofglamorgan.gov.uk/en/our_council/Council-Structure/Cabinet/Cabinet.aspx">https://www.valeofglamorgan.gov.uk/en/our_council/Council-Structure/Cabinet/Cabinet.aspx</a>
Cardiff Capital Region	Cardiff Capital Region is transforming the economy, business landscape and potential for inclusive prosperity across South East Wales. It is a partnership of 10 councils and has been working together since 2017. In April 2024, CCR became a Corporate Joint Committee, with new responsibilities for regional transport and strategic planning.

	<a href="#">Cardiff Capital Region - Re-energising our Region, Reshaping our Future</a>
Children Looked After	Section 74 of the Social Services and Wellbeing (Wales) Act defines the term 'looked after' as referring to a child who is either in the local authority's care – i.e. is subject to a care order or an interim care order under section 31 of the Children Act 1989 – or who is provided with accommodation by the local authority for a continuous period of more than 24 hours in the exercise of any of its social services functions
Cleanliness Index	This is the overall standard of cleanliness of adopted highways and there are a series of defined grades relating to levels of litter etc
Domiciliary Care	Domiciliary care simply describes a person receiving care at their own home.
Healthy Life Expectancy	The average number of years that a person can expect to live in full health, without disabling illness or injuries.
Lower Super Output Areas (LSOA)	Lower layer Super Output Areas (LSOAs) comprise between 400 and 1,200 households and usually have a resident population between 1,000 and 3,000 persons. They are designed to improve the reporting of small area statistics.
People of the Global Majority	This term is used to refer to all ethnic groups except white British and other white groups, including white minorities. This includes people from black, Asian, mixed, and other ethnic groups who are often racialised as 'ethnic minorities'.
Placemaking	Placemaking creates good quality areas to live, focusing on the environment, the people that live in and use these spaces and the quality of life that comes from the interaction of people and their surroundings.
Public Services Board	Public Services Boards were established as part of the Well-being of Future Generations Act. Our Vale - The Vale of Glamorgan Public Services Board (PSB) brings together senior leaders from public and third sector organisations across the Vale of Glamorgan to work in partnership for a better future. <a href="https://www.valepsb.wales/en/Home.aspx">https://www.valepsb.wales/en/Home.aspx</a>
Regional Partnership Board	The Regional Partnership Board (RPB) is made up of Cardiff Council, Vale of Glamorgan Council, Cardiff and Vale University Health Board, Welsh Ambulance Services NHS Trust, housing, third & independent sectors and carer representatives. The aim is to improve the health and well-

	<p>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.</p> <p><a href="#">CAVRPB – The right support, at the right time, in the right place</a></p>
Relative Low Income	<p>Relative low income: This refers to people living in households with income below 60% of the median in that year.</p>
Reshaping Programme	<p>The Reshaping Programme is the Council’s transformation programme. The Council is exploring innovative and alternative models for delivering services, collaborative opportunities, and working with the community to ensure the sustainability of services.</p>
Scrutiny	<p>The role of our <a href="#">Scrutiny Committees</a> is to look at the services and issues that affect the lives of people in the Vale of Glamorgan. It's all about listening to local people, challenging and influencing decision-making and, where necessary, seeking improvement for the benefit of the public.</p> <p>Scrutiny is a key part of the Council's political structure and plays an important role in ensuring that the Council's services are delivered effectively, efficiently and in the interests of residents and those who work or visit the Vale of Glamorgan.</p>
Section 16 Forum	<p>Section 16 of the Social Services and Well-being Act is about promoting social enterprises, co-operatives, user led services and the third sector. A Section 16 Forum is a statutory requirement under Part 2 of the Social Services and Well-being Act and local authorities must put in place arrangements to support and encourage Section 16 organisations. This includes bringing these providers together for mutual support, shared learning, and promotion of good practice.</p>
Supporting People	<p>The Supporting People Programme is a Welsh Government programme that helps people to live independently. The Programme provides vital support and helps some of Wales’ most vulnerable people to live independently in their own home or supported housing.</p> <p><a href="http://valeofglamorgan.gov.uk">Supporting People and Housing Related Support (valeofglamorgan.gov.uk)</a></p>
Third Sector	<p>Third sector organisations’ is a term used to describe the range of organisations that are neither public sector nor private sector. It includes voluntary and community organisations (both registered charities and other</p>

	organisations such as associations, self-help groups and community groups), social enterprises, mutuals and co-operatives.
Welsh Index of Multiple Deprivation	The Welsh Index of Multiple Deprivation (WIMD) is designed to identify the small areas of Wales that are the most deprived. <a href="#">Welsh Index of Multiple Deprivation   GOV.WALES</a>
Welsh Housing Quality Standard (WHQS)	Houses owned by housing associations and local authorities have to be in good condition as part of the housing quality standard. <a href="#">Welsh housing quality standard: overview   GOV.WALES</a>

### For more info....

Visit [www.valeofglamorgan.gov.uk](http://www.valeofglamorgan.gov.uk)

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Email [c1v@valeofglamorgan.gov.uk](mailto:c1v@valeofglamorgan.gov.uk) or call 01446 700111

# VALE 2030 - ENGAGEMENT AND CONSULTATION REPORT

## BACKGROUND

Vale 2030 is the Council's Corporate Plan for 2025-2030. To inform the development of the Plan a programme of engagement and consultation was undertaken through 2024. This programme built on the findings of the Vale Let's Talk Residents Survey, undertaken in 2023 and completed by over 4,000 residents. The results of the engagement work undertaken to inform Placemaking Plans in the 4 towns in the Vale has also been used in the development of Vale 2030.

Engagement work on the Plan began in the summer of 2024. This involved attending public engagement events and hosting specific engagement sessions for partners and stakeholders, Elected Members and Council staff. Attendance at these events was promoted through social media. The feedback gathered through this period informed the development of five draft Well-being Objectives and the Outcomes and Actions aligned to the Objectives. The consultation and survey were structured by these draft Objectives, outcomes and actions.

An eight week consultation period began in October and ran to December 2024. Through this period we hosted public consultation drop-in sessions across the Vale. Held a stakeholder workshop and workshops on specific elements of the draft plan, and online sessions for Elected Members and Council staff. Consultation events and the consultation survey were promoted through the radio and social and print media.

This report details how these engagement and consultation activities have informed the development of Vale 2030.



# VALE 2030 - ENGAGEMENT AND CONSULTATION REPORT

## ENGAGEMENT AND CONSULTATION ACTIVITIES

**Elected Members Engagement Drop-In Session - Online - 6th July**

**Corporate Plan Stakeholder Engagement Event - Barry - 18th July**

**50+ Forum Have Your Sat Event - Dinas Powys - 19th July**

**Flying Start Family Fun-Day - Barry - 24th July**

**Sports Fest - Penarth - 30th July**

**Age Friendly Vale Engagement Event - Cowbridge - 24th July**

**Rights Fest - Barry - 1st August**

**Sports Fest - Llantwit Major - 6th August**

**Fire Service Open Day - Barry - 6th August**

**Draft Corporate Plan Survey - Online/Paper Copies/Contact Centre Completion - 8th October - 8th December**

**Voluntary Sector Joint Liaison Committee - Online - 14th October**

**Corporate Plan Consultation Public Drop-in Session - Penarth - 16th October**

**Elected Members Consultation Drop-In Session - Online - 17th October**

**50+ Forum AGM - Barry - 17th October**

**Tackling Poverty and Deprivation Partner and Stakeholder Workshop - Barry - 23rd October**

**VALE 2030**

**Corporate Plan Consultation Public Drop-in Session - Barry - 23rd October**

**Corporate Performance and Resources Committee - Online - 24th October**

**Headteacher Steering Group - Online - 24th October**

**Equality Consultative Forum - Barry - 24th October**

**GVS AGM - Llantwit Major - 25th October**

**Change Forum - Online - 30th October**

**Corporate Plan Consultation Public Drop-in Session - Cowbridge - 30th October**

**Vale Youth Council - Barry - 30th October**

**Elected Member Engagement Champions - Online - 4th November**

**Corporate Plan Consultation Public Drop-in Session - Llantwit Major - 6th November**

**Working Together Partner and Stakeholder Workshop - Llantwit Major - 6th November**

**Tenant Working Group - Barry - 7th November**

**Corporate Plan Consultation Public Drop-in Session - Penarth - 23rd November**

**Vale of Glamorgan Public Services Board - Online - 11th December**

# VALE 2030 - ENGAGEMENT AND CONSULTATION REPORT

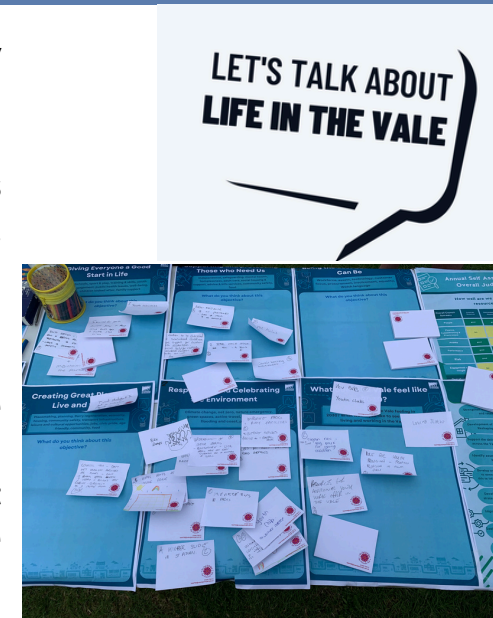
## METHODOLOGY

In developing the Corporate Plan we have reviewed the results of the Let's Talk Residents survey. The survey included responses from the representative sample of over 4,000 people across the Vale and collected feedback on 11 wide-ranging themes, including: 'about your local area', 'your priorities', 'climate change' and 'about your local council'. Detailed analysis of these results, including analysing results by respondents geographical area and demographic background has informed the development of the Corporate Plan. Further information on Let's Talk is available through the [Survey Report](#).

The engagement period on the Corporate Plan took place between June and August 2024. This included attendance at 7 public events across the Vale, a Partner and Stakeholder Drop-in session and an online Elected Member Session. Through the engagement period, we asked whether people agreed with the 5 draft Well-being Objectives, and the work they would like the Council to be prioritising through the draft Plan. This feedback was used to inform the development of the draft actions and outcomes that were included in the consultation draft of the Plan.

Consultation on the Plan began on the 14th October and ran until the 8th December 2024. The consultation was promoted through press releases, radio, social media and direct emails to networks. Feedback was primarily collected through a Survey; available both online and in hardcopy, through email, and through conversations at workshop sessions and public drop-in sessions.

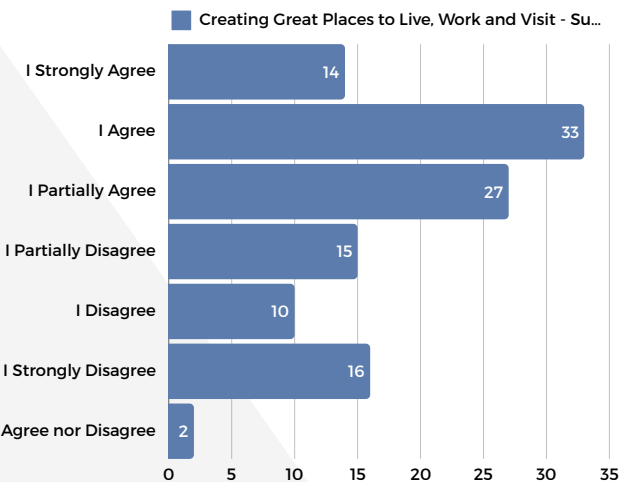
These methods provided different opportunities for residents, partners and stakeholders to provide feedback on the Plan. The survey enabled respondents to consider the elements of the Plan that were of most interest to them, with respondents able to consider the whole of the plan, or to provide feedback on just the objectives, outcomes and actions of interest. In total, 257 survey responses were received. Survey feedback has been considered holistically, with read-across all objectives, if feedback was provided against one objective, but relevant to others this has been addressed. The following report pages present the analysis and common issues and concerns received through multiple routes in the consultation process.





## OVERVIEW OF KEY FINDINGS FROM CONSULTATION

### Creating Great Places to Live, Work and Visit



Responding to the survey, the majority, 63% of people answered that they agreed that the actions set-out in the Plan would help achieve this objective.

When the responses to the open survey questions were analysed a number of themes were identified, these included:

- Access to affordable housing.
- Improving local and public transport.
- Ensuring that all places in the Vale, including the rural Vale are reflected in the Plan.
- Delivering investment and supporting businesses to grow in the Vale.
- Improving the Council's engagement

Feedback received through Consultation events and through Scrutiny Committees included:

- A need to ensure that the Corporate Plan takes forward the work of Age Friendly Vale and that this work is aligned to feedback received through Placemaking,
- Support for the focus on tackling poverty and its interweaving through the Plan.
- Ensuring opportunities to engage are provided to residents in the rural Vale.
- Supporting opportunities for third sector organisations to work in partnership with the Council to take forward the Plan.
- Highlighted the importance of engaging as many residents and communities as possible in the work of the Plan.

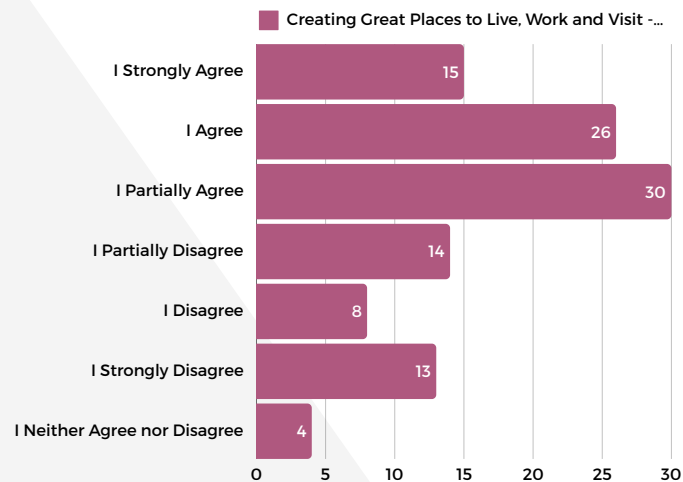
**“Well paid good jobs and opportunities create an environment where people can enjoy a better standard of living”**

Survey respondent aged 65-74 from the Eastern Vale



## OVERVIEW OF KEY FINDINGS FROM CONSULTATION

### Respecting and Celebrating the Environment



Responding to the survey, the majority, 65% of people answered that they agreed that the actions set-out in the Plan would help achieve this objective.

When the responses to the open survey questions were analysed a number of themes were identified, these included:

- Improving local and public transport.
- Making the response to the climate emergency a key priority .
- Enhancing biodiversity and maintain trees.
- Further developing the recycling offer to minimise black bag waste.
- Supporting community renewable energy schemes.

