

THE VALE OF GLAMORGAN COUNCIL

VOLUNTARY SECTOR JOINT LIAISON COMMITTEE: 16<sup>TH</sup> OCTOBER, 2023

REFERENCE FROM CORPORATE PERFORMANCE AND RESOURCES  
SCRUTINY COMMITTEE: 19<sup>TH</sup> JULY, 2023

“ VALE OF GLAMORGAN PUBLIC SERVICES BOARD ANNUAL REPORT  
2022-23 (CX) -

The purpose of the report was to present to Committee an overview of the fifth year of progress in delivering the Well-being Objectives and actions set by the Vale Public Services Board (PSB) in its Well-being Plan 2018-2023.

The PSB launched its first Well-being Plan on 22<sup>nd</sup> May, 2018. Since its launch partners had been working to progress the Well-being Objectives set out in the Plan and the actions aligned to those Objectives.

To capture the progress made in the fifth and final year of the Well-being Plan the PSB produced an Annual Report in the form of an online report using Microsoft Sway. The Annual Report gave an overview of the progress that had been made by partners in implementing the four Well-being Objectives and activities detailed in the Plan and against the PSB's priority workstreams. The Annual Report was considered by the PSB on 21<sup>st</sup> June, 2023 and was available on the PSB website.

Work was now progressing to deliver the new Well-being Plan 2023-28 and Well-being Objectives that were signed off and published in May 2023, with the report outlining the links between the new Objectives/Plan and that of the old.

The report also provided further insight into the achievements of the Well-being Plan by sharing various case studies, including its work around the cost-of-living crisis, Food Vale Partnership, Amplifying Prevention, Age Friendly Vale, etc.

Also outlined was the response to the suggestions made by the Committee previously concerning specific areas of the Plan to be scrutinised by various Committees, i.e., the work around Age Friendly Vale to be reported to the Healthy Living and Social Care Scrutiny Committee.

Following the presentation of the report Councillor Hanks wished to share with the Committee her endorsement and support of the report and the excellent work done by the PSB.

Councillor Dr Johnson suggested that the excellent work undertaken by the PSB and the excellent response to the Value in the Vale (VIV) project should be something that should be considered by one of the Council's Scrutiny Committees. It was explained that a report on such work would likely be scrutinised by the Homes and Safe Communities Scrutiny Committee due to its origins and links to a scheme for

Council housing tenants. On the Councillor's query regarding issues accessing the embedded pages contained within the report, it was explained that this could be to do with the report being reproduced for inclusion in the meeting's papers and that there was a link to the online version contained in the report. This would be considered for future reporting.

The Chair suggested that for future meetings PSB partners should be invited to address the Committee regarding the relevant parts of their work and that the Vale of Glamorgan Council link in with Cardiff Metropolitan University concerning the Circular Economy Community Initiative in order to help the PSB address key areas around decarbonisation issues and social values and to look at having Circular Economy 'Champions' to help drive this.

Scrutiny Committee, having considered the report, subsequently

#### RECOMMENDED –

- (1) T H A T the review of the Vale of Glamorgan Public Services Board (PSB) Annual Report for 2022/23 and the progress partners made in delivering the priorities set out in the Wellbeing Plan be noted.
- (2) T H A T for future meetings PSB partners be invited to address the Committee regarding relevant parts of their work.
- (3) T H A T the Vale of Glamorgan PSB link in with Cardiff Metropolitan University concerning the Circular Economy Community Initiative.
- (4) T H A T this report be circulated to all Elected Members and Members of the Equality and Consultative Forum via e-mail and referred to the Community Liaison Committee and Voluntary Sector Joint Liaison Committee.

#### Reasons for recommendations

- (1) Having regard to the contents of the report and discussions at the meeting.
- (2) In order for the Committee to develop further links with PSB partners and to get a further insight into their work.
- (3) To ensure that the PSB develops further links in order to help the PSB address key areas around decarbonisation issues and social values.
- (4) To ensure all Elected Members, members of the Equality Consultative Forum, Community Liaison Committee and the Voluntary Sector Joint Liaison Committee are aware of the work of the PSB."

Attached as Appendix – Report to Corporate Performance and Resources Scrutiny Committee: 19<sup>th</sup> July, 2023

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| Meeting of:  | <b>Corporate Performance and Resources Scrutiny Committee</b>  |
| Date of Meeting:   | <b>Wednesday, 19 July 2023</b>   |
| Relevant Scrutiny Committee:   | Corporate Performance and Resources  |
| Report Title:  | Vale of Glamorgan Public Services Board Annual Report 2022-23  |
| Purpose of Report:   | To present an overview of the fifth year of progress in delivering the Well-being Objectives and actions set by the Vale PSB in its Well-being Plan. |
| Report Owner:  | Report of the Chief Executive  |
| Responsible Officer:   | Tom Bowring, Director of Corporate Resources   |
| Elected Member and Officer Consultation:   | No specific Ward Member consultation has been undertaken   |
| Policy Framework:  | The Public Services Board Well-being Plan 2018-23 was approved by Council in February 2018   |
| <p>Executive Summary:</p> <ul style="list-style-type: none"> <li>• The Public Services Board (PSB) launched its first Well-being Plan on 22<sup>nd</sup> May 2018. Since its launch partners have been working to progress the Well-being Objectives set out in the Plan and the actions aligned to these Objectives.</li> <li>• To capture the progress made in the fifth and final year of the Well-being Plan the PSB have produced an Annual Report in the form of an online report using Microsoft Sway. The Annual Report gives an overview of the progress that has been made by partners in implementing the four Well-being Objectives and activities detailed in the Plan and against the PSB's priority workstreams.</li> <li>• The Annual Report was considered by the PSB on the 21<sup>st</sup> June 2023 and is available <a href="#">here</a> and has been published on the PSB <a href="#">website</a>.</li> <li>• Work is now progressing to deliver the new Well-being Plan 2023-28 and Well-being Objectives that were published in May 2023.</li> </ul> |  |

## **Recommendations**

- 1.** That Members review the Vale of Glamorgan Public Services Board's Annual Report for 2022-23 and the progress partners made in delivering the priorities set out in the Well-being Plan.
- 2.** That Members make any recommendations to the PSB regarding the progress to date and future focus of PSB activity.
- 3.** That Members recommend this report is circulated to all elected members and members of the Equality Consultative Forum via email and referred to Community Liaison Committee and Voluntary Sector Joint Liaison Committee.

## **Reasons for Recommendations**

- 1.** To enable Members to consider the content of the Annual Report and progress made in the delivery of the Well-being Plan 2018-23.
- 2.** To enable Members to make recommendations to the PSB in the context of the progress made in delivering the Well-being Plan 2018-23 and the new Well-being Plan which was published in May 2023.
- 3.** To ensure all elected Members, members of the Equality Consultative Forum, the Community Liaison Committee and the Voluntary Sector Joint Liaison Committee are aware of the work of the Public Services Board.

## **1. Background**

- 1.1** The Well-being of Future Generations (Wales) Act 2015 formally established Public Services Boards (PSBs) in each local authority area in Wales. 'Our Vale' is the Vale PSB and in accordance with the Act must contribute to the achievement of the national well-being goals as set out in the legislation. The PSB must do this by:
  - Assessing the state of economic, social, environmental and cultural well-being in the local area.
  - Setting local objectives that are designed to maximise the PSB's contribution within the area to achieving the national well-being goals.
  - Taking all reasonable steps to meet these objectives i.e. through a Well-being Plan which must be informed by the Well-being Assessment.
- 1.2** Corporate Performance and Resources Scrutiny Committee is the designated committee for scrutinising the work of the PSB.
- 1.3** The PSB set four Well-being Objectives which provided the framework for its Well-being Plan 2018-23. There are several short and long-term actions which

have been taken forward in an integrated way to achieve the four Objectives and to deliver the PSB's 2050 vision.

**1.4** The PSB's four Well-being Objectives in the 2018-23 Well-being Plan were:

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

**1.5** The Welsh Government's statutory guidance Shared Purpose: Shared Future, sets out that PSBs must prepare and publish a progress report on the work undertaken towards meeting the Well-being Objectives on an annual basis. The PSB's Well-being Plan 2018-23 was published in May 2018. The PSB has now produced its fifth Annual Report. The report sets out the progress that has been made in the fifth and final year of the Plan. A new Well-being Plan for 2023-28 has now been published with three new Well-being Objectives.

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

**2.1** The Annual Report was agreed at the PSB meeting on the 21<sup>st</sup> June and is currently being translated.

**2.2** Lead officers from across the PSB oversee the progress of the Well-being Plan and updates on the work undertaken are regularly discussed at PSB meetings.

**2.3** There is a recognition that many of the activities being taken forward by the PSB will contribute to a number of local priorities and the national Well-being Goals for Wales. In 2019 the PSB adopted a more integrated approach and agreed four priority workstreams which cut across the four Well-being Objectives. These priorities remained relevant and detailed progress against the four priorities is provided in the Annual Report together with an update for each action in the Well-being Plan. The Annual Report is available [here](#).

**2.4** The PSB's 4 priority workstreams linked to the 2018-23 Well-being Plan are detailed below:

- Key Priority One -The Cardiff and Vale Move More Eat Well Plan.
- Key Priority Two – Tackling Climate Change.
- Pathfinder Project – Value in the Vale (VIV)
- Organisational Learning Project – Improving Engagement.

**2.5** This Annual Report looks at the work of the PSB over the last year as well as reflecting on the past 5 years of the Well-being Plan 2018-23. The report highlights the progress that has been made and the lessons learnt which have been considered in the development of the new Well-being Plan.

**2.6** In the Annual Report, details are included for each objective and workstream on the background, what the PSB has done, what the PSB has achieved and what

the future direction for this work is. Highlights for this year include Her Voice Wales, a youth participation project which aims to tackle sexual harassment among young people. The Food Vale partnership achieved the Bronze Sustainable Food Places Award in 2022 and secured Welsh Government Food Partnership Grant funding to develop a new Food Vale employee. The Safer Vale partnership has updated the existing CCTV cameras and partners have responded to the cost of living crisis in various ways to support the community. The Annual Report also details a range of engagement activity taken forward by partners across the year.

- 2.7** A number of case studies are provided to illustrate the partnership work and outcomes achieved to date. Case studies include: Her Voice Wales, The Safer Vale Partnership, Food Vale Partnership, Amplifying Prevention, Age Friendly Vale, the cost of living response, evidence base and how additional partnership funding has been utilised.
- 2.8** This work has once again been progressed during particularly challenging times for services and the community. The case studies demonstrate the strong relationships between partners and their ability to respond to the needs of the community.
- 2.9** Within the Annual Report the PSB sets out the robust evidence base that has been developed using Power BI to ensure information is easily available to partners to inform the work of the PSB. Recognising the COVID-19 pandemic and the cost of living crisis will have long lasting impacts on our economic, social, cultural and environmental well-being the report highlights some of the data that will be key for partners to plan services. The data areas included are demographics, education and the economy, health and communities and environment and transport. The evidence base has informed the development of the new Well-being Plan which has now been published and PSB future priorities.
- 2.10** Following the first exchange meeting in June 2021 between the PSB and Town and Community Councils, meetings continue to be held between the PSB and representatives from Town and Community Councils to strengthen communication and provide opportunities to exchange ideas. The most recent meeting was held in March 2023 to discuss the new Well-being Plan and the work progressing as part of Age Friendly Vale. A further meeting has been arranged for the 18<sup>th</sup> July.
- 2.11** The Annual Report sets out how the PSB has achieved good progress in delivering its Well-being Objectives. This is the fifth year that partners have been working together to deliver the Well-being Plan and the examples and case studies included give a good overview of work undertaken during challenging times. The PSB continues to evolve to respond to issues such as the cost of living crisis and continues to adapt how they work to support the recovery from COVID-19. The PSB continues to plan for the future and to take account of all the learning and experience developed across the partnership, having utilised this experience

alongside local evidence and the Well-being Assessment to identify the priorities within the new Well-being Plan. The PSB are confident that by working together and by working differently it will continue to have a positive impact on well-being in the Vale and continue this into the first year of the new Well-being Plan.

- 2.12** In developing the new Well-being Plan findings from the Well-being Assessment, local data sets and recent partnership engagement have all been used to identify the PSB's Well-being Objectives. The new Well-being Plan was subject to a formal consultation period in 2023 which discussed the Plan with partners including Welsh Government, Town and Community Councils and the Vale Youth Council, alongside a face-to-face stakeholder workshop to develop key priorities for the Vale of Glamorgan. An online survey was also developed to help capture feedback directly from residents on the draft Plan. Various engagement activities identified in the report have taken place throughout the year which have informed the new Well-being Plan and helped to shape the future direction of the PSB's work.
- 2.13** PSB partners are already working together to deliver the commitments in the new Well-being Plan and ensure that the feedback from the consultation is acted upon. This Annual Report identifies the year one actions of the new Well-being Plan and provides clarity on the short term activities that will contribute to the well-being objectives and priority workstreams.
- 2.14** Members are asked to consider the work undertaken by the PSB in 2022-23 and work being taken forward in 2023-24.

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

- 3.1** The Well-being of Future Generations (Wales) Act 2015 is about sustainable development. The Act sets out a 'sustainable development principle' which specifies that the public bodies listed in the Act must act in a manner which seeks to ensure the needs of the present are met without compromising the ability of future generations to meet their own needs. In meeting their sustainability duty, each body must set objectives that highlight the work the body will undertake to contribute to meeting the seven Well-being Goals for Wales.
- 3.2** Through the PSB, partners are working together to contribute to the national well-being goals, adopt the five ways of working and improve social, economic, cultural and environmental well-being.

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

- 4.1** The Annual Report details work undertaken by PSB partners to deliver commitments in the Climate Emergency Charter which all PSB partners signed in 2021. Partners continue to work together through the PSB Climate Emergency and Asset Management Group to lead by example, take positive action and reduce our impact on the environment. The Annual Report details the range of

work undertaken by partners and the climate and nature emergencies are significant sections in the new Well-being Plan.

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

### **Financial**

- 5.1** Welsh Government have made funding available for the PSB in the form of a regional grant to both Vale of Glamorgan and Cardiff PSBs. The regional funding for 2022-23 was £58,440 (shared equally between the PSBs) and was utilised to further develop the PSB evidence base and undertake engagement to develop the new Well-being Plan.

### **Employment**

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

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

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

## **6. Background Papers**

The Vale PSB Well-being Plan 2023-2028 <https://www.valepsb.wales/en/Our-Plan.aspx>

[The PSB Climate Emergency Charter](#)





# Vale of Glamorgan Public Services Board Annual Report 2022/23

## Foreword

This is the Public Services Board's (PSB) fifth Annual Report and its final report focussed on the achievements delivered through the PSB's first Well-being Plan published in 2018. The last few years have been particularly impacted by the effects of the global pandemic; however, through joint work across the Vale of Glamorgan and the wider South Wales region we have together demonstrated innovation, agility, the importance of the third sector and the spirit and resilience of our communities.

This year, 2022-23 has been no different. It has seen the PSB work together to respond to continuing impact of the Covid-19 pandemic and associated inequities; it has seen partners address challenges arising from the cost-of-living crisis; and continued work to respond to the climate and nature emergencies. It is within this context that the PSB has worked to develop its new Well-being Plan for 2023-28. Through the new plan partners recommit to achieving happy and healthy communities across the Vale of Glamorgan working together to create a fair and sustainable future for everyone.

This Annual Report details the wide-range of work that has been undertaken by partners, including: work to address the cost-of-living crisis, community safety, the climate emergency, tackling food poverty and specific engagement with our most deprived communities. Much of this work will continue to be taken forward through the partnership's new Well-being Plan for 2023-28.

Over the past five years this PSB has grown into a partnership of strength. I am proud of what has been achieved by the PSB to date. I am resolute in the partnership's ambition to make a real difference to lives through its renewed commitment to improving well-being across the Vale of Glamorgan.

**Cllr Lis Burnett,**

**Chair of the PSB and Leader of the Vale of Glamorgan Council**

## Content

**This year's report is structured around the following sections:**

Section 1: Introduction

Section 2: Delivering our Priorities

- Priority Project One: The Move More, Eat Well Plan
- Priority Project Two: Tackling Climate Change
- Pathfinder Project: Value in the Vale (VIV)
- Organisational Learning Project: Improving Engagement

Section 3: Our Evidence Base

Section 4: Case Studies

- Her Voice, Wales
- The Safer Vale Partnership
- The Food Vale Partnership
- Amplifying Prevention
- Age Friendly Vale Status
- Cost of Living Response
- Evidence Base
- Utilising Additional Partnership Funding

Section 5: Well-being Plan 2023-28 Year One Actions

Section 6: Reflections/Looking Ahead

## Section 1: Introduction

The Vale of Glamorgan Public Services Board (PSB) was established in April 2016. The PSB brings together senior leaders from public and third sector organisations across the Vale of Glamorgan to work in partnership for a better future.

The PSB set out its priorities for improving well-being in its Well-being Plan published in May 2018. This fifth Annual Report highlights the progress made by the PSB in 2022-23 while also reflecting on how the PSB has worked to deliver the objectives and priorities set-out in the PSB's first Well-being Plan 2018-2023.

## Previous Annual Reports<sup>1</sup>

The PSB has continued to benefit from a good working relationship with the Welsh Government and the Office of the Future Generations Commissioner for Wales. This support has been of particular importance as the PSB has developed its new Well-being Plan for 2023-28.

