

Our Vale - Our Future



Contents

Introduction	3
About Our Plan	5
The Well-being of Future Generations Act – A quick guide	7
Our Vale – The Public Services Board	9
What we know about the Vale – Our Well-being Assessment	10
Developing the plan	12
Making the links	13
Delivering our objectives	14
Objective 1: To enable people to get involved, participate in their local communities and shape local services	15
Objective 2: To reduce poverty and tackle inequalities linked to deprivation	22
Objective 3: To give children the best start in life	29
Objective 4: To protect, enhance and value our environment	37
Let's Talk	45
Monitoring our performance	47

Introduction

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

Our shared vision for the Vale of Glamorgan in 2050 is that:

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

Central to this plan is the recognition that we need to change how we work, listen to our residents and other stakeholders and use the evidence available to us to inform how we provide local services now and into the future. The plan has been developed in accordance with our duties under the Well-being of Future Generations (Wales) Act 2015. This is a unique piece of legislation which requires us to *'act in a manner which seeks to ensure that the needs of the present are met without compromising the ability of future generations to meet their own needs'*.

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

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

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

About Our Plan

‘Our Vale – Our Future’ is a five year plan and provides the framework for our core collaborative activities over the 2018-2023 period. By achieving the outcomes detailed in this plan we will take the first step towards achieving our 2050 vision for the Vale. The plan details the four well-being objectives we want to achieve, the steps we will take to do so and what the outcomes of these activities will be for 2023.

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

Our four well-being objectives are:



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

This plan is not intended to detail every activity that partners will undertake to improve local well-being. It is not intended to duplicate work that is already being progressed through robust partnership arrangements. We will complement and influence the activities being undertaken through the Capital City Region, which is looking at how we improve

strategic transport and economic opportunities across the South East Wales region. We will work with the Integrated Health and Social Care Partnership which is developing an Area Plan detailing activities being undertaken to improve health and social care services across Cardiff and the Vale, and we will support Safer Vale which is a long standing partnership successfully improving community safety in the area.

This plan and the work of the PSB will complement all of these activities and more, but we will also challenge these partnerships and others with regard to how they can assist in meeting our well-being objectives, how they have adopted the five ways of working and how they are contributing to the national well-being goals.

The Well-being of Future Generations Act – A Quick Guide

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

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

The Act is about improving the economic, social, environmental and cultural well-being of Wales. The Act ensures that public bodies think more about the long term, work better with people, communities and each other, look to prevent problems occurring and take a more joined up approach. By doing this we can create a Vale and a Wales that we all want to live in, now and into the future.

The Act puts in place seven national well-being goals which we must work towards and which must be viewed as an integrated set. The Act established Public Services Boards (PSB) in each local authority area where organisations must work jointly to contribute to the goals.

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

The PSB must assess the state of economic, social, environmental and cultural well-being in the area, set objectives to maximise our contribution to the goals and take all reasonable steps to meet those objectives. More information about the Act can be found [here](#)¹.

Throughout this plan there are references to the assessment which has informed this plan, reference to how our planned activities will contribute to the goals and reference to the sustainable development principle and the five ways of working. These ways of working are key to changing how we work and to ensuring that we *'act in a manner which seeks to ensure that the needs of the present are met without compromising the ability of future generations to meet their own needs'*.

Long term



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

Prevention



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

Integration



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

Collaboration



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

Involvement



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

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

Our Vale - The Public Services Board

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

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



What we know about the Vale - Our Well-being Assessment

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

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

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

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

Our population – The population of the Vale of Glamorgan as per 2015 mid-year estimates based on 2011 Census data was just under 128,000 with approximately 51% of the population being female and 49% male. The Vale has a similar age profile of population as the Welsh average with 18.5% of the population aged 0-15, 61.1% aged 16-64 and 20.4% aged 65+. Population projections estimate that by 2036 the population aged 0-15 and aged 16-64 will decrease. However, the Vale has an ageing population with the number of people aged 65+ predicted to increase and be above the Welsh average by 2036. Currently, the percentage of the Vale's population reporting activity limitations due to a disability is one of the lowest in Wales. 2.8% of the Vale's population reported being of a non-white background and 6% of the overall population reported being non-UK born. Of these, 33% arrived after 2004. The Vale had a negative internal migration balance in 2015, internal migration refers to people moving between UK countries. More people from the Vale moved to other UK countries than moved into the area from UK countries.