Feedback received through Consultation events and through Scrutiny Committees included:

- Issues of fly-tipping in areas and recycling and waste procedures for smaller properties.
- Support for immediate and long-term actions to be taken forward to address the climate emergency.

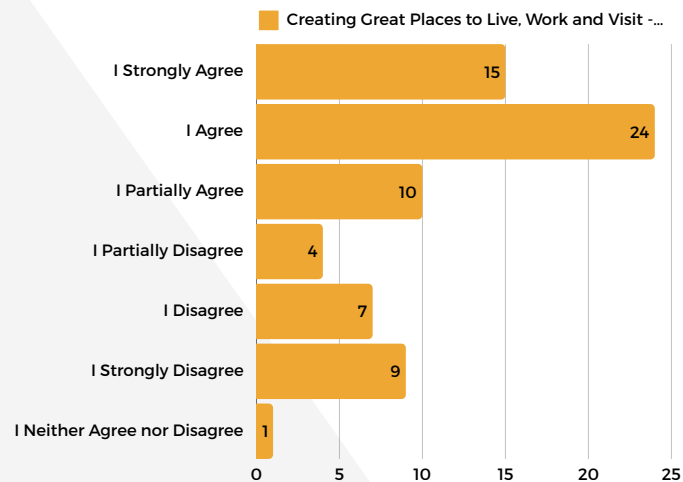
**“Focus on the journey to climate improvement and not the mad dash to winning the race to be the best”**

Survey respondent aged 25-34 from the Western Vale



## OVERVIEW OF KEY FINDINGS FROM CONSULTATION

### Giving Everyone a Good Start in Life



Responding to the survey, the majority, 70% of people answered that they agreed that the actions set-out in the Plan would help achieve this objective.

When the responses to the open survey questions were analysed a number of themes were identified, these included:

- Support for establishing strong foundations for young people at the start of their lives.
- Continuing to deliver high quality education to young people.
- Support for the draft actions as achievable.
- Providing more support for young people with special needs.
- Extending the childcare offer to families with children over 1 year.

Feedback received through Consultation events and through Scrutiny Committees included:

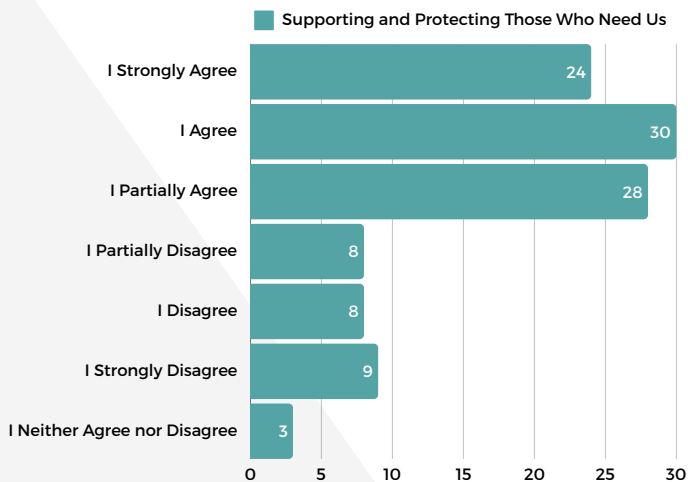
- Ensuring that those not in mainstream education and home-schooling are reflected in the Plan.
- The importance of communicating to residents the focus on, and the proportion of budget used to support young people through education.
- Reflect the contribution made by schools and educational establishments in addressing poverty and its impact on children and young people.
- Ensuring that the detail included in Council policy is accessible to younger people and that policy engages and empowers young people.

**“The young people and children of today are the future workers and residents of tomorrow - they need a good, strong, and safe foundation to be the best they can be.”**

Survey respondent aged 35-44 from Barry

## OVERVIEW OF KEY FINDINGS FROM CONSULTATION

### Supporting and Protecting Those Who Need Us



Responding to the survey, the majority, 75% of people answered that they agreed that the actions set-out in the Plan would help achieve this objective.

When the responses to the open survey questions were analysed a number of themes were identified, these included:

- Delivering and maintaining social care provision.
- Ensuring the accessibility of services.
- Taking forward Age Friendly Vale.
- Improving local and public transport.
- Issues of immigration and asylum.

Feedback received through Consultation events and through Scrutiny Committees included:

- Support for the focus on tackling poverty and its interweaving through the Plan.
- Ensuring that linkages are made between partners and projects at the earliest stages to join-up work, reduce duplication and deliver best outcomes for service users.
- Opportunities for better interdisciplinary working and joint referrals.
- Concerns to ensure that the Plan delivers support for older people in the Vale.
- The Youth Council chose this as the Objective that mattered most to them.

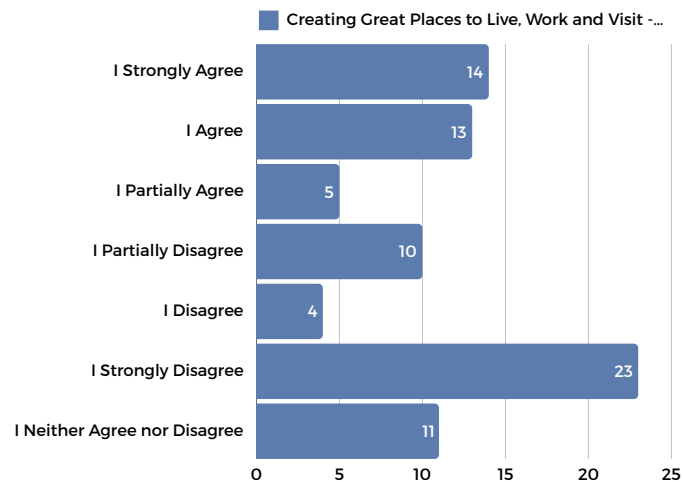
**“Develop more joined-up health and social care services to help people as soon as possible”**

Survey respondent aged 35-45



## OVERVIEW OF KEY FINDINGS FROM CONSULTATION

### Being the Best Council We Can Be



**“With public sector cuts its disappointing not to see the term value for money in the statements with regard to current and future focus, this does not reflect the position with the council having to draw down reserves to meet budget requirements which is not sustainable”**

Survey respondent aged 55-64 from Barry

Responding to the survey, the majority, 46% of people answered that they disagreed that the actions set-out in the Plan would help achieve this objective.

When the responses to the open survey questions were analysed a number of themes were identified, these included:

- Delivering good financial management and good use of public monies.
- Ensuring the delivery of actions through monitoring outcomes.
- Engage with and inform residents about the work of the Council.
- Concern about the reduction of services and higher Council tax.

Feedback received through Consultation events and through Scrutiny Committees included:

- Support for the objective and importance for it to be embedded into the culture of the organisation.
- Ensuring that measures are put in place to demonstrate success in delivering this objective.
- Highlighted the importance of communicating the work of the Council to residents and engaging and consulting with residents on this work.

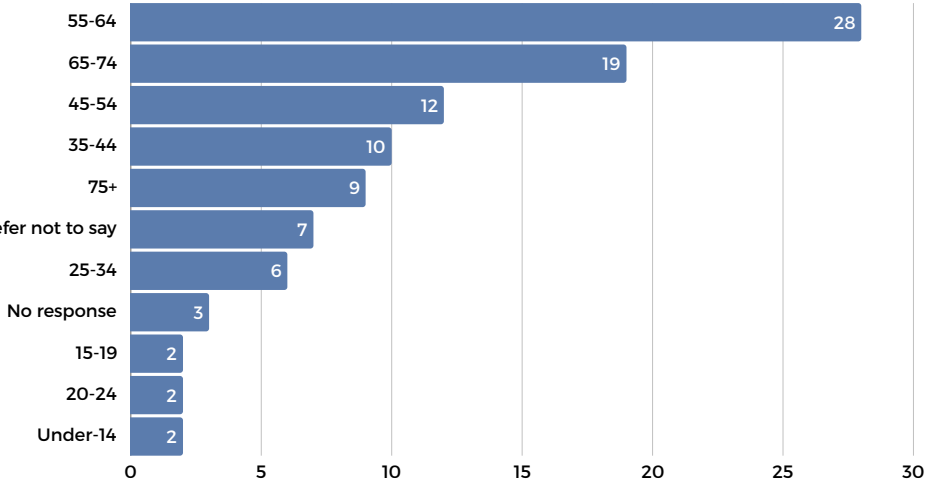


# VALE 2030 - ENGAGEMENT AND CONSULTATION REPORT

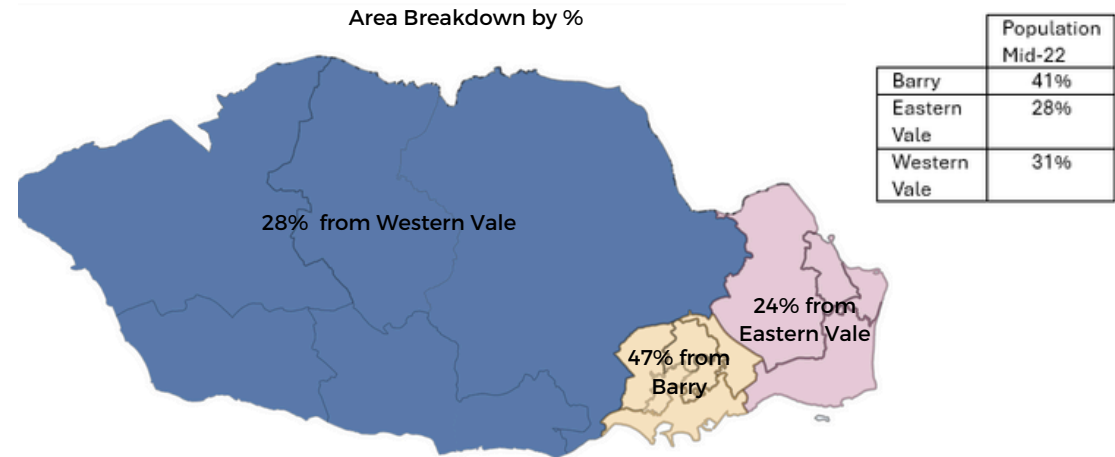
## CONSULTATION SURVEY OVERVIEW

**257 Total Responses - Available between 14th Oct-8th Dec - Completed Online/Hard-copy/Over the phone**

Age Breakdown by %

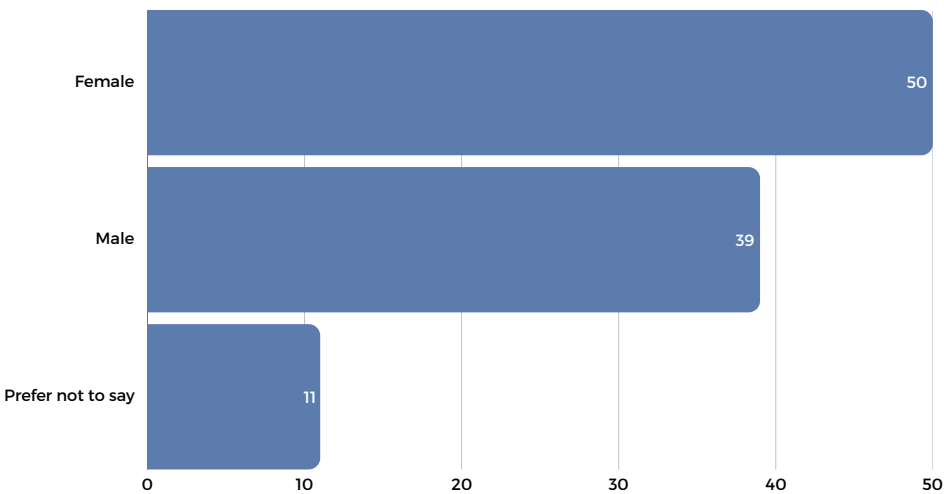


Area Breakdown by %

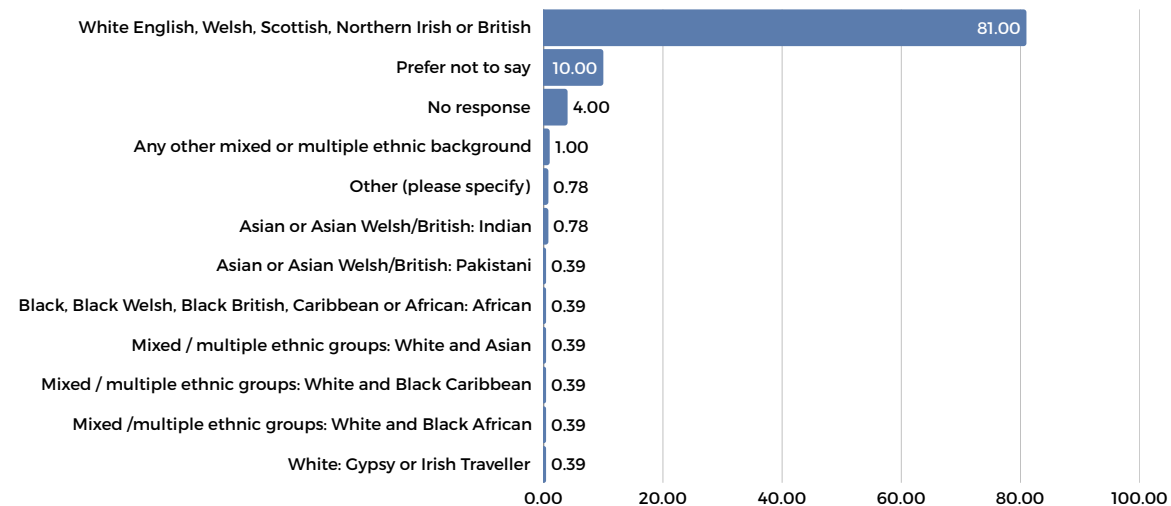


\*22% of respondents provided no answer to this question

Sex Breakdown by %



Ethnicity Breakdown



# VALE 2030 - ENGAGEMENT AND CONSULTATION REPORT

## SOCIAL MEDIA OVERVIEW

Through the engagement and consultation period, opportunities to provide feedback, including events and survey were promoted through social media. Engagement with Facebook posts varied from 1 to 83 link clicks per post. X (formerly known Twitter) was also used to promote the consultation, with the top performing tweet receiving 1,288 impressions and 65 engagements (someone clicking on a tweet/link). The survey was also shared with the Citizens panel twice with 1,750 reading the email, 119 of whom clicked through to the Participate Vale page.