Work continues to engage and involve Town and Community Councils (TCC) in taking forward the PSB's priorities. In the last year the PSB has welcomed a new nominated Town and Community Council representative, Councillor Shirley Hodges (Barry Town Council). The PSB would like to take this opportunity to thank Councillor Mike Cuddy (Penarth town Council) for his work with the PSB as the previous TCC representative. Through the year representatives from TCCs across the Vale of Glamorgan have been involved in PSB workshops on responding to the cost-of-living crisis and on the development of actions for the new Well-being Plan. This involvement builds on work through the Council's Community Liaison Committee to provide regular updates on the work of the PSB to all Town and Community Councils, but specifically to those who have a duty under the Well-being of Future Generations Act<sup>2</sup> to illustrate how they are aiding the delivery of the PSB's Well-being Objectives. In the Vale, Barry, Llantwit Major and Penarth Town and Community Councils come under this duty.

Town and Community Council partners have set out the activities that they are working towards in their Annual Reports which are available through their websites:

- Barry Town Council<sup>3</sup>
- Llantwit Major Town Council<sup>4</sup>
- Penarth Town Council<sup>5</sup>

This Annual Report details progress against the PSB's four Well-being Objectives:

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

In 2019 the PSB agreed four workstreams which cut across all four objectives and reflect the more integrated approach being taken to deliver the commitments in the Well-being Plan. These workstreams support each other and are the key focus for PSB meetings. However, a wide range of other activities have also been taken forward during the year in line with the PSB Well-being Plan and these are also detailed within the report.

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<sup>1</sup><https://live-valepsb-vog.cloud.contensis.com/en/Our-Progress/Our-Progress.aspx>

<sup>2</sup>[https://www.gov.wales/sites/default/files/publications/2019-02/spsf-4-collective-role-community-councils.pdf#:~:text=This statutory guidance is issued under section 40\(7\),section 40\(1\) of the Act applies to them.](https://www.gov.wales/sites/default/files/publications/2019-02/spsf-4-collective-role-community-councils.pdf#:~:text=This statutory guidance is issued under section 40(7),section 40(1) of the Act applies to them.)

<sup>3</sup><https://www.barrytowncouncil.gov.uk/>

<sup>4</sup><https://llantwitmajortowncouncil.gov.uk/full-town-council/>

<sup>5</sup><https://www.penarthtowncouncil.gov.uk/>

The four workstreams are:

- **Priority Project One: The Move More, Eat Well Plan**
- **Priority Project Two: Tackling Climate Change**
- **Pathfinder Project: Value in the Vale (VIV)**
- **Organisational Learning Project: Improving Engagement**

Through 2022-23, while continuing to work towards delivery of the PSB's existing objectives and workstreams, the PSB has focused on the development of its second Well-being Plan. This has been a long-term project which has involved engagement and consultation with both residents and stakeholders, specific workshops to develop objectives and actions and partnership work with both Cardiff PSB and the Cardiff and Vale Regional Partnership Board (RPB). Through this approach the PSB has ensured that the new Plan builds on the partnership's achievements while also setting ambitious steps to improve well-being across the Vale of Glamorgan. The PSB's new Well-being Plan for 2023-28 sets out three Well-being Objectives and three priority workstreams to be taken forward by the Board. These are:

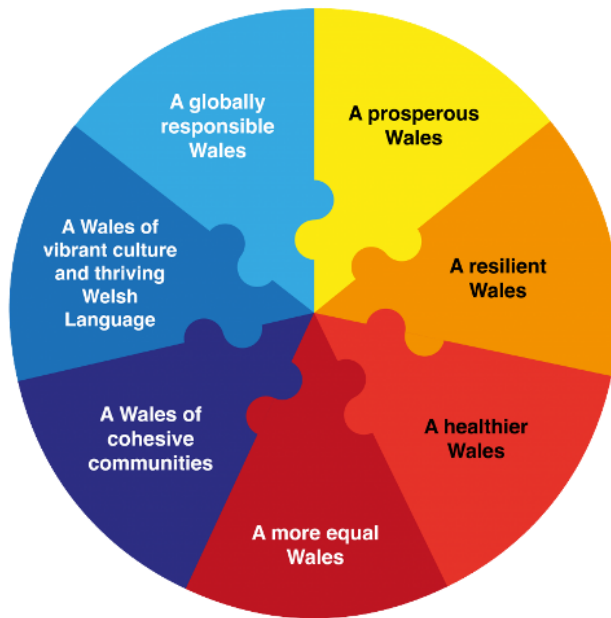
Well-being Objectives:

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

Priority Workstreams:

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





## Section 2: Delivering Our Priorities

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*The next sections provides an overview of progress made against the PSB's four priority workstreams:*

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- *Priority Project One: The Move More, Eat Well Plan*
- *Priority Project Two: Tackling Climate Change*
- *Pathfinder Project: Value in the Vale (VIV)*

- *Organisational Learning Project: Improving Engagement*

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*At the end of this section we also provide an update on all the actions in the Well-being Plan.*

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## Move More Eat Well



### Background

- The Move More, Eat Well (MMEW) Plan was developed in partnership by the Vale of Glamorgan Public Services Board, Cardiff Public Services Board and the Cardiff and the Vale Regional Partnership Board (RPB), providing a regional response to how we encourage, support and enable people to be more active and have a healthier diet.
- Delivery of the MMEW Plan has progressed well over the last year with alignment to the national Whole System Approach to Healthy Weight in Wales programme of work strengthening opportunities to learn and share practice with other regions from across Wales.
- Work under the Plan contributes to a number of priority areas for the PSB supporting links between our health, our environment, and our physical and mental well-being. This area of work particularly supports the PSB's objective to 'give children a good start in life'. This work will be taken forward through the new Well-being Plan 2023-28, especially relevant to the new Well-being Objective 'A more active and healthier Vale' but also cutting across 'A more resilient and greener Vale' and 'A more equitable and connected Vale'.

### What have we done?

- Engaged and connected with an increasing number and range of stakeholders, linking up action from across the system and facilitating opportunities for shared learning.
- Continued to invest Prevention and Early Years funding in local partners including the Vale Healthy Living Team, The Vale Healthy and Sustainable Pre-School Scheme, Food Vale and

Newydd Housing, who through a variety of projects and programmes have delivered against the MMEW plan action working with communities most in need.

- Through the partnership approach '*Amplifying Prevention*' between the Vale of Glamorgan Council, Cardiff Council and Cardiff and Vale University Health Board, MMEW has progressed focused action relating to workplaces, schools and the food environment.
- Shared partner practice, through case studies and the amplification of local activities, projects and programmes via the MMEW website and social media channels.
- Progressed work to develop public facing 'eat well' messaging drawing on insight work commissioned to further understand the enablers and challenges to eating well and moving more for local people.
- Worked with CAWR (The Centre for Activity and Wellbeing Research) at Cardiff Metropolitan University and in partnership with Met Sport, developed an approach to evaluation that will further our understanding of the impact of Move More, Eat Well helping to inform future planning.
- Supported Third Sector activities relating to moving more and eating well through the MMEW Grant Scheme administered by C3SC in partnership with GVS.



### What have we achieved?

- MMEW Implementation Group established with engagement from Local Authorities, Health, Third Sector and Academic partners from across the Vale of Glamorgan and Cardiff to enable continued momentum of action to improve healthy weight, ensuring a joined-up approach across the MMEW plan.
- Held our first face to face '*MMEW Sharing Practice Event*', reaching 46 partners and enabling partners to connect and share practice.
- Food Vale awarded the '*Bronze Sustainable Food Places Award*' and have successfully led with partners, bids for a number of grants that will support sustainable food action in the Vale of Glamorgan, including; the Lottery's People & Places grant for the partnership Llantwit Food

Access project and The National Lottery Community Fund / Sustainable Food Places' Good Food Economy Campaign Grant to run a Vale Food Trail in Summer 2023.

- MMEW grant scheme funding awarded to Third Sector organisations in the Vale of Glamorgan. These include RBI Wales which has enabled young people in Barry to engage in baseball and soft ball activities with specific hearing-impaired sessions held as well as, Vale Plus, which has enabled accessible physical activity opportunities and healthy cookery sessions for adults with additional learning needs.
- Further roll out of the Golden Pass project by the Vale of Glamorgan Healthy Living Team to new cluster areas with the project now running in Eastern Vale, Western Vale and Barry supporting older people to engage in activities such as walking netball, walking football and chair fit.
- Engaged schools in the Vale of Glamorgan through the Healthy Living Team's Active Playgrounds Project with 7 school's receiving playground markings as part of the pilot with; school staff reporting an increase in engagement of pupils using the playground markings during lunchtimes and breaktime and a 58% increase in steps observed amongst sample group.
- Recruited 5 new settings to the Vale of Glamorgan Healthy and Sustainable Pre School Scheme and supported settings to progress the nutrition/oral health and physical activity phases of the scheme.
- Progressed focused action relating to schools, the workplace and healthier advertising through the partnership approach to 'Amplifying Prevention' between the Vale of Glamorgan Council, Cardiff Council and the University Health Board. This has included; the facilitation of a 'Live and Learn Better' Event, attended by pupils and Senior Leaders from the Pencoedtre Cluster focused on improving a whole school approach to food; training for workplace champions in the Vale of Glamorgan Council to support and encourage movement in the workplace; as well as the progression of policy development relating to healthier advertising.
- Tailored nutrition, practical cookery and physical activity projects delivered in the Vale of Glamorgan through the 'Hapi Cymru Project' by Newydd Housing reaching local people including sessions/courses delivered in partnership with Pencoedtre High School, Jennar Park Primary School, Age Connects at CF61 Community Centre and Atal Y Fro.
- 10 organisations successfully completed the Cardiff and Vale Healthy Travel Charter.
- Weight management pathway across the life course established and embedded with strengthened psychological components.





#### **Future Direction:**

- Continue to strengthen local partnership approaches to healthy weight action taking a whole systems approach.
- Continue to showcase partner case studies/amplify local action through the MMEW website and social media.
- Share public facing 'eat well' messaging through the 'Amplifying Prevention' communication plan.
- Work with the Centre for Activity and Well Being Research (CAWR) team in Cardiff Metropolitan University to commence Ripple Effect mapping and begin to capture the impact of MMEW at a systems level.
- Work with stakeholders to develop the framework for MMEW for 2024 and beyond building on progress to date and informed by evaluation.

**For more information about MMEW please visit:** Move More Eat Well<sup>6</sup> / Move More Eat Well (symudmwybwyntaniach.co.uk)<sup>7</sup>

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<sup>6</sup><https://movemoreeatwell.co.uk/>

<sup>7</sup>[https://symudmwybwyntaniach.co.uk/?xdomain\\_data=RcWxG50Jid9LxS0mYCCtfHFFIQMLv%2FnSbblllfU9qN0p4MrG5nFRxFkx5Fy7g6o0](https://symudmwybwyntaniach.co.uk/?xdomain_data=RcWxG50Jid9LxS0mYCCtfHFFIQMLv%2FnSbblllfU9qN0p4MrG5nFRxFkx5Fy7g6o0)

## Tackling Climate Change



### Background

- The urgency around the need to tackle climate change and protect our natural resources continues to be a challenge for all partner organisations.
- The PSB's first Well-being Plan included the Objective to 'protect, enhance and value our environment'. Work undertaken to deliver this objective includes our progress towards achieving carbon net zero in the public sector, greening our estates, promoting active travel in the Vale and further developing the Food Vale partnership.
- Partners continue to develop and deliver a number of plans detailing the changes they will make as part of the collective efforts to change how we work and reduce our emissions and impact on the environment e.g. the Cardiff and Vale University Health Board Sustainability Action Plan, Project Zero – the Vale of Glamorgan Council's Climate Change Challenge Plan<sup>8</sup> and the PSB's Public Sector Healthy Travel Charter.
- The Well-being Assessment<sup>9</sup> published in 2022 highlighted the importance of the environment and its contribution to many different aspects of well-being including economic well-being and our health. The Assessment also highlighted links between poor environment and our more deprived communities. This together with further engagement has informed the development of the new Well-being Plan<sup>10</sup>, our Well-being Objectives and priority workstreams. Climate change and the importance of nature have been strong themes throughout the engagement and consultation for the new Well-being Plan. The PSB has agreed three new Well-being Objectives including, A Greener and More Resilient Vale and a priority workstream to respond to the climate and nature emergencies. The importance of the environment is a recurring theme throughout the new Well-being Plan.
- PSB partners continue to work together to deliver the commitments in the PSB Climate Emergency Charter<sup>11</sup> and examples of the work undertaken are provided below.

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<sup>8</sup>[https://www.valeofglamorgan.gov.uk/Documents/Our\\_Council/Achieving\\_our\\_vision/Consultation/Project-Zero-Challenge-Plan.pdf](https://www.valeofglamorgan.gov.uk/Documents/Our_Council/Achieving_our_vision/Consultation/Project-Zero-Challenge-Plan.pdf)

<sup>9</sup><https://www.valepsb.wales/en/Our-Evidence/Well-being-Assessment-2022.aspx>

<sup>10</sup><https://www.valepsb.wales/en/Our-Plan/Draft-Well-being-Plan.aspx>

<sup>11</sup><https://www.valepsb.wales/Documents/Climate-Change/Climate-Emergency-Charter-English-Final.pdf>

## What Have We Done?

- Previous Annual Reports have detailed the work undertaken by the PSB with regards to the environment and tackling climate change since 2018. This includes tree planting, an outdoor learning centre in Barry, work undertaken through Food Vale and a PSB meeting with young people focused on climate change. Work has also been undertaken as part of the Healthy Travel Charter, engagement with the community and with Town and Community Councils and shared learning around engagement, behaviour change, electric vehicles, improvements to buildings and the co-location of services.
- In 2022/23, work to make our buildings more sustainable and energy efficient continued to be a priority. Examples include, SWFRS exploring the feasibility of PV at Barry Emergency Services Station. Cardiff and Vale College progressing new campus facilities in the Vale that will be net zero carbon. Cardiff and Vale UHB embedding changes to LED lighting and to energy generation, and the Council have made improvements to its housing stock with insulation and other works. New school builds are constructed to BREEAM Excellent and other Council assets have had PV solar panels and LED lighting installed.
- The Police have prepared a decarbonisation plan and developed detailed heat mapping and 3d modelling for their larger sites. Surveys have also been undertaken of 22 Community Centres and 2 buildings leased by the Council to GVS to assess the potential for energy efficiency improvements, this has been progressed using ACPW 3 Ystadau Cymru funding (Welsh Government).
- Work to reduce water usage continues and the UHB has installed flush less urinals and sensor taps and meets regularly with Dwr Cymru to look at water usage and act upon unusual patterns of usage indicating leaks. The Council has also installed Automatic Metre Readers AMR on 200 assets with 125 sites installed with loggers to help identify water usage issues.
- Partners have continued to take forward work on procurement, for example SWFRS have commissioned a Sustainable Procurement Toolkit, the UHB are also focusing on work around procurement and NRW have mandated no single use plastics in tenders over £25k. The Vale Council has a new procurement strategy with an increased focus on environmental impact and social value. The Police are developing pre tender questions to include carbon reporting and sustainability.
- Partners continue to refine their carbon data collection and analysis and to consider where change can have the greatest impact. In addition to organisations looking at their own carbon data, a survey was also commissioned by the Vale Council to consider carbon emissions across other sectors and the community within the County.
- Work in relation to the circular economy has continued with a number of partners working with different community organisations e.g. Benthlyg who have a presence in Penarth and Barry and focusing on the need to reduce single use items.
- New waste management strategies and projects have been adopted. NRW have undertaken a Waste Prevention Project with a variety of workstreams including looking at recycling,

composting, behaviour change and communications. Partners have also continued to undertake various audits to better understand the waste being produced.

- Partners have been engaged in discussions about the development of a Green Infrastructure Plan and also the review of the Local Development Plan and this work will continue.
- Partners have continued to recognise the importance of green space, for example the Health Meadow at University Hospital Llandough (UHL) is an important project which helps people to access nature and recognise the health benefits that can be achieved, groups of participants in this project include staff, asylum seekers, schools, and patient groups.
- The Police have also planted trees and wildflowers at various sites and developed a habit management specification.
- The Local Nature Partnership (LNP) has been advising and developing tree planting schemes and is working to develop improved green and blue spaces and biodiversity including improving roadside verge management, meadow improvement & pond reestablishment.
- The PSB has engaged and consulted with stakeholders including the public and young people on matters around climate change and nature and for all partners working with and listening to the community continues to be a priority. NRW regularly blog on the issues and have developed education resources.
- A number of partners have created new posts to support work in this area. Cardiff and Vale College have appointed its first environmental student sabbatical officer to lead on environmental projects such as sustainability campaigns, green clubs and developing sustainability initiatives within the College's operations. The Police have created an Environmental Officer post and a Recycling Officer. The Vale Council has restructured its Estates and Energy Team and has appointed a Programme Manager for Project Zero.
- The Probation Service is just one partner committed to ensuring new vehicles have lower emissions rates. Partners have added electric vehicles to their fleets including pool cars and have installed electric charging points including six chargers at UHL, charging points at SWFRS and Police sites, at Council offices as well as new public charging points across the Vale. The Police as part of the All Wales Charge plan are working to reduce fossil fuel vehicles from their fleet.
- Partners also continue to promote active travel and to support staff to cycle, including salary sacrifice schemes to help purchase bikes and cycle maintenance sessions at office locations.

### **What Have We Achieved?**

Below are some examples of what has been achieved by PSB partners and reflects the commitments in the Climate Emergency Charter.

- Improved staff engagement on the topics of climate change and the nature emergency. The UHB have established staff networks. The Police have implemented training on waste awareness, carbon literacy and the climate emergency. A Project Zero online hub has been

developed and launched, providing a centralised space to share the wider context on climate change, the Council's actions, and steps that people within the Vale can take themselves.

