

Our Vale - Our Future



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This document is available in Welsh / Mae'r ddogfen hon ar gael yn Gymraeg

Introduction

'Our Vale - Our Future' represents a significant change in how in the Vale of Glamorgan we are working together to improve local well-being. This plan is a statement of the Public Services Board's (PSB) commitment to improve local well-being today and for future generations. Throughout this plan we have set out the first steps we will take towards achieving our long term vision for the future Vale of Glamorgan in 2050.

Our shared long term vision for the Vale of Glamorgan is that:



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



Central to this plan is the recognition that we need to change how we work, listen to our residents and other stakeholders and use the evidence available to us to inform how we provide local services now and into the future. The plan has been developed in accordance with our duties under the Well-being of Future Generations (Wales) Act 2015. This is a unique piece of legislation which requires us to

'act in a manner which seeks to ensure that the needs of the present are met without compromising the ability of future generations to meet their own needs'.

This plan details the four well-being objectives which provide the framework for our core collaborative activities over the next five years. We believe the delivery of this plan will lead to significant changes in how public services are provided and how we engage with our local communities. It will lay the foundations for us to achieve our vision for the Vale. For each of our objectives we have set out where we want to be in the future and this supports our overall long term vision for the Vale in 2050.

We are fortunate to live and/or work in the Vale and we know that residents are proud of the area they live in. We also know that the Vale has significant assets; we have relatively low levels of unemployment, we have a thriving voluntary sector and good transport links to other areas in the South Wales region, in particular Cardiff our capital city. The Vale is a beautiful area and residents and visitors appreciate and enjoy our stunning landscape. They recognise the benefits of being outdoors, whether it's walking the dog in one of our country parks, having fun at Barry Island or spending time along the Heritage Coast. Our local environment is important for our physical and mental well-being but is also important to the economic and cultural well-being of the area.

We will use our many assets, including a long history of successful partnership working, to help address the concerns that have emerged through our well-being assessment. One of the area's greatest assets is the people living in the Vale and we want to strengthen our relationships with all our communities and work together to improve local well-being.

As part of the development of the plan we have been out and about across the Vale talking to different groups, organisations and people of all ages. These conversations have helped shape our objectives and the steps we will take to deliver them.

About our plan

‘Our Vale – Our Future’ is a five year plan and provides the framework for our core collaborative activities over the 2018-2023 period. By achieving the outcomes detailed in this plan we will take the first steps towards achieving our longer term vision for the Vale. The plan details the four well-being objectives we want to achieve, the steps we will take to do so and what the outcomes of these activities will be for 2023.

The first step in developing this plan was to undertake a comprehensive well-being assessment. This was a complex exercise which brought together a wide range of data and research and included extensive engagement to improve our understanding of the Vale and the different communities within the area. Partners have worked together to develop a shared understanding of all the information detailed in the assessment and have identified four well-being objectives. These objectives cut across different sectors and organisations and we believe they are the issues where partners can have the greatest impact to improve well-being.

Our four well-being objectives are:



In agreeing our four objectives we have considered the range of information within the well-being assessment and work already in place locally and regionally. The PSB is confident that in achieving these objectives we can influence a wide range of activities and services across the Vale, we can make a positive difference to the social, economic, environmental and cultural well-being of residents and visitors, and over the life of the plan we can maximise our contribution to the national well-being goals in accordance with the sustainable development principle.

The Well-being of Future Generations (Wales) Act

The Well-being of Future Generations Act is the only one of its kind in the world.

The Act is about improving the economic, social, environmental and cultural well-being of Wales. The Act ensures that public bodies think more about the long term, work better with people, communities and each other, look to prevent problems occurring and take a more joined up approach. By doing this we can create a Vale and a Wales that we all want to live in, now and into the future. The Act puts in place seven national well-being goals which we must work towards and which must be viewed as an integrated set. The Act established Public Services Boards (PSB) in each local authority area where organisations must work jointly to maximise their contribution to the goals by agreeing shared Well-being Objectives.

“ What Wales is doing today the world will do tomorrow ”

- United Nations

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

The PSB must assess the state of economic, social, environmental and cultural well-being in the area, set objectives to maximise our contribution to the goals and take all reasonable steps to meet those objectives. The Act also places duties on a number of public sector organisations to set their own Well-being Objectives and Appendix 1 of this plan shows the relationship between the Vale PSB's objectives and the objectives set by a number of the individual organisations that are represented on the PSB. More information about the Act can be found [here](#)¹.

Throughout this plan there are references to the assessment which has informed this plan, reference to how our planned activities will maximise our contribution to the goals and how we will be working in accordance with the sustainable development principle and the five ways of working. These ways of working are key to changing how we work and to ensuring that we *'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'*.

Long term



The importance of balancing short-term needs with the need to safeguard the ability to also meet long-term needs.

Prevention



How acting to prevent problems occurring or getting worse may help public bodies meet their objectives.

Integration



Considering how the public body's well-being objectives may impact upon each of the well-being goals, on their other objectives, or on the objectives of other public bodies.

Collaboration



Acting in collaboration with any other person (or different parts of the body itself) that could help the body to meet its well-being objectives.

Involvement



The importance of involving people with an interest in achieving the well-being goals, and ensuring that those people reflect the diversity of the area which the body serves.

¹ <http://gov.wales/topics/people-and-communities/people/future-generations-act/?lang=en>

Our Vale - The Public Services Board

'Our Vale', the Vale of Glamorgan PSB is comprised of senior representatives from the following organisations who have worked together to draft this plan in response to our assessment of local well-being and will continue to work together to deliver our objectives. None of our objectives can be delivered by just one organisation and all partners will have a role to play in delivering the commitments in this plan. We are comprised of representatives of:

- Cardiff and the Vale University Health Board (UHB)
- Cardiff and Vale College
- Community Rehabilitation Company
- Glamorgan Voluntary Services (GVS)
- National Probation Service
- Natural Resources Wales
- South Wales Fire and Rescue Service
- South Wales Police
- South Wales Police and Crime Commissioner
- Town and Community Councils Representation
- Vale of Glamorgan Council
- Welsh Ambulance Services NHS Trust
- Welsh Government (WG)



What we know about the Vale

- Our Well-being Assessment

The well-being assessment brings together a wealth of information about life in the Vale of Glamorgan. To help build this picture we looked at lots of different data and research and worked hard to engage with residents to understand what's good about life in the Vale and what would improve local well-being. The assessment provides us with a good starting point to know more about our communities and the people that shape them but we recognise that there is more to do.

Good well-being can mean different things to different people and can depend on so many different factors including your age, where you live or your health. We have taken this into account in determining our objectives and the steps we will need to take to deliver them. We recognise that our activities will need to be adapted for different communities, different age groups and to meet individual needs and we will continue to engage with our residents to build our knowledge and understanding of what matters to people in the Vale.

The well-being assessment is an ongoing process of continuously enhancing our evidence base and talking with our communities to ensure we have the information we need to deliver the services that people across the Vale need.

Our Area

The Vale of Glamorgan is a diverse and beautiful part of Wales, characterised by rolling countryside, coastal communities, busy towns and rural villages; it also includes Cardiff Airport, a variety of industry and businesses and Barry, Wales's largest town. People, living, visiting and working in these areas all have different needs. The area benefits from good road and rail links and is well placed within the region as an area for employment, as a visitor destination and a place to live. However the assessment clearly highlights that there are areas of poverty and deprivation and that life can be very different depending on where you live and your particular circumstances.

Our Population

The population of the Vale of Glamorgan as per 2016 mid-year estimates based on 2011 Census data was just over 128,000 with approximately 51% of the population being female and 49% male. The Vale has a similar age profile of population as the Welsh average with 18.5% of the population aged 0-15, 60.9% aged 16-64 and 20.6% aged 65+. Population

projections estimate that by 2039 the population aged 0-15 and aged 16-64 will decrease. However, the Vale has an ageing population with the number of people aged 65+ predicted to increase and be above the Welsh average by 2039.

Our Culture

As part of the work of the PSB we are committed to promoting our cultural heritage. With regards to the Welsh language, the 2011 Census showed that approximately 11% of residents are able to speak Welsh and when broken down by age range approximately 30% of young people aged 3 to 15 in the Vale reported being able to speak Welsh. More recently, the 2016 Annual Population Survey showed that 18% of residents reported being able to speak Welsh. The increasing numbers of Welsh speakers and the higher number of young people speaking Welsh demonstrates that in developing our services we need to ensure we are promoting and engaging in the Welsh Language to ensure the use of the language continues to increase and that services and information are accessible to all.

Our Communities

For the purposes of the well-being assessment and to assist us to gain a better understanding of the well-being of our communities within the Vale of Glamorgan we considered the area as a whole and also split the county into three community areas – Barry, the Eastern Vale and the Western Vale. As part of the development and delivery of the plan we will undertake further work to enhance our community profiles and to understand the differences and assets that exist within our local communities.

Developing our plan

The plan has been drafted with the involvement of a range of public and third sector organisations including town and community councils to help identify how we can best achieve our objectives. Throughout the process we have tested whether our objectives are the right ones and have worked in partnership to identify appropriate actions to enable us to deliver these objectives over the next five years. This plan will provide the foundations for future plans and activities that will enable us to achieve our long term vision for the Vale.

The development of both the Well-being Assessment and the Well-being Plan has been underpinned by a comprehensive consultation and engagement campaign, recognising that involving our partners and residents is essential in order to identify the right objectives and actions to improve well-being in the Vale of Glamorgan and maximise our contribution to the national well-being goals.