**Vale of Glamorgan Council**  
 14 October 2024

Let's talk about our priorities for the next five years  
 Today sees the launch of our Draft Corporate Plan 2025 – 30 Consultation

The plan sets out an ambitious programme of work to deliver the Council's vision of Strong Communities with a Bright Future

After reviewing the results of the Let's Talk Survey, we have set five draft objectives to help us achieve this vision:

- Creating Great Places to Live, Work and Visit
- Respecting and Celebrating the Environment
- Giving Everyone a Good Start in Life
- Supporting and Protecting Those Who Need Us
- Being the Best Council We Can Be

Do you agree with the priorities, outcomes, and actions outlined in the plan? Tell us in our online survey:  
<https://participate.valeofglamorgan.gov.uk/corporate-plan...>

**2,929 Accounts Centre accounts reached**  
 0% from boosted posts

2,929 organic    0 paid

**308 Post engagements**

<b>17 reactions</b>	<b>10 comments</b>
16 on post	7 on post
1 on shares	3 on shares
<b>5 shares</b>	<b>276 clicks</b>
5 on post	17 photo clicks
0 on shares	17 link clicks
	0 clicks to play
	242 other clicks

**Vale of Glamorgan Council**  
 Published by Robert Jones  
 20 October 2024

Our Draft Corporate Plan 2025 – 2030 outlines five key objectives aimed at building Strong Communities with a Bright Future

One of those draft objectives is 'Giving Everyone a Good Start in Life'

Take a look at what we want to achieve under this objective and tell us if you agree: <https://participate.valeofglamorgan.gov.uk/corporate-plan...>

**Objective:**

**3,407 Accounts Centre accounts reached**  
 0% from boosted posts

3,407 organic    0 paid

**84 Post engagements**

<b>7 reactions</b>	<b>7 comments</b>
6 on post	5 on post
1 on shares	2 on shares
<b>4 shares</b>	<b>66 clicks</b>
4 on post	5 photo clicks
0 on shares	5 link clicks
	0 clicks to play
	56 other clicks

**Vale Council**  
 @VOGCouncil

Respecting and Celebrating the Environment

We have set out an ambitious list of actions that we want to deliver by 2030 to become more environmentally friendly in our Draft Corporate Plan 2025-30

Do you agree with them? Tell us in the online survey:  
[participate.valeofglamorgan.gov.uk/corporate-plan...](https://participate.valeofglamorgan.gov.uk/corporate-plan...)

**Objective:**

- We are committed to raising awareness about the environment and encouraging everyone to take responsibility for protecting natural resources the impact of their choices.
- We are committed to being a net zero organization by 2030 and supporting the national goal of net zero by 2050. We will focus on transport, food, energy, waste, green spaces, and our buildings to make the changes needed.
- We know that the environment affects most vulnerable in our community are affected by pollution and flooding.

**2,319 Accounts Centre accounts reached**  
 0% from boosted posts

2,319 organic    0 paid

**89 Post engagements**

<b>13 reactions</b>	<b>2 comments</b>
12 on post	0 on post
1 on shares	2 on shares
<b>3 shares</b>	<b>71 clicks</b>
3 on post	40 photo clicks
0 on shares	4 link clicks
	0 clicks to play
	27 other clicks

**Vale Council**  
 @VOGCouncil

Have your say on our Draft Corporate Plan 2025-30

Structured around five draft objectives, the plan sets out how we will deliver our vision of Strong Communities with a Bright Future.

[participate.valeofglamorgan.gov.uk/corporate-plan...](https://participate.valeofglamorgan.gov.uk/corporate-plan...)

**3,407 Accounts Centre accounts reached**  
 0% from boosted posts

3,407 organic    0 paid

**84 Post engagements**

<b>7 reactions</b>	<b>7 comments</b>
6 on post	5 on post
1 on shares	2 on shares
<b>4 shares</b>	<b>66 clicks</b>
4 on post	5 photo clicks
0 on shares	5 link clicks
	0 clicks to play
	56 other clicks

**Vale Council**  
 @VOGCouncil

Oct 11, 2024

We're at Belle Vue Pavilion, Penarth on 16th October to share our Draft Corporate Plan 2025-30 with you

Drop by between 2 - 4pm to discuss our priorities for the next five years

8:49 PM · Oct 15, 2024 · 1,183 Views

# VALE 2030 - CONSULTATION FEEDBACK

Detailed in the tables below are notes and minutes from meetings where the draft Plan was discussed including five scrutiny committee meetings, comments received via email and the survey. Information is also provided about action taken as a result of the comments received. Issues that were highlighted through a number of the discussions were the approach to the consultation and the suggestion that more public engagement was needed particularly in rural areas, the length and complexity of the Plan and the need for more clarity and detail including outcomes





# VALE 2030 - CONSULTATION FEEDBACK

Consultation Activity	Date	Consultation Feedback	Action Taken
Community Liaison Committee	10/10/24	<p>The minutes of the meeting are provided below and the Committee agreed.</p> <p>THAT both the verbal reference and appended Cabinet report be noted.</p> <p><a href="#">Minute</a></p> <p>Comments made by the Committee included the need for better links between placemaking and planning, importance of face-to-face engagement as part of the consultation on the Plan, concerns about the wording of the objectives and length of the document.</p>	<p>The Plan has been revised to be less wordy and the Executive Summary and Plan on a Page have also been revised.</p> <p>The comments have been considered in line with other responses and no changes have been made to the Objectives but some actions have been revised.</p> <p>Five public drop in sessions were held over the 8 weeks and although these were advertised and promoted they were not well attended.</p>
Voluntary Sector Joint Liaison Committee	14/10/24	<p>The minutes of the meeting are provided below and the Committee agreed.</p> <p>THAT in acknowledging that the consultation had commenced, the report be noted.</p> <p><a href="#">Minute</a></p> <p>Comments made by the Committee included that ambitions were clear and interest in how outcomes would be measured.</p>	<p>Information has been added to the Plan about the data that will be reviewed to assist in understanding progress and challenges. New performance arrangements are being developed.</p>



# VALE 2030 - CONSULTATION FEEDBACK

Consultation Activity	Date	Consultation Feedback	Action Taken
Scrutiny Chairs and Vice Chairs	15/10/24	At this meeting there was a discussion about changing the performance arrangements linked to the new Corporate Plan and there was support from those present for a revised approach and for options to be explored.	Changes in the performance management arrangements are being discussed and some changes have already been put in place e.g. with a move away from 15 annual service plans to 5 annual Directorate Plans.
Belle-Vue Pavilion Public Drop-in Session	16/10/24	Information about the consultation for the draft plan was shared and there was a comment about the need for more opportunities for engagement and consultation.	Due to the poor weather and this being the first public drop-in session a further session was held in Penarth library on a Saturday morning.
50+ Forum AGM	17/10/24	Concerns were raised to ensure that the Plan reflects the need to take forward Age Friendly work now that Age Friendly Status has been awarded by the WHO to the Vale of Glamorgan and to ensure that this work is aligned to feedback received through Placemaking.	An action on being an Age Friendly Vale has been added to Objective 1 and references to being Age Friendly and placemaking have been added to the introductory sections.
Elected Members Consultation Session	17/10/24	Comments included queries on achievability e.g. net zero by 2030, the need for more public drop ins and for people to understand the story of the plan and the outcomes delivered.	Section 1 has been added to more clearly set out what will be delivered including outcomes. Five public drop in sessions were held as well as attendance at other meetings including the GVS AGM in Llantwit Major and a meeting with housing tenants.
E&R Scrutiny Committee	22/10/24	Discussion at the meeting included the need to reflect in the plan regeneration work across the Vale, a welcome for the focus on poverty, and meaningful engagement on the draft Plan,	Comments with regard to the consultation have been considered and five drop in sessions were held in the four towns including the community café at Holton Rd Primary School and CF61 in Llantwit Major. Opportunities to hold an event in rural parts of the



# VALE 2030 - CONSULTATION FEEDBACK

Consultation Activity	Date	Consultation Feedback	Action Taken
		<p>The minutes of the meeting are provided below and it was recommended that the following comments from Committee be shared with the Director of Corporate Resources to inform revisions to the Corporate Plan, prior to Cabinet considering a final draft in due course:</p> <ul style="list-style-type: none"> <li>• That Council officers, as part of developing this Plan, give consideration to engaging with local elected members etc. about setting up consultation event(s) in rural parts of the county and with those residents with a lived experience of poverty.</li> <li>• That consideration be given to developing a ‘Citizens Assembly’ to maximise participation of local residents in the consultation process.</li> <li>• That consideration be given to the application and use of zero-based budgeting.</li> <li>• That the Plan uses wording and has a stronger emphasis on the Plan’s intention of county wide regeneration for all its towns and rural areas.</li> </ul> <p><a href="#">Minutes</a></p>	<p>county were explored but it was not possible in the timeframe.</p> <p>Comments received regarding the consultation are being considered as part of the approach to future consultation and the Public Participation Strategy.</p> <p>Information from work being undertaken in our most deprived areas has helped shape the plan.</p> <p>The suggestion regarding zero-based budgeting is being discussed by the Head of Finance and Director of Corporate Resources as part of the ongoing work regarding the Council’s budget review. Digital Services have undertaken a zero based budgeting review and this is planned for other areas of the Council.</p> <p>Under Objective 1 actions have been amended to make more reference to work across the Vale, however there is a specific action on Barry as there is significant funding which will support work in Barry. Objective 2 the action on the food strategy has been broadened to include work with food producers and sustainability of rural communities.</p>



# VALE 2030 - CONSULTATION FEEDBACK

Consultation Activity	Date	Consultation Feedback	Action Taken
Tackling Poverty and Deprivation Partner and Stakeholder Workshop	23/10/24	<p>Feedback received through the tackling poverty and deprivation discussions was supportive of the way in which actions to address poverty and deprivation have been interwoven through the draft Plan. Opportunities to build-on linkages established between partners, including information sharing across sectors in a timely manner was discussed.</p> <p>Discussions also focused on a need to ensure that linkages are made between partners and projects at the earliest stages to ensure joined-up working and reduce duplication, ensuring best outcomes for service users.</p>	<p>The revised Plan includes actions to tackle poverty which is identified as a key challenge and cuts across all objectives.</p> <p>References to partnership working have been strengthened.</p>
Cynefin Café Public Drop-in Session	23/10/24	<p>The discussions at the drop-in event were focussed on issues arising from the climate emergency and in particular recycling and waste management. With feedback received that in smaller properties and those with communal areas the recycling and waste procedures can pose challenges which can lead to fly-tipping in areas. Feedback was also received that some of the wording of the plan could be amended in order to make it easier to understand.</p>	<p>The issues raised have been forwarded to relevant officers. Work around energy efficiency linked to climate change and cost of living is being explored.</p> <p>There are actions in the Plan focused on tackling poverty and an objective focussed on the environment and a number of actions linked to waste management and climate change.</p> <p>Wording throughout the Plan has been simplified.</p>



# VALE 2030 - CONSULTATION FEEDBACK

Consultation Activity	Date	Consultation Feedback	Action Taken
CPR Scrutiny Committee	23/10/24	<p>Discussion on the draft Plan included the focus on poverty, needs of older people and embedding of the objective “Being the Best Council We Can Be”. The difference the Plan will make and how it builds on the work undertaken through the current plan and the reporting of progress and effective scrutiny.</p> <p>Following discussion of the draft Plan the Committee recommended that the following comments from the Committee be shared with the Director of Corporate Resources in order to help inform revisions to the Corporate Plan, prior to Cabinet considering a final draft in due course:</p> <ul style="list-style-type: none"> <li>• Consideration should be given to highlighting specific objectives, etc. within the Plan which refer to older persons and their requirements, as well of those of other key groups of residents within the Vale of Glamorgan;</li> <li>• The importance of embedding the 5th Wellbeing Objective “Being the Best Council We Can Be” into the culture and organisation of the Vale of Glamorgan Council, with greater openness, transparency, public engagement and accountability as well as a stronger focus on poverty and the environment, which were also key parts of the Plan.</li> <li>• The importance of monitoring performance of the Plan and the need to have measures in place to ‘test’ and clearly demonstrate where the Council had been successful or where there was room for improvement. There was a need to have a</li> </ul>	<p>A specific action on Age Friendly has been added to Objective 1. There are also a number of actions in the Plan that will contribute to this work including actions on leisure, health and social care and housing and engagement as well as placemaking as work is undertaken to deliver all objectives. In Objective 5 there is also an action on the Strategic Equality Plan that has been developed in tandem with the Corporate Plan. An Equality Impact Assessment has also been undertaken.</p> <p>Work is being undertaken in response to the consultation and the recommendations of the Panel Performance Assessment to ensure that there is effective communications to support the launch and delivery of Vale 2030. This will highlight key issues like poverty and the environment and the outcomes that will be delivered through the Plan. The importance of partnership working and links to reshaping will also be emphasised to ensure that across the organisation and with partners and the public there is a clear understanding of all elements of Vale 2030.</p>



# VALE 2030 - CONSULTATION FEEDBACK

Consultation Activity	Date	Consultation Feedback	Action Taken
		<p>proper evaluation of success and a more outcomes-based approach for the Plan, as well as a mechanism to ensure that the direction of travel for the Plan continued to be the right one.</p> <p><a href="#">Minutes</a></p>	<p>Outcomes and data are included in Vale 2030 to set out the ambition and how progress will be reviewed. Arrangements for performance monitoring and scrutiny are also being developed.</p>
Equalities Consultative Forum	24/10/24	<p>There was a good discussion at the meeting which recognised the ambition of the Plan and its scope. It was commented that it is important that the different areas all interlink with each other. The value of the third sector was also emphasised and the importance of information being shared between professionals and about reaching the community.</p> <p>The needs of older people were also emphasised and not only relying on digital methods to reach people.</p> <p>There was a discussion about having a range of activity to enable people to respond to the consultation, in particular being out at different venues and events.</p>	<p>The Plan emphasises the importance of partnership working and how much of the ambition within the Plan relies on working with partners and there is a strong emphasis on community engagement e.g. through placemaking. There is a statement in the Plan about what people can expect when working with the Council.</p> <p>As part of the consultation a range of meetings and venues were visited and partners, staff and members were asked to promote the consultation.</p> <p>There are actions in the plan relevant to older people and aligned to the Age Friendly Plan but a specific</p>



# VALE 2030 - CONSULTATION FEEDBACK

Consultation Activity	Date	Consultation Feedback	Action Taken
		The importance of working on partnership to deliver the Plan was discussed and issues around health and transport which are less within the Council's control.	action on Age Friendly has been added. There are also actions around engagement, customer service, communications and the digital strategy.
Stakeholder Consultation Session	24/10/24	This was poorly attended but a discussion with a member of the Town Councils emphasised the importance of working with Town and Community Councils.	The Plan makes reference to the need to work with a variety of stakeholders and the statement in Section 3 about working with the Council is also relevant to TCCs.
Headteacher Meeting	24/10/24	No questions or comments	No action
Glamorgan Voluntary Service AGM	25/10/24	No specific feedback was provided by attendees at this session.	No action
Cowbridge Library Public Drop-in Session	30/10/24	The discussions at the drop-in event were on ensuring opportunities for those from the rural Vale to contribute to consultation and engagement activities. This included ensuring that feedback received through consultation and engagement is linked to that gathered through Placemaking and taking forward Placemaking plans.	The draft Plan emphasises the importance of Placemaking and engagement with residents and stakeholders. References to placemaking have been strengthened and findings of engagement to date have helped shape the Plan.
Vale of Glamorgan Change Forum (Council and Trade Union Reps)	30/10/24	There was a query about personal development linked to the new Corporate Plan. There was also a query around staff who are not office based and whether the need to consider their needs. In response to a query about information about budgets it was confirmed that information would be shared with staff.	No changes to the Plan  Work is underway to ensure frameworks for personal development link to the new Plan.