Our Culture - As part of the work of the PSB we are committed to promoting our cultural heritage. With regards to the Welsh language only 3% of residents report being able to speak Welsh fluently, with 87% not being able to speak any Welsh. The remaining 10% had varying degrees of Welsh language speaking ability. Of the population who can speak Welsh, 25% reported using Welsh on a daily basis. In developing our services we need to ensure we are promoting the Welsh Language and that services and information are accessible to all.

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

Developing the plan

The plan has been drafted with the involvement of a range of organisations to help identify how we can best achieve our objectives. Throughout the process we have tested whether our objectives are the right ones and have worked in partnership to identify appropriate actions to enable us to deliver these objectives over the next five years. This plan will provide the foundations for future plans and activities that will enable us to achieve our 2050 vision for the Vale.

The development of the plan can be summarised in the following twelve steps. We are currently at step 11.



Making the links

As stated earlier in this plan the PSB’s well-being objectives and planned activities should be considered in the context of the range of other plans, strategies and collaborative activities taking place in the Vale and the wider region. The objectives and actions within the plan have been identified in response to the well-being assessment and have been shaped by extensive consultation and engagement. The diagram below provides an indication of the range of other plans and strategies that are in place and that will be contributing to the national well-being goals and will also be addressing some of the issues detailed in our well-being assessment. This is not an exhaustive list and where possible, links to further information have been provided. One of the challenges for the PSB is to ensure that across this range of activity we have an understanding of the impact on different communities and population groups and are making the connections to ensure that we are all acting in accordance with the sustainable development principle and we are improving the well-being of current and future generations.



Delivering our objectives

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

For each of our objectives we have developed a statement of where we want to be in 2050 and what we want to achieve, these statements support our 2050 vision for the Vale. We also illustrate the connections between our objectives and how they fit together. For each of our objectives we have detailed the current position using information from our well-being assessment to explain why this is one of our chosen objectives. Also included in each section is information from the self-assessment exercise undertaken by partner organisations and how this work has helped to confirm our four objectives. This was a reflective exercise to help us understand how we can improve our contributions to the well-being objectives and one which provided helpful insight in moving from our well-being assessment to our plan.

Details of the actions that we are going to take to help achieve each of our objectives are also provided. These are split between those actions that we can start to progress more quickly and those that will take a little longer to deliver. These are the actions that we will be taking forward over the next five years and which will be subject to regular monitoring and annual review. They will provide the building blocks for achieving our longer term vision for 2050. The 'what success will look like' sections detail the outcomes we will be aiming to achieve over the next five years. The final page for each objective illustrates how the objective will contribute to all of the national well-being goals, how the five ways of working are integral to our activities and how the sustainable development principle is at the heart of our activities. The Well-being of Future Generations Act presents a real opportunity for change across public services and the actions within our plan reflect this. By working together differently we can affect real change against the issues that matter to our communities and that our evidence has identified.

Objective 1: To enable people to get involved, participate in their local communities and shape local services

Vale 2050: What do we want to achieve?

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

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



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



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



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

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

Why is this important?

Involvement is highlighted within the Well-being of Future Generations Act as one of 5 ways of working in order for public services across Wales to improve well-being and achieve the national well-being goals. From the findings of the Well-being Assessment, **the Vale PSB has recognised the importance of ensuring all our residents are engaged with and feel part of our communities to bring about a range of well-being benefits.** The assessment found that those in less affluent communities are more likely to be disengaged and in order to respond to the needs of these communities, particularly in order to achieve our objective to ‘reduce poverty and tackle inequalities linked to deprivation’, we need to understand and empower them.

The assessment found that having a say in decisions was extremely important to Vale residents although the number of people who thought that they were able to influence decisions was low. Enabling people to become involved in their local communities can help to increase their sense of belonging to the local area, increase satisfaction with life in general and help ensure all of our communities are confident that their voices are heard.

Significant engagement was undertaken as part of the well-being assessment and Population Needs Assessment through the ‘Let’s Talk’ campaign and this has highlighted to partners the need to be more innovative and joined up when engaging with our local communities.

This will build our knowledge and understanding and is an area where collective action can make a real impact. Understanding and engaging with our communities will also ensure we continue to adapt to change how we work so that all sectors of the community find it easy and convenient to engage.

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

The well-being assessment highlighted social isolation and loneliness, particularly in rural areas, as a potential future threat with a predicted increase in the number of people living alone. Volunteering can be seen as an asset to build upon to help overcome this. In addition to helping reduce social isolation and loneliness, volunteering can also help provide people with a huge variety of new skills, enhance career prospects and improve physical and mental well-being.