To develop our plan we utilised the Let's Talk branding that was used for our engagement activities around the Well-being Assessment. We have continued our conversations with a wide range of people, and these will continue as part of the implementation of our plan ensuring a ongoing dialogue.



The activities we have undertaken to ensure all partners and residents have had the opportunity to shape our plan has included:

- An online and hard copy survey which detailed our well-being objectives and the actions set out to work towards the objectives; respondents were asked to assess whether these were the correct priorities for us to focus on. Copies of the survey were made available in University Hospital Llandough, Barry, Cowbridge, Penarth and Llantwit Major Libraries and Cardiff and Vale Citizens Advice.
- Drop-in sessions at supermarkets in Barry, Penarth and Llantwit Major, and at Cowbridge Library and the Colcot Road Campus of Cardiff and Vale College.
- A social media campaign - #30daysofwellbeing- hosted via Facebook and Twitter. Over the 30 days, the campaign enabled conversations on the four Well-being objectives and detailed information about services across PSB partners ranging from volunteering to our country parks.
- Attending a number of events, forums and community groups across the Vale, this has included a Communities First Halloween party, International Older People's Day event, volunteering and jobs fairs, a primary school pupil ambassador event,

meetings of the Vale Equalities, Youth and 50+ Forums and a Family Information Service Christmas Party.

- We hosted two stakeholder workshops which were attended by over 60 delegates from Town and Community Councils, third-sector and partner organisations across the Vale. The workshops facilitated initial thinking and conversations on the infrastructure that will be necessary to enable us to begin to implement the actions outlined within the plan, identify any barriers that may arise, and consider how the plan might impact on those with protected characteristics.

Throughout our engagement campaign, people responded positively to our well-being objectives and proposed actions. In answering the question of whether the identified four well-being objectives were the correct priorities for the PSB, the majority of survey respondents (98%) were positive that the objectives are the correct priorities for the PSB to work towards to improve well-being across the Vale.

The positive response to the draft plan captured through the survey has been echoed through our engagement with groups across the Vale; including the Vale 50+ Strategy Forum and the Vale Youth Forum. These groups have been supportive of the priorities set out in our plan, and have helped us to identify ways in which through effective collaboration we can work together towards achieving our long term vision for the Vale. These positive responses and conversations culminated in the two stakeholder workshops where we gathered a wealth of information which will help us to implement the actions in our plan.

We have worked to ensure that the feedback received through the consultation and engagement period has been reflected in our plan. This has included formal feedback received from the Welsh Government, the Office of the Future Generations Commissioner, and other statutory consultees.

We have sought to continue the conversations on what is important to well-being that began as part of the development of our Well-being Assessment and the publication of our Well-being Plan does not mark the end of these conversations, but provides a strong foundation from which we can continue this dialogue in order to best reflect the needs of the Vale of Glamorgan.

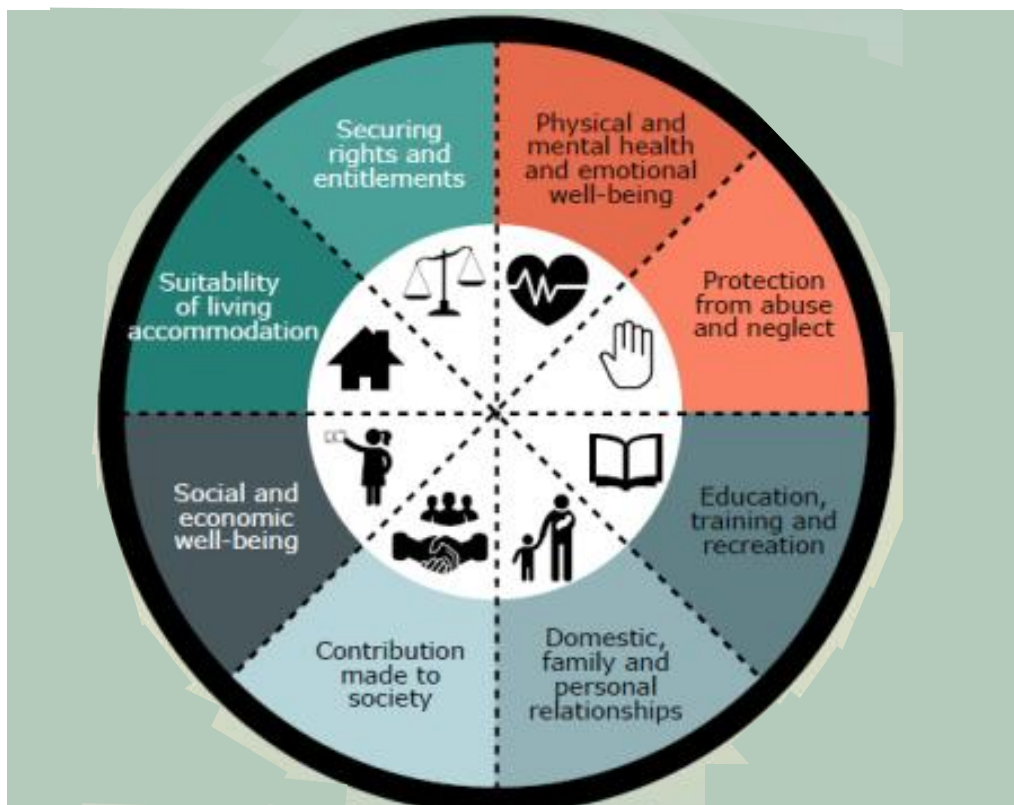
The development of our plan from the Well-being Assessment to publication can be summarised in the following twelve steps:

- 1** Undertook the well-being assessment bringing together a range of data, research and engagement.
- 2** Considered the findings of the well-being assessment and identified four well-being objectives where partners can work together to address significant issues that will improve local well-being and maximise our contribution to the national goals.
- 3** Consulted with our residents and a range of stakeholders on the draft well-being assessment and our objectives
- 4** Tested our objectives against the outcome of our consultation to ensure they reflect local priorities in addition to the well-being assessment findings
- 5** Published the amended assessment following consultation and approved our draft well-being objectives
- 6** Partners developed and undertook a self-assessment against the four draft well-being objectives. This contributed to identifying what steps need to be taken to deliver our objectives.
- 7** Held a series of expert workshops and a pupil voice event to help identify the right steps to meet the well-being objectives
- 8** Held a PSB workshop to determine potential steps for inclusion in the plan in response to the findings of the self-assessment and the steps prioritised by the expert workshops.
- 9** Advice sought from the Future Generations Commissioner (FGC) regarding how to deliver our objectives
- 10** Plan drafted to reflect findings of the WBA, advice from the FGC, views of editorial group and PSB members and outcomes of the PSB workshop.
- 11** Consultation with the public, stakeholders and statutory consultees including Welsh Government and the Future Generations Commissioner regarding the draft plan.
- 12** Plan amended in response to the consultation and approved by the PSB for publication.

Making the links

As stated earlier in this plan the PSB's well-being objectives and planned activities should be considered in the context of the range of other plans, strategies and collaborative activities taking place in the Vale and the wider region. The objectives and steps within the plan have been identified in response to the well-being assessment and have been shaped by extensive consultation and engagement.

Examples of other work that will complement the activities outlined within this plan and contribute towards achieving our objectives include projects undertaken as part of the Cardiff Capital City Region Deal and actions contained in the Cardiff and Vale of Glamorgan Area Plan, in response to the Social Services and Well-being (Wales) Act 2014. The Area Plan focuses on health and social care in the region and complements actions in this plan to improve well-being. The following diagram shows how the Social Services and Well-being (Wales) Act 2014 defines well-being. The actions contained in this Well-being Plan and the Area Plan will help improve all these different aspects of well-being for Vale residents.



The City Region and Area Plan are just two examples of how a range of other work will complement the actions in this Well-being Plan to meet our four objectives. The following diagram provides an indication of the range of other plans and strategies that are in place and that will be contributing to the national well-being goals and will also be addressing some of the issues detailed in our well-being assessment.

This is not an exhaustive list and one of the challenges for the PSB is to ensure that across this range of activity we have an understanding of the impact on different communities and population groups. It will be essential to make connections to ensure that we are all acting in accordance with the sustainable development principle and we are improving the well-being of current and future generations.



In addition to the wide range of work being undertaken that will help contribute towards achieving our well-being objectives, our Well-being Plan will ensure that as a PSB we maximise our contribution to the national well-being goals. Within our plan we have highlighted some examples of how our objectives will do this.

Whilst a range of existing strategies and plans will contribute towards delivering 'Our Vale - Our Future' as outlined, our plan will also help achieve other national priorities. For example, our plan reflects the key themes in the Welsh Government 'Prosperity for All' strategy. These are:

- Prosperous and Secure;
- Healthy and Active;
- Ambitious and Learning; and
- United and Connected.

Similarly, the Future Generations Commissioner for Wales has identified six policy priority areas and these link with our well-being plan. These are:

Creating the right infrastructure for future generations

- Housing stock
- Energy generation and efficiency
- Transport planning

Equipping people for the future

- Skills for the future
- Adverse Childhood Experiences
- Alternative models for improving health and well-being.

As a PSB we will work together to deliver our well-being objectives, maximise our contribution to the national well-being goals and other national priorities and as with 'Prosperity for All' recognise that "how we deliver is just as important as what we deliver".