# VALE 2030 - CONSULTATION FEEDBACK

Consultation Activity	Date	Consultation Feedback	Action Taken
			<p>Budget details are included in the plan and separate consultation is being undertaken on the budget proposals for 2025-30.</p> <p>Information about budgets has been shared with staff e.g. through the end of week messages from the Chief Executive and staff bulletins.</p>
Youth Council Meeting	30/10/24	<p>The Youth Council were supportive of the draft Corporate Plan, with the 'Supporting People and Protecting Those Who Need Us' the draft Objective chosen as mattering most to the Youth Council.</p> <p>There was a focus on services provided in the area being more supportive, inclusive and equal in the shorter term, and on environmental well-being. In the longer-term discussions focussed on regeneration and sustainability in the context of the climate emergency.</p>	No changes to the Plan
Member Champions Meeting	4/11/24	<p>Feedback on the draft Plan was positive, with the Plan said to be easier to navigate, and the simplified process for monitoring welcomed. It was discussed that 'Corporate Plan' does not mean much to people.</p> <p>It was noted that the focus on partnership is brave but is the right thing to do. There was support for the longer-term focus of the draft Plan and its vision for the Vale.</p>	No changes to the Plan





# VALE 2030 - CONSULTATION FEEDBACK

Consultation Activity	Date	Consultation Feedback	Action Taken
		It was suggested that there should be more opportunities for those who are seldom heard to engage in this work.	
Learning and Culture Scrutiny Committee	4/11/24	<p>The discussion at Committee included work to tackle poverty, the importance of engaging with young people and empowering them and communicating in a way that is easy to understand, the need to demonstrate outcomes and report progress, ALN and those not in mainstream school. Following discussion of the draft Plan the Committee recommended that the following comments from Committee be shared with the Director of Corporate Resources to inform revisions to the Corporate Plan, prior to Cabinet considering a final draft in due course:</p> <ul style="list-style-type: none"> <li>• The importance of outlining further how the consultation will be funded and how comments and resident feedback will be heard, managed, organised and addressed;</li> <li>• The importance of ensuring that those not in mainstream school or homeschooling are considered as part of the Corporate Plan and Additional Learning Needs Strategy;</li> <li>• As part of the Corporate Plan and consultation, it was important that the Vale of Glamorgan Council communicated to residents the focus on, the proportion of the budget used and spending undertaken for education and schools, through its Communications team and other means;</li> </ul>	<p>Details of the consultation are provided within Appendix B which includes information about the programme of consultation, the feedback and action taken. The costs of the consultation were met from within existing resources in terms of officer time and some small costs for hiring three community venues.</p> <p>Objective 3 is about giving a good start in life and details work regarding ALN and support for children and young people e.g. Improve the availability, consistency and quality of local provision for learners with complex Additional Learning Needs and for Social, Emotional and Mental Health</p> <p>As part of the budget consultation information has been provided about how services are funded.</p> <p>Tackling poverty is a key element of the Plan including work through schools and work to improve skills.</p>



# VALE 2030 - CONSULTATION FEEDBACK

Consultation Activity	Date	Consultation Feedback	Action Taken
		<ul style="list-style-type: none"> <li>• The importance of efforts made by the Council through its schools and educational establishments in addressing poverty and the impact of this on children and their family such as missed opportunities, through providing support in areas such as developing essential and basic skills and other opportunities;</li> <li>• The need to ensure that the Corporate Plan was as accessible, easy and simple to understand as possible, in order to reach younger people and other groups of people within the Vale of Glamorgan;</li> <li>• The need to strengthen engagement and further empower younger people within the Vale of Glamorgan and to reach out to people who do not normally engage and respond around the Corporate Plan and consultation. This should include collaboration with the Vale of Glamorgan Council’s Head of Digital and Youth Service to help improve engagement with younger people, etc. through digital communication and other similar cost-effective means;</li> <li>• To ensure that there is ongoing monitoring and scrutiny of the Corporate Plan, in order that its targets and objectives are delivered, met and that it remains on track to achieve these objectives;</li> <li>• Consideration to be given to including in the Plan’s efforts to tackle poverty, the means to tackle poor educational outcomes and to ensure that children receive and reach the</li> </ul>	<p>The Plan has been simplified and an Executive Summary and Plan on a Page were available throughout the consultation and are also being revised. Work is also underway to communicate the new plan and priorities of Vale 2030.</p> <p>The views of young people helped shape the plan and consultation was undertaken with the Youth Forum.</p> <p>Progress against the plan will be regularly reported and considered, and performance arrangements are being developed.</p> <p>The Plan includes actions around educational outcomes, school improvement and community focused schools.</p>



# VALE 2030 - CONSULTATION FEEDBACK

Consultation Activity	Date	Consultation Feedback	Action Taken
		<p>appropriate educational outcomes and standards at the various stages of their educational journey.</p> <p><a href="#">Minutes</a></p>	
Healthy Living and Social Care Scrutiny	5/11/24	<p>The discussion at Committee included a lack of clarity and detail in the plan, the length of the plan and engagement with the plan.</p> <p>Following discussion it was recommended – (1) that both the reference and appended Cabinet report be noted. That the following comments be shared with the Director of Corporate Resources</p> <p>The ambitions set out throughout the draft Corporate Plan were admirable but further clarity and detail was required on how said ambitions would be delivered. An example being point 5 on page 30 which stated an ambition to work with the community and Council partners to “Enhance services that support children to stay with their families,” raising questions of which services exactly and how enhancements would be achieved practically.</p> <p>- Consideration be given as to whether the draft Corporate Plan reflects efforts to engage young carers as well as families in</p>	<p>Actions have been reworded in response to feedback. The Corporate Plan is a five-year plan for the whole Council and is therefore quite lengthy. An Executive Summary and Plan on a Page are also available but an additional summary section has been added to the front of the plan.</p> <p>The specific action referred to has been amended to - Improve access to good quality and timely advice, support and services to families.</p> <p>The Plan has been developed with regard to a range on ongoing engagement, consultation and service user feedback as well as large scale surveys like Let’s Talk and work specific to the Corporate Plan.</p> <p>Feedback on the approach to the consultation as well as the levels of engagement and different events will be considered as part of the ongoing work associated with the Public Participation</p>



# VALE 2030 - CONSULTATION FEEDBACK

Consultation Activity	Date	Consultation Feedback	Action Taken
		<p>receipt of social care services during the programme of consultation.</p> <p>- In relation to future consultation exercises, the Council considers consulting with all residents in the Vale, including those living in the more rural areas, and that any supporting documents be easy to read and set out the relevance to the individuals being engaged with.</p> <p><a href="#">Minutes</a></p>	Strategy including running 'Lets Talk about Life in the Vale' again in 2025.
Homes and Safe Communities Scrutiny Committee	6/11/24	<p>Discussion on the Plan included that further details would be included in supporting annual plans, scrutiny of the Plan and links to Placemaking and the engagement undertaken to inform the plan e.g. Lets Talk and work to continue to improve levels of engagement.</p> <p>Following discussion, the Committee recommended that the contents of the reference, report and Draft Corporate Plan be noted, and that the suggestion that the Plan include figures regarding the number of Vale of Glamorgan residents who are in employment, be shared with the Director of Corporate Resources.</p> <p><a href="#">Minutes</a></p>	The employment figure has been included in the Plan



# VALE 2030 - CONSULTATION FEEDBACK

Consultation Activity	Date	Consultation Feedback	Action Taken
'Working Together' Partner and Stakeholder Workshop	6/11/24	<p>Those who attended were generally supportive of the Working Together section. Suggestion that there should be more diverse age representation on committees and forums, need to think how to encourage and make it accessible for people to join.</p> <p>Importance of the whole organisation acting in accordance with the statement about working together.</p>	Plans are being developed to promote the statement internally and externally.
CF61 Public Drop-in Session	6/11/24	Some surveys were completed and others took away surveys to complete. There was discussion about the importance of 'Supporting and Protecting those who need us' as an objective and the needs of older people.	No action needed
Housing Tenants Working Group Meeting	7/11/24	The Housing Tenants working group were supportive of the draft objectives and in particular the 'working together' statement. The provision of further opportunities for feedback to be given on Council services was discussed, with the advertisement of opportunities at housing sites.	<p>The use of notice boards at housing sites is being explored.</p> <p>No changes to the Plan.</p>
Vale of Glamorgan Council Learning Cafe	25/11/24	59 members of staff attended the session and a presentation was shared with staff who then had the opportunity to ask questions, these included the difference the plan will make to staff and how the plan will be communicated.	No changes to the Plan which includes an action to Invest in our colleagues, and improve our skills, diversity, recruitment, retention and engagement under Objective 5.



# VALE 2030 - CONSULTATION FEEDBACK

Consultation Activity	Date	Consultation Feedback	Action Taken
		<p>There were positive comments about the engagement and the information shared and how it relates to their roles. There was also a view that more participation in the session would be beneficial and for information to be shared in advance. Also, a suggestion that there should be more of a focus on staff within the Plan.</p>	<p>A new People Strategy is also being developed and a Strategic Equality Plan aligned to the new Corporate Plan.</p>
Email from a Councillor	N/A	<p>An email was received from one Councillor who asked about engagement with Town and especially Community Councils.</p> <p>Comments that the Vision Statement Strong Communities with a Bright Future is meaningless. Also comments about how TCCs will be involved in reshaping. Commented about the objective Being the best Council We Can Be should be rewritten</p> <p>Also highlighted the need for the public to better understand the financial challenges.</p> <p>The need to meet with Town and Community Councils and discuss what they are doing and what they want to do and how to enable.</p> <p>Also suggested that the Plan is too long for people to engage with.</p>	<p>The consultation details were sent to all Town and Community Councils and they were all invited to a stakeholder event in the summer as part of the development of the plan and again during the consultation. The consultation was also discussed at Community Liaison Committee.</p> <p>The Vision and Objective 5 have not changed and there have been a mix of comments about this objective.</p> <p>As part of the budget consultation considerable information is being shared with the public.</p> <p>Community Liaison Committee provides a forum for issues to be discussed between the Council and TCCs and other meetings can be held between</p>



# VALE 2030 - CONSULTATION FEEDBACK

Consultation Activity	Date	Consultation Feedback	Action Taken
		<p>There were also comments on the objectives and a suggestion that reducing the environmental footprint of our communities has to be the key aim of the Vale Council. These can then be put into measurable objectives.</p>	<p>relevant councillors and officers to discuss issues and opportunities. The statement in section 3 of the Plan focuses on working together and what organisations including TCCs can expect when working with the Council.</p> <p>The Plan has been simplified but there is a lot of information that needs to be included in the Plan. There is also an Executive Summary and a Plan on a Page for those who do not want to read the full plan.</p> <p>The environment is a strong theme in the Plan and there is also Project Zero and the Carbon Management Plan which provide more detail about work that will be undertaken to reduce our environmental footprint.</p>
50+ Forum Meeting	21/11/24	<p>At the Executive Board meeting a Forum member, following the discussion at the Vale 50+ Forum's Annual General Meeting, raised concerns regarding the Council's commitment to becoming an Age Friendly Vale noting that in the Corporate Plan it says the Vale is signed up but does not provide any information on how they will implement this. There was a concern that the Corporate Plan doesn't address special needs or contributions from over 50s. Other Board</p>	<p>An action on Age Friendly has been added.</p> <p>Directorate Plans will provide more information about delivery each year.</p> <p>More detail has been added to the Plan but there was also feedback that the Plan is long.</p>



# VALE 2030 - CONSULTATION FEEDBACK

Consultation Activity	Date	Consultation Feedback	Action Taken
		Members discussed concerns over the lack of detail in the Corporate Plan.	
Penarth Library	23/11/24	Feedback received was supportive of Plan, especially the 'Supporting and Protecting those who need us' objective. Also comments about Penarth pavements need resurfacing and that Libraries are important.	These issues are reflected in the Plan.
Joint Consultative Forum	2/12/24	No questions or comments	No action
PSB	11/12/24	There was a discussion about the need for the Council to work in partnership to deliver the ambitions of the Corporate Plan, including working with Town and Community Councils. Partners welcomed the opportunity to hear more about the Plan and the Council's objectives and how they aligned to the PSB Well-being Plan.	No action needed
Partner emails	N/A	<p>Emails from two key partners were received and they highlighted alignment between the priorities and objectives in the draft Corporate Plan.</p> <p>Natural Resources Wales welcomed the emphasis on tackling poverty, inequalities and climate change and recognised the challenges around resources. The Vale's natural assets were highlighted as a positive and it was suggested that there could be a stronger emphasis on partnership working and community empowerment particularly in the Executive Summary.</p>	There is a stronger emphasis on partnership working and in particular working with the community and the Executive Summary is also being revised to reflect this.