- Developed a greater understanding of the importance of our natural resources and the benefit of green spaces and this is reflected in the new Well-being Plan. The work of NRW continues to support partners in understanding the importance of our natural resources.
- Planting on the Great Glamorgan Way has taken place on sites across the Vale with 120 metres of double, staggered row hedgerow, totalling approximately 480 trees. Country parks have replaced lost trees on site that were felled due to Ash Die back.
- Across the PSB good working relationships between key officers within partner organisations have been established providing opportunities for collective problem solving and joint learning. We have achieved a higher profile of the issues across our organisation and in our communications with the public, embedding work on climate change across our activities. Additionally, we have developed a better understanding of the impacts of climate change on our most deprived communities and that work on the cost of living, climate change and well-being should link together. We have improved how we collect data about our carbon emissions and used it to shape working practices and plans to achieve net zero.
- Funding and support have been made available to support community projects e.g. the Council's Strong Communities Fund, the UHB Horatio Garden and a number of NRW funding streams.
- The Police have water refill stations at all sites. The UHB has refill stations across 7 sites including Barry and UHL, the first water station installation was at Barry hospital and since 2020 has refilled over 11,000 bottles. Other partners are continuing to explore what they can do.
- Improved the energy efficiency of many of our buildings, installed LED lighting and also installed PV panels to generate electricity. A number of partners now purchase 100% electricity from renewable sources. Reduced paper usage through digitising letters and involving staff in work to bring about organisational change and generate ideas.
- Partners have taken steps to reduce waste, e.g. no UHB waste goes to landfill. In the UHB clinical staff have been looking at projects to reduce waste and single use items. Projects undertaken include surgical equipment, walking aids, medical boots and speculums.
- In line with the healthy travel charter partners have encouraged staff and service users to consider their transport choices by promoting active travel, investing in electric vehicles, and providing EV charging Points. There are 80 Electric Vehicle Charging Points now installed on Council premises and 36 new public EV charging points have been installed with more due. Brompton Bikes are now available in Llantwit Major and funding is confirmed for more e-bikes in Barry enhancing choices across the Vale.
- Partners have made good progress in taking forward the Vale Healthy Travel Charter, with a number of partners completing the level 1 charter. Commitments delivered to-date include: the provision of staff discounts on public transport, the creation of an interactive map for staff showing walking and cycling infrastructure in the Vale, the offer of a cycle work to scheme to all staff, increasing the availability of tele-video conferencing and the introduction of ultra-

low emission vehicles. A Level 2 Charter has now been developed and will be taken forward by those partners who have completed level 1.

- Work has progressed to promote and signpost to community projects and services which encourage reuse and repair and a reduction in waste. The Council has opened a new Resource Recovery Facility (RRF) to process source separated recycling material, and a new reuse shop has been completed.

### **Future Direction**

- Work will continue across the PSB to meet the actions outlined in the PSB Climate Emergency Charter. Partners will review the Climate Emergency Charter and consider the development of a new Nature Emergency Charter as suggested as part of the feedback to the consultation on the draft Well-being Plan.
- Responding to the Climate and Nature emergencies is one of the three priority workstreams in the new Well-being Plan and partners will work together to deliver the commitments in the Plan and embed the work within their organisations.
- Partners will continue to share our learning and work together. We will utilise the 3 Horizons model to take forward work in this area, identifying long term risks and opportunities. Continue to work with community groups and other stakeholders including Town and Community Councils to take forward work in partnership with our local communities.
- Partners will work together to engage with staff and the community about the need for change and to provide evidence in an easy-to-understand format. We will explore with the Youth Council and other groups what matters to young people and discuss issues around climate change with the 50+ Strategy Forum. We will also hold a Youth Summit.
- Partners will also work together and support each other to undertake the data collection and reporting required by Welsh Government in line with the Welsh Public Sector Net Zero Carbon Reporting Guide and to be part of work across the public sector to tackle climate change.
- We will continue to take forward work as part of the Healthy Travel Charter as we move into level 2. As well as continuing to work together to promote active and sustainable travel and the use of electric vehicles.
- Food Vale will continue to be a PSB flagship project bringing together work on healthy eating, affordability and sustainability including a pilot Food Trail in the Summer.
- Continue with tree planting and installation of beehives across a number of locations. The Police will roll out force-wide biodiversity projects such as tree planting and bird nest boxes.
- We will promote volunteering on environmental and nature projects.
- Explore circular economy opportunities.
- The Level 2 Healthy Travel Charter sets-out ten 'Universal commitments' which all signatory organisations are expected to commit to. These commitments are set-out against four themes

which include: Senior Leadership and Accountability, Culture Change, Support Home and Agile Working and Organisational Policies and Travel Planning. A further four commitments are included in the Level 2 Charter as 'Tailored commitments' and these provide signatories with an option to select two commitments which are set out against three themes including: Incentivise Walking and Cycling, Incentivise Public Transport Use and Disincentivise Private Car Use. The Charter will be taken forward over a two year timeframe by those partners who have completed the Level 1 Charter; progress will be monitored through the Cardiff and Vale Healthy Travel group.

- Progress major Energy projects and ensure partners are involved including in the review of the Local Development Plan, the Green Infrastructure Plan and developments at Aberthaw. Undertake feasibility studies e.g. on energy efficiency measures and renewables and share the learning and progress discussions around a Barry District heating Project. Continue to make energy efficient improvements to assets.

Vale of Glamorgan PSB Climate Emergency Charter

**Working together across the Vale of Glamorgan, we commit to...**



|                             |   |  |   |  |
|-----------------------------|---|--|---|--|
| <b>Lead by Example</b>      | Promote a wider understanding of climate change and how our actions impact on the environment - listen, learn and act | Embed sustainability within our procurement policies and practices<br>buy less and buy local                                 |   |  |
|                             | Divest from fossil fuel related industries  | Take action ourselves as local citizens  | Value, protect and enhance our biodiversity and the natural environment                           |  |
| <b>Take Positive Action</b> | Promote walking, cycling and the use of public transport  | Increase the number of electric/ low carbon vehicles in our fleet and create a network of EV charging points across the Vale | Plant more trees and create more woodland and hedgerows   |  |
|                             | Work towards new buildings within our estate being net zero carbon  | Increase the network of water refill stations  | Make our buildings more energy and water efficient and explore opportunities for renewable energy | Manage peatland and soils to reduce emissions and improve carbon storage |
| <b>Reduce our Impact</b>    | Reduce the need to travel   | Reduce the amount of paper and single use plastics we use  | Reduce the amount of office space we need   | Reduce the amount of waste we produce and improve our recycling          |

**By our actions we will:**

|   |                              |              |   |
|---|------------------------------|--------------|---|
| Reduce our emissions to mitigate the effects of climate change whilst adapting to its impacts | Be kinder to our environment | Be healthier | Become a Carbon Neutral Public Sector by 2030 |
|---|------------------------------|--------------|---|





## Value in the Vale (VIV)



### Background

- Value in the Vale (VIV) is the continuation of the previous Timebanking scheme. The previous Timebanking scheme in the Vale produced positive outcomes for a large number of participants.
- The importance of volunteering and getting involved in the community is recognised in the PSB's Well-being Plan under the objective to 'enable people to get involved, participate in their local communities and shape local services'. The new Well-being Plan 2023-28 continues to recognise the importance of community involvement and the many benefits it creates with its new Well-being Objectives 'A more equitable and connected Vale', 'A more resilient and greener Vale', and 'A more active and healthier Vale'.
- Run in partnership with Tempo, the scheme focused on supporting people who wouldn't be considered likely to take up traditional volunteering opportunities and also included people with numerous barriers to engaging with more formal work or training.
- As the funding for Timebanking came from the Housing Revenue account the scheme was only open to Council Housing Tenants.
- Following discussions with the Public Service Board (PSB) and in acknowledgement to the positive outcomes being achieved, an external grant funding scheme was secured to support the



expansion of volunteering among the seldom heard from and broadening the access to people beyond Council Housing tenants.

- The funding received has allowed the recruitment of a dedicated member of staff to work with local organisations, businesses and volunteers in order to create a Vale based volunteering scheme which aims to address health and wellbeing, social isolation, cost of living crisis and warm spaces outcomes as well as supporting people on a back to work journey.
- It has been recognised that by working with local businesses and communities it can offer solutions which incorporates the principles of a circular economy.
- The scheme also promotes digital inclusion and has an interactive website that offers a platform to:
  1. Recruit and reward volunteers for their time
  2. Promote partners and organisations working with Value in the Vale
  3. Offer free accredited training opportunities and training taster sessions

#### **What Have We Done?**

- We have launched a 'one stop website' which encompasses needs of volunteers and organisations, supported by local partners.
- Digital support has been offered to users and we have also supported our own 'in house' volunteer groups.
- Consultation around the offer of rewards has been carried out to ensure the rewards offered were relevant to the various volunteering groups.
- Free accredited training along with various taster sessions have been delivered with positive results.
- Grants from Palmerston Community Learning, Age Friendly Vale and the Local Nature Partnership Fund have allowed us to further support our service users, along with equipment through Digital Communities Wales.
- We have produced branding and created a 'presence' and in building on our communications presence we will further develop the webpage.
- Having successfully managed relationships with our partners and users we have delivered on set outcomes.

#### **What Have We Achieved?**

- Further funding from Welsh Government Early Years and Prevention to run the project until March 2024.
- We have created a model that works well and allowed us to work with our partners by keeping them informed, resulting in satisfaction as well as ensuring our volunteers feel supported.

Partners have helped us ensure that the reputation of the project is seen as one associated with quality.

- Positive relationships are already being formed with new Officers resulting in many new partners and volunteers onboarded. To date we are working with 18 partners who are offering rewards to our volunteers via the website as well as many others who are supporting 'behind the scenes'.
- Volunteer accounts created via the webpage between October 2022 – April 2023 total 72.
- Feedback from questionnaires currently suggests that of those volunteers questioned:

100% of volunteers are satisfied with their placements.

99% of volunteers see an improvement in their wellbeing.

99% of volunteers see an increase in their self-confidence.

100% of volunteers on a back to work journey feel it has improved their employment prospects.

100% of volunteers feel more connected to their communities since volunteering.

100% of volunteers would recommend Value in the Vale to others.

- Of those volunteers questioned who attended the accredited training run by Value in the Vale and Palmerston Adult Learning:

99% of learners have never attended any other volunteering course.

100% of learners would like to attend further volunteering courses.

100% of learners felt the course content was relevant.

100% of learners would recommend the course to others.

- To date, course pass rate is 100%

### **Future Direction**

- Appetite for Value in the Vale is constantly growing. We have been successful in developing a platform that has allowed us to create a presence which benefits both ourselves and our service users.
- There is now project buy-in from a number of council departments and partners have also presented us with many opportunities to grow and develop the project further. For example, business owners have come forward offering mentoring support to smaller and recently set up businesses. They see Value in the Vale as an opportunity to build a small network in which they can support one and other.



“GVS has been happy to support the work of the PSB in developing and delivering on the outcomes enshrined in the Well Being Plan. The Third Sector is a key player in all community initiatives. Through our role as a member of the PSB we have been able to articulate the views of the sector resulting in a Plan that is truly reflective of all sectors.”

- Rachel Connor, Glamorgan Voluntary Services, Chief Executive Officer

## Engagement



## **Background**

- Work to engage with the community supports the objective to 'Enable people to get involved, participate in their local communities and shape local services'. Engagement with our communities has been a key element in the creation of the new Well-being Plan 2023-28, which has captured the priorities of those living and working in the Vale. The importance of engagement is reflected in the new Well-being Objective 'A more equitable and connected Vale'.
- Whilst over the course of our Well-being Plan engagement has been affected by the changing COVID-19 restrictions in Wales, 2022/23 provided an opportunity to utilise some more traditional engagement methods. Partners continue to share good practice and lessons learnt to effectively engage with our communities.

## **What Have We Done?**

- Examples of how partners have engaged with residents and service users to share their views and influence decision making have been highlighted in the previous Annual Reports showcasing the success of traditional methods and how partners have utilised more innovative methods whilst engagement was restricted by COVID-19 restrictions e.g Food Vale FestiVale, Let's Talk Well-being Survey, Glamorgan Voluntary Services' impact of volunteering during COVID survey, and South Wales Police and Crime Commissioner Community Conversations.
- Highlights from a range of engagement that has been undertaken this year are included within the examples below and in a number of other sections within this Annual Report, particularly within the case studies on Her Voice, Wales, Food Vale, and Age Friendly Vale Status.

### *PSB Well-being Plan Consultation*

- The new 2023-2028 Well-being Plan was subject to a formal consultation period from 7th November 2022 to 29th January 2023. The draft Plan was discussed with partners including Welsh Government, Town and Community Councils, the Vale Youth Council and the Vale Equality Consultative Forum alongside a face to face stakeholder workshop to develop key priorities for the Vale of Glamorgan. As part of the development of the Plan partners attended a number of Youth Service and Family Fun events throughout the summer and an online survey was developed to help capture feedback directly from residents on the draft Plan.

### *PSB Cost of Living Three Horizon Workshop*

- On the 14th of July 2022 the Three Horizons workshop was delivered by Natural Resources Wales colleagues to support stakeholders across the PSB to develop our collective vision and plan for the future with a focus on the constraints driven by the cost-of-living crisis.

### *PSB and Town and Community Council Exchange*

- Since being established in June 2021 the PSB and Town and Community Councils have held a series of online meetings where partners have been able to share information, insights and best practice around themed topics. This year discussions have focused on the development of the Well-being Plan 2023-2028 and becoming an Age Friendly Vale.

### *PSB and Grasshopper Engagement*

- The PSB commissioned Grasshopper, a local communications organisation specialising in engaging communities, to help us better understand the landscape and needs of our most deprived communities through community mapping. The mapping included conversations with key stakeholders, asset mapping and a workshop with local stakeholders to further develop the mapping and future stages.

<http://twitter.com/statuses/1554826469473337350>

<http://twitter.com/statuses/1547893993521852417>

### **What Have We Achieved?**

#### *PSB Well-being Plan Consultation*

- The online survey was shared with and promoted across the partnership and promoted through a number of warm spaces that had been established across the Vale this winter. Officers attended various warm spaces across the Vale to promote the draft Plan, the public survey and to seek feedback directly from residents. The online survey received 107 responses. Responses from the survey were considered alongside feedback from partners and the Future Generations Commissioner and Welsh Government and reflected within the final Plan.

#### *PSB Cost of Living Three Horizon Workshop*

- Over 30 colleagues attended the workshop from various organisations across the Vale including the Vale Foodbank, local schools, Pobl and PSB partner organisations. The outcomes from the workshop were shared with attendees highlighting areas for possible future focus. This work was used to help inform the Well-being Plan 2023-2028.

#### *PSB and Town and Community Council Exchange*

- This year partners have met to discuss the findings from the Well-being Assessment and Well-being Plan and becoming an Age Friendly Vale. These meetings have provided an informal opportunity for partners to develop stronger relationships and discuss issues at local levels. Exchange meetings will continue to be held through the year to help progress the work of the Well-being Plan 2023-2028 and explore opportunities for future collaboration and integration to maximise outcomes in common areas of work.

#### *PSB and Grasshopper Engagement*

- The findings from the community mapping work have been used to develop a successful Shared Prosperity Funding Bid. This funding will help further develop the PSB's engagement work with our most deprived communities, helping identify future areas of focus to maximise positive impacts in these areas. More information on this work can be found in the Cost of Living Response case study later on in this report.

### **Future Direction**

- Going forward the PSB will continue to work together to effectively engage with stakeholders and residents. This is particularly reflected in the Well-being Plan 2023-2028 steps:

- 'Develop a better understanding of and respond to the diverse needs of our communities, including those living in more rural or more deprived areas, to ensure that services and facilities are accessible in terms of design, transport, affordability and technology and are available when people need them to prevent needs escalating.'
- 'Utilise models such as the 3H model to support longer term thinking and system change across the activities detailed in the Well-being Plan.'
- 'Increase levels of engagement and involvement at all ages, particularly with those who may be disengaged and those who may be seldom heard, including through cultural activities.'
- 'Engage with and involve our children and young people to better understand their concerns and aspirations for the future and ensure that services reflect their views and needs.'

## Well-being Plan Action Updates



“Collaborating with a diverse range of partners is essential for South Wales Fire and Rescue Service to address the wider impacts of the challenges our Vale of Glamorgan communities face now and in the future. Together we aim to make the Vale of Glamorgan a vibrant place to live for all residents, where people are empowered, healthy and happy”

- Christian Hadfield, South Wales Fire & Rescue Service

The above reports focus on the PSB’s four priority workstreams which bring together a range of different activities. The PSB’s Well-being Plan details 31 actions which the PSB has committed to take forward between 2018 and 2023 to deliver the four well-being objectives in the Well-being Plan. Progress against many of these actions is included in the above progress reports and in the case studies which feature later in this report. A fuller account of progress against each action can be viewed by clicking through the slideshows below.