Delivering our objectives

The four well-being objectives which have been agreed by the PSB interlink and many of the actions detailed over the coming pages will help to deliver more than one of our objectives and contribute to a number of the national well-being goals. It is clear from the objectives we have chosen and the steps we think are necessary to deliver them that all partners will have a role to play. These actions reflect a significant amount of engagement and discussion about what services are already being provided, how we currently work and what needs to change. Some of our actions will be easier to deliver, others will take longer which is reflective of the complex nature of the issues we are looking to address. We have recognised that in some areas we have an evidence gap and need to undertake further research and develop a better understanding of the issues so we can develop the right solutions, both in the short and long term. This is reflected in a number of our actions.

For each of our objectives we have detailed the current position using information from our well-being assessment to explain why this is one of our chosen objectives. Also included in each section is information from the self-assessment exercise undertaken by partner organisations and how this work has helped to confirm our four objectives. This was a reflective exercise to help us understand how we can improve our contributions to the well-being objectives and one which provided helpful insight in moving from our well-being assessment to our plan. We have also included information from the well-being assessment relating to future local and national trends which we are seeking to change for the better, or which may impact upon our objectives and will need to be taken into account. For each of our objectives we have developed a vision statement of where we want to be in the longer term. We also illustrate the connections between our objectives and how they fit together.

Details of the steps that we are going to take to help achieve each of our objectives are also provided. These are split between those actions that we can start to progress more quickly and those that will take a little longer to deliver. These are the actions that we will be taking forward over the next five years and which will be subject to regular monitoring and annual review. They will provide the building blocks for achieving our longer term vision for the Vale. The 'what success will look like' sections detail the outcomes we will be aiming to achieve over the next five years. The final page for each objective illustrates how the objective will contribute to all of the national well-being goals, how the five ways of working are integral to our activities and how the sustainable development principle is at the heart of our activities. The Well-being of Future Generations Act presents a real opportunity for change across public services and the actions within our plan reflect this. By working together differently we can affect real change against the issues that matter to our communities and that our evidence has identified.

As part of the development of the plan we have been talking to different groups and organisations including Town and Community Councils about how they can work with the PSB to deliver the Well-being Plan. We recognise the need to involve many different people in the delivery of the plan and utilise their knowledge, skills, expertise and insight. These discussions will continue to be an essential part of the implementation of the plan recognising the need for widespread involvement and ownership.



Well-being Objective 1

**Enable people to get involved,
participate in their local communities
and shape local services**

Involvement is highlighted within the Well-being of Future Generations Act as one of 5 ways of working in order for public services across Wales to improve well-being and achieve the national well-being goals. From the findings of our Well-being Assessment, the Vale PSB has recognised the importance of ensuring all our residents are engaged with and feel part of our communities to bring about a range of well-being benefits.



Residents are a valuable resource, offering a first-hand perspective on the strengths and weaknesses of their community. They can contribute a cross-section of diverse ideas and challenges that might otherwise be overlooked. Residents can help analyse the specific needs of their community, and ensure sustainability projects are properly designed to meet those needs...Sustainability takes time;....commitment - both to sustainability and the community engagement process - will be ongoing..



Sustainable Cities Institute

Where are we now?

Our Well-being Assessment found that having a say in decisions was extremely important to Vale residents although the number of people who thought that they were able to influence decisions was low. This was also identified as being important to children and young people with the 2016 Schools Super Survey showing that 71% of primary school pupils and 85% of secondary school pupils stating that it is fairly or very important 'to have a say in decisions that affect me'. The assessment also found that those in less affluent communities are more likely to be disengaged and in order to respond to the needs of these communities, particularly in order to achieve our second well-being objective to 'reduce poverty and tackle inequalities linked to deprivation'; we need to understand and empower them.

Enabling people to become involved in their local communities can help to increase their sense of belonging to the local area, increase satisfaction with life in general and help ensure all of our communities are confident that their voices are heard. Significant engagement was undertaken as part of the well-being assessment and Population Needs Assessment through the 'Let's Talk' campaign and this has highlighted to partners the need to be more innovative and joined up when engaging with our local communities. This will build our knowledge and understanding and is an area where collective action can make a real impact. Understanding and engaging with our communities will also ensure we continue to adapt and change how we work so that all sectors of the community find it easy and convenient to engage.

Through ensuring we all have a better understanding of the assets within our communities partners can work together to make a range of positive impacts. Ensuring our residents are engaged in community life can not only help benefit partners but will have a range of well-being benefits for individuals, families and communities themselves. Volunteering was identified in the assessment as a major asset in the Vale and the effects on a person's well-being cannot be underestimated in terms of improving mental well-being and tackling social exclusion.

The Well-being Assessment highlighted social isolation and loneliness, particularly in rural areas, as a potential future threat with a predicted increase in the number of people living alone; by 2035 it is predicted that double the number of females aged 65+ will be living alone compared to males. Volunteering can be seen as an asset to build upon to help overcome this. In addition to helping reduce social isolation and loneliness, volunteering can also help provide people with a huge variety of new skills, enhance career prospects and improve physical and mental well-being. In 2015/16 it was estimated that the monetary value of volunteering in the Vale was £36,903,499 demonstrating the significant contribution that volunteers make to their local communities.

Our PSB self-assessment found that policy and leadership around engaging with our communities is often good although resource and other factors can often be a restraint to activities. It was recognised that there are lots of activities taking place across partners to engage with our communities but this is an area where improvements can be made to ensure we pool our resources to undertake activities jointly and share the evidence gained. This will ensure that we all have a

better, more holistic understanding of our communities whilst ensuring our residents find it easy to talk with us and avoid consultation fatigue. The assessment also found that there is often a lack of feedback to those who have been engaged with once the initial activity has taken place.

It is clear from our evidence that by enabling people to get involved, participate in their local communities and shape local services the PSB can bring about a range of well-being benefits and is an area where collective action from partners can make a positive difference.

Our Future

As we look towards creating the Vale of Glamorgan we want for the future, we need to ensure everyone can participate in their local community and have trust and confidence in the services they receive and play a part in shaping them.

Enabling people to become involved in their local communities can help to increase their sense of belonging to the local area, increase satisfaction with life in general and help ensure all of our communities are confident that their voices are heard. We know that low numbers of people in the Vale believe they can actually influence decisions and must work to change this statistic in the future. We know that having a say in decisions is important to our future generations with 85% of secondary school pupils in the Vale agreeing with this statement. We need to harness this and ensure that the future Vale is a place where everyone can have their say.

We are currently in a period of austerity with public service providers having to make difficult decisions and the future of the Vale's economy is set to remain uncertain with the effects of global and national issues such as Brexit and technological advances unknown. Ensuring people from a wide cross sector of our society are actively involved in community life now and into the future can help us in the redesign and delivery of services at a time of financial austerity.

Every community has its own strengths and weaknesses and services must be able to respond to these differing needs, only by involving all of our communities in designing services can we do this for the future. We need to build upon and harness the assets that already exist in the Vale and build upon the high levels of volunteering that exist here.

We will need to embrace changing technologies to ensure that it is easy for all sectors of our community to get involved. Communities no longer exist only geographically but digitally and we need to consider new ways of reaching people to ensure we engage with all sectors of our society.

Current predictions show that by 2035 over 17,000 people aged 65 and over will be living alone in the Vale of Glamorgan and as highlighted by the Older People's Commissioner 'loneliness and isolation are cross cutting issues that seriously impact on the health and well-being of people in Wales. It is imperative that loneliness is measured and the social capital of relationships and connectivity are understood and addressed in terms of building a resilient Wales'. We need to ensure we enable all residents to get involved in community life in order to avoid the range of negative effects social isolation and loneliness can have on a person's well-being in the future.

Through delivering our actions and achieving this objective our long term vision for the future Vale is;

Well-being Objective 1: Our Vision



Everyone across the Vale has their voice heard, has the opportunity to get involved in shaping local services and is confident that they are listened to and can see the difference that their involvement has made. Public engagement is joined up between public and third sector services, and partners have adapted engagement methods to respond to the changing needs of our communities. People find it easy and convenient to communicate with us as we make the most of advances in digital technology but still recognise the value of face to face contact. We all have a better understanding of the assets within our communities and the unique characteristics of each community whether that is based around a place or having a shared characteristic like age or having a common interest. People from all backgrounds and of all ages have the opportunity to participate in community life, take part in designing and delivering solutions to local issues and are empowered to work together to identify and prevent issues that affect them - locally, nationally and globally. Levels of volunteering in the Vale have continued to rise and greater capacity and confidence has led to increased levels of participation in less affluent areas. The wide-ranging benefits of being involved in community life are realised with increased involvement helping to improve health and well-being, make communities more cohesive and reduce loneliness and social isolation.



Our Steps

Outlined below are the actions we will deliver towards achieving this objective and shows the first set of steps we will be taking from 2018 to 2023 towards realising our longer term vision for the future Vale of Glamorgan.

What will we start doing today?

Adopt the National Principles for Public Engagement in Wales.

Research best practice in engagement and community participation within Wales, the UK and internationally to develop new approaches with a particular emphasis on:

- digital methods
- accessibility/plain language
- children and young people
- deprived communities
- hard to reach groups
- opportunities through sport, culture and the environment

Support and promote volunteering opportunities for staff and residents of all ages recognising the range of personal and community benefits.

What will take us a little longer to deliver?

Produce an engagement toolkit for partners across the PSB to support a more integrated approach to our engagement activities which places the community at the centre.

Work with one of our most deprived communities to identify and develop a co-produced project which involves the community right at the start to determine what is needed and the best solution.

Develop our understanding and knowledge about our local communities and how we can encourage more people to get involved in their community.

Work with staff and those working in the community e.g. sports coaches and volunteers to identify needs, raise awareness and signpost to services which support well-being e.g. dementia, domestic abuse, isolation/loneliness, making healthy lifestyle changes.