# VALE 2030 - CONSULTATION FEEDBACK

Consultation Activity	Date	Consultation Feedback	Action Taken
		<p>Cardiff and Vale UHB highlighted alignment with their priorities and welcomed actions in the Plan around joint working and the importance of health and social care. The place based planning approach being developed with regards to community services was also emphasised.</p>	
<p>Town and Community Council Response</p>	<p>Rec'd after deadline due to IT issues for the sender</p>	<p>Penarth Town Council commented that it had considered the plan and was identifying areas where it could assist in supporting the plan.</p> <p>The response reflects on the need to update relevant charters in response to the new Corporate Plan and suggests more should be included regarding the financial situation and the regional context including the Corporate Joint Committee. It recognises the issues around climate change and nature, inequalities and tackling poverty. The response emphasises the importance of involvement and early engagement in particular with Town and Community Councils. Comments are also made with regards to the importance of placemaking and the Reshaping Programme and the approaches required. Key points in the response are:</p> <ul style="list-style-type: none"> <li>• To look for a greater alignment between the many plans and strategies produced by the Council and a more holistic approach to the various local objectives.</li> <li>• Consider taking a more direct interest in the Town/Community Councils falling under the scope of</li> </ul>	<p>Vale 2030 includes a statement about working with others and further work will be undertaken when the Plan is published to review other relevant charters.</p> <p>Information is included regarding the budget and financial challenges.</p> <p>Other consultation responses have commented on the need to the Plan to be clearer and shorter and this has been taken into account when considering what contextual information to include. There will be a number of links within the published plan to other plans and key partnership activity.</p> <p>Following consultation the Plan has been amended to include more emphasis on working on partnership and this includes with Town and Community Councils.</p>



# VALE 2030 - CONSULTATION FEEDBACK

Consultation Activity	Date	Consultation Feedback	Action Taken
		<p>the WFGA (expenditure £200k and above) to seek mutual alignment with Principal Council plans where relevant.</p> <ul style="list-style-type: none"> <li>• Be more specific about action now and the relation to future generations.</li> <li>• The final Plan and the proposed Annual Plans will need specific Key Measures and clear time.</li> </ul>	<p>More information has been included in the Plan about outcomes and the data that will be used. Work is underway on the annual plans that will support Vale 2030 and these detail the actions for 2025-26 and performance measures.</p>
Email from a member of the public	8/12/24	<p>Comments were made particularly about the Working with Others statement and some scepticism about how well this will be embedded across the organisation. It is suggested that some practical steps are needed e.g. training to ensure that officers of the council are made aware of the council's commitments to openness, honesty, consultation and participation to ensure the statements are meaningful. Reference is also made to a need to review work around community asset transfers.</p>	<p>As part of the Signalling Change work the importance of the Working with Others statement will be emphasised and it will be included in future management development sessions.</p> <p>Work around community asset transfers is being undertaken as part of the Reshaping Programme.</p>
Survey	14/10/24-8/12/24	<p>257 responses to the survey were received, including a number of hard copies. Overall there was support for the five objectives but less support for the actions under the Be The Best Council We Can Be Objective. Comments received reflected the wide-range of outcomes and actions addressed in the Plan. A more detailed overview of this feedback is provided in the Engagement and Consultation Report.</p>	<p>The feedback received has been analysed in detail and changes made to the Plan to reflect this feedback such as:</p> <ul style="list-style-type: none"> <li>• The simplification of wording.</li> <li>• Inclusion of an action on being Age Friendly</li> <li>• More reference to work across the Vale in response to comments about the focus on Barry.</li> </ul>



# VALE 2030 - CONSULTATION FEEDBACK

Consultation Activity	Date	Consultation Feedback	Action Taken
			<ul style="list-style-type: none"><li>• Strong focus on engagement and improvement in the Plan</li></ul>



## Equality Impact Assessment

### Including the Welsh Language and Socio-economic Duty

#### 1. What are you assessing?

Vale 2030 - The Corporate Plan 2025-30
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#### 2. Who is responsible?

<b>Name</b>	Tom Bowring	<b>Job Title</b>	Director of Corporate Resources
<b>Team</b>	Strategy and Insight Advisory Group	<b>Directorate</b>	Corporate Resources

#### 3. When is the assessment being carried out?

<b>Date of start of assessment</b>	July 2024
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#### 4. Describe the proposal?

##### **What is the purpose of the proposal?**

Vale 2030, the Corporate Plan 2025-30 will set out new Well-being Objectives for the Council and detail how we will meet those objectives and contribute to the national well-being goals.

##### **Why do you need to put it in place?**

The current Corporate Plan will come to an end in 2025, a new Plan will set out the Council's vision for the organisation and the county. Through the draft Well-being Objectives and actions the Council will establish how it will work to improve local well-being over the next five years.

## Equality Impact Assessment

### Including the Welsh Language and Socio-economic Duty

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

The development of a robust Plan requires extensive engagement and consultation across the Council, with the public and with external partners and stakeholders.

Engagement events will also be held across the summer in order to scope the feeling of local communities and the general public around the draft objectives of the Corporate Plan. This will require staff time as staff will be allocated to oversee and support the engagement events. This is in addition to the consultation on the draft Plan in the Autumn.

The Council's Corporate Plan details the Council's priorities for the next five years and this informs the way resources are allocated, whilst also taking account of the availability of resources to deliver it. The outcome of the Council's budget consultation and revenue settlement from the Welsh Government impact the development and implementation of the Plan.

#### **What are the intended outcomes of the proposal?**

Vale 2030 will provide a clear set of priorities for the Council for the period 2025-30. The Plan will provide the framework for how we contribute to the national well-being goals and improve local well-being and services.

#### **Who does the proposal affect?**

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

A range of data sources, evidence and research has been utilised alongside engagement activities with the public and stakeholders to develop the Corporate Plan. The Plan affects all Vale residents and those who visit and work in the Vale. The Plan is a high-level strategic document encompassing all council services. Any changes to services and policies across all Council Directorates will be the subject of more detailed equality impact assessments which will need to explore the potential impact.

## Equality Impact Assessment

### Including the Welsh Language and Socio-economic Duty

Through the process of developing Vale 2030, it has been essential to engage with and maintain a continued dialogue with communities to ensure the Corporate Plan is reflective of local need. Innovative ways in which to engage have been considered including maximising the use of findings from recent consultations in order to ensure a wide cross section of people are engaged including those groups who have previously been considered as harder to reach

#### **Will the proposal affect how other organisations work?**

Vale 2030 is the Council's key strategic document for the next 5-years, framing service delivery across the Council. The Plan will therefore impact the Council's collaborative work with other organisations. There are excellent partnership arrangements in place with public and third sector organisations that enable services to be delivered to residents. Whether through involvement in statutory partnerships such as the Vale of Glamorgan Public Services Board (PSB) and the Cardiff and Vale Regional Partnership Board (RPB), our work with the Vale of Glamorgan's 26 Town and Community Councils or with third sector and volunteer organisations.

The significant challenges faced by the Council mean that the delivery of many of the ambitions and actions set out in the Corporate Plan will be reliant on the continuation of these effective partnerships. In the Plan, the Council commits to continuing to work with existing and new partners to improve lives across the Vale of Glamorgan. This includes work undertaken through our schools with the wider community and working with Social Enterprises and businesses for the benefit of the Vale of Glamorgan.

The commitment to working together with others is encapsulated in the 'Working Together for a Bright Future' statement in the Plan. This sets out the ways of working, principles and ambitions that our partners can expect from us. If we are to deliver the Corporate Plan and our ambitions for the Vale, we need strong partnership arrangements and relationships built on trust and openness. Our Reshaping programme is about

## Equality Impact Assessment

### Including the Welsh Language and Socio-economic Duty

transforming how we work and about working more with other and exploring modles of delivery.

We state that though Vale 2030, we aim to work closely with our communities and to create and foster good relationships with all community partners. This includes third sector organisations, community groups, town and community councils, social enterprises, public bodies and businesses.

The Council's values are open, together, ambitious and proud, and we are committed to ensuring that these are reflected in how we work with others. It's important to recognize the Council benefits from established partnership arrangements and is open and committed to developing new ones as we recognize that when we work together, our impact is greater.

As a Council we are committed to fostering excellent relationships with all partners and building on the strong foundations already in place. We want to create an environment where we are open to new ideas and innovative solutions. This means encouraging and welcoming others to use their lived experiences, varied skillsets and knowledge of the Vale and to work in partnership to design services and improve outcomes for all. Specific engagement and consultation work was undertaken with partners and stakeholders to ensure this statement is reflective of experiences of working with the Council.

Many of the activities in the Corporate Plan will be delivered in partnership and the Plan is aligned to the work being taken forward by the Vale of Glamorgan Public Services Board (PSB) and its Well-being Plan. For which an EIA was completed.

#### **Will the proposal affect how you deliver services?**

Vale 2030 sets out the Council's priorities for the next five years which will influence and shape service delivery across the Council.

## Equality Impact Assessment

### Including the Welsh Language and Socio-economic Duty

Vale 2030 outlines ways the delivery of council services can challenge current ways of working to meet needs as well as five objectives. The objectives are:

- Creating Great Places to Live, Work and Visit
- Respecting and Celebrating the Environment
- Giving Everyone a Good Start in Life
- Supporting and Protecting Those who Need Us
- Being the Best Council We Can Be

The Plan's development was informed by 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.

Engagement activities were undertaken throughout the summer of 2024 to develop the draft Plan and consultation was undertaken on the draft Plan in Autumn 2024.

In the development of the draft Plan, we have drawn extensively on the results of the Let's Talk About Living in the Vale Survey. The survey received over 4,009 responses and provided an opportunity for living and working within the Vale to tell the Council about their experiences, which public services are important to them, why, and how these could be improved. The Survey asked respondents about:

- Living in the vale
- About themselves
- Their local area
- Their priorities
- The Cost of Living
- Climate Change
- Volunteering
- Modes of travel



## Equality Impact Assessment

### Including the Welsh Language and Socio-economic Duty

- Health and well-being
- About their local Council

This engagement work was carried out to ensure the Plan is reflective of and responds to the priorities identified through the ongoing engagement activities that have been collected throughout the process and this ensures that service delivery takes into account public opinion.

#### **Will the proposal impact on other policies or practices?**

Vale 2030 sets out the Council's priorities for the next five years which will in turn influence policies and practices across the Council.

The Plan's objectives will shape how the Council works, what it prioritises and its vision for itself and the communities it supports, in turn, impacting all of the Council's policies and practices as its key strategic document. The draft Plan links to many of the Council's strategies and plan, and these links are set-out in the Plan. The Strategic Equality Plan has been developed in tandem with Vale 2030.

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

The Plan's objectives aim to tackle poverty and to address inequalities by building on the good work already in place, which includes employment advice and support, housing and money advice, food insecurity and a range of community projects, many involving our schools. This includes ensuring people know how and where to access help and no one goes hungry or without shelter. The Vale is a County of Sanctuary and that means being a place of sanctuary for all – long time and new residents, old and young. We are a Council that is here for everyone and every community. The three specific challenges identified as cutting across everything we do have been identified as poverty, the climate and nature emergencies, and inequalities.

## Equality Impact Assessment

### Including the Welsh Language and Socio-economic Duty

The proposal aims to work with our communities and partners to address inequities and promote equality of opportunity. It recognises that the Vale of Glamorgan is becoming a more diverse area, made-up of different communities who have different experiences and that some residents experience inequities that have an impact across their lives. These might be differences in experiences arising from one or more of their protected characteristics, for example, their age, sex, disability, ethnicity, religion or sexual orientation. These inequities can be compounded where there is an intersection of characteristics, such as sex and religion, or race and sexual orientation. The Corporate Plan has been developed alongside the Council's Strategic Equality Plan for 2025-29. The alignment of these two Plans will ensure that protected characteristics and the intersection of characteristics are fully considered.

Similarly, some residents may be disadvantaged by their experiences of deprivation. Such disadvantage can be disproportionate in both communities of interest and communities of place. This can lead to further inequality of outcome, which can be further increased when considering intersectionality. The evidence shows that there are communities within the Vale of Glamorgan which experience inequity in their access to services. For example, according to the [Welsh Index of Multiple Deprivation 2019 \(WIMD\)](#) three Lower Super Output Areas (LSOAs) in the Vale of Glamorgan are identified as being in the top 10% most deprived areas in Wales and these communities will experience disadvantages in their access to services, employment, income and education. There are also rural areas in the Vale of Glamorgan who experience disadvantages in their access to services such as transport. Vale 2030 has considered the learning from the Vale PSB's tackling deprivation project, which building on the findings of the Well-being Assessment is working with communities in the three most deprived areas of the Vale of Glamorgan as identified through WIMD 2019.

Communities of interest include lone parents; carers; those who share a common first language; or those who share one or more of the protected characteristics. They also

## Equality Impact Assessment

### Including the Welsh Language and Socio-economic Duty

include those who share an experience, for example: people who have experienced homelessness; the same local health and social care system; or a local service.

Socio-economic disadvantage can be disproportionate in both communities of interest and communities of place, leading to further inequality of outcome, which can be further increased when considering intersectionality.

Communities of place means those who share a geographical location, for example, locations where people reside, work, visit or otherwise spend a substantial portion of their time. Communities of place can be urban or rural and disadvantage can be further increased by these factors. Work being undertaken through placemaking, Age friendly, child friendly Vale and work in our most deprived communities demonstrates how work is being taken forward to address the needs of particular communities.

This proposal aims to understand where the Council can have the greatest positive impact in reducing inequalities of outcome. This includes considering the impact on those with lower levels of good health, lower paid work, poorer educational attainment or an increased risk of being a victim of crime.

This proposal not only reaffirms the commitment that services will be accessible to all residents, but that we go beyond this to ensure equality of access to those who may have experienced or may be susceptible to experiencing inequity in their access to services.

This commitment is also reflected in our promotion of the Welsh language. The Vale is one of the only areas in Wales to have seen a growth in the number of Welsh speakers and we will continue to support this growth through our [Welsh Language Promotion Strategy](#) and [Welsh in Education Strategic Plan](#).

Through Vale 2030 and the Strategic Equality Plan the Council has reaffirmed its commitment to not only ensuring that services are accessible to all residents, but that we go beyond this to ensure equality of access to those who may have experienced or may

## Equality Impact Assessment

### Including the Welsh Language and Socio-economic Duty

be susceptible to experiencing inequity in their access to services. This commitment is also reflected in our promotion of the Welsh language. In the Vale there are 53 schools, including 7 Welsh Medium schools. Data from the 2021 census shows that the Vale of Glamorgan is one of only four Local Authority areas in Wales to see an increase from 2011 in the number of people able to speak, read or write Welsh - 13.3% people aged 3 and over were able to speak, read or write Welsh in the Vale of Glamorgan in 2021 compared to 10.8% in 2011.

Almost 4,000 learners through the Learn Welsh for Adults programme studied Welsh between 2019/20 and 2023/24. Vale 2030 seeks to build on this previous success. Through the new Plan we commit to continue to undertake Equality Impact Assessments to ensure that we understand the impact new policies and services may have and what changes may be needed to ensure equity and equality. We will also ensure that we further develop our learning from peoples' lived experience of inequality and its impacts. We will use our data and the results of our engagement and consultation to ensure that we better understand the diverse needs of our communities, including our school communities. These actions will all consider the Welsh Language. Vale 2030 commits to 'Celebrate our Welsh heritage and culture' and we recognise the intrinsic importance of the Welsh Language as a fundamental part of this. Under Well-being Objective 5, 'Being the Best Council We Can Be', we commit to 'Promote the use of the Welsh Language in our work, schools and communities', adhering to the themes set out in the Welsh in Education Strategic Plan.

#### **How will you achieve the proposed changes?**

The Plan will be delivered by services across the Council working together and with the local community and other partners to ensure we deliver services that best meet the needs of the community. Annual Directorate Plans will translate Vale 2030 into an annual set of actions that will be monitored quarterly and reported to Scrutiny twice a year. Each

## Equality Impact Assessment

### Including the Welsh Language and Socio-economic Duty

year our annual self assessment will help us understand how we are achieving the changes needed.

#### Who will deliver the proposal?

Vale 2030 will be delivered by all Council Services.