**Well-being Objective One – To Enable People to Get Involved, Participate in their Local Communities and Shape Local Services Strategic Lead – South Wales Fire and Rescue Service**

| No. | Well-being Plan Action                                       | Progress   |
|-----|--|--|
| E1. | Adopt the National Principles for Public Engagement in Wales | <p>The PSB has agreed to embed the <a href="#">National Principles of Public Engagement in Wales</a> in all public engagement and consultation work it undertakes. To date the following PSB partners have signed up and endorsed the national principles: Welsh Government, GVS, South Wales Fire and Rescue, Vale of Glamorgan Council, Natural Resources Wales and the National Probation Service.</p> <p>Over the past year, work has been undertaken to engage with the public on the Well-being Plan. The Plan underwent a formal consultation period, and the draft plan was circulated to a range of stakeholders such as PSB partners, Town and Community Councils, Equality Consultative Forum, and Welsh Government. Discussions were also held with the Youth Council and young people at summer engagement events in person. The formal feedback provided by consultees and organisations, is reflected in the final Plan, and detailed in the consultation report. The consultation included an electronic public survey and received 107 responses. The survey was also promoted this year through a number of warm spaces that have been developed this winter. Officers attended various warm spaces across the Vale to promote the draft Plan, the public survey and to seek feedback directly from residents. To further promote the consultation feedback on the draft Plan the draft was promoted externally via the Council's website and social media channels.</p> |

**Well-being Objective One – To Enable People to Get Involved, Participate in their Local Communities and Shape Local Services Strategic Lead – South Wales Fire and Rescue Service**

| No. | Well-being Plan Action  | Progress   |
|-----|---|--|
| E2. | Research best practice in engagement and community participation within Wales, the UK and internationally to develop new approaches with a particular emphasis on: <ul style="list-style-type: none"> <li>Digital methods</li> <li>Accessibility/plain language</li> <li>Children and young people</li> <li>Deprived communities</li> <li>Hard to reach groups</li> <li>Opportunities through sport, culture and environment</li> </ul> | <p>Partners continued to engage with communities by utilising multiple methods of engagement. Examples include:</p> <ul style="list-style-type: none"> <li>The PSB engaged with the community through the development of the Well-being Plan using a 12-week consultation period that included an online survey for members of the public to get involved. Additional engagement was carried out through other forms with the public. These included summer youth engagement events which were in person conversations, as well as discussions about climate change and the cost of living with the Youth Council at in person meetings and stakeholder workshops.</li> <li>The PSB has held several community events in various locations across the Vale this year to help develop the work to become an Age Friendly Vale, gathering feedback on the Age Friendly Vale draft, Commitments and promoting information on the support services available to older residents.</li> <li>Working with Grasshopper a public relations and communications agency, the PSB has undertaken community mapping in the most deprived areas of Barry. This has included stakeholder mapping and creating a communications and engagement plan. The information was obtained through several in person conversations and a workshop with key community figures.</li> </ul> |
| E3. | Support and promote volunteering opportunities for staff and residents of all ages recognising the range of personal and community benefits.  | <p>The <a href="#">Vale Spaces</a> webpage which supported volunteers through COVID remains live and provides information on all the support and volunteering opportunities available across the Vale.</p> <p>The Value in the Vale (VIV) scheme is the new iteration of the original time banking project. Research and feedback indicated that this initial project had benefits for individuals and communities as a result of volunteering. Therefore, Value in the Vale has learnt from this feedback and improved upon the original project. Value in the Vale is about collective action in the Vale and is a volunteering rewards scheme aiming to improve well-being. The scheme is a collaboration between the Public, Private and Voluntary Sector.</p> <p>GVS continue to be an active member of the PSB and a range of PSB projects provide volunteering opportunities including work on food poverty and age friendly activities.</p>  |

**Well-being Objective One – To Enable People to Get Involved, Participate in their Local Communities and Shape Local Services Strategic Lead – South Wales Fire and Rescue Service**

| No. | Well-being Plan Action  | Progress   |
|-----|---|--|
| E4. | 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.                          | Partners continue to share best practice and engagement opportunities for collaborative working across the Vale. The engagement toolkit created by the Vale Staff Healthy Travel Charter, that links to the principles of engagement agreed by the PSB engagement group, continues to be used by partners to encourage healthy and active travel.  |
| E5. | 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. | Work continues in Llantwit Major under the exploratory food poverty pilot project. After establishing the need in the area, developing a community and partner based exploratory group, coproducing and carrying out engagement with local residents and food support services a series of proposals has been developed with the aim to improve food access locally. These proposals have been used to obtain Lottery funding to progress the actions.<br><br>In line with one of the 'priority workstreams' within the PSB's Well-being Plan 2023-28, 'Working with the people who live in our communities that experience the highest levels of deprivation'.<br>The PSB working with Grasshopper a public relations and communications agency has undertaken a community mapping in the most deprived areas of Barry. This has included stakeholder mapping and creating a communications and engagement plan. The information was obtained through several in person conversations and a workshop with key community figures. This research will be used to progress engagement with these communities and develop projects to support them, having involved residents and community figures throughout. |

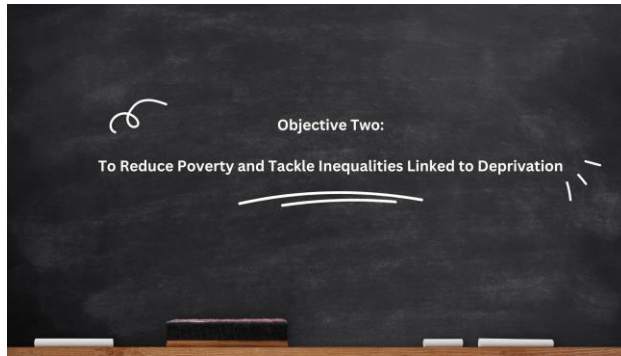
**Well-being Objective One – To Enable People to Get Involved, Participate in their Local Communities and Shape Local Services Strategic Lead – South Wales Fire and Rescue Service**

| No. | Well-being Plan Action   | Progress   |
|-----|--|--|
| E6. | Develop our understanding and knowledge about our local communities and how we can encourage more people to get involved in their community. | Work carried out jointly by the PSB and the Vale SD+ Strategy Forum over the winter to gather residents views on how age friendly the Vale is and what the Forum should look like and focus on going forward will also support this action. This information will be used to inform the Age Friendly Vale application to achieve World Health Organisation Age Friendly Status. Through our work to become an Age Friendly Vale partners will continue to work with local groups and communities to ensure a wide range of stakeholders, including members of the public, are engaged and help to shape and develop our Age Friendly Status Application and future Age Friendly Vale Action Plan. Work is ongoing to develop community connections in this area to build our local knowledge and encourage wider participation at future events.<br><br>Work has also taken place to strengthen the relationship between the PSB and Town and Community Councils (TCCs). Several meetings have taken place this year focused on how the PSB can work better with TCCs through discussions on topics such as climate action, age friendly vale and the new Well-being Plan. These PSB and TCC exchange meetings are ongoing with more planned through 2023/24 to continue the exchange of knowledge and contacts thereby allowing a more integrated approach to working.<br><br>The PSB is keen to develop its relationship further with young people, for example as part of the work around climate change. Partners are keen to work with young people to explore how partners can promote these messages in our own organisations. Over the summer of 2022, partners attended several youth summer events to engage with young people on climate change. Additionally, two workshops were undertaken by the Vale Council with the Youth Council on climate change and the cost-of-living crisis which captured their views.<br><br>Work undertaken in our most deprived areas as detailed in E5 and D9 has also helped us to deliver this commitment. |
| E7. | Work with staff and those working in the community e.g. sports coaches and volunteers to identify needs.                                     | As part of the work to tackle food access in Llantwit Major a support webpage has been developed on the Food Vale website <a href="https://www.foodvale.org.uk">https://www.foodvale.org.uk</a> . This webpage includes information on where people can go to for support with food and other often related issues including money and mental health advice. Following some wider food support advice mapping that has been undertaken by the Vale Council this webpage will be updated to host a wider.   |

**Well-being Objective One – To Enable People to Get Involved, Participate in their Local Communities and Shape Local Services Strategic Lead – South Wales Fire and Rescue Service**

| No. | Well-being Plan Action  | Progress  |
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| E8. | Raise awareness and signpost to services e.g. dementia, domestic abuse, isolation/loneliness, making healthy lifestyle changes.                             | signpost of support information. More than food hub advice stalls once a month.<br><br>In response to the cost-of-living crisis fuelled by rising energy prices, the Warm Welcome Scheme was launched in order to provide the community with warm spaces during the winter. In addition to the opportunity to have access to a warm space, the scheme proved successful in reducing social isolation and loneliness. Feedback obtained from the Council and community warm spaces revealed that many attendees used the spaces primarily to meet others in a social setting. There were also several spaces that worked in partnership with organizations such as Citizen Advice and Welsh Water to provide support and advice on a range of matters. |
| E9. | 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. | The Value in the Vale (VIV) scheme is the new iteration of the original time banking project. Research and feedback indicated that this initial project had benefited for individuals and communities as a result of volunteering. Therefore, Value in the Vale has learnt from this feedback and improved upon the original project. Value in the Vale is about collective action in the Vale and is a volunteering rewards scheme aiming to improve well-being.   |





| Well-being Objective Two – To Reduce Poverty and Tackle Inequalities Linked to Deprivation |  |
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| Strategic Lead – Cardiff and Vale University Health Board                                  |  |
| No.  | Well-being Plan Action   |
| D9.  | <p>Undertake further engagement, research and analysis regarding inequalities between our least and most deprived communities to inform how we can work together more effectively to tackle the challenges and reduce inequalities.</p>  |
|  | <p>The PSB working with Grasshopper a public relations and communications agency has undertaken a community mapping in the most deprived areas of Barry. This has included stakeholder mapping and creating a communications and engagement plan. The information was obtained through several in person conversations and a workshop with key community figures. This research will be used to progress engagement with these communities and develop projects to support them, having involved residents and community figures throughout. An application to acquire funding from the Shared Prosperity Fund (SPF) has been created using research undertaken through this work as well as other sources to fund further engagement and delivery.</p> <p>The PSB's <a href="#">evidence base</a> continues to be regularly updated with new reports providing local analysis. Following the publication of the PSB's Well-being Plan the Evidence Base has been redesigned to provide a live resource for the PSB. Additional data resources continue to be developed, this includes the analysis of the Census 2021 results for the Vale of Glamorgan and analysis of the impact of the cost of living crisis on households across the Vale.</p> <p>The Well-being Assessment and evidence base have been used to help inform the priorities in the Well-being Plan 2023-26 and future focus for the PSB. Additional engagement with young people through summer events and the Youth Council, as well as older people through the 50+ forum as a part of age friendly Vale, have been used to inform the Plan.</p> |

| Well-being Objective Two – To Reduce Poverty and Tackle Inequalities Linked to Deprivation |   |
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| Strategic Lead – Cardiff and Vale University Health Board                                  |   |
| No.  | Well-being Plan Action  |
| D10.   | <p>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.</p>  |
|  | <p>In response to the cost-of-living crisis fuelled by rising energy prices, the Warm Welcome Scheme was launched in order to provide the community with warm spaces during the winter. This was intended to provide some relief from energy costs for residents. In addition to the opportunity to have access to a warm space, the scheme proved successful in reducing social isolation and loneliness. This allowed for those in need to be reached more easily and many warm spaces have evolved into hubs that working in partnership with organizations such as Citizens Advice and Welsh Water provide support and advice on a range of matters.</p> <p>Examples of partnership activity particularly around food poverty have been detailed earlier in this report.</p> <p>Partners took part in a workshop focused around the Three Horizons model to develop a collective vision and plan for the future of their service delivery under current constraints driven by the cost of living crisis.</p> <p>Partners continue to explore opportunities to better reach those who need support across the Vale to increase awareness of the support available and to improve access to the support services.</p>                   |
| D11.   | <p>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.</p>  |
|  | <p>The Cardiff and Vale of Glamorgan <a href="#">Director of Public Health Report 2020</a> found that the COVID-19 pandemic exposed and exacerbated the inequalities and inequities that are present in our more deprived communities. A collective partnership approach, working directly with local communities, is required to halt and reverse this trend, ensuring that we 'level up' in the process. The 'Amplifying Prevention' programme is a partnership approach in response to these challenges. The topic areas chosen for focused attention in 2022/23 are: childhood immunisations, bowel screening, and Move More, Eat Well. The Amplifying Prevention approach aligns with the principles for future partnership working, and sits within the overall partnership arrangements of the two Public Service Boards (PSBs), whilst also being complementary to the work of the Regional Partnership Board (RPB).</p> <p>Work under Move More Eat Well has continued to share and promote healthy behaviour messages, local activities, projects and programmes via the <a href="#">Move More Eat Well website</a>, and social media channels.</p> <p>More information on this action can be seen in the action update E7.</p> |

| Well-being Objective Two – To Reduce Poverty and Tackle Inequalities Linked to Deprivation |  |   |
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| Strategic Lead – Cardiff and Vale University Health Board                                  |  |   |
| No.  | Well-being Plan Action   | Progress  |
| D12  | 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. | <p>The climate change conversation has continued this year with the PSB's Asset Management and Climate Emergency sub-group continuing to meet and discuss opportunities to work together and with local communities and groups to tackle the climate and nature emergencies.</p> <p>The new Well-being Plan 2023-28 contains three priority workstreams that the PSB has identified as needing specific and additional shared focus. Responding to the climate and nature emergencies is one of these priority workstreams and so work will progress to achieve this action.</p> <p>A number of volunteering opportunities through Value in the Vale have an environmental focus and the Strong Communities Fund continues to support local community projects.</p> |

| Well-being Objective Two – To Reduce Poverty and Tackle Inequalities Linked to Deprivation |   |   |
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| Strategic Lead – Cardiff and Vale University Health Board                                  |   |   |
| No.  | Well-being Plan Action  | Progress  |
| D13  | 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 co-ordinated approach to tackling poverty across the Vale.                    | <p>Examples highlighted earlier in the report on food poverty and volunteering are examples of a more coordinated and localized approach. Following a workshop, the Council is considering how it can continue to support vulnerable households through its cost-of-living support and approach.</p> <p>The reshape of the Children Communities Grant (CCG) is ongoing and taking shape to encompass more family support projects such as the out of court disposal. The new employability project is now no longer part of the CCG but has gone live seeing 5 previous sources of funding blended into one. This has been built upon and encompasses the new Shared Prosperity fund under UK Government underpinning the first steps to employability, linking in several partners like Adult Community Learning (ACL) and Glamorgan Voluntary Service (GVS). The Community Enterprise Centre (CEC) is now a single unit and is working well with 3 Families First Projects (FACT/FFAL forming an Early Help Team) and the shared parenting service, Flying Start (continue to operate a creche from the venue) and the employability team. This ensures a more joined up approach to providing support.</p> |
| D14  | 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. | <p>Through the Cardiff and Vale Community Learning Partnership (CAVCLP) Cardiff and Vale College (CAVC) is working in collaboration with the Vale of Glamorgan and City and County of Cardiff local Authorities to implement a regional employability programme maximizing the funding opportunities of the Shared Prosperity and Multiple funding streams. This targeted programme will align with the bid requirements and aim to meet the job market objectives of the City Region.</p>  |

| Well-being Objective Two – To Reduce Poverty and Tackle Inequalities Linked to Deprivation |  |  |
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| Strategic Lead – Cardiff and Vale University Health Board                                  |  |  |
| No.  | Well-being Plan Action   | Progress   |
| D15  | Develop a co-ordinated approach to tackling fuel poverty recognising the expertise and contribution of Registered Social Landlords towards achieving this goal.  | <p>Energy efficiency improvements continue to be made to the Council's housing stock and new homes being built here a higher energy efficiency standard. Issues around fuel poverty are also considered as part of this work. Work is also continuing to promote energy efficiency measures in the private sector.</p> <p>NEST is the WG scheme to help people in fuel poverty, improve energy efficiency and lower bills. In 2021/22 across Wales 15,777 households received free and impartial energy saving advice. The work under NEST will continue as the cost of living continues to rise. Their annual report can be seen <a href="#">here</a>. The Council continues to promote the NEST scheme to eligible households in the Vale of Glamorgan.</p> <p>Work has continued to tackle fuel poverty through a Vale of Glamorgan Council Cost of Living group and a dedicated Cost of Living web page that has provided information to residents and collated all support available. This includes the Discretionary Cost of Living payments which have been distributed in order to support people with their energy bills.</p> <p>Information on energy efficiency has also been shared through our warm spaces and at a range of events including age friendly events.</p>  |
| D16  | Consider how we can improve the environment to support and encourage outdoor play and active travel in some of our more deprived areas through for example transport improvement schemes and street closures for play. | <p>The Vale of Glamorgan Public Services Board (PSB) developed its Staff Healthy Travel Charter in partnership with the Cardiff and Vale Public Health Team. Partners signed-up to the Healthy Travel Charter in October 2019. The Level 1 of the Charter committed organisations to 14 commitments to support staff and visitors to walk, cycle, take public transport, and switch to low carbon vehicles, over a three-year timeframe. The aim of the Charter are to improve staff and visitors' physical and mental health and wellbeing, improve air quality, reduce inequalities and reduce carbon emissions. Following the good progress made by partners towards the completion of the Level 1 Charter, a Level 2 Healthy Travel Charter has been developed. The Level 2 Charter sets-out ten 'universal commitments' which all signatory organisations are expected to commit to. These commitments are set-out against four themes which include: Senior Leadership and Accountability, Culture Change, Support Home and Agile Working and Organisational Policies and Travel Planning. A further four commitments are included in the Level 2 Charter as 'tailored commitments' and these provide signatories with an option to select two commitments which are set-out against three themes including: Incentivise Walking and Cycling, Incentivise Public Transport Use and Discourage Private Car Use. <a href="#">First school road closure to promote active travel starts off with success</a> <a href="#">lvaleofglamorgan.gov.uk</a> – can we add something in from this article?</p> |