Build on the experience of local time banking schemes and those in neighbouring areas to explore the potential of a Vale wide/regional time banking scheme.

What will success look like in 2023?

Shared standards for engagement are developed.

Skills, resources and expertise regarding engagement are shared across organisations leading to a more innovative, and consistent approach across partners.

People across the Vale have a voice.

Opportunities for engagement activities linked to the local environment and culture are developed.

Loneliness and social isolation across all age groups is tackled.

The relationships that staff and volunteers have within the community are built upon to provide information about services and recognise vulnerability.

Contributions of all age groups to the local community are recognised.

Opportunities for staff to develop new skills and develop more insight into the communities they serve are created.

Communities are empowered with greater capacity to help deliver local solutions to local issues.

Volunteers are encouraged and feel valued.

Our Contribution

The following illustrates just some of the ways we will be contributing to the national well-being goals, how we will be putting the five ways of working into practice and how by achieving this objective we will also contribute towards achieving our other well-being objectives

By working sustainably to deliver this objective...



Ensuring services are fit for the **long term** by working with communities to reflect changing needs



Preventing loneliness and social isolation through increased community participation and community spirit helping to improve the well-being of our residents



Integrating engagement activities across partners to ensure people find it easy to participate in community life and have their voice heard



Collaborating to pool the intelligence gained through engagement activities across partners helping us to better understand the strengths, assets and challenges within our communities, developing a holistic understanding of people's needs.



Involving people in shaping the services we provide and talk to them about what matters most to them.

...we will maximise our contribution to the national well-being goals...

A Resilient Wales

Encouraging and supporting people to get more involved in environmental projects within their local community and to understand how important a good environment is to our well-being.

A Prosperous Wales

Volunteering can provide new skills and build confidence to access employment and education. Through more effective engagement we can ensure employment advice and support services are accessible and meet local needs.

A More Equal Wales

Ensuring people of all backgrounds have the capacity to participate in community life, empowering our communities to work together to overcome challenges and meet the current and future needs of all sectors of our community.

A Healthier Wales

Increasing volunteering to improve the physical and mental well-being of our communities and to help tackle loneliness and social isolation.

A Wales of Vibrant Culture and Thriving Welsh Language

Increasing community involvement through participation in arts, sports and cultural activities and ensuring residents can engage with us in Welsh.

A Wales of Cohesive Communities

Supporting all sectors of the community to have a voice and feel confident they are listened to, helping to create a more cohesive Vale of Glamorgan and Wales and reducing social isolation and loneliness.

A Globally Responsible Wales

Contributing to global well-being by creating an area and nation where public services involve all residents and take account of their needs and aspirations.

By enabling people to get involved, participate in their local communities and shape local services we will also contribute towards achieving our other objectives



Engaging with our residents can help educate people on the importance of **protecting our environment** and volunteering opportunities can include activities relating to maintaining a high quality environment for all to enjoy.



Inequalities exist in the level of engagement with our communities and work needs to be undertaken to engage with harder to reach groups including those in more deprived areas



Building trust can help engage parents and young children to involve them in activities aimed at **giving children a good start in life** and to access support related to a range of issues which may **prevent Adverse Childhood Experiences**

Enable people to get involved, participate in their local communities and shape local services





Well-being Objective 2

Reduce poverty and tackle inequalities linked to deprivation

Overall the Vale of Glamorgan is comparatively wealthy and many residents enjoy a high standard of living in a safe and attractive environment. However, there are areas in the Vale of Glamorgan which experience significant disadvantage, including high unemployment, reduced healthy life expectancy, low educational achievement and higher levels of crime. The PSB has recognised that in order to improve local well-being and achieve the national well-being goals for Wales it is important to reduce the inequalities that exist between our communities.

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Sustainable development...is about ensuring a strong, healthy and just society while living within environmental limits...[it] opens up opportunities to reduce environmental damage promote social justice and narrow health inequalities

Sustainable Development Commission

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Where are we now?

When the evidence presented within the Vale of Glamorgan Well-being Assessment is considered at a local authority level, it can be suggested that the Vale of Glamorgan and its residents have a good level of social, economic, cultural and environmental well-being. Overall the Vale of Glamorgan is comparatively wealthy and many residents enjoy a high standard of living in a safe and attractive environment. However, there are areas in the Vale of Glamorgan which experience significant disadvantage, including high unemployment, reduced healthy life expectancy, low educational achievement and higher levels of crime. The most deprived areas in the Vale of Glamorgan are found in the eastern area of Barry and there are also pockets of deprivation in areas of Penarth and St. Athan. It is important to remember that not all households in these areas will be in deprivation and not all people who are living in deprivation are found in these areas.

One of the main headlines emerging from the Well-being Assessment is the significant differences in life expectancy between areas of the Vale, particularly healthy life expectancy for females where the Vale has the largest difference between the least and most deprived areas in Wales. Areas with the lowest healthy life expectancy correlate to those that are most deprived as identified through WIMD 2014² and are predominantly located in areas within the eastern part of Barry such as Gibbonsdown, Castleland and Buttrills. These areas also have higher levels of obesity, higher smoking levels and higher alcohol-specific mortality rates.

Life expectancy and healthy life expectancy are influenced by a wide range of factors and the assessment showed that inequalities exist in the Vale, not only linked to healthy lifestyles but across a wide range of indicators that impact upon an individual's well-being. There are clear areas in the eastern part of Barry where educational attainment is lower and this can be linked to lower levels of employment and significantly lower median household incomes in these areas. The highest percentages of working age people claiming JSA can be found in Barry and in St. Athan in the Western Vale. Across Wales 17% of the population are experiencing income deprivation compared to 14% in the Vale. However at LSOA level Dinas Powys 1 had the lowest percentage experiencing income deprivation (4%), compared to Gibbonsdown 2 with the highest at 41% - more than double the Wales figure, demonstrating the stark inequalities that exist within the Vale of Glamorgan.

The Vale has a lower than average percentage of households that are overcrowded, however areas in the east of Barry show the highest rates of overcrowded households and are more than double the Welsh average in some LSOAs. Our built and natural environment can play a huge part in contributing towards well-being and our evidence shows that many of the Vale's deprived areas have a poor quality environment with less access to green spaces. In addition to this, air emission scores are much higher in the south and east of the county, including Barry, where population densities, traffic volumes and proximity to heavy industry are higher than in the more rural areas of the county. Higher levels of emissions within deprived areas can exacerbate already high levels of health inequality by increasing levels of respiratory disease and other illnesses.

² Welsh Index of Multiple Deprivation <http://gov.wales/statistics-and-research/welsh-index-multiple-deprivation/?lang=en>

There are also higher crime rates in more deprived areas with 7 LSOAs (Lower Super Output Areas) in the Vale of Glamorgan in the top 10% most deprived LSOAs in Wales according to the WIMD 2014 Community Safety Domain – all are located in Barry. Those living in the most deprived areas are less likely to volunteer and voter turn out rates are lowest in these areas.

The findings of the Well-being Assessment demonstrate the wide range of factors that contribute towards creating the inequalities that exist in the Vale and the complex and inter-related factors that all contribute towards poorer well-being in deprived areas. There is no easy solution to reducing the differences that exist and it is important that we better understand the various factors that contribute towards inequality and take a holistic approach to improving well-being within our more deprived communities to achieve an equal Vale of Glamorgan.

It is essential that partners work together to tackle the complex issues related to poverty and deprivation. Our self-assessment exercise recognised that there is a range of activity taking place focused on deprived communities; however it was found that there is a lack of strategic overview with tackling inequality not necessarily forming a key driver in decision making. Low scores were also given for how we monitor the impact of our activities with performance frameworks mainly focusing on individual service performance monitoring rather than outcomes for the local community. It is clear from our evidence that by reducing poverty and tackling inequalities linked to deprivation the PSB can bring about a range of well-being benefits and is an area where collective action from partners can make a positive difference.

Our Future

We recognise that there are no easy solutions but by working together the PSB can strengthen the resilience of deprived areas and prevent the adverse impacts of poverty. In order to do so we need to better understand our communities by pooling and strengthening our evidence base by involving people who live in these communities. Through recognising the assets that exist in these areas we can build upon them and identify solutions to reduce poverty and deprivation.

The inequality gap that currently exists in relation to healthy life expectancy in the Vale can be attributed to a decreasing number of years in good health in the most deprived LSOAs and an increasing number of years in good health in the least deprived LSOAs. We must work to ensure that all residents benefit from our collective action and that we increase the number of years in good health for residents in the most deprived areas whilst not having a detrimental affect on those in the least deprived areas. With regards to health inequalities we know that those living in deprived areas are more likely to smoke, be overweight or obese and participate in less physical activity which will all impact upon healthy life expectancy. Public Health Wales Observatory projections have estimated that by 2025 81.7% of males aged 65+ in Cardiff and the Vale will eat fewer than 5 portions of fruit and vegetables unless the status quo can be changed. The PSB must work together to change this statistic and ensure that risks from global trends are managed whilst opportunities are created. There are a number of risks in relation to Wales' food environment including weather-related shocks to international food production and trade, risks and opportunities from long-term, climate-related changes in global food production and from the impact of Brexit on imports and exports. It is important that these trends do not have an adverse impact on the ability of those living in deprived areas to purchase fresh food with the Marmot Report highlighting how "low income and area deprivation are both barriers to purchasing fresh or unfamiliar foods, while lower income households are the harder hit by food price fluctuations."