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

The Plan will be monitored through the Council's Performance Management arrangements and will be reported regularly to Senior Leadership Team, Cabinet and Scrutiny. Our Annual Self Assessment will provide robust challenge to help understand progress.

## 5. What evidence are you using?

**The Gunning Principles**, established from past court cases, can be helpful in ensuring we apply fairness in engagement and consultation:

**Principle 1:** Consultation must take place when the proposals are still at a formative stage. You must not have already made up your mind.

**Principle 2:** Sufficient reasons must be put forward to allow for intelligent consideration and response. Have people been given the information and opportunity to influence?

**Principle 3:** Adequate time must be given for consideration and response. Is the consultation long enough bearing in mind the circumstances?

**Principle 4:** The product of consultation must be conscientiously taken into account when finalising the decision.

**Have you complied with the duty to engage as described above and are you sufficiently informed to proceed?**

## Equality Impact Assessment Including the Welsh Language and Socio-economic Duty

<b>Yes</b>	X	<b>No</b>	
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### **Engagement (with internal and external stakeholders)**

Engagement events were hosted and attended across the Vale over the course of 2024 to help develop the draft Plan 2025-2030. Internal staff networks were engaged with (The Equality Consultative Forum, the Diverse Network, GLAM and the Change Forum) as key stakeholders in the engagement process for the Corporate Plan.

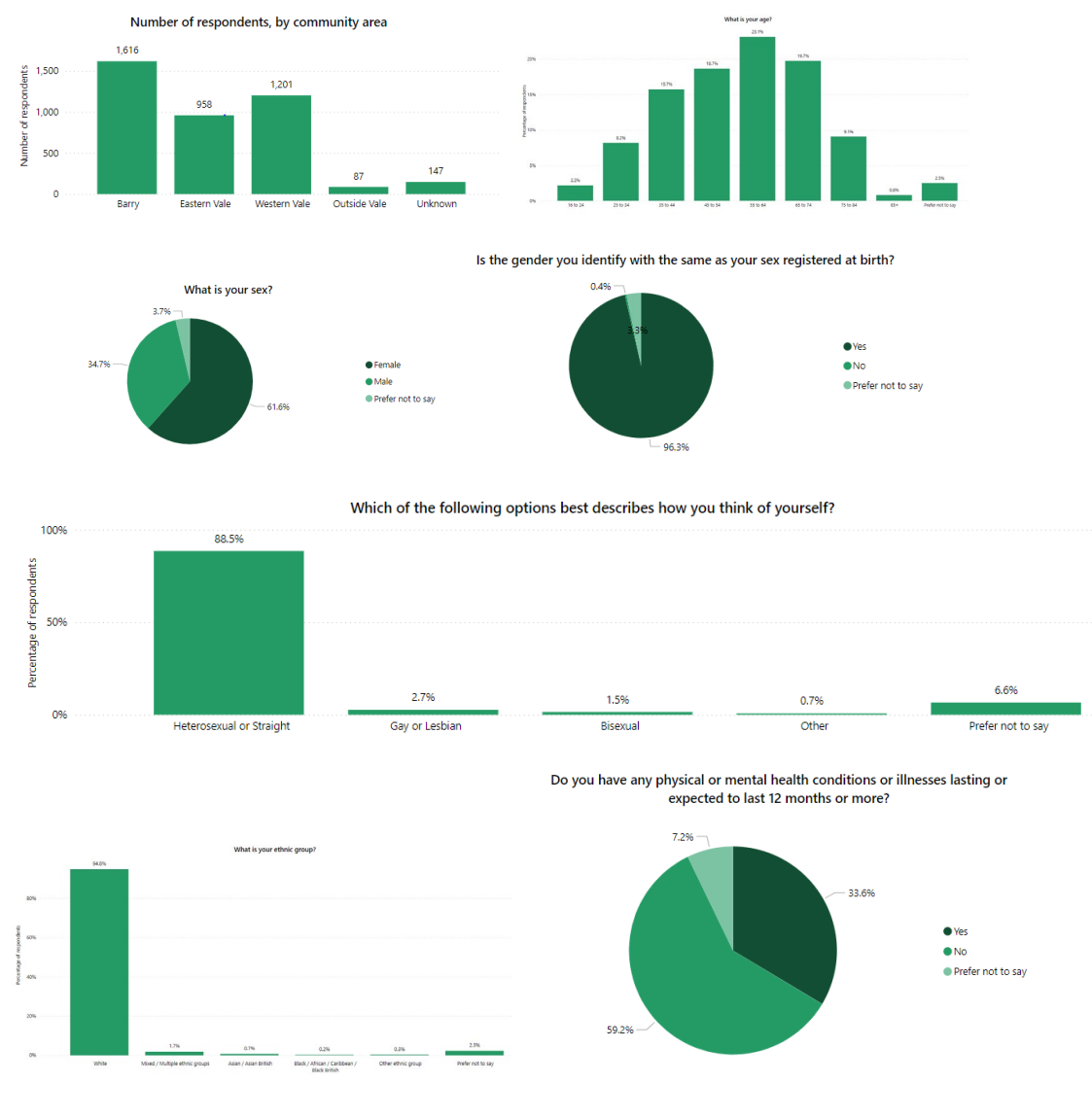
The Let's Talk About Living in the Vale Survey was undertaken by the Vale of Glamorgan Council alongside independent researchers at Data Cymru and was the first of its kind for the Vale of Glamorgan. The survey gave those living and working within the Vale a chance to tell the Council about their experiences, which public services are important to them, why, and how these could be improved. The Survey asked respondents about:

- Living in the Vale
- About themselves
- Their local area
- Their priorities
- The Cost of Living
- Climate Change
- Volunteering
- Modes of travel
- Health and well-being
- About their local Council

# Equality Impact Assessment

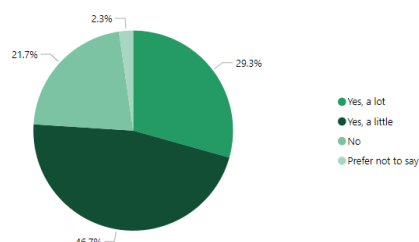
## Including the Welsh Language and Socio-economic Duty

The survey had 4,009 responses, giving it a significant sample size, and its results were crucial in informing the development of the 2025-2030 Corporate Plan. This engagement work was carried out to ensure the Corporate Plan is reflective of and responds to the priorities identified through the ongoing engagement activities that have been collected throughout the process. Data was gathered on the respondents to the survey. The graphs below show the breakdown of respondents by age, gender, gender at birth, ethnic group, religion, sexuality, marriage, pregnancy and disability.



## Equality Impact Assessment Including the Welsh Language and Socio-economic Duty

Do any of your conditions or illnesses reduce your ability to carry-out day-to-day activities?



Recognising that engagement with a survey and social media campaign may be limited to those able to access the survey online, a number of face-to-face engagement events and activities were undertaken across the Vale with people from a diverse range of different age groups and backgrounds. Together the survey and events were held to ensure as wide a range of people as possible can engage with and provide feedback on the draft Corporate Plan. The face-to-face engagement activities held included:

- 50+ Forum Have your Say on Friday in Dinas Powys - 19<sup>th</sup> of July.
- Flying Start Family Fun Day in Pencoedtre fields - 24<sup>th</sup> of July.
- Age Friendly Engagement in Cowbridge Library - 24<sup>th</sup> of July.
- Sports Fest at Cwrt Y Vil Field, Penarth - 30<sup>th</sup> of July.
- Rights Fest on Thursday at Maslin Park, Barry - 1<sup>st</sup> of August.
- Sports Fest on Tuesday at Windmill Lane, Llantwit Major - 6<sup>th</sup> of August.
- Fire Service Open Day on Saturday at Barry Emergency Services Station - 17<sup>th</sup> of August.
- Elected members session - 6<sup>th</sup> of July.
- Stakeholder drop-in session event for partners, 3<sup>rd</sup> sector organisations and town and community Councils.

At these events, officers engaged with members of the public, stakeholders and Elected Members on their thoughts on the draft Objectives for the Corporate Plan 2025-2030, and



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then linked to these objectives – what the Vale might look and feel like in 2030 through the delivery of these objectives.

The feedback and information gathered across our engagement activities has been reflected in the final version of the Plan for 2025-2030.

#### **Consultation (with internal and external stakeholders)**

In consulting on the draft Plan for 2025-2030, a wide number of stakeholder networks were utilised to gather their feedback. The Equality Consultative Forum, the Diverse Network and GLAM were consulted as key stakeholders in the process. The draft Plan was circulated to all Vale Public Service Board partners, all Town and Community Councils, all Vale 50+ Strategy Forum members, Art and Culture networks/contacts, equality and diversity networks/contacts, housing service networks/contacts, community safety networks/contacts, school inclusion networks/contacts and business networks. The formal feedback provided by consultees and organisations, and how this information has been taken into account and reflected in the final Plan has been captured through a consultation feedback log. Themes from the public consultation survey included:

- Access to affordable housing.
- Improving local and public transport.
- Ensuring that all places in the Vale, including the rural Vale are reflected in the Plan.
- Delivering investment and supporting businesses to grow in the Vale.
- Improving the Council's engagement
- Improving local and public transport.
- Making the response to the climate emergency a key priority .
- Enhancing biodiversity and maintain trees.
- Further developing the recycling offer to minimise black bag waste.
- Supporting community renewable energy schemes.
- Support for establishing strong foundations for young people at the start of their lives.
- Continuing to deliver high quality education to young people.

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- Support for the draft actions as achievable.
- Providing more support for young people with special needs.
- Extending the childcare offer to families with children over 1 year.
- Delivering and maintaining social care provision.
- Ensuring the accessibility of services.
- Taking forward Age Friendly Vale.
- Improving local and public transport.
- Issues of immigration and asylum.
- Delivering good financial management and good use of public monies.
- Ensuring the delivery of actions through monitoring outcomes.
- Engage with and inform residents about the work of the Council.
- Concern about the reduction of services and higher Council tax.

In addition, briefing sessions were held with elected members to provide an overview of the of the Plan and the opportunity for members to engage and put forward their opinion on any amendments or developments needed before the draft Plan was finalised.

Throughout the process we have actively sought to ensure that those individuals with protected characteristics have had an opportunity to have their say on the draft Plan.

The in-person consultation sessions held on the Plan included:

- Corporate Plan Drop-in Session at Belle Vue Pavilion, Penarth on October 16<sup>th</sup>.
- 50+ AGM at the Corporate Suite, Civic Offices, Barry – October 17<sup>th</sup>.
- Tackling Poverty and Deprivation Partner and Stakeholder Workshop at Cynefin Caffi Holton Rd Primary, Barry – October 23<sup>rd</sup>.
- Corporate Plan Drop-in Session at Cynefin Caffi Holton Rd Primary, Barry – October 23<sup>rd</sup>.
- Equality Consultative Forum, Barry– October 24<sup>th</sup>.

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- Corporate Plan Stakeholder Workshop Drop-in Session Civic Offices, Barry – October 24<sup>th</sup>.
- GVS AGM at CF61 Community Centre, Llantwit Major – October 25<sup>th</sup>.
- Corporate Plan Public Drop-in Session, Cowbridge Library on October 30<sup>th</sup>.
- Vale Youth Council at the Civic Offices, Barry – October 30<sup>th</sup>.
- Relationship Statement Partner and Stakeholder Workshop at CF61 Community Centre, Llantwit Major – November 6<sup>th</sup>.
- Corporate Plan Drop-in Session at CF61 Community Centre, Llantwit Major – November 6<sup>th</sup>.
- Corporate Plan Drop-in Session Penarth Library - November 23<sup>rd</sup>

The online consultations that were held included:

- Community Liaison Committee – October 10<sup>th</sup>
- Voluntary Sector Joint Liaison Committee (VSJLC) - October 14<sup>th</sup>.
- Elected Member Session - October 17<sup>th</sup>.
- All five Scrutiny Committees October -November
- Headteacher Steering Group – October 24<sup>th</sup>.
- Change Forum – October 30<sup>th</sup>.
- Elected Member Engagement Champions – November 4<sup>th</sup>.
- Staff Learning Café - November 19<sup>th</sup>

### **National data and research**

Including Equality and Human Rights Commission's 'Is Wales Fairer 2023' Report, its Measurement Framework, the Future Generations Report 2020, Welsh Index of Multiple Deprivation, Census.

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Vale 2030 has been developed to be reflective of national data and research. Demographic trend data such as population estimates, and population projections have been fully considered in the development of the Plan. We will continue to monitor these trends to ensure that work taken to deliver the Plan will be responsive to any new data or research relevant to the actions being taken forward.

A large range of data and research has been included to analyse what life is like in the Vale using data from demographic, economic and crime reports as well as the Let's Talk Survey and Make your Mark young persons survey. This evidence has been provided at a national level, a local authority level and where possible at Lower Super Output Area/Middle Super Output Area level.

The majority of data relevant to the protected characteristics is drawn from Census 21. Data from Census 21 on protected characteristics in the Vale of Glamorgan has been used to inform the development of the Plan and are included in the Plan where appropriate. A comprehensive analysis of the results of Census 21 in the Vale is available in this report:

<https://sway.cloud.microsoft/r6PptEo78Fjql6gP?ref=Link>

The headlines of this report include:

- Through the 2021 Census, the Vale of Glamorgan population was estimated at 131,800.
- In 2021 the Median age in the Vale of Glamorgan was 44 years, comparing to 42 years for Wales, and 22% of the Vale of Glamorgan's population were aged 65 and over.
- In 2021, the majority of people in the Vale of Glamorgan, 94.2% were born in the UK, 5.8%, 7,624 people were estimated to have been born outside of the UK.
- In 2021 49%, 28,157 of households were deprived in at least one of these dimensions, this compares to 54.1% of households in Wales.
- In 2021, the majority of people in the Vale of Glamorgan, 94.6%, 124,800 people identified as being from a White background and 121,371 people identified as being from a White: English, Welsh, Scottish, Northern Irish or British background.