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| <p>D17. 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.</p> | <p>Food Vale is continuing to progress actions within the partnership's <a href="#">Action Plan</a> which outlines how the partnership will work to achieve the priority areas in the Food Vale Charter which has access to affordable, healthy &amp; sustainable food that is embedded in the first priority - 'a good meal for everyone everyday'.</p> <p>Food Vale continues to provide a number of free opportunities through which Vale residents can gain greater awareness of healthy &amp; sustainable food choices, as well as the skills and knowledge involved in cooking a healthy meal on a budget. In the summer of 2023, Food Vale along with partners will be organizing a Vale Food Trail that aims to showcase local climate &amp; nature-friendly food producers and the businesses that support them. The Trail will encourage local citizens &amp; visitors to connect with the local food system and learn about the connections between food, wellbeing and climate change. It will be a series of activities (events and experiences) to be run by local producers, cafes, restaurants and other food businesses.</p> <p>The UHB and the Council together with Cardiff Council are reviewing and updating their advertising policies to include a healthier advertising protocol that would restrict the advertising of products that are high in fat, sugar and salt (HFSS). This work is being driven by the local Public Health Team and the policy refresh is part of the Move More Eat Well (MMEW) and amplifying prevention workstreams.</p> <p>Welsh Government funding of £37,000 has been awarded to develop the Vale Food Partnership, part of this funding will allow for a new Food Vale officer post to be created that can help keep momentum by focusing on leading issues around food insecurity in the Vale. Engagement and research will be undertaken to establish the current provisions, areas of greatest needs and any gaps as well as developing a model for a 'whole-systems approach to household food security' in the Vale, to include recommendations for longer-term actions. Research into rural food projects will also progress with scope for a pilot project for rural vale food pantry/provision to be undertaken in the winter of 2023.</p> <p>Food Vale continues to work with partners to address food related issues across the Vale, and continues to work closely with partners through the Llantwit Major Food Poverty Pilot Project exploring 'why can some people not have a good meal everyday'. The work of this project has been highlighted in the main report.</p> |
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| <b>Well-being Objective Three – Give Children the Best Start in Life Strategic Lead – Vale of Glamorgan Council</b> |  |
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| No.   | Well-being Plan Action   |
| C18.  | <p>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.</p> <p>Welsh Government accepted and agreed the business plan so work has begun on the Cardiff and Vale of Glamorgan Early Years Pathfinder programme, which will address 4 main priority areas of need for infants, children, and their care givers in the early years. The work builds on the existing infrastructure, information sharing, systems and services across the region that deliver coordinated approaches and joined up working across partners, and aims to strengthen the following:</p> <ol style="list-style-type: none"> <li>1. Early and skilled response to neurodevelopment, at the first point of contact with Early Help</li> <li>2. Earlier support for infant and parental mental health and emotional wellbeing, through peri-natal and maternity services</li> <li>3. Strengthen childcare settings and provision, in readiness for the implementation of the ALNET act</li> <li>4. Build capacity and strengthen multi-agency processes and approaches for children looked after in the early years, to enable successful early years transitions.</li> </ol> <p>There is a Steering Group in place to monitor progress and each theme has appointed a lead to enable to the work to progress.</p> |

| Well-being Objective Three – Give Children the Best Start in Life Strategic Lead – Vale of Glamorgan Council |  |  |
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| No.  | Well-being Plan Action   | Progress   |
| C19.   | 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. | The Parenting Service has moved management from Flying Start to Families First allowing a closer alignment with the Early Help Hub, seeking to develop more joint up approach to working with families. WG have allocated 2 new grants one focused on the Out of Court Disposal which seek to respond to the removal of physical punishment of children and the other with a wider focus on local areas of development in areas such as schools.   |
| C20.   | Develop a better understanding of ACEs to take effective action to ensure people are protected, support systems are in place and the root causes of ACEs are prevented.  | There is work to build on ACEs awareness training through the Trauma Informed Framework which has now been launched for Wales and WG are taking forward plans to lead to more staff being trauma skilled, building on the Trauma informed work already rolled out. Many staff across various partners are being trained (mainly schools and those linked to schools). It will become more mainstreamed after this year.  |
| C21.   | 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.              | Reviewing services is a continual process leading to the launch of many new services in 2022/23. Cynet a project focused on late diagnosed ASD families and children, journey beyond above, a project focused on abuse survivors and Emojis a children mentoring project. Flying Start has seen their plans for the 2 year old childcare offer approved by WG which will allow Flying Start services to expand further across the Vale and work to develop this as well underway. Regional Programmes like the Early Years Pathfinder designed to bring a more coherent and joined up approach to the delivery of support for young children and families, are developing via 4 working groups with a focus on Workforce & Additional Learning Needs, Perinatal and mental health development, Support for Parents and child health and disability. This links closely with the 1000 days project. |

| Well-being Objective Three – Give Children the Best Start in Life Strategic Lead – Vale of Glamorgan Council |   |   |
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| No.  | Well-being Plan Action  | Progress  |
| C22.   | Review multi-agency arrangements for the delivery of preventative and statutory services for children and young people. | Reviewing of prevention services is ongoing, despite the withdrawal of the Early Help funding, many of the services were absorbed into either Flying start or families First funding streams. This included maintaining Cynet (an ASD support services for families), a Child Mentoring programme and a Domestic Violence (DV) programme working with victims. Additional funds for the 2-year-old child care offer and expansion of Flying start also ensured that there will be a strengthening of childcare and early years support across the Vale. |

| Well-being Objective Three – Give Children the Best Start in Life Strategic Lead – Vale of Glamorgan Council |   |   |
|--|---|---|
| No.  | Well-being Plan Action  | Progress  |
| C23.   | 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 being their home or entering the criminal justice system through for example domestic abuse, poor mental health or anti-social behaviour. | <p>The Safer Vale partnership continues to work collaboratively in a cross partnership approach with multiple services and the local community to reduce crime and disorder as well as the fear of crime and disorder across the Vale.</p> <p>During 2022/2023 the Vale community safety MARAC coordinator has discussed 385 high risk domestic abuse victims and their families through the multi agency process, 102 families have received target hardening measures ( CCTV/burglar alarms), ensuring their safety and preventing them from leaving their home address, those that may have additional need such as mental health /anti-social behaviour etc. will be referred through the MARAC actions to appropriate services for support.</p> <p>Following on from last year's pattern we have seen a decrease of 58% (2136) of ASB incidents during 2022/2023, however there has been an 13% (1466) increase in referrals received, this is due to members of the team encouraging officers to submit referral for incidences.</p> <p>All referrals relating to young people are checked to see if they are open to Social Services, in full time education and discussed with Youth Offending Services to ensure early intervention and support is offered. Support referrals are also made for adults that are causing ASB or victims.</p> <p>There is a new Safer Vale Strategy that will run from 2023-2028 which outlines how the Safer Vale Partnership will work together to reduce crime and disorder and reduce the fear of crime and disorder in the Vale. The Strategy outlines the following 4 priorities for community safety in the Vale.</p> <ul style="list-style-type: none"> <li>Work to prevent and reduce crime and anti-social behaviour to keep people who live, work and visit the Vale safe and free from the fear of crime.</li> <li>Improve the way in which we connect with, involve and inform our communities to increase awareness, the feeling of belonging and positive community cohesion in the Vale.</li> <li>Work to safeguard the Most Vulnerable in our Communities.</li> <li>Strengthen the innovative partnership working and information sharing within the Vale to improve efficiencies and enhance problem solving.</li> </ul> |



**Well-being Objective Four – Protect, Enhance and Value Our Environment Lead Partner – Natural Resources Wales**

| No.   | Well-being Plan Action   | Progress  |
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| Ev24. | <p>Deliver on a joint commitment to "green" our estates by:</p> <ul style="list-style-type: none"> <li>- 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)</li> <li>- 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)</li> <li>- Minimising flood risk and water pollution</li> <li>- Understanding and mitigating our impacts on air quality</li> </ul> | <p>Work is progressing to develop a stronger understanding of the carbon emissions emitted by partners across the Vale and is being aided by the carbon footprints calculation exercise submitted to Welsh Government for the first time in 2021/22. Following submission of Carbon Emission data to Welsh Government in September 22, preparations are on-going by partners to prepare submissions for September 23.</p> <p>The Asset Management and Climate Emergency Subgroup continues to meet on a regular basis to allow for partners to share learning and identify opportunities for joint working. Since merging in April 2021 the group has discussed a range of topics including outputs from SQA&amp;R re impacts of climate change, Welsh Public Sector Net Zero Carbon Reporting, Project Zero and electric vehicles.</p> <p>Work has continued across the PSB to meet the actions outlined within the <a href="#">Climate Emergency Charter</a> that was agreed by the PSB in February 2021.</p> <p>More information is provided in the main body of the report.</p> |

**Well-being Objective Four – Protect, Enhance and Value Our Environment Lead Partner – Natural Resources Wales**

| No.   | Well-being Plan Action  | Progress   |
|-------|---|--|
| Ev25. | <p>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.</p> | <p>Following the good progress made by partners towards the completion of the Level 1 Charter, a Level 2 Healthy Travel Charter has been developed. The Level 2 Charter sets-out ten 'Universal commitments' which all signatory organisations are expected to commit to. These commitments are set-out against four themes which include: Senior Leadership and Accountability, Culture Change, Support Home and Agile Working and Organisational Policies and Travel Planning. A further four commitments are included in the Level 2 Charter as 'Tailored commitments' and these provide signatories with an option to select two commitments which are set out against three themes including: Incentivise Walking and Cycling, Incentivise Public Transport Use and Disincentivise Private Car Use.</p> <p>To promote active travel across the Vale, a number of active travel consultations have been undertaken. Proposed schemes have included connections between: St Athan to Rhosce, Culverhouse Cross to St Nicholas, Barry to Dinas Powys and Penarth Road to Baron's Court. Through funding secured for 23/24 it is anticipated that the OVO bike scheme will be extended into Barry through 8 docking stations. This builds on the delivery of a Brompton bike docking station at Llantwit Major Transport Interchange.</p> |

**Well-being Objective Four – Protect, Enhance and Value Our Environment Lead Partner – Natural Resources Wales**

| No.   | Well-being Plan Action  | Progress   |
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| Ev26. | 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. | <p>A bid to the Shared Prosperity Fund was successful in FY22/23 that allowed the installation of a Brompton Bike hire dock at Llantwit Major Interchange in March 23.</p> <p>The Shared Prosperity Fund (SPF) are funding the DVOBike expansion into Barry which is planned to be announced to the public in June 2023. Locations will be decided this year and the scheme will launch in Barry Spring 2024.</p> <p>Work is continually taking place to develop the active travel routes across the Vale of Glamorgan with developments recorded on the Council's website. <a href="https://www.valeofglamorgan.gov.uk/en/running/transportation/Active-Travel-and-Safe-Routes-in-Communities/010625a100">https://www.valeofglamorgan.gov.uk/en/running/transportation/Active-Travel-and-Safe-Routes-in-Communities/010625a100</a></p> <p>Work is taking place for the Council to become a 'Cycle Friendly Employer' over the next few months – this means facilities will be provided for staff at the 3 main buildings.</p> <p>The Council's Road Safety Team are looking at ways they can fund/run additional cycle courses outside of the school environment – whether that's for adults or children.</p> <p>The Ty Iolo Bike Club is launching in June 2023 – this is bike training through Pedal Power for the Gibbonsdown area.</p> <p>The Barry Dock Interchange will be complete in June 2023 and a bid to Cardiff Capital Region (CCR) was submitted to complete a study on the Cogan Interchange.</p> <p>The Council in partnership with the Cardiff Capital Region (CCR) have applied for on-street residential charging scheme funding to expand the provision of public EV charging stations across the Vale.</p> |

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| Ev27. | Review public land assets and maximise their potential for community use and value as an environmental resource. | Work is being taken forward in partnership to address opportunities to work to green estates across the PSB and to identify opportunities for their potential for community use. Opportunities for communities to identify and take on assets in their areas is progressed through the Vale of Glamorgan Council's Community Asset Transfer process. Where these assets can provide an opportunity to benefit the environment in local communities then this information will be shared with on-going work through action EV24 and discussions with the joint PSB Asset Management Group and Climate Change Sub Group. |
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**Well-being Objective Four – Protect, Enhance and Value Our Environment Lead Partner – Natural Resources Wales**

| No.   | Well-being Plan Action  | Progress  |
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| Ev28. | Develop a better understanding across our organisations of environmental issues, the impact of how we work/deliver services, and links between a poor environment and deprived communities.   | <p>Following the launch of the PSB's Climate Emergency Charter a subgroup was established to progress this work further. Since successfully merging with the Asset Management subgroup partners have continued to meet virtually to discuss key issues within organisations and share learning, knowledge and best practice helping to strengthen our knowledge in the Vale and identify opportunities for joint working. A standing agenda item at these meetings is organisational updates to help build a better understanding across organisations of asset and environmental work and issues.</p> <p>The PSB working with Grasshopper a public relations and communications agency has undertaken a community mapping in the most deprived areas of Barry. This has included stakeholder mapping and creating a communications and engagement plan. The information was obtained through several in person conversations and a workshop with key community figures. The research will help to identify the drivers of poverty in these areas such as the environmental factors and dependent on securing funding work will progress to engage with these communities. Feedback will influence how our services are delivered considering the environmental aspect as well as other issues.</p> |
| Ev29. | 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. | <p>The Council continues to work with farmers and tourism businesses to identify diversification opportunities. Walking is the biggest tourism driver in the Vale of Glamorgan and we continue to promote walking alongside responsible messaging.</p> <p>The pilot Food trail has a strong environmental focus showcasing local and sustainable food producers and businesses.</p>   |
| Ev30. | Explore how procurement policies and practice can support the local economy and protect the local environment.  | <p>Partners are progressing work on how procurement policies and practice can best support the local economy and protect our environment through the PSB's Asset Management and Climate Change Group. Procurement is a strategic theme of the group with partners reporting progress over the last year. In 2022-23, partners have made progress on a number of procurement workstreams, these include:</p> <ul style="list-style-type: none"> <li>The Cardiff and Vale University Health Board have changed their assessment model to give greater</li> </ul>  |

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|  | weighting to the foundational economy and social value in scoring. All companies applying for tenders over £5 are required to have a decarbonisation plan.   |
|  | <ul style="list-style-type: none"> <li>• South Wales Fire and Rescue Service have worked with WROD Cymru to commission a Sustainable Procurement toolkit. This is now being utilised on identified contracts to provide a quick win. The toolkit has been implemented four times through the year.</li> <li>• The Vale of Glamorgan Council has developed its new Procurement Policy and Strategy. The new Policy and Strategy has a stronger emphasis on the need to ensure our procurement practices support work on the climate emergency. These documents have been developed alongside work with the Welsh Local Government Association on an all Wales approach to improving procurement. This work recognises the large percentage of emissions associated with the supply chain across the public sector.</li> </ul> |

| Well-being Objective Four – Protect, Enhance and Value<br>Our Environment Lead Partner – Natural Resources Wales |   |  |
|--|---|--|
| No.  | Well-being Plan Action  | Progress   |
| EV11   | 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. | <p>This year has seen Food Vale continue to grow and develop. A <a href="#">Food Vale Action Plan 2022/23</a> has been developed outlining the areas of focus for the partnership. Work has since progressed to meet the commitments in the Action Plan.</p> <p>Food Vale successfully applied to the <a href="#">Sustainable Food Places Bronze Award</a> on behalf of the Vale of Glamorgan. This award recognises and celebrates the success of those places taking a joined up, holistic approach to food and that are achieving significant positive change on a range of key food issues. The application to achieve the Bronze Award was successful and work has since progressed to achieve Silver Award status.</p> <p>Through regular meetings with the multi-agency partnership Steering Group and recently established wider Network Group, work continues to ensure that we have a shared understanding of the contribution food can make to all aspects of well-being.</p> |

## Section 3: Our Evidence Base

The PSB has continued to develop its evidence base. A View of the Vale of Glamorgan - An Assessment of Current and Future Well-being, the PSB's 2022 Well-being Assessment is a culmination of work to ensure that the PSB can base its work on the most up-to-date data and evidence.

This Assessment has highlighted that there remain evident differences in the levels of well-being experienced across the Vale of Glamorgan. The findings of the Assessment has built on and included the findings of previous work undertaken by the PSB to consider well-being in the Vale of Glamorgan. Reports previously produced include:

- Wales Index of Multiple Deprivation (WIMD): A Vale perspective<sup>12</sup>
- Let's leave no one behind in Cardiff and the Vale of Glamorgan<sup>13</sup>

<sup>12</sup><https://app.powerbi.com/view?r=eyJrIjoiMmFhY2YyMTQ0NzJmZi00Mzg3LWVmZGYtYmZjNGFmYTRiOWFjIiwidCI6ImUzOTlkM2JiLTM4ZWQtNDY5Ni05MWNmLTc5ODUxZGJmNTVlYyIsImMiOiJh9>

<sup>13</sup><https://sway.office.com/kRW7tnsthFPPHgJZ?ref=Link>



- Protected characteristics in the Vale<sup>14</sup>

**All reports are available on the PSB website.**<sup>15</sup> A case study outlining the work the refreshed Evidence Base can be seen later on in this report. The new Evidence Base has been updated and refreshed to reflect the PSB's new Well-being Plan. This work has meant the inclusion of new indicators in the Evidence Base to reflect the Plans new Objectives and Priority Workstreams. These new indicators will be monitored through the Evidence Base and reflected in future Annual Reports to track the PSB's progress in taking forward its new Plan.

**Partners will continue to use the evidence base to plan services. Some of the data key to planning services includes:**

#### **Demographics:**

- Through the 2021 Census, the Vale of Glamorgan population was estimated at 131,800. This is an increase of 4.3% on the 126,336 estimated through the 2011 Census and is higher than the percentage growth for Wales as a whole which is estimated at 1.4%.
- At MSOA level, the greatest population growth has been seen in the Barry Island MSOA, between 2011 and 2021, it is estimated that the population grew 23.2%, from 8,476 people in 2011 to 11,037 people in 2021. Peterston-super-Ely & Wenvoe MSOA has also seen population growth of 16.6% and Ogmores-by-Sea & Llandough MSOA population growth of 13.81%.
- The Median age in the Vale of Glamorgan in 2021 was 44 years, this compares to 42 years for Wales. In comparison, the Barry Dyfan & Illtyd MSOA had the highest median age in the Vale of Glamorgan of 53 years and the Cowbridge MSOA a median age of 52 years. The Gibbonsdown MSOA had the lowest median age in the Vale of Glamorgan of 36 years.
- Between 2011 and 2021, in the Vale of Glamorgan there has been an increase of 24.9% in people aged 65 and over, this compares to an increase of 17.7% for the whole of Wales. In 2021, it was estimated that 22% of the Vale of Glamorgan's population was aged 65 and over. The Vale of Glamorgan has also seen an increase of 4.3% in children aged under 15 years, this contrasts to a decrease of 1% for the whole of Wales. In 2021, it was estimated that 18.6% of the Vale of Glamorgan's population was aged 15 years and under.
- At MSOA level, in 2021, 17.4% of the Barry & Illtyd MSOA were estimated to aged 56 to 74 years. Similarly, 11.7% of the Cowbridge MSOA were estimated to be aged 75 to 84 years and 4.9% were estimated to be aged 85 years and over. In contrast, it was estimated that 6.9% of residents in the Barry East MSOA and Gibbonsdown MSOA were aged 4 years and under. Similarly, 7.2% of the Gibbonsdown MSOA were estimated to be aged 5 to 9 and 8.6% were estimated to be aged 10 to 15 years.
- In line with population projections across Wales, projections for children and young people, those aged 15 and under show a steady decline over the next decade.