The PSB recognises that some factors are beyond our control and through our Let's Talk engagement campaign the majority of residents felt their economic well-being would decline in the near future, attributing this to factors relating to employment conditions, wages, welfare reforms including the roll out of Universal Credit, increased autonomy from technological advancements and Brexit.

The areas of the Vale which observed the lowest household incomes as identified earlier are also those with the lowest employment rates, and those with the lowest levels of educational attainment. Although educational attainment of pupils in the more deprived areas of the Vale has increased in recent years, this has not always been at the same rate as their peers and we must again seek to change this trend in the future.

The same areas within the Vale of Glamorgan experience deeply entrenched norms of lower educational achievement, lower employment rates and lower incomes. This not only impacts upon our current population but the influence of socio-economic factors in the early years can be crucial in determining the life chances and opportunities of our future generations. A Public Policy Institute

for Wales study on what works in reducing intergenerational worklessness and fragile employment identified a range of factors that impact on employment. These include individual factors and circumstances, including health, job-seeking knowledge, skills and qualifications; local contextual factors – including the quantity and quality of local job opportunities, local cultural factors and local labour market operations and norms; and macro level factors – including the state of the macro economy, the welfare regime and policy in the labour market and related domains. Whilst the PSB recognises a number of factors are beyond our immediate control we must work together and join up our activities where we can make a difference and our actions reflect this. For example, more flexible funding in relation to Welsh Government’s anti-poverty programmes will enable us to work more effectively for better outcomes for those living in poverty and deprivation and build upon the legacy created by the Communities First programme.

When considering the projected change in jobs by industry in 2020 compared to 2014, the biggest losses in the Vale are projected to be in public administration and defence, and the manufacture of plastics industries. The largest projected increases in jobs are predicted to be in the residential care and restaurants and mobile food service industries. The PSB has highlighted that these industries are often associated with part time, low paid work which could be cause for concern given the importance of securing good quality employment as highlighted earlier. One of our major challenges is helping our residents not just obtain employment but sustaining that employment which leads to in-work progression helping to secure a better future.

Our evidence has shown that for those who are unemployed, the Vale has a higher percentage of people who do want a job compared to the Welsh average and this is an opportunity the PSB must harness in ensuring that job opportunities exist and the barriers to work are removed where we can have an impact, for example in relation to transport, childcare and the skills and confidence needed.

The Cardiff Capital City Region presents significant opportunities to improve economic well-being across the region and the PSB is keen to work alongside the city deal to ensure local benefits are realised for all residents across the Vale including those in our most deprived areas. The City Region deal includes projects which will seek to improve transport infrastructure, including public transport. Our Well-being Plan includes actions to promote the use of public transport in response to our assessment identifying threats from rising fuel prices and natural disasters associated with climate change. We know that currently the highest proportion of residents commute via car, particularly in areas of the Vale which are more rural in nature and concerns have been raised over poor road conditions and the deterioration of air quality.

As highlighted, living in poverty and deprivation is both the cause and effect of a range of factors for individual and community well-being and can also lead to a greater demand on public services at a time of reducing budgets. This coupled with population projections for the Vale of Glamorgan which show an ageing population demonstrates the need to reduce inequalities and reduce pressure on services.

Through delivering our actions and achieving this objective our long term vision for the future Vale is;

Well-being Objective 2: Our Vision

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We have worked with local communities to create a more equal Vale of Glamorgan and to break inter-generational patterns of poverty. We have built on community assets, strengthening the resilience of our communities and empowering people to overcome the deeply entrenched norms of deprivation found in some areas. Healthy life expectancy has increased across the Vale, particularly in deprived areas with the inequality gap narrowing as healthy life expectancy moves towards the best in all areas. A person's chance of leading a healthy life is the same wherever they live and whoever they are. Health inequalities in deprived areas have reduced as we work with the community to decrease levels of obesity and smoking and increase healthy eating and physical activity. Crime levels have reduced and all children have a good start in life.

The built and natural environment has improved and the well-being benefits of spending time outdoors and improved standards of housing are realised across the Vale. Educational attainment has improved and people have the skills to gain and progress in to employment as a route out of poverty. The PSB has worked with partners across the region to ensure the Capital City Region has created benefits for all of the Vale's communities.

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Our Steps

Outlined below are the actions we will deliver towards achieving this objective and shows the first set of steps we will be taking from 2018 to 2023 towards realising our longer term vision for the future Vale of Glamorgan.

What will we start doing today?

Undertake further engagement, research and analysis regarding inequalities between our least and most deprived communities to inform how we can work more effectively to tackle the challenges and reduce inequalities.

Work in partnership with other agencies, for example foodbanks, debt advice services and other projects already working in the community, to explore how we can better reach those living in poverty and improve access to services, information and support.

Work together to promote healthy behaviour messages, recognising the need to adapt our approaches to reach different population groups including older people, young people and those in deprived areas.

Work with local residents to identify and deliver an environmental project, recognising the opportunities for community participation and the links between the environment, physical activity and well-being.

What will take us a little longer to deliver?

Build on the foundations created by Communities First and work undertaken through programmes such as Flying Start, Families First and Supporting People to develop a more coordinated approach to tackling poverty across the Vale.

Work together as local employers and education and training providers to develop new opportunities for work experience, placements, apprenticeships and develop skills aligned to future job opportunities in conjunction with the Capital City Region.

Develop a co-ordinated approach to tackling fuel poverty recognising the expertise and contribution of Registered Social Landlords towards achieving this goal.

Consider how we can improve the environment to support and encourage outdoor play and active travel in some of our more deprived areas through transport improvement schemes and street closures for play.

Work with the Food Vale partnership to address issues relating to access and affordability of food and ensure people have the skills and resources to overcome food poverty and make healthier food choices

What will success look like in 2023?

A better understanding of the needs of those living in our most deprived communities and how partners can work together to reduce education, health and other inequalities.

People are supported into employment and have access to training and apprenticeships.

Training and skills development is aligned to future job markets within the region.

The Vale PSB works with and influences the direction of the Capital City Region to ensure opportunities for the Vale are maximised.

Greater alignment across services, projects and initiatives to tackle poverty, maximising how resources and expertise are utilised to achieve the best outcomes.

Communities are safer, stronger and more resilient.

A reduction in fuel poverty.

Improvements in healthy life expectancy in our most deprived areas and across a range of health indicators.

Residents have a better understanding of the contribution the environment can make to their well-being and partners work together to protect and improve the environment.

A sustainable environmental project which brings a range of well-being benefits to the local community (e.g. health, new skills, confidence) and which can inform work in other areas.

Our Contribution

The following illustrates just some of the ways we will be contributing to the national well-being goals, how we will be putting the five ways of working into practice and how by achieving this objective we will also contribute towards achieving our other well-being objectives

By working sustainably to deliver this objective...



Taking a **long term** view to our approach recognising the need to tackle inter-generational poverty and that it will take time for some of our activities to have an impact e.g. on healthy life expectancy.



Learning from national and international research and from local experience to develop a more **preventative** approach to tackling poverty and inequalities.



Working together to **integrate** and align services and take a more strategic approach to tackling poverty e.g. through greater alignment of Welsh Government's anti-poverty programmes.



Collaborating with a wide range of organisations is essential if we are to truly understand complex issues in our more deprived communities and reduce poverty.



Ensuring those living in our more deprived areas are empowered through participation and are **involved** in helping us to better understand our communities and shape local services.

...we will maximise our contribution to the national well-being goals...

A Resilient Wales

Improving the environment in our more deprived communities to provide well-being benefits to our residents and help create a nation where the environment is protected and enhanced

A Prosperous Wales

Supporting those living in our more deprived communities with the education and training needed to secure good employment as a route out of poverty and break inter-generational cycles of deprivation.

A More Equal Wales

Ensuring all residents in the Vale have equal opportunities to become prosperous, healthy and happy and have access to a high quality environment.

A Healthier Wales

Narrowing the gap in healthy life expectancy across the Vale through improving physical and mental well-being in our more deprived areas.

A Wales of Vibrant Culture and Thriving Welsh Language

Helping residents to participate in cultural activities through the provision of accessible and affordable opportunities within our local communities

A Wales of Cohesive Communities

Taking a holistic approach to understand and adapt services to the needs of individuals creating safe, strong and resilient communities..

A Globally Responsible Wales

By tackling inequalities within the local area and helping people into work we can minimise the effects of deprivation and make a positive contribution to global well-being

By reducing poverty and tackling inequalities linked to deprivation we will also contribute towards achieving our other objectives



Ensuring we **engage** with those in deprived areas who are traditionally harder to reach can ensure people have access to the services they need and we respond to the needs of these communities



Giving all children the best start in life is fundamental to ensure they have the best opportunities and prevent them living in poverty



A **high quality environment** can help improve mental well-being in deprived areas and encourage people to spend time outdoors and be physically active

Reduce poverty and tackle inequalities linked to deprivation





Well-being Objective 3

Give children the best start in life

Research shows that ensuring all children have the best start in life is the best way to prevent the long-term implications of a poor experience in the early years and ensure we build strong and resilient individuals, families and communities.

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People who experience Adverse Childhood Experiences (ACEs) as children often end up trying to raise their own children in households where ACEs are more common. Such a cycle of childhood adversity can lock successive generations of families into poor health and anti-social behaviour for generations. Equally however, preventing ACEs in a single generation or reducing their impacts can benefit not only those children but also future generations in Wales.

Welsh Adverse Childhood Experiences Study, Public Health Wales

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Where are we now?