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- In 2021, 2.3%, 2,987 of Vale of Glamorgan residents identified their ethnic group within the "Mixed or Multiple ethnic groups" category, 2.1%, 2,807 people identified their ethnic group within the "Asian, Asian British or Asian Welsh" category and 0.5%, 624 residents identified their ethnic group within the 'Black, Black Welsh, Black British, Caribbean of African' category.
- In 2021, the majority of people in the Vale of Glamorgan, 55.5%, 73,276 identified with a 'Welsh only identity', this is down from 56.4% in 2011.
- 47.9%, 63,164 people said they had 'No religion', 58,237 of people answered that they were 'Christian', 0.9%, 1,205 people, answered that they were 'Muslim'.
- In 2021, it was estimated that 13.3%, 17,047 people aged 3 and over were able to speak, read or write Welsh in the Vale of Glamorgan.
- In 2021, 58.6%, 62,959 people aged 16 and over were considered to be economically active in Vale of Glamorgan.
- In 2021, 54.6%, 58,633 of people in the Vale of Glamorgan were economically active and in employment.
- In 2021, 4.7%, 5,029 people aged 16 and over in the Vale of Glamorgan were recorded as economically inactive due to Long term sickness or disability.
- Of those who answered the question on sexual orientation in the Vale of Glamorgan, 90.3% of people aged 16 years and over selected 'straight or heterosexual', 3.07% selected a 'Lesbian, Gay, Bisexual or Other (LGB+)' orientation, the remaining 6.6% chose not to answer the question.
- Of those who answered the question on gender identity in the Vale of Glamorgan, 94.5% of people aged 16 years and over selected that they have 'a gender identity the same as their sex registered at birth', 0.36% of people selected that they have 'a gender identity different from their sex registered at birth', the remaining 5.17% chose not to answer the question.
- In 2021, in the Vale of Glamorgan, 19.9% of respondents identified as Disabled under the Equality Act. Of respondents identifying as disabled, 11% identified as Disabled 'day-to-day activities limited a little', 8.9% identified as Disabled 'day-to-day activities limited a lot'.

In addition to the consideration of data from Census 21, the findings of the EHRC's 'Is Wales Fairer 2023' report have been considered. These findings have been used directly

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to develop the Strategic Equality Plan and its actions, these will be delivered alongside the delivery of the Corporate Plan.

#### **Local data and research**

Local data and research have been considered alongside national data to provide a picture of what life is like in our local communities. This insight has been drawn through various sources including the Let's Talk survey, various local engagement exercises that had been recently undertaken by partners, and robust sources including the Welsh Index of Multiple Deprivation, the Department of Work and Pensions and the Office of National Statistics.

To inform the development of Vale 2030 the results of Lets Talk, the Vale Make Your Mark campaign and several specific consultation events alongside a survey on the Objectives and actions proposed for the Plan were undertaken.

Engagement events and workshops were held with stakeholders across the Vale of Glamorgan to ensure input from a wide range of people and the feedback received through these exercises has informed the development of the Corporate Plan. A number of face-to-face engagement events and activities were undertaken across the Vale with people from a diverse range of different age groups and backgrounds. Together the survey and events were held to ensure as wide a range of people as possible can engage with and provide feedback on the draft Corporate Plan.

Working in partnership with the Vale of Glamorgan Public Services Board, an online Evidence Base has been developed which enables the review of demographic, economic, social and environmental data sets specific to the Vale of Glamorgan. Key indicator sets are monitored through the Evidence Base to enable the appropriate response to data trends. The evidence base can be seen at - [www.valepsb.wales/en/Our-Evidence/Our-Evidence.aspx](http://www.valepsb.wales/en/Our-Evidence/Our-Evidence.aspx).

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A large range of data and research has been included to analyse what life is like in the Vale using data from demographic, economic and crime reports as well as the Let's Talk Survey. This evidence has been provided at a national level, a local authority level and where possible at Lower Super Output Area/Middle Super Output Area level.

#### 6. [How robust is the evidence?](#)

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

Vale 2030 has been developed from a robust evidence base of both engagement and population level datasets as well as recommendations from regulatory reports. This evidence provides a detailed picture of life in the Vale of Glamorgan, the challenges faced by residents, but also the opportunities which can be built upon.

The evidence demonstrates that poverty and inequality persist within the Vale's communities. 3 LSOA's in the Vale rank within the top 10% most deprived in Wales according to the [Welsh Index of Multiple Deprivation \(WIMD\)](#). As part of our work to deliver all the Objectives in this Plan we have included actions that will specifically seek to prevent and tackle poverty in the Vale of Glamorgan. In Section 6 these strands are brought together to demonstrate the range of work that will be undertaken by the Council and partners to prevent and tackle poverty. It will be critical to the success of this Plan to address and prevent the unacceptable differences in life experiences arising from poverty.

The evidence demonstrates that the Climate and Nature crises are amongst the most significant future challenges facing the Vale, Wales and the world. It is widely accepted that human activity has caused the earth's atmosphere, oceans and land to warm. As a result, we are now experiencing more frequent and hazardous weather events which in-turn are impacting our natural environment, our lives, and in particular the lives of the most vulnerable. Our commitment to address these emergencies is captured through [Project Zero](#) which lays out the steps we will take to reduce our organisational carbon emissions to

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net-zero by 2030, to work towards a net-zero Vale of Glamorgan by 2050 and to consider our impact on the environment. Through Project Zero we continue to make progress in tackling the climate and nature emergencies across a number of key areas including land management, waste management, active travel infrastructure and the decarbonisation of our buildings. We have strengthened our commitments in Vale 2030 by including a new Objective focused on 'Respecting and celebrating the environment' and across all of our activities we will consider their impact on the environment and nature to ensure the challenges of the Climate and Nature emergencies are addressed.

The evidence shows that supporting young people through with education and training is crucial. There were 23,694 schoolchildren and students in full-time education representing 18.9% of usual residents aged 5 years and over in the Vale of Glamorgan as recorded through Census 2021. 60% of respondents to the Let's Talk Residents Survey answered that they were very or fairly concerned about services and support for children and young people in the Vale. One in five children (nearly 5,000) in the Vale of Glamorgan were measured to be living in relative low income in 2022/23. 2,070 (9%) of pupils in the Vale are supported with their additional learning or special educational needs. 18% of adolescents in the Vale were reported to meet physical activity guidelines, significantly higher than the 16.2% across Wales. 4,837 young people voted in the 2024 Make Your Mark campaign, with health and well-being, culture, media and sport and jobs, economy and benefits chosen as the most important areas for young people. To ensure the Plan acts on this evidence, the third Objective is dedicated to supporting children and young people, 'Giving Everyone a Good Start in Life'. The objective includes a number of actions and measures such as 'Improve the availability, consistency and quality of local provision for learners with complex Additional Learning Needs and for Social, Emotional and Mental Health'.

Ensuring residents have access to the support they need is an important challenge, as shown by the evidence. Between Sept 2023 and April 2024, 186 households were prevented from becoming homeless in the Vale and 73.1% of respondents to the Let's Talk residents survey answered that they were very or fairly concerned about services and



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support for older people. The fourth objective, Supporting and Protecting Those Who Need Us', addresses this by providing a range of services to meet the diverse and changing needs of our residents, for example the aim to develop more accessible and joined up health and social care services that prioritise early interventions and work with the Third Sector.

The aim of the Council's work is to have a positive impact on all residents, visitors and workers in the Vale of Glamorgan. The Plan sets out a clear set of priorities the Council will work towards to ensure we improve local well-being over the next five years and that the impact of the Plan is positive.

To create this positive impact across the Vale of Glamorgan the Plan identifies 50 actions that will be undertaken over the next 5 years that are reflected across 5 well-being objectives:

- Objective One: Creating Great Places to Live, Work and Visit
- Objective Two: Respecting and Celebrating the Environment
- Objective Three: Giving Everyone a Good Start in Life
- Objective Four: Supporting and Protecting Those who Need Us
- Objective Five: Being the Best Council We Can Be

The Council is confident that in working in a more integrated approach towards these five objectives it can influence a wide range of activities and services across the Vale and make a positive difference to the well-being of residents and visitors. Working to achieve the 5 well-being objectives will also help maximise our contribution to delivering the national well-being goals. The Council has embarked on a programme of transformation and by reshaping how we work we will be stronger and better able to respond to the significant challenges facing our communities and the organisation. The Plan is a key aspect of this reshaping and is a comprehensive document based on extensive research,

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engagement and planning aimed at improving the lives of the diverse people and communities across the Vale.

#### **What are the gaps?**

While the Plan has been developed on a robust evidence base there are gaps in the evidence used. The evidence is reliant on national publication schedules, for example data used on poverty and deprivation is from 2019 and will not be updated until post publication.

#### **What will you do about this?**

The evidence base on which the Plan has been developed will continue to be updated and enhanced as and when new data sources become available. This includes a commitment to continue to undertake the Let's Talk Residents Survey.

#### **What monitoring data will you collect?**

The Council has a robust performance management approach which enables the organisation to identify actions for improvement, identify and reduce risks to drive service improvement and achieve outcomes for our citizens. As part of the development of this Plan we are taking the opportunity to review and revise our performance management arrangements to ensure they are robust and aid transparency and accountability. Any new arrangements will strengthen how we work and will ensure there continues to be effective and regular scrutiny of performance. This work will be undertaken in tandem with the Council's arrangements to monitor the impact of its work on those with protected characteristics or who are socio-economically disadvantaged or the use of the Welsh language. This will include alignment with work to monitor the Strategic Equalities Plan. Engagement and Consultation activities undertaken on the performance of the Corporate Plan will collect and analyse responses through strategic equalities monitoring data.

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

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be delivered and by who. Further information on the Council's current approach to performance management is reflected on the Council's Performance [webpages](#).

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

An Annual Statement will be produced based on priorities for the year and major items from the Directorate Plans to show the key areas of focus and reflect the budget. It will be structured around the Well-being Objectives but won't reflect everything in Vale 2030. This will be informed by the self-assessment, resident voice and political priorities and developed in-line with the key policies from the Directorate planning. Directorate Plans will replace the Service Plans and provide higher level actions and measures aligned with the Annual Self-Assessment and Vale 2030. They will include Vale 2030 actions plus key Directorate actions and some cross-directorate themes. It will be integrated and cohesive and promote inter-directorate working.

#### **How often will you analyse and report on this?**

All actions and performance indicators within the Directorate Plan are monitored by the Corporate Performance Team and are analysed on a quarterly basis and reported to Scrutiny Committees for consideration. The performance of each Directorate Plan action and performance indicator is reported to the relevant Scrutiny Committee and then to Cabinet. All performance reports are published onto the Council's website - [https://www.valeofglamorgan.gov.uk/en/our\\_council/achieving\\_our\\_vision/Performance-Management.aspx](https://www.valeofglamorgan.gov.uk/en/our_council/achieving_our_vision/Performance-Management.aspx)

Each team within the Council is recommended to create a Team Plan each year which encompasses lower team level actions related to each Service Plan action in their area for the year. These are monitored by the teams themselves.

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Reporting on our performance on a quarterly basis will help ensure we continuously assess progress being made against the priorities aligned to the four Well-being Objectives throughout the year.

Engagement and Consultation activities undertaken on the performance of the Corporate Plan, including the Let's Talk Residents Survey will collect and analyse responses in conjunction with strategic equalities monitoring data and also linked our self-assessment.

#### **Where will you publish monitoring data and reports?**

All data and reports in relation to Vale 2030 will be made available on the Council's website.

## **7. [Impact](#)**

### **Is there an impact?**

Vale 2030 sets out the actions that will be taken to meet the Council's well-being objectives and outcomes and support the Council's vision of 'Strong Communities with a bright future'. The Plan covers the wide breadth of services the Council provides and aims to improve the well-being of all those who reside in, work in or visit the Vale of Glamorgan. The impact from the actions and objectives outlined in the Plan will not only help to deliver our local well-being outcomes, but also contribute towards the 7 national well-being goals. There should be no negative impacts for individuals or groups with protected characteristics arising from the implementation of the new Corporate Plan. The delivery of Vale 2030 will be supported by a robust performance management framework which will monitor the delivery of the Actions and Outcomes of the Plan and its impact on protected groups, the socio-economically disadvantaged and the Welsh Language.

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

N/A

**If there is likely to be an impact, what is it? Include consideration of intersectionality where people might experience more than one type of disadvantage, for example, a Black woman (race and gender) or an older person with a disability (age and disability).**

The Council's vision is **Strong Communities with a Bright Future** and this includes four values:

- Ambitious
- Open
- Together
- Proud

These values, together with the national Well-being Goals and the five ways of working, are at the heart of what we do. The five ways of working - Involvement, Prevention, Collaboration, Long-term, and Integration are evident across all our objectives and have been integral to how we have developed our Plan. These values demonstrate our commitment to tackling inequality in all its forms.

It is important to recognise that in the Vale of Glamorgan, some residents experience inequities that have an impact across their lives, whether these be differences in experiences because of, for example, their age, sex, disability, ethnicity, religion or a sexual orientation. These inequities can be compounded where there is an intersection of characteristics, such as sex and religion or race and sexual orientation. Similarly, some residents may be disadvantaged by their experiences of deprivation.

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Through this Plan and the Strategic Equality Plan the Council has reaffirmed its commitment to not only ensuring that services are accessible to all residents, but that we go beyond this to ensure equality of access to those who may have experienced or may be susceptible to experiencing inequity in their access to services. Although not negative, through Vale 2030, its well-being objectives and the long and shorter term actions, the work undertaken to progress and achieve the Plan's aspirations is likely to have an impact on protected characteristics.

#### **Age**

The Plan may have a positive impact on people of all ages through the focus on investing in schools, providing quality early years, nursery and education to enable people to achieve their best possible outcomes whatever their age in objective 3 – Giving Everyone a Good Start in Life. This also references care and support provided to children and families in need and for adults.

The outcomes delivered will have a positive impact on people of all ages by aiming to reduce child poverty, improve child health and well-being, early years advice and support for parents, increasing school attendance and training, skills and development opportunities for young people.

We are conscious that the Vale has an aging population, and the Vale of Glamorgan has been awarded Age Friendly Status from the World Health Organisation. We will continue the good work being done to help all of the Vale's residents, workers and visitors of all ages. Vale 2030 reaffirms our commitment to taking forward this work which will be taken forward in partnership through the Vale of Glamorgan PSB and the Age Friendly Strategy and Action Plan: <https://www.valepsb.wales/en/Our-Progress/Age-Friendly-Vale.aspx>

#### **Disability**

Through Vale 2030 we have set out a number of actions through which will maximise the contribution to a more equal Wales. The plan has a specific objective to support and protect

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those who need us, this includes ensuring continued and equality of access to service provision for those with a disability. We have, in recent years, carried out work to support disabled people - since April 2020, 233 Disabled Facilities Grants have been delivered with an average of 98% agreeing that the work carried out enables them to live in their property more safely and independently and we are a Disability Confident Employer. We will look to continue this work, and the new Plan reflects this through Objective 4, 'Supporting and Protecting Those Who Need Us'. An example of future work to support disabled people is that we have an emerging support staff networks focusing on disability.

#### **Gender reassignment, including gender identity**

Through Vale 2030 we will work to maximise the Council's contribution to delivering a more equal Wales. The plan and the steps the Council will take in delivering the actions outlined in the Plan will have a positive impact on all persons.

#### **Marriage and civil partnership (discrimination only)**

Through Vale 2030 we will work to maximise the Council's contribution to delivering a more equal Wales. The Plan should not have a discriminatory affect on those married or in a civil partnership.