<sup>14</sup><https://app.powerbi.com/view?r=eyJrIjoiaZWlZlZWVhYjYtMGU0ZC00OGNhLTllZTAzMzRlNmFjNzVkOTAzliwidCI6ImUzOTlkM2JlLTM4ZWQtNDY5Ni05MWNmLTc5ODUxZGJmNTVIYyIsImMiOjh9>

<sup>15</sup><https://www.valepsb.wales/en/Home.aspx>

- Projections for the working age population (aged 16-64) show a steady decline over the next decade. This is in-line with all other Local Authority areas in Wales, other than urban Local Authority areas.
- Projections for those aged 65 and over in the Vale show a year on year population growth to 2038.
- The Vale shows the greatest projected increase in the population aged 65 and over of all Local Authority areas in Wales by 2038.

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### **Education and Economy:**

**One of the PSB's Well-being Objectives is 'to reduce poverty and tackle inequalities linked to deprivation' and work undertaken with regards to WIMD and the Vale is helping partners to have a better understanding of where projects and services need to be targeted.**

- Three LSOAs in the Vale of Glamorgan are ranked in the 10% most deprived (1-191 overall rank) areas in Wales. These areas include: Gibbonsdown 2 (105), Court 3 (142) and Buttrills 2 (186). (could have note to explain WIMD and LSOAs). Gibbonsdown 2 has the highest proportion of people estimated to be living in income deprivation in the Vale of Glamorgan at 38%. Gibbonsdown 2 and Buttrills 2 have the highest proportion of people living in employment deprivation at 22%.
- In the Year ending September 2022, it is estimated that the unemployment rate in the Vale of Glamorgan was 2.8%. This is 1.3 percentage points down on the year, a fall of 800 people estimated to be unemployed compared to the same time last year. This data is drawn from the Annual Population Survey undertaken by the Office for National Statistics - Unemployment rate is based on returns of 10-25 responses to the survey and should be used with caution.
- WIMD also measures data on educational performance and its relationship with deprivation. The Education domain includes data on Key Stage 2 (KS2) and Key Stage 4 (KS4) performance and data on those entering higher education.
- Three LSOAs in the Vale of Glamorgan are ranked in the top 10% most deprived areas in Wales against the Education domain. These areas are all located in Barry; Gibbonsdown 2, Gibbonsdown 1 and Gibbonsdown 4.
- FSM measures the number of pupils eligible for Free School Meals or transitionally protected. In 2021/22 it was estimated that 4155 pupils were eligible for FSM or transitionally protected, this is a growth of 319 pupils from 2020/21.

**The COVID-19 pandemic and the cost of living crisis has had an economic impact in the Vale of Glamorgan. The number of people in receipt of unemployment support and Universal Credit in the Vale of Glamorgan remains above pre-pandemic levels and data has shown that these increases have**

**been more prevalent in those areas measured as more deprived by the Welsh Index of Multiple Deprivation 2019.**

**The Vale of Glamorgan Monthly Economic Impact Dashboard<sup>16</sup> explores this in detail.**

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### **Health and Communities:**

This data is helping to shape activities undertaken by the PSB to give children the best start in life and to reduce poverty and tackle inequalities linked to deprivation.

- Against a number of key public health indicators such as: Adults Meeting Physical Activity guidelines, Adults Eating Five Fruit or Vegetable Portions a Day and a Sense of Community, the Vale of Glamorgan records data consistently above the Welsh national average.
- At 82% the Vale of Glamorgan records the highest percentage of Children Aged 5 of Healthy Weight or Underweight in Wales.
- Against indicators such as Life Satisfaction Among Older People and People Who Feel Lonely; however, data recorded for the Vale of Glamorgan is below the Welsh national average.
- At 25.5% the Vale of Glamorgan has the highest percentage of adults drinking above guidelines in Wales.
- Defined differences in the health experiences are evidenced across the Vale of Glamorgan.
- Against the WIMD Health Domain, there are four LSOAs in the Vale ranked in the top 10% most deprived areas in Wales. All LSOAs are in Barry, Buttrills 2, Cadoc 1, Gibbonsdown 2 and Court 3.
- The Vale records the second lowest rate of Low Birth Weights in Wales but higher percentages of low birth weight are evidenced in areas of the East of Barry, which are ranked in the top 10% and top 20% most deprived areas in Wales against WIMD.
- The total incidence of crime in the Vale has been falling year on year. Although higher incidents of crime are recorded in areas in the East of Barry.

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### **Environment and Transport:**

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<sup>16</sup><https://sway.office.com/42O9mKln3kJHNPOp?ref=Link>

- In the Vale of Glamorgan, per capita CO2 emissions have been consistently above the Welsh average since 2005. In 2019 per capita CO2 emissions were estimated to be 8.36 tonnes of CO2 in comparison to 7.55 tonnes for Wales as a whole. When studied by sector, the majority of CO2 emissions in the Vale of Glamorgan, 58% were allocated to the industrial sector, 10% to the transport sector and 17% to domestic emissions. The percentage of emissions from the industrial sector in the Vale of Glamorgan is significantly higher than the share of emissions in Wales as a whole.
- Across the majority of sectors emissions in the Vale of Glamorgan have fallen over time. In the Vale of Glamorgan, carbon emissions from transport outgrew domestic emissions in 2014 as the second highest emitter of CO2 in the Vale of Glamorgan. In 2019 transport emissions were responsible for 231.35 kilotons of CO2 or 20% of the Vale of Glamorgan's CO2 emissions.
- The levels of air quality, particularly levels of NO2, Nitrogen Dioxide particulates, the pollutant associated with built-up areas and roads has been decreasing year on year. NO2 rates in the Vale remain slightly higher than the Welsh average, with similar rates to other local authority areas in South East Wales.
- Higher levels of NO2 are observed in the East of the Vale of Glamorgan; with highest rates recorded in Penarth and Llandough. Higher levels are also observed in the areas of the East of Barry that have been identified as more deprived in WIMD 2019.
- In 2022, 27,00 residents are estimated to commute out of the Vale for work, with the majority 43,600 residents are estimated to live and work in the Vale, 13,600 residents are estimated to commute to Cardiff for work, 1,900 residents are estimated to commute to Bridgend for work.
- 5,800 people are estimated to commute into the Vale for work, a fall of 2,400 people from 2021.

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## Section 4: Case Studies

*'The last five years that this plan covers have been some of the most significant we have encountered. When the plan was first developed, nobody could have imagined the impact the COVID-19 pandemic would have on the people who live in the Vale of Glamorgan, and us as a partnership. Although there were many difficult days for all of us, the way we worked together to respond to the pandemic was tremendous, with a legacy we can build upon into the future. To the great credit of all involved, and despite the challenges, real progress has been made in delivering against the original plan, and as a group of PSB organisations we have a renewed commitment for improving the wellbeing of the population we serve and reducing the inequities which have, in some cases, been made worse by the pandemic. I look forward to continuing to work together as PSB partners, building on the progress made and improving into the future'*

- Fiona Kinghorn, Executive Director of Public Health

The following 8 case studies demonstrate the variety of work being undertaken in partnership across the Vale this year. These activities all contribute to the delivery of our Well-being Objectives and the national Well-being Goals and highlight how we are embedding the five ways of working in our activities. Below are case studies on:

- Her Voice, Wales
- The Safer Vale Partnership
- The Food Vale Partnership
- Cost of Living Response
- Amplifying Prevention
- Age Friendly Vale Status
- Evidence Base
- Utilising Additional Partnership Funding

### **Her Voice, Wales**

#### **Background**

- Her Voice Wales is youth participation project that is facilitated by the Vale Youth Service. The campaign title was #WeDontFeelSafe, with the aim of tackling sexual harassment among young

people but also raising awareness of issues affecting young people's safety within their local area.

- The group started as part of Plan International UK Champion of Wales project where several modules like gender stereotypes and gender-based violence were covered. Now the group meets to discuss issues that affect young girls and currently the project is focused on tackling public sexual harassment.
- Her Voice Wales highlights the importance of youth involvement in tackling issues our communities face and supports the Well-being Objective 'Enable people to get involved, participate in their local communities and shape local services.' The new Well-being Plan 2023-28 further promotes this in the objective 'A more equitable and connected Vale', which encourages involvement from those of all ages.



### **What Have We Done?**

- Her Voice Wales applied for the Plan Young Changemakers Grant and were successful in receiving money to support the project as well as the opportunity to attend multiple Inspire days to learn skills to help develop the campaign.
- The group attended several Inspire Change Days planned by the Plan UK international team. This gave the opportunity to meet likeminded young people and explore different campaigning ideas. They also had the opportunity to travel to London for the Plan UK celebration.
- In starting the campaign, the group developed and undertook a survey which received 129 responses from young people in the Vale discussing safety in the community. The aim was to hear from young people about their own experiences of safety, catcalling and public sexual harassment to gain an idea about the possible severity of the issue.
- Following the survey, the data was used to compile a report to send to key stakeholders and people who would be able to support the group in tackling some of their concerns. These findings are being used to create change in the community by educating people on the issue and creating a possible safe spaces programme throughout the vale.

- The group researched the idea of creating safe spaces for young people in the Vale of Glamorgan, with the aim to offer young people a place to go when feeling vulnerable or unsafe. It was discovered that this concept already exists called the “Safe Places National Network”, an initiative that has shown positive results across Wales including Cardiff.

### **What Have We Achieved?**

- The results of the survey identified 3 key themes that were prominent throughout. Firstly, that factors such as street lighting and CCTV really affected how safe young people feel. Secondly, respondents felt unsafe on public transport, train stations and waiting at bus stops. The third theme that was evident was many young people were not aware of how to report sexual harassment and catcalling, with results showing only 18% felt confident of reporting procedures.
- The Her Voice Wales members designed and developed an infographic highlighting their findings.
- Working with Glitch Creative studios a series of posters was designed to raise awareness. In total, 4 posters were created, 3 of which focus on a specific topic about sexual harassment such as the reporting process, what is sexual harassment and what happens after reporting. The fourth poster is a collaboration of all the information. A member of the Barry Neighbour Policing team assisted with the process to ensure the information was accurate.
- A showcase event was held to inform key decision makers about what the group had been doing. Attendees participated in focus groups that allowed an open discussion about the 3 main three themes.

### **Future Direction**

- The infographics designed by Her Voice Wales will be distributed across the community in addition to sharing the infographic across social media.
- The group intends to share key findings with decision-makers within the Vale of Glamorgan to truly influence a positive change.
- An invitation has been extended to Her Voice Wales to share their findings at Atal Y Fro, Vale Domestic Abuse Services and Vale of Glamorgan Councils scrutiny meeting.

## **Safer Vale**

### **Background**

Safer Vale continues to work collaboratively in a cross partnership approach with multiple services and the local community to reduce crime and disorder as well as the fear of crime and disorder across the Vale. The partnership continues to work in a proactive manner through developing preventative methods to safeguard local residents. The Partnership prioritises working in an integrated way to prevent, reduce and improve outcomes of;

- **Anti Social Behaviour (ASB)**



- **Domestic Abuse**
- **Substance Misuse**
- **Counter Terrorism**

Over the past year the partnership have worked tirelessly to progress key pieces of intervention to reduce anti-social behaviour and incidents of crime across the Vale.

The Safer Vale partnership contributes to the PSB's objectives safer communities and a more connected Vale. Within the new Well-being Plan this work cuts across the Well-being Objective 'A more equitable and connected Vale'.



### **What Have We Done?**

- The work in support of the Violence Against Women, Domestic Abuse and Sexual Violence (VAWDASV) programme has continued well throughout the year. The National Training Framework (NTF) is set out in six levels of training from Group 1 to 6 and has been offered to staff:

**Group 1**- A workforce, alert and aware to violence against women, domestic abuse and sexual violence.

**Group 2** -Skilled practitioners, in the right place, proactively identifying and offering support to victims of VAWDASV

**Group 3** - Key staff, ready and able to support colleagues and clients when victims of VAWDASV are identified

**Group 4** -Expert practitioners able to offer efficient, informed intervention to every referral received

**Group 5** - Capable, specialist managers, running strong services and managing effective practitioners.

**Group 6** - Strong leaders creating a culture which acknowledges VAWDASV as a public service issue. Requiring a quality response.

- The Vale conducted a review of CCTV which concluded that the cameras needed investment and the service needed an upgrade. In accordance with the outcomes of the partnership discussions

a collaboration with Cardiff was established for the future monitoring of a new system, this is aligned to the police boundaries. The PCC committed to contributing to the revenue costs to support the monitoring of the CCTV service. The Vale Council secured significant investment via the Transporting Towns Grant 21-22 and The Council capital programme to upgrade all the cameras, the monitoring equipment and the infrastructure to support CCTV.

- The multi-agency weekly meeting (Op Elstree) has resulted in several significant developments across the Vale to reduce the number of ASB and crime incidents. The current CCTV cameras have been upgraded and further CCTV cameras have been installed. Deployable CCTV cameras have been used in hot spot locations that are not covered by static cameras and CCTV vans have been deployed in key locations. Joint agency patrols have taken place with targeted patrols by the Enforcement Team and fines for illegal parking have been issued. The Police have undertaken extra patrols on foot, horse, quad bike and by boat with the use of Section 35 notices to move people on as well as PSPO and Bylaws being enforced. Safety bands have been used to reunite missing children and joint educational events have been organised. There has been a multi-agency communication approach and joint communication with staff on the ground. Additionally, extra refuse collections were arranged at the resorts as requested by Op Elstree. Anti-Social Behaviour processed were followed where required.

### **What Have We Achieved?**

- The National Training Framework (NTF) has received an impressive uptake with 5,004 local authority staff having been offered Group 1 training and 4,179 (84%) having accessed it to date. Within Group 2, 1,494 people have accessed the training over 2021-22. Additionally, a pilot has been delivered on a regional basis to 24 members of multi-agency staff for Group 3 training with the aim to target 10% of Group 2 going forward. Group 6 training has seen 54% of identified staff completing their training.
- The existing 78 cameras have been updated to new CCTV cameras. Three of the 78 cameras have been repositioned into slightly altered areas for better viewing. There have also been 6 additional cameras installed. The monitoring of the cameras takes place in collaboration with Cardiff Council and is a 24/7 service. An additional viewing suite has been installed at Barry Police Station for proactive response and rapid partnership working to tackle hotspot issues, or other problems of crime, disorder or vulnerability across the Vale.
- Anti-social behaviour along the Cardiff & Vale coastline has more than halved in the last two years. This reduction is despite the number of visitors to our coast returning to pre-pandemic levels last summer. Between July and September, reported incidents reduced by 43% from 2020 to 2021 and by a further 12% in 2022.

<http://twitter.com/statuses/1659567084198821891>

### **Future Direction**

- Going forward the National Training Framework (NTF) will continue to be offered to staff utilising services such as the local authorities iDev. There are sessions booked within Group 2 & 3 over the coming years with the aim to increase uptake and completion.
- Deployable CCTV cameras are to be implemented into the CCTV system. A CCTV operational group will be implemented to share intelligence between agencies and agree future locations of the cameras. CCTV will feature in the Community Safety Highlight Report and reports will be collated to show where CCTV footage has been used by the Police to prosecute. Developmental work is underway to incorporate car park ANPR systems into the CCTV system and CCTV footage will be sent via a secure link using the Police system NICE. The WASPI agreement is to be implemented to streamline information sharing.
- Op Elstree has been launched for 2023 with a focus on joint communication, to improve both internal and external communications.

## Food Vale



### Background

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

Food Vale's key priority areas for a good food movement in the Vale of Glamorgan are:

- **A good meal for everyone, everyday**
- **Thriving local food businesses which are supported and valued**
- **Think global, eat local**

The work of the Food Vale partnership cuts across several priority areas for the PSB, including work to 'reduce poverty and tackle inequalities linked to deprivation' and to 'protect, enhance and value our environment'. Looking ahead, Food Vale will be vital in contributing to the new Well-being Objectives, 'A more resilient and greener Vale', 'A more active and healthier Vale' and 'A more equitable and connected Vale'.



<https://youtu.be/Dy8NJ3oVLq0>

## What Have We Done?

- The success of Food Vale has been reported in previous Annual Reports highlighting the work of the partnership across the Vale. Of particular note was achieving the Sustainable Food Places Bronze Award<sup>17</sup> in 2022 on behalf of the Vale of Glamorgan, This award recognises and celebrates the success of those places taking a joined up, holistic approach to food and that are achieving significant positive change on a range of key food issues.
- Food Vale in collaboration with the Vale of Glamorgan Council have successfully applied for £97,000 funding from the Welsh Government Food Partnership Grant Funding Scheme.
- A new summer event to encourage people to buy local produce from local shops across the Vale of Glamorgan with a focus on showcasing sustainable food and drink is being designed for June 2023. The event will be the first 'Vale Food Trail' and will take place 9th – 18th June.
- Work to progress the Llantwit Food Project has continued this year to implement year 1 of the project with Lottery funding. Since successfully being awarded money under the People and Places scheme last summer the project has seen the establishment of the More Than Food Hub where partners come together in a safe, friendly space to promote support opportunities linked to wider poverty issues alongside the GVS FoodShare Food Pantry, St Athan Clothes Bank and More in Common Llantwit's Chatty Cafe.
- A community network in addition the partnerships Steering Board has been established to allow wider organisations and community members to take part in and shape the work of the partnership.