Experiences at a young age not only affect the life chances of our current future generations but the generations they will go on to bear themselves. Our evidence demonstrates that investing to ensure all children have the best start in life is the best way to prevent the long-term implications of a poor experience in the early years and ensure we build strong and resilient individuals, families and communities. Our Well-being Assessment showed that in general young children in the Vale have a good level of well-being across a range of outcomes and is a strength that we can build upon in the Vale.

Education acts as one of the key factors for the economic success of not only individuals but of the area as well. The Understanding Wales' Future report highlights how international evidence suggests the biggest opportunities for changing life chances lie in the pre-school years with the factors that lead to educational under-attainment starting very early in childhood. In 2015/16 in the Vale of Glamorgan, the percentage of Foundation Phase children reaching the expected development outcome or above across all areas of development was the highest across the Central South Education Consortium Area and was the 2nd highest in Wales behind Monmouthshire.

Our assessment also found that the Vale performs well in relation to health outcomes, with the percentage of reception age children in the Vale of Glamorgan who are overweight or obese reducing in recent years and is now the lowest rate in Wales, significantly lower than average. This is an area where we are 'turning the curve' when compared to the national trend although it should be highlighted that this rate is still higher than it should be in order to protect the health of future generations. The Vale also has the lowest average number of decayed, missing or filled teeth in children aged 5 years in Wales. The rate of teenage conceptions is consistently low for under 16s, under 18s and under 20 year olds and the Vale of Glamorgan observes a lower than Welsh average percentage of low birth weight babies.

However, Vale of Glamorgan level data masks inequalities within the county, and this is true for a range of indicators in relation to young children's health and development. Our second well-being objective – to reduce poverty and tackle inequalities linked to deprivation – seeks to address these issues in the Vale and it is clear that by addressing inequalities we will contribute towards ensuring all children, regardless of where they live, have the best possible start in life and opportunities to thrive. Similarly by working to ensure all children have the best start in life we will address the inequalities that exist within the area.

Our assessment showed that the number of children with decayed, missing or filled teeth, levels of obesity and rates of low birth rate babies were higher in areas that are ranked as more deprived than those that are least deprived. Similarly, educational outcomes for pupils in these areas are lower than those of their peers with the differences in achievement between pupils eligible for free school meals and those not eligible demonstrating this. Our assessment found that there are stark inequalities within the Vale across a range of factors which ultimately impact upon the differences in life expectancy that exist within the area. It is concerning that inequalities can already be seen when considering the findings of the assessment in relation to a number of factors around young

children's health, education and development, and that these inequalities already exist even in the early years.

A range of social, economic, cultural and environmental factors will impact upon a child's development and research shows that poor experiences in the early years can have a detrimental impact on a child's future prospects and well-being. Adverse childhood experiences are defined as stressful experiences occurring during childhood that directly harm a child (e.g. sexual or physical abuse) or affect the environment in which they live (e.g. growing up in a house with domestic violence, alcohol abuse, drug use etc.). Evidence suggests that children living in more deprived areas are more likely to be at risk of Adverse Childhood Experiences (ACEs), and experiencing ACEs means individuals are more likely to perform poorly in school, more likely to be involved in crime and ultimately less likely to be a productive member of society. This may further compound inequalities that already exist in the Vale, in addition to being a causal factor of them.

We are already working to prevent Adverse Childhood Experiences and our self-assessment found that for many partners, activities being undertaken will have a direct or indirect impact on young children or their parents in order to help prevent the root causes of ACEs. However, there was a lack of strategic overview across organisations as a whole in relation to a specific focus on early years and a lack of evaluation of the impact of activity on early years and ACEs unless linked to grant funding conditions. Some partners also identified that this was an area where they needed to develop a better understanding of how their organisation could contribute to the objective. Our evidence clearly showed that we must build upon our strengths and continue to maintain and improve upon good levels of development in the early years whilst reducing inequalities to ensure that this applies to all children in the Vale and that all children have the best start in life to ensure good levels of well-being for our future generations. This will help bring about a range of well-being benefits and by working together we can make a positive difference.

Our Future

We recognise that only by working together can we ensure all children have the best start in life and the inequalities that exist in the Vale of Glamorgan are reduced. Population projections show that the percentage of young people in the Vale of Glamorgan is set to slightly decrease, however it is important that we continue to work together to ensure all our children have the best start in life. The actions in our plan will also seek to improve the well-being of the parents and carers of young children who have such a big influence upon their development.

Research shows that disadvantage starts “before birth and accumulates throughout life” and action to reduce inequalities must start before birth and be followed throughout the life of the child. Only then can the close links between early disadvantage and poor outcomes throughout life be broken. Experiences at a young age not only affect the life chances of our current future generations but the generations they will go on to bear themselves. Ensuring all children have the best start in life is the best way to prevent the long-term implications of a poor experience in the early years and ensure we build strong and resilient individuals, families and communities.

The Public Health Wales Adverse Childhood Experiences (ACEs) Study highlights that “children who experience stressful and poor quality childhoods are more likely to adopt health-harming behaviours during adolescence which can themselves lead to mental health illnesses and diseases such as cancer, heart disease and diabetes later in life.” Adverse Childhood Experiences are not just a concern for health. Experiencing ACEs means individuals are more likely to perform poorly in school, more likely to be involved in crime and ultimately less likely to be a productive member of society. We need therefore to take action to ensure we both prevent the root causes of ACEs and respond to the needs of those who have experienced them. To do this we need to ensure we work together as partners but also with communities, families and individuals to understand people’s needs holistically and tackle the root causes of ACEs.

The range of actions relating to other objectives in our plan will also help ensure we give all our children the best start in life and the best platform from which to build. We need to ensure we involve our residents to ensure services respond to their needs and to ensure our young people feel part of a safe and cohesive community and have support available if and when they need it to improve their physical, mental and emotional well-being.

By reducing ACEs we will also reduce inequalities in the Vale and ensure the health of our residents is improved and our residents have opportunities to prosper economically. We need to ensure all children have a good education and by reducing harmful influences and ensuring all children have positive influences in their lives they are more likely to gain a good education and have the skills and confidence to gain good employment. We need to ensure we are equipping our young people with the skills needed for the types of jobs that are likely to be available in the area in the future ensuring we keep up to date with global trends.

We also need to ensure we protect our environment so our young people can grow up in an area where there is good access to green space for improved physical and mental health and where harmful carbon emissions have been reduced.

We must work together to understand and prevent the long-term effects of the worst start in life, recognising that the costs of this are enormous, both to the individual's life and to public services.. By ensuring the right joined up support is in place we can break intergenerational cycles and build up resilience for individuals, families and communities now and in the future.

Through delivering our actions and achieving this objective our long term vision for the Vale is;

Well-being Objective 3: Our Vision

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Every child in the Vale is provided with the best possible start in life regardless of where they live. The health of children has improved and rates of low birth weight babies, childhood obesity and poor oral health have decreased across the Vale and particularly within areas in eastern Barry. Investment in the first 1000 days has resulted in long lasting positive impacts creating individuals, families and communities that are resilient, safe and confident. Children continue to perform highly in the foundation phase with the attainment gap narrowing between those entitled to Free School Meals and those who are not across all ages. Children are protected from Adverse Childhood Experiences with the root causes prevented and a strong support system in place for those with complex needs.

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Our Steps

Outlined below are the actions we will deliver towards achieving this objective and shows the first set of steps we will be taking from 2018 to 2023 towards realising our longer term vision for the future Vale of Glamorgan.

What will we start doing today?

Use the findings of the First 1000 Days pilot to challenge and inform early years provision in the Vale exploring the contribution that different partners can make to supporting prevention and early intervention.

Develop a more strategic and innovative approach to improving parenting skills, linking activities to play and the natural environment to help reach more people and promote links to the environment and well-being from an early age.

Develop a better understanding of Adverse Childhood Experiences (ACEs) to take effective action to ensure people are protected, support systems are in place and the root causes of ACEs are prevented.

Review services across partners and work together to identify the contribution that we can make towards giving all children the best start in life, recognising the role played by both universal and statutory services.

What will take us a little longer to deliver?

Review multi-agency arrangements for the delivery of preventative and statutory services for children and young people.

Recognising the role played by adults in children's lives, explore how partners can work together to provide the right support and preventative services for adults who may otherwise be at risk of losing their home or entering the criminal justice system through for example domestic abuse, poor mental health or anti-social behaviour.

We all understand how our organisation's activities can contribute to giving children a good start in life and what the long term effects of not doing this can be.

Across the Vale more children achieve their developmental milestones in the early years.

Parents across the Vale are able to access information and services to develop their parenting skills.

Parents and children recognise the value of play, being outside and the contribution it makes to well-being and a child's development.

Referrals for services are more meaningful. Agencies know when it is appropriate to refer, to which services and the potential outcome.

We recognise the impact of ACEs and work together to both prevent the root causes of and respond to ACEs.

We understand people's holistic needs and adapt provision accordingly to take a more preventative approach.

The right help is available to parents and children at the right time.

Improvements in emotional and mental well-being for children and young people.

Individuals, families and communities are safer, stronger and more resilient.

Our Contribution

The following illustrates just some of the ways we will be contributing to the national well-being goals, how we will be putting the five ways of working into practice and how by achieving this objective we will also contribute towards achieving our other well-being objectives

By working sustainably to deliver this objective...



Understanding the importance of early years for all children and the **long term** impact of ACEs and the need for support services and preventative actions.



Working together to **prevent** poor outcomes for future generations by giving all children the best start in life, recognising the importance of good parenting skills.



Recognising the need to review how preventative services are delivered to ensure better **integration** of services and a more holistic approach.



Working in **collaboration** to recognise that all partners have a responsibility to give all children the best start in life.