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

Involvement

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



Our Evidence – Key Findings

Our Well-being Plan has been informed by a range of evidence from the well-being assessment and the self-assessment exercise. The key findings in relation to this objective are:

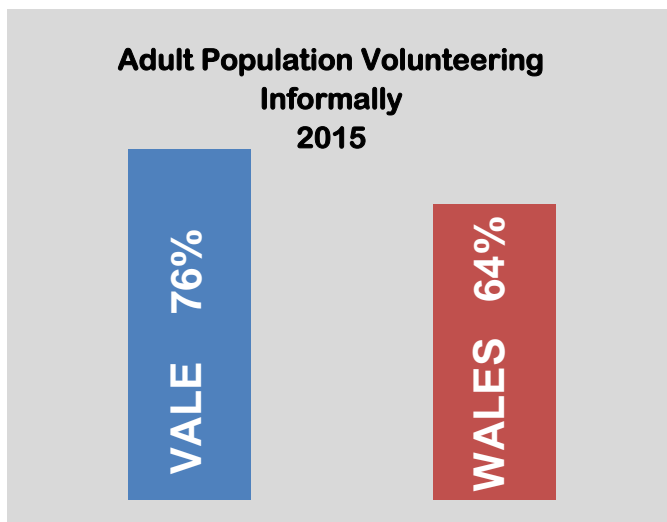
- **Having a say in decisions** is very important to Vale residents but despite this, few believe that they are actually able to influence decisions.
- **'Having a say in decisions that affect me' was identified as being important to children and young people** through the 2016 Schools Super Survey, with 71% of primary school pupils and 85% of secondary school pupils stating that it is fairly or very important 'to have a say in decisions that affect me'. Through the same survey, 23% of secondary schools pupils said that adults and decision makers never value their views, ideas and opinions. 46% felt they sometimes did, 25% felt they often did and 7% felt they always did.
- **Age and social isolation** were concerns raised regarding future social well-being in the Let's Talk Survey responses and by 2035 it is predicted that approximately double the number of females aged 65+ will be living alone compared to males.
- Figures from Glamorgan Voluntary Service estimate that the **monetary value of volunteering** in the Vale of Glamorgan for 2015/16 was

£36,903,499

and demonstrates the significant contribution that volunteers make to their local communities. It is also important to consider that this figure only captures volunteer hours undertaken through more formal channels and does not capture the vast amount of informal volunteering undertaken in the Vale.

- Residents in the Western Vale were more **likely to volunteer** followed by the Eastern Vale. Those from Barry were much less likely to undertake voluntary or community work. Those in managerial and professional occupations were also more likely to volunteer than those in unskilled or manual jobs.

- The percentage of people who report volunteering formally in the Vale of Glamorgan is broadly in line with the Welsh average. However, when considering those who report **volunteering informally** the Vale showed one of the highest percentages across Wales. The most common types of help given are doing errands, caring for children, keeping in touch with a housebound person, providing transport and giving advice. At least half a million people in Wales do one of these activities in a year.
- Our **self-assessment** found that policy and leadership around engaging with our communities is often good although resource and other factors can often be a restraint to activities. It was recognised that there are lots of activities taking place across partners to engage with our communities but this is an area where improvements can be made to ensure we pool our resources to undertake activities jointly and share the evidence gained. This will ensure that we all have a better, more holistic understanding of our communities whilst ensuring our residents find it easy to talk with us and avoid consultation fatigue. The assessment also found that there is often a lack of feedback to those who have been engaged with once the initial activity has taken place.



What are we going to do?

What will we start doing today?

Adopt the National Principles for Public Engagement in Wales.²

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

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

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

What will take us a little longer to deliver?

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

Work with the local community to identify and develop a co-production project within one of our most deprived communities and to develop an approach that can be used for other projects within the Vale.

Develop greater intelligence about our local communities, the assets, groups and individuals that can work with us to encourage greater community participation. This will also assist in identifying solutions to tackle inequalities.

Work with frontline staff and people in the community e.g. sports coaches and volunteers to identify needs, raise awareness and signpost to services e.g. dementia, domestic abuse, isolation/loneliness.

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.

² <http://participation.cymru/en/principles/>

What will success look like in 2023?

Shared standards for engagement are developed.

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

People across the Vale have a voice.

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

Loneliness and social isolation across all age groups is tackled.

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

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

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

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

Volunteers are encouraged and feel valued.

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

————— Sustainable Cities Institute —————

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

By working sustainably to deliver this objective...