## What Have We Achieved?

- Welsh Government 12 month Food Partnership Funding has allowed the partnership to develop a new Food Vale Project Support Officer post. The new post holder will support the development of the partnership whilst exploring opportunities for making the food system in

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<sup>17</sup><https://www.sustainablefoodplaces.org/awards/>

the Vale of Glamorgan more sustainable and developing a winter 2023 pilot project tackling food insecurity in the rural Vale.

- The Vale Food Trail website<sup>18</sup> has been established to promote the calendar of events designed to bring people closer to food producers and businesses in the Vale, whilst deepening their connections with the surrounding community. In total over 30 businesses and organisations have signed up to offer a range of events which showcase climate and nature-friendly (or 'agroecological') food.
- The More Than Food Hub was soft launched in September 2022 followed by its public launch in October. Every third Thursday of the month partners including Citizens Advice, Hafod, Age Connects, Bentyg, and the Vale of Glamorgan Council's Healthy Living Team come together to provide free, advice and signposting to support services.
- Through Food Vale's engagement with the Sustainable Food Places 'Food for the Planet' campaign, the Vale of Glamorgan was recognised as one of the top 21 performing councils in the UK on food and climate and nature in the 'Every Mouthful Counts'<sup>19</sup> report.

<http://twitter.com/statuses/1656723247348555777>

#### **Future Direction**

- Food Vale will continue to work with partners on the implementation of the Llantwit Food Project actions for year 2 of the project plan, building on the success and momentum of year 1.
- Food Vale will soon begin consultation and stakeholder engagement to inform a longer term Sustainable Food Strategy.
- Work continues towards achieving the Silver Sustainable Food Places award and developing a longer term food strategy for the Vale.
- Food Vale will continue to hold space for local communities and businesses to join the partnership and create a collective voice for positive change in the Vale through the Food Vale Network.
- The work of Food Vale will also help the PSB to achieve several steps outlined in the Wellbeing Plan 2023-28, in particular:
  - 'Promote positive behaviour changes & enable a greater understanding of our impact on the environment across our organisations & communities with a focus on energy, the circular economy, food, biodiversity and travel.'
  - 'Deliver the commitments in the Climate Emergency Charter including decarbonising our assets, procurement processes and services.'
  - 'Improve health and well-being across the Vale with a particular focus on prevention and levels of physical activity, diet, vaccine take up and screening.'

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<sup>18</sup><https://www.valefoodtrail.com/>

<sup>19</sup><https://www.sustainweb.org/reports/every-mouthful-counts-2022/>

- 'Provide information & support to assist our communities and our staff to deal with the impacts of the costs of living e.g. rising food, energy and travel costs.'
- 'Support work to tackle food poverty recognising and raising awareness about the close links to environmental well-being and health.'

## Cost of Living Response

### Background

- The cost-of-living crisis continues to gain momentum and is increasingly putting financial pressure on households. Heightened energy prices, growing inflation, rising transport, and food costs are impacting us all but are hitting poorer households hardest.
- There are concerns that as these pressures mount more households may be forced into formal and informal debt and be pushed into fuel and food poverty, impacting physical and mental well-being.
- As a result, partners have responded in various ways to support the community during this time.
- Work to respond to the cost of living crisis continues to link to the objective in the Well-being Plan 'To reduce poverty and tackle inequalities linked to deprivation'. Within the new Well-being Plan 2023-28, a key priority workstream is 'Working with the people who live in our communities that experience the highest levels of deprivation' as well as a new Well-being Objective 'A more equitable and connected Vale'.

### What Have We Done?

- The PSB working with Grasshopper a public relations and communications agency has undertaken a community mapping in the most deprived areas of Barry. An application to acquire funding from the Shared Prosperity fund (SPF) has been successful using research undertaken through this work as well as other sources to fund further engagement and delivery.
- Partners took part in a workshop focused around the Three Horizons model to develop a collective vision and plan for the future of their service delivery under current constraints driven by the cost-of-living crisis.
- The Council worked with partners to establish the Warm Welcome scheme whereby a network of community Warm Spaces was established to provide residents with warm, welcoming spaces offering free activities and an environment to socialise.
- A cost-of-living webpage was created on the Council's website in order to provide an easy to access directory of available support.
- The Cardiff and Vale of Glamorgan Director of Public Health Report 2020<sup>20</sup> found that the COVID-19 pandemic exposed and exacerbated the inequalities and inequities that are present in our communities. The cost-of-living crisis has further impacted deprivation within the Vale. A collective partnership approach, working truly alongside our local communities, has been set up to halt and reverse this trend, ensuring that we 'level up' in the process. The partnership

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<sup>20</sup><https://sway.office.com/kRW7tnsthFPPHgJZ?ref=Link>

approach towards combatting inequities is called ‘Amplifying Prevention’ and is detailed later in this report.

- Partners have supported and distributed funding to several food insecurity projects such as the Llantwit CF61 More Than Food Hub, Buttrills Community Centre, Castleland Community Centre and Hafod's Y Golau Caredig Food Project. These locations offer residents a variety of support services including Food Shares, Food Banks and financial advice and support.



### What Have We Achieved?

- The work undertaken by Grasshopper involved stakeholder and asset mapping as well creating a communications and engagement plan. The information was gathered through several in person conversations including a workshop involving key community figures. The community mapping comprised of:

LSOA profiles using data from WIMD 2019.

Stakeholder profiles exploring political figures and key partners in the area including existing support projects such as warm spaces and food projects.

Information concerning what schools, places of faith, community and health centres are in these areas.

Details of local media including press, broadcasters, and social media groups.

Summaries of one-to-one conversations with key stakeholders.

- The communications and engagement plan sets out how the PSB plans to engage with the key stakeholders and the local community, to better understand how best to support those living in the identified areas.
- The Three Horizons model has been considered when developing the new Well-being Plan 2023-2028, in order to embed the need for futures thinking in our work.
- The Warm Welcome scheme supported 38 Warm Spaces across the Vale, including £33,196 of Welsh Government grant funding being distributed amongst 22 Warm Spaces. The scheme included a dedicated webpage on the Councils website that consisted of an interactive map and search directory. Over 6000 people were supported through the scheme within the months of January to March 2023.
- The Cost-of-Living support section on the Councils website received over 33,000 views and provided residents with help and support on grants, benefits, housing, energy, food, well-being, and employment.





## Future Direction

- Subject to securing funding through the Shared Prosperity Fund (SPF), the PSB will take forward engagement work using the Grasshopper communications and engagement plan. The results of this engagement will influence the PSB’s work to tackle deprivation in the identified areas.
- The Three Horizons model will continue to influence partners thinking and enhance the working of the PSB with a focus on planning for the future.
- Following feedback and recommendations from Warm Space providers, the Council is considering how the scheme could evolve to continue to support residents. Initial feedback has highlighted the effectiveness of Warm Spaces in tackling loneliness and isolation as well as supporting residents through the Cost-of-Living crisis.
- The Cost-of-Living webpage will continue to be updated with the most relevant and accurate support available.
- Amplifying Prevention will further advance a partnership programme that aims to improve uptake of childhood immunisation rates, bowel screening in all eligible age groups, implementation of Move More Eat Well and reducing the harms of smoking to young people.

### Cost of Living Support

Help and support if you are struggling to pay your bills due to the rising cost of living.

|   |   |   |
|---|---|---|
| <b>Grants and benefits</b><br>Find information on grants and benefits available and check what help and support you're entitled to. | <b>Housing and energy</b><br>Advice on making sure your home is as energy efficient as possible to help you save money on fuel bills. | <b>Help with food</b><br>Services and support that help with food costs. Information on food vouchers and food banks. |
| <b>Support for families</b><br>Information on support with school costs, childcare costs and financial help for new parents.        | <b>Health and wellbeing</b><br>Resources to help you improve your health and wellbeing during the cost of living crisis.              | <b>Help with employment</b><br>Help with finding job opportunities and careers advice.                                |

Citizens Advice Cardiff and Vale drop-in advice sessions  
Citizens Advice Cardiff and Vale are running drop-in advice sessions for residents at local food banks from 30 January 2023:

Timetable for drop in sessions

## Amplifying Prevention

### Background

- The Cardiff and Vale of Glamorgan Director of Public Health Report 2020<sup>21</sup> highlighted that the COVID-19 pandemic had exposed and exacerbated the health inequities that are present in our communities; particularly in those areas identified as more deprived through the Welsh Index of Multiple Deprivation 2019<sup>22</sup>.

<sup>21</sup><https://sway.office.com/kRW7tnsthFPPHgJZ?ref=Link>

<sup>22</sup><https://www.gov.wales/welsh-index-multiple-deprivation-full-index-update-ranks-2019>



- In response, Amplifying Prevention, a collective partnership approach working with local communities has been established. Working across both Cardiff and the Vale of Glamorgan, the aims of the partnership are to: improve uptake and close the gap in childhood immunisation rates; improve uptake and close the gap in bowel screening rates in all eligible age groups and further enhance implementation of specified actions in the Move More, Eat Well Action Plan.
- The Amplifying Prevention Operational Delivery Group has developed a Strategic Action Plan to take forward these aims and ensure effective partnership working, progress against these actions is reported to the Amplifying Prevention Board.
- This work contributes to a number of the PSB's priorities including the Well-being Objectives 'To give children the best start in life' and 'To reduce poverty and tackle inequalities linked to deprivation'. Additionally, the partnership's work will continue to contribute to the new Well-being Objectives 'A more active and healthier Vale' and 'A more equitable and connected Vale'. As well as the Priority Workstream 'Working with the people who live in our communities that experience the highest levels of deprivation'.



### **What Have We Achieved?**

- In the last year, much work has been undertaken through the Amplifying Prevention Operational Delivery Group to address health inequities across Cardiff and the Vale of Glamorgan. Strategic, data and insight and communications work has been taken forward with a focus on the three primary workstreams.
- A focused Communications cell under the Delivery Group has been established. This has taken forward work such as the development of distinct resources through which to engage with and raise awareness of the importance of childhood immunisation, bowel screening and the Move More, Eat Well programme. These resources will be used to support campaigns and to increase engagement, specifically among targeted demographic groups.
- This work has been supported by data work to identify and target the geographical areas and demographic groups which could benefit the most from targeted approaches. This has included mapping high fat, sugar, salt advertising spaces against their proximity to school sites and mapping primary and secondary school sites and school catchment areas by immunisation uptake. Through this work the Delivery Group has ensured that resource is targeted towards those people and areas for maximum impact to challenge the inequities that have arisen because of, or been further exacerbated by the pandemic.
- Communications and data work has been taken forward alongside strategic workstreams such as the whole school approach to food progressed as part of Move More, Eat Well. The whole school approach to food is a strategic framework which guides the development of a healthy food culture in schools. In the Vale of Glamorgan, the Delivery Group is working with the

Pencoedtre cluster to take forward this approach and drive meaningful change towards the promotion of a healthy food and physical activity culture in both secondary and primary school settings. An event to launch the approach was held in March 2023, with PSB partners gathered with education colleagues to set-out the opportunities presented by the approach and to develop next steps.

- Alongside the development of the whole school approach, the Delivery Group has progressed the roll-out of Making Every Contact Count (MECC) training to service areas that interact with those demographic groups specifically targeted by Amplifying Prevention. MECC training is an approach to behaviour change that makes the most of the day-to-day interactions that organisations have with customers to encourage positive lifestyle change through healthy chats and effective signposting. In the Vale of Glamorgan, Level 1 training, which establishes the skills and confidence to have a healthy chat has been delivered to Early Help colleagues. The roll-out of further training and resources for different staff groups across the Vale is planned over the coming months.

### **Future Direction**

- Amplifying Prevention will continue to be a key focus of work for partners as the PSB moves to delivery of its new Well-being Plan 2023-28. This work will aid the delivery of the PSB's new Well-being Objectives and priority workstreams; specifically, the 'more equitable and connected Vale' Objective and the 'working with people who live in our communities that experience higher levels of deprivation' priority workstream. This alignment will ensure that partners will continue to support Amplifying Prevention through key communication campaigns, data analysis and insight and strategic development work.
- Further MECC training will be delivered to colleagues across the Vale of Glamorgan.
- As the programme moves into the second year of delivery, the Board have agreed to add an additional aim to its Strategic Action Plan: 'to reduce the harms of smoking to children and young people'. Smoking remains the main cause of preventable disease and early death in Wales.
- It is estimated that 12% of adults in Cardiff and the Vale of Glamorgan smoke, 7% above the Welsh Government 2030 target. Having a household member who smokes is the biggest indicator for youth smoking, there is also a recognised correlation between experiences of deprivation and higher rates of smoking, targeting children and young people, specifically those from areas identified as more deprived and encouraging them to stay smoke free is key to good well-being.
- Building on the Reducing the Harms of Smoking to Children and Young People action plan for Cardiff and the Vale 2022-24, work through the Delivery Group will focus on delivering the maximum impact from partnership working between health, education, trading standards and the third sector to support prevention, cessation, a change in the smoking environment while also targeting the use of underage e-cigarettes.

### **Age Friendly Vale**

#### **Background**

- Age Friendly Communities are defined by the World Health Organisation as a place where 'policies, services, settings and structures support and enable people to age well'.
- Work to make the Vale more age friendly and achieve World Health Organisation's Age Friendly Status is being taken forward across the Partnership as a collective.
- Since 2021/22 the work has been able to progress thanks to Welsh Government Age Friendly Communities grant funding.
- We recognise that work to make the Vale more age friendly will make the Vale a friendlier place for all, especially as we age. Work to become Age Friendly supports the PSB's actions to reduce inequality and the Well-being Plan objective to 'Enable people to get involved, participate in their local communities and shape local services'. Within the new Well-being Plan one of the Priority Workstreams is 'Becoming an Age Friendly Vale' and so the work taken forward through this initiative will contribute to the Well-being Plan's objectives 'A more active and healthier Vale' and 'A more equitable and connected Vale'.



## Making Wales a nation of age-friendly communities

A practical guide to creating change in your community



### What Have We Done?

- Since the PSB's commitment in April 2021 the PSB committed to take forward the work in the Vale of Glamorgan with support from the Older People's Commissioner to achieve the World Health Organisation's Age Friendly Status. Progress against this work has been reported in previous Annual Reports highlighting service mapping, and the joint Vale PSB and Vale 50+ Strategy Forum survey.
- This year work has progressed to build the Age Friendly Vale brand by engaging with partners and members of the public through community activities and events.
- The Vale 50+ Strategy Forum has been supported to 'relaunch' following the pandemic to promote the Forum and its opportunities for people to voice their needs and concerns with a new calendar of meetings being developed to include more social community events helping to encourage participation and reduce loneliness and isolation, these include transport coffee

mornings, Have Your Say themed community events in locations across the Vale and more traditional themed meetings on topics such as housing, arts, craft and leisure, and health and social care.

- Several third sector organisations this year have benefited from a small amount of Age Friendly Vale grant funding to support local community groups and projects. This work has helped support work tackling loneliness and isolation, digital exclusion, promote awareness of third sector support, promote financial entitlements and more.
- One such community project is the Intergenerational Community Garden at Crawshay Court, Llantwit Major (Western Rural Vale). The garden is based at a sheltered housing scheme home to 35 residents aged 55+. In 2019, South Wales Police and officers of the Vale of Glamorgan Council helped establish a community garden project, bringing together the community and residents.
- This year, partners have been working hard to create a plastic bottle greenhouse, allowing residents to grow fruit and vegetables which are donated to the local community. Partners have also delivered activities such as craft days, bird spotting and bottle washing, involving groups such as Vale Plus Extra, a day care provider for adults with additional needs, South Wales Police youth volunteers and local Primary School Ysgol y Ddraig. This has allowed older residents to engage with people of different generations which has been beneficial to all involved.

<http://twitter.com/statuses/1651258487681196035>

<http://twitter.com/statuses/1651511511695892480>

### **What Have We Achieved?**

- A new Age Friendly Vale Officer has been recruited in November 2022 who is now leading on the work under this arena.
- The new officer has supported the development of the Intergenerational Community Garden at Crawshay Court. The community garden is helping tackle social isolation by giving residents a purpose and reason to venture out of their rooms. Connecting with nature and being active outdoors has been a great way to improve mood and quality of life for residents who often bring along family members and friends to help.
- The investment in nature trail cameras and digital devices means that residents at Crawshay Court can now monitor the activity of their local wildlife and learn how to use digital technology in a more meaningful and fun way. Volunteer digital buddies engaged by Value in the Vale, have supported residents to use the equipment and get residents online to stay better connected with family, pay bills and make purchases in a safe, secure way helping tackling digital exclusion and loneliness and isolation.
- The award-winning project was highlighted during Global Intergenerational Week in June 2023 to raise awareness of its success. Age Friendly Vale and Local Nature Partnership grant funding has been utilised to purchase digital and garden equipment, nature trail cameras and binoculars to support the project.