Involving our population and engaging more effectively with children and young people to inform improvements to services.

...we will maximise our contribution to the national well-being goals...

A Resilient Wales

Encouraging a better understanding of the importance of the natural environment and its contribution to our well-being from an early age.

A Prosperous Wales

Improving early years provision will lay the foundations for a good start in life, improving opportunities to gain qualifications and secure good employment.

A More Equal Wales

Working to ensure all children have the best possible start in life, regardless of their background or where they live.

A Healthier Wales

Promoting healthy choices for parents and children and raising awareness of the importance of the early years.

A Wales of Vibrant Culture and Thriving Welsh Language

Providing opportunities for individuals and families to participate in cultural activities, play and sport and to recognise the benefits for their well-being.

A Wales of Cohesive Communities

Breaking inter-generational cycles of ACEs and incidents such as drug abuse, alcohol abuse and domestic violence leading to safer communities.

A Globally Responsible Wales

Contributing to global well-being by creating healthy, happy, safe and resilient individuals, families and communities.

By giving children the best start in life we will also contribute towards achieving our other objectives



A high quality **environment** can provide opportunities for play and physical activity providing a range of well-being benefits to young children.



Tackling inequalities will help to ensure we give all children a good start in life through improving the well-being of parents and future parents.



Ensuring we **engage** with all sections of our community will help ensure that all young children and parents who need support receive it and that children themselves have opportunities for their voices to be heard

Give children the best start in life





Well-being Objective 4

Protect, enhance and value our environment

As one of our greatest assets there is a need to take collective action to protect, enhance and value our environment for now and for future generations, ensuring that the Vale of Glamorgan is globally responsible.

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As we understand better our links with biodiversity, ecosystems and the services they provide it becomes a matter of social justice to ensure that our living patterns are sustainable and sensitive to the limitations of the world around us and that we enact our responsibility to future generations.

United Nations

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Where are we now

Our Well-being Assessment highlighted that one of the Vale's greatest assets and an inherent part of the Vale's culture is the natural environment. The environment underpins all aspects of life and it is essential that we protect, enhance and value our environment to ensure the well-being of our future generations. Engagement undertaken at a range of events used to inform our assessment highlighted that the local environment is hugely important to residents who value proximity and access to the countryside/seaside and greenspaces. The environment was seen as one of the most important factors to having good well-being by our residents.

The importance of the environment was highlighted within the well-being assessment not only as an asset for residents and visitors to enjoy but as an important provider of services. Coasts and seas can provide jobs, food and opportunities for recreation, energy generation and enjoyment of wildlife, landscape and cultural heritage. Animals, plants and other organisms and their habitats play many functional roles in ecosystems. Woodland and trees can help regulate our climate, provide income and jobs, store carbon, contribute to reducing flood and low river flow risk, safeguard soils, improve air quality, reduce noise and regulate pests and diseases. Outdoor recreation can make a significant contribution to the physical health and mental well-being of adults and children, highlighting that access to the countryside, water and green space close to where people live is increasingly important towards providing health, economic and social benefits. The assessment highlighted that there are a vast number of environmental assets in the Vale of Glamorgan including the following:

- 27 sites of Special Scientific Interest, The Severn Estuary Special Protection Area, RAMSAR and Special Area of Conservation site, Dunraven Bay Special Area of Conservation and the adjoining Merthyr Mawr National Nature Reserve.
- 740 listed buildings, over 100 Scheduled Ancient Monuments, 39 Conservation areas, 18 areas included in the Register of Landscapes of Historic Parks and Gardens and 2 areas on the Register of Landscapes of Historic Interest in Wales.
- Nineteen parks, a number of which have green flag status which is a mark of excellence, demonstrating good amenities and community involvement in parks.
- Two Country Parks, Porthkerry Park on the outskirts of Barry and Cosmeston Lakes near Penarth. The parks offer over 200 hectares of woodlands, meadows and beaches.
- 10 Council run allotment sites (8 in Barry and 2 in the Western Vale).
- The Glamorgan Heritage Coast stretches for 14 miles, from Aberthaw to Porthcawl and provides opportunities for walkers and cyclists.
- Two recycling centres, one in Barry and one in Llandow.
- Two Vale beaches have blue flag status and a number have received seaside awards.

The Vale has a range of attractions for tourists that utilise the natural environment to improve the area's economic well-being. This includes the Glamorgan Heritage Coast, the Wales Coast Path and well established seaside resorts; attractive countryside and country parks; unique historic features; a number of outdoor pursuit activities; and a well established network of walking routes. We need to work together with our communities to ensure that we can continue to utilise our assets in a sustainable way to ensure our future social, economic, environmental and cultural well-being is enhanced.

Despite the wealth of environmental assets that exist in the Vale of Glamorgan challenges also exist. Nine Vale of Glamorgan Lower Super Output Areas (LSOAs) are within the top 10% of the most deprived LSOAs within the environment domain of the Wales Index of Multiple Deprivation. These areas are the same parts of the Vale that experience deprivation in relation to a range of other domains within the index, demonstrating the relationship that exists between our natural environment and other facets of well-being. Although air quality within the Vale of Glamorgan complies with regulations to protect human health and meets the relevant air quality objectives this will continue to be monitored as the Vale has one of the highest levels of man-made air pollution in Wales and is higher than the Welsh, Scottish and Northern Irish averages. Air emission scores are much higher in the south and east of the county, including Barry, where population densities, traffic volumes and proximity to heavy industry are higher than in the more rural areas of the county. Air emissions disproportionately affect the Vale's more deprived communities which can exacerbate already high levels of health inequality by increasing levels of respiratory disease and other illnesses.

As a PSB, we have recognised the huge impact that we can have as organisations working within the Vale, both in terms of promoting the importance of the environment with our residents but also in relation to our own practices and the actions within our plan reflect this. When undertaking our self-assessment exercise, in general partners scored themselves highly in relation to policy and activities geared towards protecting, enhancing and valuing our environment although it was recognised that we could all do more than we currently do. It was recognised that a number of partners will undertake activities to promote sustainable behaviours although these are not currently joined up. There were low scores across the board in relation to monitoring the impact of our policies and activities. It was highlighted that as public and third sector organisations ensuring our own practices and estates are sustainable can make a huge impact on the Vale's environment.

Our Future

We know that we must act now to protect our environment and the well-being benefits this brings for our future generations. The assessment highlighted a number of risks to the Vale's environment linked to climate change and poor air quality and the PSB has therefore highlighted the importance of working together to mitigate, manage or resolve these risks over the short, medium and long-term. We need to better understand the motivations for the ways in which people behave and can only do so by working together with our residents to ensure we protect our environment for future generations. The Annual Report of the Director of Public Health for Cardiff and the Vale of Glamorgan 2017 demonstrates the links our environment can play on all aspects of our well-being highlighting that "declining levels of physical activity...widespread air pollution, social isolation and worsening health inequalities are all pressing public health issues in our area [and] climate change is a severe threat which is already being felt in the UK and across the world". By working together to protect our environment we can seek to manage and mitigate the effects of climate change in the Vale and address these pressing issues.

The UK Climate Change Risk Assessment highlights a number of future key risks for Wales that have implications for the Vale of Glamorgan. These include; reductions in river flows and water availability in summers but also increases in flooding, coastal evolution, increases in the risk of pests and diseases and changes in soil conditions and biodiversity. Potential rises in sea levels as a result of climate change may pose a threat to our coastal environment as well as towns and villages situated on the coast. Although the Vale of Glamorgan has a slightly lower than average percentage of properties at risk of flooding, when considering these properties by the level of risk, the percentage of properties at risk of flooding that are a high risk is higher in the Vale than the Welsh average.

The consequences of climate change need to be managed and risks mitigated to ensure our environment continues to provide services, be enjoyed by residents and visitors and is protected for future generations. Our environment is a major asset for the Vale and attracts a huge number of visitors to the Vale each year. We must work to ensure that opportunities to promote the Vale and enhance our economy as a result of tourism are realised in a sustainable manner and that we continue to explore new opportunities as they arise and respond to changing consumer demands.

This includes considering how people travel to the Vale, and within the Vale whilst they are here and this also applies to those who live and work in the Vale. Changing patterns in the way we travel and how we design our environments for travel can have a significant affect on well-being. We know that approximately 10,000 people currently commute to the Vale from other areas for work, in addition to the numbers of people who both live and work in the Vale. We also know that many residents commute to other areas and we must work with the Cardiff Capital City Region to ensure our future transport infrastructure allows our residents to easily travel within the region to access opportunities and similarly for people to easily access the Vale for employment and for leisure opportunities.

To protect our environment for future generations this must include a modal shift in how we travel across the region and further afield. We must work together with our residents and with our regional and national partners to improve public transport infrastructure and options and make public transport a more accessible option for people. Currently private car use is the most popular form of transport for commuters in the Vale of Glamorgan and we must seek to change this to reduce air emissions and reduce the risks associated with climate change, lowering our ecological footprint and ensuring the Vale of Glamorgan is globally responsible. Linked to this we must also make active travel options available and promote the benefits of cycling and walking to our residents. Protecting, enhancing and valuing our environment will improve our residents well-being and quality of life, boost our economy and bring about a range of health benefits from improved air quality and access to green spaces.