#### **Pregnancy and Maternity**

Through continued work Vale 2030 will have a positive effect on those who are pregnant, through programmes such as Flying Start and Families First the Council is providing support services and promoting the well-being of those who are pregnant in the Vale of Glamorgan. Giving Everyone a Good Start in Life Objective, also commits to supporting parents, and this includes pregnancy and maternity.

#### **Race**

Through enabling people to get involved to participate in their local communities and shape local services it is hoped that the Plan reaches, and in its work is inclusive of, people from a variety of different backgrounds. This work will help ensure people from all racial backgrounds have the opportunity to participate in community life and take part in

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designing and delivering solutions to local issues. In addition, it is recognised that in some cases people from global majority backgrounds can live in some of our more deprived areas. The Plan commits to providing employment advice and support, housing and money advice, food insecurity and a range of community projects. This work will be undertaken and help to alleviate the potential impacts upon such vulnerable groups.

The Council has been awarded Silver Trailblazer Status by Race Equality Matters and is committed to taking action to maintain or improve this status. Our schools are leading on work to address inequalities, and many have taken part in or are working towards anti-racist action research projects for schools and reporting on this in Anti-Racist Action Research Learning Day to facilitate learning and good practice. The Council will continue to support the Diverse staff network for staff from the global majority.

#### **Religion and belief**

Through the Corporate Plan the Council will work to maximise its contribution to the seven national well-being goals for Wales. One of the well-being goals is to work towards a Wales of cohesive communities; that is towards communities that are attractive, viable, safe and well-connected.

#### **Sex**

The Plan will work to maximise the Council's contribution to a more equal Wales. Through Vale 2030, and the actions the Council will take to deliver the Plan will have a positive impact on both sexes, ensuring that all residents are treated equally and are given equality of opportunity and access to Council services.

#### **Sexual orientation**

The Plan will work to maximise the Council's contribution to a more equal Wales. Through Vale 2030 and the actions the Council will take to deliver the Plan this will have a positive impact upon those of all sexual orientations. We will ensure policies explicitly include same-sex couples and we support staff networks for LGBTQI+ staff and allies.

#### **Socio-economic considerations**



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Section 5 of the Plan is dedicated to Action to Prevent and Tackle Poverty. We know that within the Vale there are inequalities between our most deprived and least deprived communities and that some people and families are struggling and need more help and support. Objectives include actions to address poverty and to tackle poverty.

In the Vale of Glamorgan three Lower Super Output Areas (LSOAs) are identified as being in the top 10% most deprived areas in Wales as measured through the [Welsh Index of Multiple Deprivation 2019 \(WIMD\)](#). There is an established gap in healthy life expectancy, the number of years a person can expect to live in good health, between the most and least deprived areas of the Vale. This gap is measured at 19.3 years for females and 17.9 years for males. The third largest gap in healthy life expectancy for females in Wales and the fourth largest gap in healthy life expectancy for males in Wales.

These experiences are compounded by economic differences, with higher percentages of people in receipt of unemployment related support in our more deprived areas and a £16,900 difference in net annual income between most and least deprived areas of the Vale. There are numerous actions throughout the Plan aimed at tackling poverty, and these include action on Housing; Employment, Access to Services, Advice and Support; Food; Children and Families; Social Activities and Transport.

#### **Human rights**

The Plan will work to maximise the Council's contribution to a more equal Wales. Through the Plan we will ensure that work is undertaken in the interests of those from all backgrounds to ensure all people's human rights are safeguarded.

#### **Welsh language**

Another of the seven national well-being goals for Wales is to work towards a Wales of vibrant culture and thriving Welsh language. Through Vale 2030 the Council will work to promote culture and heritage of the Vale of Glamorgan and to promote the Welsh language. Specific work to promote Welsh is reflected the Being the Best Council we can

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be Objective and its action to 'Promote the use of the Welsh Language in our work, schools and communities'. The Vale is one of the only areas in Wales to have seen a growth in the number of Welsh speakers as the percentage of Welsh speakers in the Vale of Glamorgan increased from 10.8% in 2011 to 11.5% in 2021, the second largest increase in Wales. We will continue to support this growth through our [Welsh Language Promotion Strategy](#) and [Welsh in Education Strategic Plan](#).

Potential negative impacts of the Corporate Plan on the Welsh Language include:

- The only potential negative impact that may arise from the Corporate Plan on the Welsh Language is that with continued budgetary pressures, there may be a risk that the Council is not as able to promote the use of the Welsh Language in the Vale of Glamorgan.

Potential positive impacts of the Corporate Plan on the Welsh Language:

- The Plan will work towards the Welsh Government target of one million Welsh speakers by 2050.
- Through the Plan the Council will continue to support Welsh Language schools and opportunities for the use of Welsh throughout the Vale of Glamorgan.
- The Plan commits to 'Celebrate our Welsh heritage and culture' and this will include supporting and promoting the Welsh Language which is a crucial aspect of this heritage and culture.

#### How do you know?

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

How the Corporate Plan may impact on those with protected characteristics has been outlined against each individual protected characteristic above.

#### What can be done to promote a positive impact?

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

We will continue to work with our communities and partners to address inequities and promote equality of opportunity. The Vale of Glamorgan is becoming a more diverse

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area, made-up of different communities who have different experiences. The Vale of Glamorgan is also an area with a large and growing ageing population. Through this Plan and the [Interim Strategic Equality Plan](#), and the new draft SEP the Council has reaffirmed its commitment to not only ensuring that services are accessible to all residents, but that we go beyond this to ensure equality of access to those who may have experienced or may be susceptible to experiencing inequity in their access to services. In delivering our commitments across all our objectives, we will strive to provide equality of opportunity and to tackle inequities.

The impact from any of the Council's work set out for the next 5 years in the Corporate Plan should be positive as the aim of the Plan is to improve well-being for all, across the Vale of Glamorgan. The actions identified under the 5 well-being objectives in the Plan will help promote the positive impacts through them being progressed and achieved. The long-term actions outlined within Vale 2030 and shorter-term actions identified in the Directorate Plans show activities at a variety of lengths, the mixture of short- and long-term activities recognises that improving well-being will not be limited to an annual timescale but that some aspects may take longer.

Each year a self-assessment of the Council's performance against the Corporate Plan is produced. This self-assessment along with a varied engagement timetable that includes numerous in-depth discussions with senior management and team leaders has allowed the Plan to be developed to identify its actions. By ensuring the capabilities of services to deliver against the well-being objectives and their related actions the Council will be able to continue to work towards achieving improved well-being for individuals and groups across the Vale, including those with protected characteristics listed in the above sections.

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

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

## Equality Impact Assessment

### Including the Welsh Language and Socio-economic Duty

There should be no negative impacts for individuals or groups with protected characteristics arising from the implementation of Vale 2030. The Plan has been developed with due regard to the Council's responsibilities and Equal Opportunities Policy. The aspects of the policy which indicate any potential impact upon any of the protected characteristics will be subject to a full equality impact assessment including appropriate consultation.

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

The process of developing Vale 2030 has sought to be inclusive of all groups and individuals who live in, work in or visit the Vale.

In promoting, engaging and consulting on the draft Plan, the Council has sought to ensure that measures have been taken to enable as many people as possible to be involved. To facilitate this inclusion, a simpler, easier to read summary 1 page version of the Plan was developed as well as the Executive Summary. Work to ensure Council's work is accessible in future is emphasised under our commitment to 'Provide you with plenty of time and different ways to offer feedback when we engage and consult on Council plans' under the 'working together for a brighter future' section of the Plan.

#### **Will the impact be positive, negative or neutral?**

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

In delivering Vale 2030, 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.

## Equality Impact Assessment

### Including the Welsh Language and Socio-economic Duty

As has been set out in the previous sections of this impact assessment, the Council has sought to ensure that a diverse a range of people as possible have been given the opportunity to feed into, shape and influence both the draft and final versions of the Corporate Plan. This process has involved a range of different individuals with protected characteristics.

How the Plan might impact upon these different groups has been outlined in the previous sections. In implementing the Plan, the Council will seek to continue the conversations that have been started with the groups and individuals that have been involved through consultation and engagement. The Council will strive to specifically involve those with protected characteristics at every opportunity.

#### 8. Monitoring ongoing impact

##### **Date you will monitor progress and outcomes**

The Directorate Plans will be the key planning documents to set out the key aims and objectives and provide a self-assessment of current performance. Progress against the Directorate Plan actions will outline the actions to help ensure the long-term actions outlined in Vale 2030 are achieved. The related performance indicator data will be monitored on a quarterly basis.

The performance reports will outline areas of achievement, areas of slippage and actions that will be taken to overcome any delays to bring work back on track to achieve the actions outlined in the Plans. Each objective will be awarded a Red, Amber or Green status to easily show the progress made that quarter towards achieving the actions in the Plans. All quarterly performance reports are published onto the Performance

Management section of Council's website -

[https://www.valeofglamorgan.gov.uk/en/our\\_council/achieving\\_our\\_vision/Performance-Management.aspx](https://www.valeofglamorgan.gov.uk/en/our_council/achieving_our_vision/Performance-Management.aspx)

## Equality Impact Assessment

### Including the Welsh Language and Socio-economic Duty

This will include measures that will monitor the impact on people with protected characteristic, who are socio-economically disadvantaged and the Welsh language.

#### **Measures and outcomes that you will monitor**

Each year a suite of local and national performance indicator measures will be identified, agreed and monitored on a quarterly basis to allow for further analysis on progress made towards key actions in the Plan. Where applicable, performance indicators will be attributed a target for the quarter/year. The performance indicators will also be awarded a Red, Amber or Green status to show performance against their targets each quarter.

For national indicators a national comparison can be made analysing the Vale's performance against all other Welsh Local Authorities. Performance will be reported to the relevant Scrutiny Committees and Cabinet. A definitions library that outlines all the agreed performance indicators for the year and their calculations is published to the Performance Management section of Council's website.

#### **Date you will review implemented proposal and its impact**

Performance and impact of Vale 2030 and Directorate Plans will be reviewed on a quarterly basis. A more in-depth review of progress and impact each year will be published as part of the Annual Self Assessment. The Plan will be in place until 2030 when the 2025-2030 Plan and its objectives and actions identified for the 5-year period will be reviewed as part of the development process of the next Corporate Plan 2030-2035.

All quarterly monitoring reports and the annual self assessment are published on the Council's website once approved by Cabinet and Full Council where applicable under the achieving our vision section.

## Equality Impact Assessment Including the Welsh Language and Socio-economic Duty

### 9. Further action as a result of this equality impact assessment

Possible Outcomes	Say which applies
No major change	Evidence gathered has been used to inform changes to the Plan.
Adjust the policy	No further changes as a result of evidence gathered will be made to the Plan.
Continue the policy	We are continuing Vale 2030 with the implemented changes.
Stop and remove the policy	There is nothing from the evidence to justify stopping and removing the policy.

### 10. Outcomes and Actions

Recommend actions to senior management team
Outcome following formal consideration of proposal by senior management team

### 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?

## Equality Impact Assessment

### Including the Welsh Language and Socio-economic Duty

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

<b>Approved by (name)</b>	Tom Bowring
<b>Job Title (senior manager)</b>	Director of Corporate Resources
<b>Date of approval</b>	3 <sup>rd</sup> February 2025
<b>Date of review</b>	



## Equality Impact Assessment Including the Welsh Language and Socio-economic Duty

### Appendix A

#### List of factors to consider when assessing the impact of policy decisions on the Welsh language

The Welsh language policy-making standards require us to consider the impact of our policy decisions on opportunities to use Welsh and not treating Welsh less favourably than English.

In doing so, we must make a 'conscientious effort' to consider the impacts. The threshold for 'conscientious effort' depends on the circumstances. The requirements are likely to be higher in an area of linguistic significance or sensitivity, and as the number and extent of impact increases.

We must keep a record of the consideration we give. Not every single possible effect has to be listed but considering a wide range of effects will make it more likely that a 'conscientious effort' will have been made.

Here are some examples of the issues and impacts that we could consider when making our decisions. This is not an exhaustive list. It includes factors that could be considered only insofar as they are relevant to the decision in question. The relevant factors will vary on a case-by-case basis.

- **Number of Welsh speakers**
  - generally
  - in one geographical area
  - in a specific cohort (for example, children, young people, adults)
  - in a particular sector or group (for example, members of clubs or associations)

## Equality Impact Assessment

### Including the Welsh Language and Socio-economic Duty

- **Welsh language transmission**
  - at home between parent/carer and child
  - in education as a pupil moves from one period of education to another (for example, when moving from primary to secondary school)
  
- **Welsh in the workplace**
  - Informal and social opportunities
  - Internal communications
  - Structure of teams / departments
  - Technology and resources (for example, proofreading software, device interface)
  - Language awareness amongst staff
  
- **Use of Welsh language services**
  - ability to provide Welsh service by default
  - ability to make a proactive offer to use Welsh
  - promotion of Welsh language services
  - service providing environment
  - requirement of the Welsh Language Standards
  
- **Social use of Welsh**
  - among children, young people and adults
  - in the workplace
  - outside of work
  - organised events and activities (for example, community event, leisure class, religious meeting)
  - digital media
  -
  
- **Visibility of Welsh**

## **Equality Impact Assessment**

### **Including the Welsh Language and Socio-economic Duty**

- place names (for example, towns, villages, streets, new housing developments)
- organisations internal and external information signs
- signs by private businesses and institutions
- material on public display

#### **Social, economic and cultural infrastructure of Welsh-speaking communities**

- **Strategies and policies in on issues such as the following:**
  - education (for example, Welsh in Education Strategic Plan)
  - town and country planning (for example, Local Development Plan)
  - land use
  - community development and sustainability
  - economic development
  - Welsh Government strategies (for example, Welsh 2050 – Million Welsh speakers)
  - other acts and laws (for example, School Organisation Code, TAN 20)
- **Opportunities to learn Welsh**
  - childcare
  - statutory education
  - pre- and post-statutory education
  - Welsh lessons for adults
  - access to online software/courses
- **Use of Welsh in the digital and technological field**
  - social media
  - synthetic voices
  - transcription and subtitling software
  - artificial intelligence

## Equality Impact Assessment Including the Welsh Language and Socio-economic Duty

- **Opportunities to study through the medium of Welsh**
  - nursery education
  - statutory education
  - further and higher education
  - work-based learning
  - transport to education settings
  - ease of access to Welsh language education
  
- **Language planning**
  - Sustainability in areas with a high density of Welsh speakers
  - Promoting language acquisition and use
  - Prosperity of Welsh as the language of family, community or workplace
  - Social equity
  
- **Efforts to protect and promote the Welsh language**
  - Mentrau Iaith activities
  - community initiative activities
  - promotional and facilitation activities
  - statutory linguistic requirements
  - grants
  -

[Decision of the Welsh Language Tribunal in the case of the Neath Port Talbot Council v Welsh Language Commissioner](#)

[Consultation Documents Seminar – Welsh Language Tribunal Decision](#)