- The Vale 50+ Strategy Forum now has over 280 members. These members are kept informed of local information, news and events through regular e-bulletins and letter mail outs where appropriate.
- The Vale 50+ Forum's calendar for 2023/24 includes 13 themed meetings/events open to the public in addition to Executive Board meetings.
- Age Friendly Vale has hosted and had a presence at a number of events across the Vale, these include 'Chat with the Champion' events held in partnership with the Vale of Glamorgan Council's Older People's Champion, and 'Have Your Say' themed events held by the Vale 50+ Strategy Forum across the Vale.
- The engagement at these events has helped to raise awareness of the work and helped shape the Age Friendly Vale application for Age Friendly Status, along with the PSB'S new Age Friendly Vale Charter.
- The PSB's Age Friendly Vale Charter show's the commitment to make the Vale a better place as we age, centred around 8 commitments.
- The application has now been submitted via the Older People's Commissioner to the World Health Organisation for consideration to recognise the work and commitment in the Vale of Glamorgan to ensure the Vale is a place where people can live happily and healthily, especially as they grow older.

### **Future Direction**

- Work will now focus on developing an Age Friendly Vale Action Plan which will be created in collaboration with partners, stakeholders and members of the public. The Action Plan will help partners to identify areas of improvement where the PSB can have maximum impact to make the Vale more age friendly.
- This work has been highlighted as a priority workstream in the new Well-being Plan 2023-2028 and will help the PSB achieve a number of steps. These include:
- 'Develop a better understanding of and respond to the diverse needs of our communities, including those living in more rural or more deprived areas, to ensure that services and

facilities are accessible in terms of design, transport, affordability and technology and are available when people need them to prevent needs escalating.'

- 'Improve health and well-being across the Vale with a particular focus on prevention and levels of physical activity, diet, vaccine take up and screening.'
- 'Work in partnership to make the Vale more Age Friendly, ensuring older people have access to the right services, support and opportunities locally and are able to engage and participate in activities and events, influence service design and improve well-being.'
- 'Provide information & support to assist our communities and our staff to deal with the impacts of the costs of living e.g. rising food, energy and travel costs.'

## Evidence Base

### Background

- Following the publication of the PSB's Second Well-being Assessment, 'A View of the Vale of Glamorgan' in May 2022, the PSB has sought to continue the development of its Evidence Base. Building on the analysis presented in the Assessment, the refreshed and re-launched Evidence Base will provide the PSB with an up-to-date picture of life in the Vale of Glamorgan through the presentation of data and analysis on a number of key demographic, economic, social, environmental and cultural measures.



### What Have We Done?

- Reflecting the Well-being Assessment, the refreshed Evidence Base is constructed of a suite of four individual reports which together form the PSB Evidence Base. These include the Demographic Change Report<sup>23</sup>, the Education and Economy Report<sup>24</sup>, The Health and Communities Report<sup>25</sup> and the Environment and Transport Report<sup>26</sup>.
- These reports present a range of national and local data at the Vale of Glamorgan County geography and where possible below to provide a detailed overview of life.
- These reports build on and will be supported by in-depth data and analysis work such as the WIMD in the Vale of Glamorgan and Protected Characteristics in the Vale of Glamorgan reports

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<sup>23</sup><https://sway.office.com/czT38eM6h2L5kaGB?ref=Link>

<sup>24</sup><https://sway.office.com/hl4wZowgMruAkovq?ref=Link>

<sup>25</sup><https://sway.office.com/OBJQ8BHv7wzgWxYE?ref=Link>

<sup>26</sup><https://sway.office.com/kFH6kfg3KjbK8LkL?ref=Link>



to provide the PSB with improved insight through data and analysis work. This means that the PSB can use this data to ensure that it is taking evidence-based decisions and allocating its resource to areas of the Vale of Glamorgan where this is most needed.



### **What Have We Achieved?**

- The development of the Evidence Base builds on the findings of the Well-being Assessment and the insight into people's well-being that it provided. Through continuing to monitor and measure this data, the Evidence Base will ensure the PSB can monitor whether actions to deliver its objectives and priority workstreams are positively impacting well-being in the Vale of Glamorgan.
- The Evidence Base will be kept up-to-date as a live resource for PSB partners with the most recent data available reported. This has included updating the Demographic Change report with the most recent data released from Census 2021. In Autumn-Winter 2022/23 the Office for national Statistics released the first data from Census 2021. This first data release included nine topic summaries with data on Demography and Migration; UK Armed Forces Veterans; Ethnic Group, National Identity, Language and Religion; Welsh Language; Labour Market and Travel to Work; Housing; Sexual Orientation and Gender Identity; Education and Health, Disability and Unpaid Care. Using these datasets analysis has been produced at the Vale of Glamorgan County and Middle Super Output Level on the changes between 2011 and 2021 and the new data available through Census 2021.
- This analysis has produced insights such as a new population estimate for the Vale of Glamorgan of 131,800, a 4.3% increase from 2011 and a greater population growth than for Wales as a whole. Of this population growth, there has been significant growth in the population aged 65 and over, with a 24.9% growth in this population group in the Vale of Glamorgan compared to a 17.7% growth for Wales as a whole. The Vale of Glamorgan has also seen a growth in the population aged under 15 years, with a 4.3% growth in this population group compared to a 1% contraction in this population group across Wales.

### **Future Direction**

- Maintaining and enhancing an Evidence Base will remain a key piece of work going forwards. This will ensure the PSB has up-to-date data and analysis on which to base its decision making. The Evidence Base will maintain key data sources to provide longitudinal analysis and evidence changes in well-being across the Vale; while also ensuring that any new data sources are included and considered to add to this insight.

- Alongside the maintenance of the four themed Evidence Base reports, the PSB will continue to undertake in-depth data and research into specific topic areas to further develop partners understanding of the key issues that are affecting life in the Vale.

## Utilising Additional Partnership Funding

### Background

- Over the course of the Well-being Plan the PSB have worked to maximise grant funding opportunities from a variety of sources to support work across the partnership and to achieve the Well-being Objectives. A number of funding streams have been highlighted in the relevant sections of this report e.g. Lottery People and Places Funding, Welsh Government Sustainable Food Partnership Funding, Welsh Government Age Friendly Communities Funding.
- This section outlines some of the wider awards the PSB has been successful in achieving and the impact the funding has had across the Vale.

### What Have We Done?

#### *NRW PSB Funding*

- In December 2020 the PSB were successful in being awarded £25,000 from NRW towards the delivery of agreed priorities set out in the local PSB well-being plan, which included better coordination and new ways of working, with a particular focus on those priorities that maximise the contribution to the nature and climate emergencies.
- This money was allocated to help grow activity in sectors that should have been focused on prior to lockdown. Partners were keen to use the funding to deliver visible and lasting projects and to sustain work around climate change and the Move More Eat Well Plan whilst recognising the importance of investing in our local communities.

#### *Welsh Government PSB Funding*

- Since being established Welsh Government have made funding available each year to help develop the PSB and provide support towards achieving our Well-being Objectives. In recent years this funding has been used to help the PSB develop a robust evidence base allowing partners to monitor impact and to make decisions considered local and national data trends. This year elements of this funding has also been used to support the Grasshopper engagement work mentioned in the Engagement section and Cost of Livings Response case study in more detail.

#### *Welsh Government Early Years Prevention Funding administered by Cardiff and Vale University Health Board*

- Funding has been awarded to support the expansion of the timebanking scheme across the Vale of Glamorgan, this scheme is now called 'Value in the Vale'. Previously this scheme was only available the Council Housing tenants. Progress has been highlighted in the Value in the Vale section earlier in this report.



- Funding has also been awarded to a local Primary School, Ysgol y Ddraig to develop a Big Bocs Bwyd, helping address issues around food access in Llantwit Major. The school are active partners in the Llantwit Food Project working in partnership to address issues connected to food access in the local area.



### **What Have We Achieved?**

#### *NRW PSB Funding*

- NRW funding was utilised by the Vale of Glamorgan Council, GVS and Food Vale to support local projects. This included building an outdoor education centre as part of the everyone's garden in Colcot, Barry, supporting the GVS CF61 garden project for the local community, encouraging outdoors space, well-being, gardening and volunteering, planting 14 semi mature native trees following the findings from a recent tree survey to increase the tree canopy in Barry, and to make enhancements to the Food Vale website making it more engaging and accessible.

#### *Welsh Government PSB Funding*

- As seen in the Evidence section of the Annual Report the PSB has developed an in depth suite of data dashboards to assist partners in future decision making. This work was critical to the recent Well-being Assessment in 2021 which provided partners with a thorough analysis of what life is like in the Vale of Glamorgan, this information and analysis helped to develop the new Well-being Plan 2023/28 to ensure the PSB focused on issues and areas where we can have the biggest positive improvement. The Grasshopper engagement work has helped us to better understand the unique assets and needs of our most deprived communities and successfully apply for Shared Prosperity Funding to further develop this work.



*Welsh Government Early Years Prevention Funding administered by Cardiff and Vale University Health Board*

- Funding has allowed the PSB to recruit a Digital Engagement and Volunteering Officer who has led work to explore the possibility of expanding the previous timebanking scheme, develop the new Value in the Vale scheme and to encourage volunteering in communities. Vale in the Vale is now available to all residents across the Vale of Glamorgan. A detailed overview of the work of Value in the Vale is provided in the the update against our priority workstreams earlier in this report.
- Ysgol y Ddraig opened their Big Bocs Bwyd in April 2023 to support local residents with accessing good quality, affordable food. The school continue to work with the Llantwit Food Project to maximise local impact and avoid duplication.

**Future Direction**

- The funding has enabled the PSB to deliver projects with a holistic approach that can be sustained and have multiple long term benefits for residents of the Vale of Glamorgan.
- Additional sources of funding will continue to be sourced going forward to help support the work of the PSB and maximise our progress towards the 19 steps outlined in the new Well-being Plan 2023/28.

<http://twitter.com/statuses/1651305469346971689>

## Section 5: Well-being Plan 2023-28 Year One Actions



“Throughout the last 2 years, we have enjoyed the experience of co-producing our new well-being plan and assessment. The plan is inclusive, and everyone has a role to play in ensuring the well-being of people in the Vale of Glamorgan. Valuing our natural environment and ensuring it is at the heart of decision making is more important than ever. As the lead environmental organisation for Wales, we are looking forward to working in partnership with the PSB and communities towards nature’s recovery, resilience to climate change and minimising pollution.”

- Michael Evans, Natural Resources Wales, Head of Operations South Wales Central

PSB partners are already working together to deliver the commitments in the new Well-being Plan, building on work to date and excellent working relationships and ensuring that we deliver. The commitments in the 2023-28 Plan provide a framework for activity over the next five years and reflect that work will evolve and that there will be new demands that partners will need to respond to which may currently be unknown but there will also be new opportunities. The actions below provide more clarity about the work being undertaken in the short term and these activities combined will contribute to all of our objectives and workstreams. As projects take shape more detailed action plans associated with the various workstreams will be developed.



1. **Engagement and asset mapping will take place in some of our most deprived areas.** Funding has been secured for a two year Community Development Worker post to work with some of

our most deprived communities. Engagement and asset mapping will help to identify community needs and aspirations and to develop sustainable solutions which will form stage 2 of the programme. This work is funded through the UK Shared Prosperity Fund and will be overseen by a small steering group of PSB partners.

2. **Partners will work together to respond to the climate and nature emergencies and take forward the organisational changes needed.** As well as delivery of carbon management and other related plans this work includes engagement with staff and local communities, consideration of a nature emergency charter and a local climate change risk assessment. This work is primarily funded from existing resources within partner organisations and is led by the PSB Climate Change and Asset Management Group.
3. **Partners will implement the next stage of the Healthy Travel Charter.** This work will be undertaken through existing resources and the Healthy Travel network of partners will continue to support this work and each other.
4. **A range of mechanisms will be developed to involve young people in work on climate change and nature.** This will include a youth summit on climate change and potentially some intergenerational work. This work will be undertaken through existing resources including working with established groups for children and young people and our schools.
5. **The PSB will continue to be a key stakeholder in the review of the Local Development Plan.** The PSB will also consider how it can support the delivery of the Vale Local Nature Partnership Nature Recovery Plan 2023 – 2038 (NRAP).
6. **The Amplifying Prevention Board will identify priority projects to take forward work on bowel screening, smoking cessation and prevention, childhood vaccinations and the Move More Eat Well Plan.** The Board will reflect on the progress to date and key data to determine the next phase of the programme. This work is funded from existing resources and is led by the Amplifying Prevention Board.
7. **PSB partners will continue to deliver the Move More Eat Well Plan focusing on the priorities of healthier advertising, workplace health and work in our schools.** This work is led by a regional multi-agency steering group and overseen by the Amplifying Prevention Board. Work is funded from existing resources and a number of funding streams including the Early Years and Prevention Fund.
8. **Research will be undertaken into existing food poverty projects, risks, resilience and gaps and to develop a pilot project in the rural Vale.** This work will be taken forward by the Food Vale partnership and is being funded through the Welsh Government Sustainable Food partnership funding up to March 2024.
9. **An application will be made for World Health Organisation Age Friendly Status and we will develop an action plan to support the Age Friendly Charter.** The action plan will include a range of actions across a number of areas including housing, health and social care, transport and community participation. Co-ordination of this work is funded through the Welsh Government Age Friendly grant up to March 2025. Specific actions within the new action plan will need to be

resourced from existing resources or additional funding will need to be sought. An Age Friendly steering group will support this work.

10. **The Safer Vale partnership will ensure delivery of the Community Safety Strategy.** There will be a particular focus on reducing anti-social behaviour through Operation Elstree and to provide training and support with regard to domestic violence. Safer Vale utilises a range of funding streams to deliver shared priorities.
11. **Information will be shared across partners to help support staff and the public with regards to the cost of living.** We will update the cost of living analysis for the Vale to inform further work and explore opportunities to align activities. This work will be undertaken within existing resources and wherever possible opportunities to use grant funding to support people during the cost of living crisis will be taken.
12. **Work will be undertaken to identify a sustainable way to fund Value in the Vale as one of a number of ways to encourage people to volunteer.** This work is currently funded through the Welsh Government Early Years and Prevention fund and is being led by the Council's Housing team.
13. **A range of engagement and consultation exercises will be undertaken including a public opinion survey and we will share knowledge and insights about the area and our local communities.** This work will be undertaken through existing resources and the PSB support grant 2023/24.
14. **We will establish stronger mechanisms and build relationships with other strategic partnerships (local and regional), Town and Community Councils, third sector and community groups.** This will assist in the delivery of PSB priorities and will enable us to share expertise and knowledge, raise the profile of the PSB and potentially access further funding.
15. **The PSB evidence base will be further developed and regularly updated to ensure key data is available in a timely fashion.** We will also participate in the development of the Welsh Govt data hub. This work will be undertaken through existing resources and the PSB support grant 2023/24.

A range of measures have also been developed for the various workstreams and these are monitored through various boards and groups. These will be reported to the PSB during the course of the year as part of project progress reports. Work will also continue to develop a specific suite of measures which cut across the various workstreams, and which will enable the PSB to effectively monitor performance and progress in delivering commitments in the five year Well-being Plan.

Work has already been undertaken as part of the PSB evidence base to map measures against the three Well-being Objectives and the three priority workstreams.





*"I want to thank all PSB members for their work and for their continued support for communities across the Vale. We continue to grapple with the impacts of the pandemic and the cost-of-living crisis. It is through our continued partnership working that we will respond to and meet, the challenges facing the Vale. Our new Well-being Plan sets-out the steps we will take together to deliver for our communities and make the difference required to meet the needs of current and future generations."*

- Lis Burnett, Executive Leader of the Council

## Section 6: Reflections/Looking Ahead

This Annual Report highlights the extensive work partners have carried out to continue meeting the diverse needs of our communities, and in doing so fostering a greater understanding of the various issues affecting people in the Vale.

As we come to the end of the Vale of Glamorgan's first Well-being Plan 2018-2023, it is important to reflect on the last five years, the progress that has been made and the lessons learnt. This report demonstrates the outstanding work partners have undertaken across the Vale and highlights how work has evolved to achieve the Well-being Objectives in the 2018-23 Plan.

Over the past year partners have worked diligently to provide support during the Cost-of-living crisis, having adapted in response to vulnerabilities that have arisen as a result. All PSB organisations have shown great resilience and fortitude in the face of these challenges, with further commitment to tackle ongoing pressures as we begin work within the scope of the new Well-being Plan.

The last five years have resulted in significant changes and progress towards achieving the vision set out in the Well-being Plan. We have provided an effective response to the COVID-19 pandemic and more recently the cost-of-living crisis, supporting each other and the community to meet the needs of the most vulnerable. We have continued to promote engagement with the local community and worked in partnership to achieve the best outcomes. We have encouraged healthy lifestyle choices through initiatives such as the Move More Eat Well Plan and strengthened the work of the Food Vale partnership. Partners have also agreed a Climate Emergency Charter and taken significant steps to reduce their negative impact on the environment. All of this work has been underpinned by an evolving evidence base that has provided key data insights to make informed decisions.

These achievements and the work we have undertaken in partnership provide a valuable source of reflection that has been considered in the development of the new Well-being Plan. The role of the PSB as an enabler and a facilitator has been understood, and this reflection together with the Well-being Assessment, our engagement and consultation, and advice from the Future Generations Commissioner's

Office has helped inform the new Plan and how partners will work together to deliver the PSB Well-being Objectives.

We have agreed three Well-being Objectives for the new plan, and we will continue to progress all of this work through the next five years. In addition, three Priority Workstreams have been identified that provide areas for further focus and shared responsibility and build on our work to date. We continue to be grateful for the support, guidance and tools provided by Welsh Government, the Older Peoples Commissioner, and the Future Generations Commissioner.

The PSB will also continue to work closely with the Regional Partnership Board (RPB) and the Cardiff Public Services Board and contribute to the RPB's key themes of starting well, living well, and ageing well.

The five ways of working will continue to be embedded across all PSB activity as we ensure that we are maximising our contribution to the national goals. The implementation of a new Well-being Plan provides an opportunity to build on our strengths, reflect on our achievements and learning to date and focus on where we need to do more to meet the needs of current and future generations.

### Our Vision

'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.'