Through delivering our actions and achieving this objective our long term vision for the future Vale is:

Well-being Objective 4: Our Vision



The value of our natural resources and the local environment and how they contribute to our well-being is understood by all. Our global responsibility to protect and enhance the environment for future generations is understood by every sector and across each community. The Vale is an area where the public sector shows strong leadership and manages its estates sustainably. There is an understanding about the environmental impact of how services are delivered and accessed and the need for negative effects to be minimised. The whole community are involved in protecting and enhancing our natural assets and we know what motivates sustainable behaviours. There are increased rates of active and sustainable travel and recycling, improved air and water quality and a lower ecological footprint for the Vale. Interventions are in place to help prevent, manage and mitigate the long-term impacts that extreme weather events caused by climate change pose for the Vale. The whole community has access to green spaces, value these places and contribute towards maintaining them so everyone can realise the benefits of having access to a diverse environment and landscape, rich in wildlife. The opportunities of a high quality natural environment as the Vale's biggest asset are realised which benefits both residents and visitors; sustainable tourism is promoted and contributes to enhanced cultural and economic well-being in the area.



Our Steps

Outlined below are the actions we will deliver towards achieving this objective and shows the first set of steps we will be taking from 2018 to 2023 towards realising our longer term vision for the future Vale of Glamorgan.

What will we start doing today?

Deliver on a joint commitment to “green” our estates by:

Developing a better understanding of our net carbon status and exploring opportunities to reduce our carbon impact (e.g. energy efficiency, renewable energy sources and emissions from our activities and the goods and services we buy)

Reviewing how we manage our open spaces to maximise their contribution to ecosystem resilience and to enhance biodiversity (e.g. managing for pollinators and other wildlife)

Minimising flood risk and water pollution

Understanding and mitigating our impacts on air quality

Promote walking and cycling for staff, residents and visitors through shared messages and by providing facilities that enable active travel choices. This work will be undertaken in conjunction with the Capital City Region.

What will take us a little longer to deliver?

Work with the Capital City Region to promote and facilitate more sustainable travel within the Vale and across the region and where necessary influencing and lobbying transport providers for better public transport options.

Review public land assets and maximise their potential for community use and value as an environmental resource.

Develop a better understanding across our organisations of environmental issues, and the impact of how we work/deliver services and links between a poor environment and deprived communities.

Work with local businesses and industry to maximise the economic benefits of our environment e.g. through tourism and agriculture whilst taking steps to minimise negative impacts and seek opportunities to enhance the environment of the Vale.

Explore how procurement policies and practice can support the local economy and protect the local environment.

Work through the Food Vale partnership to gain Sustainable Food Cities status, ensuring we have a shared understanding of the contribution food can make to all aspects of well-being and the Vale has a sustainable, quality food environment which supports our economy, agriculture and tourism.

What will success look like in 2023?

A better understanding across our organisations and Vale residents of the impact of our actions on the environment and how much of an asset our local environment is.

Partners share expertise and intelligence to support each other to reduce their negative impact on the environment and deliver enhancements where possible.

All members of the PSB have revised and/or adopted policies which demonstrate a commitment to minimise negative impacts on the environment and promote positive behaviours.

Visitors, workers and residents of the Vale have greater options for active and sustainable travel.

The Vale PSB provides strong leadership in terms of the importance of the environment for all aspects of well-being.

Our Contribution

The following illustrates just some of the ways we will be contributing to the national well-being goals, how we will be putting the five ways of working into practice and how by achieving this objective we will also contribute towards achieving our other well-being objectives

By working sustainably to deliver this objective...



Ensuring any activities we undertake do not have a **long-term** negative effect on our environment



Understanding how we can reduce our impact on the environment to **prevent** issues worsening e.g. through procurement policies



Integrating environmental considerations into different policies and practices e.g. procurement and take a more strategic approach to reducing our impact on the environment



Collaborating to share expertise and intelligence to better understand how to address environmental issues and the impacts of how we work and deliver services



Involving our communities to increase understanding of the ways in which we can all protect the Vale's environment

...we will maximise our contribution to the national well-being goals...

A Resilient Wales

Reviewing how we manage our open spaces to maximise the contribution to ecosystem resilience and enhance biodiversity

A Prosperous Wales

Exploring opportunities across the public sector to reduce our carbon impact and work with the private sector to maximise economic benefits of our local environment in a way that uses resources efficiently

A More Equal Wales

Making the Vale an area where all residents are able to access green spaces and the well-being benefits provided regardless of where they live.

A Healthier Wales

Recognising the opportunities that our natural environment provides to improve physical and mental well-being and maximising the potential of our land assets for community use.

A Wales of Vibrant Culture and Thriving Welsh Language

Utilising the environment to provide accessible and affordable opportunities to participate in a range of cultural and leisure activities, maximising the potential of public land assets for community use

A Wales of Cohesive Communities

Promoting more sustainable travel and active travel to connect communities across the Vale and minimise any negative impact on the environment.

A Globally Responsible Wales

Reducing the Vale's ecological footprint and the impact this has on the global environment

By protecting, enhancing and valuing our environment we will also contribute towards achieving our other objectives



Engaging with our residents can help educate people on the importance of protecting our environment and volunteering opportunities can include activities relating to maintaining a high quality environment that benefits all residents



Ensuring there is a high quality environment in all areas of the Vale can help **tackle inequalities** by improving mental well-being in deprived areas and encouraging people to spend time outdoors and be physically active.



A high quality environment can provide opportunities for play and physical activity providing a range of well-being benefits to help **give children the best start in life**

Protect, enhance and value our environment



Monitoring our performance

One of our challenges will be to demonstrate the progress being made and how by delivering our Well-being Plan we are making a real difference to people's well-being. The PSB will put in place robust performance management arrangements which will complement our ongoing work to enhance our well-being assessment and show how we are delivering against our stated outcomes and working towards our long term vision for the Vale.

To capture the wide variety of work that will be undertaken to deliver our Plan, the PSB will develop a set of core indicators. This set of indicators will reflect the breadth of information included in the well-being assessment and also the national well-being indicators. We will put in place arrangements for monitoring progress throughout the year using a range of qualitative and quantitative information.

Progress in delivering against the Well-being Plan and the wider work undertaken through the PSB will be included in an Annual Progress Report. The Well-being of Future Generations Act sets out that the PSB must prepare and publish an Annual Progress Report no later than fourteen months after the publication of its Well-being Plan and subsequently no later than one year after the publication of each previous report.

The Annual Progress Reports will be published on our website to provide an overview of the progress made by the PSB over the year. In addition, a copy of each of the PSB's Annual Progress Reports will be sent to:

- The Welsh Government
- The Office of the Future Generations Commissioner
- The Auditor General for Wales
- The Vale of Glamorgan Council's Cabinet and Scrutiny Committees



For more information about the work of the Vale of Glamorgan Public Services Board please visit our website at www.valepsb.wales

Vale of Glamorgan Council	Reducing poverty and social exclusion	Providing decent homes and safe communities	Promoting regeneration, economic growth and employment	Promoting sustainable development and protecting our environment	Raising overall standards of achievement	Valuing culture and diversity	Encouraging and promoting active and healthy lifestyles	Safeguarding those who are vulnerable and promoting independent living												
Welsh Government	Create conditions to give every child the best start in life.	Improve education outcomes for all and reduce the gap in outcomes for different groups.	Help people live healthy and independent lives, and support a healthy workforce	Improve prosperity for all across Wales, helping people into employment and sustaining jobs.	Create the conditions for people to learn and use the Welsh language with their families, in their communities and in the workplace.	Support the transition to a low carbon and climate resilient society.	Connect communities through sustainable and resilient infrastructure	Support safe, cohesive and resilient communities.	Improve access to secure, safe, efficient and affordable homes.	Foster conditions for sustainable economic development and employment, whilst stimulating innovation and growth for a modern low carbon economy.	Promote and enhance the culture and heritage of Wales.	Manage, use and enhance Wales' natural resources to support long-term wellbeing.	Facilitate high quality, responsive and better integrated public services, to those that need them most, enabling citizens to be an equal partner.	Position Wales as an internationally focused, ambitious country engaged and connected to the wider world.						
Cardiff and Vale UHB	Reduce health inequalities	Deliver outcomes that matter to people	All take responsibility for improving our health and wellbeing	Offer services that deliver the health our citizens are entitled to expect	Be a great place to work and learn	Work better together with partners to deliver care and support across care sectors, making best use of our people and technology	Excel at teaching, research, innovation and improvement and provide an environment where innovation thrives	Safeguarding those who are vulnerable and promoting independent living	Have an unplanned (emergency) care system that provides the right care, in the right place, first time	Have a planned care system where demand and capacity are in balance	Reduce harm, waste and variation sustainably making best use of the resources available to us									
Natural Resources Wales	Champion the Welsh environment and the sustainable management of Wales' natural resources	Ensure land and water in Wales is managed sustainably and in an integrated way	Improve the resilience and quality of our ecosystems	Reduce the risk to people and communities from environmental hazards like flooding and pollution	Help people live healthier and more fulfilled lives	Promote successful and responsible business, using natural resources without damaging them														
South Wales Fire and Rescue Service	Working with others to protect our communities from harm or the risk of harm	Developing more efficient and effective ways of engaging and communicating with our communities about our services	Ensuring we attract, develop and retain a workforce that reflects our communities and is capable of delivering effective services today and in the future	Reducing our Services' impact on the environment to ensure future sustainability	Ensuring we use technology to enable efficient and improved service delivery	Working with our Public Service Boards to support local communities														

Vale of Glamorgan Public Services Board Well-being Objectives

<p>Enable people to get involved, participate in their local communities and shape local services</p> 	<p>Reduce poverty and tackle inequalities linked to deprivation</p> 
<p>Give children the best start in life</p> 	<p>Protect, enhance and value our environment</p> 