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



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



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



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



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

A Prosperous Wales

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

A Resilient Wales

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

A More Equal Wales

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

A Healthier Wales

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

A Wales of Vibrant Culture and Thriving Welsh Language

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

A Wales of Cohesive Communities

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

A Globally Responsible Wales

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

Objective 2: To reduce poverty and tackle inequalities linked to deprivation

Vale 2050: What do we want to achieve?

“We have worked with local communities to create a more equal Vale of Glamorgan and to break inter-generational patterns of poverty. We have built on community assets, strengthening the resilience of our communities and empowering people to overcome the deeply entrenched norms of deprivation found in some areas. Healthy life expectancy in deprived areas has increased and the gap between these and other areas of the Vale has closed. A person’s chance of leading a healthy life is the same wherever they live and whoever they are. Health inequalities in deprived areas reduce as we work with the community to decrease levels of obesity and smoking and increase healthy eating and physical activity. Crime levels have reduced and all children have a good start in life. The built and natural environment has improved and the well-being benefits of spending time outdoors and improved standards of housing are realised across the Vale. Educational attainment has improved and people have the skills to gain and progress in to employment as a route out of poverty. The PSB has worked with partners across the region to ensure the Capital City Region has created benefits for all of the Vale’s communities.”

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



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



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



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

Reduce poverty and tackle inequalities linked to deprivation

Why is this important?

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

The PSB has recognised that in order to achieve the national well-being goals for Wales it is important to reduce the inequalities that exist between our communities.

One of the main headlines emerging from the well-being assessment is the significant differences in life expectancy between areas of the Vale, particularly healthy life expectancy for females where the Vale has the largest difference between the least and most deprived areas in Wales. Life expectancy and healthy life expectancy are influenced by a wide range of factors and the assessment showed that inequalities exist in the Vale, not only linked to healthy lifestyles but across a wide range of indicators that impact upon an individual's well-being. In order to tackle inequalities linked to deprivation it is important that we better understand the various factors that contribute towards inequality and take a holistic approach to improving well-being within our more deprived communities to achieve an equal Vale of Glamorgan. We recognise that there are no easy solutions but by working together the PSB can strengthen the resilience of these areas and prevent the adverse impacts of poverty. In order to do so we need to better understand our communities by pooling and strengthening our evidence base by involving people who live in these communities. Through recognising the assets that exist in these areas we can build upon them and identify solutions to reduce poverty and deprivation.

Our Evidence – Key Findings

Our Well-being Plan has been informed by a range of evidence from the well-being assessment and the self-assessment exercise. The key findings in relation to this objective are:

The Vale has the largest inequality gap in Wales for **healthy life expectancy** for females. Areas with the lowest healthy life expectancy correlate to those that are most deprived as identified through WIMD 2014³ and are predominantly located in areas within the eastern part of Barry such as Gibbonsdown, Castleland and Buttrills. These areas also have higher levels of **obesity**, higher **smoking** levels and higher **alcohol-specific mortality** rates.

There are **higher crime rates** in more deprived areas. 7 LSOAs (Lower Super Output Areas) in the Vale of Glamorgan are in the top 10% most deprived LSOAs in Wales according to the WIMD 2014 Community Safety Domain – all are located in Barry.

Those living in the most deprived areas are less likely to volunteer and **voter turnout** rates are lowest in these areas.

There are clear areas in the eastern part of Barry where **educational attainment is lower** and this can be linked to lower incomes and levels of employment.

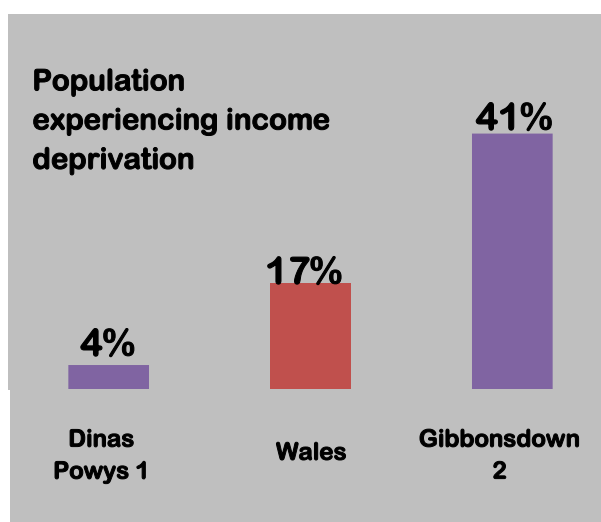
Levels of smoking are far higher in the east of Barry than other areas of the Vale.

The more deprived LSOAs around Barry display a higher number of adults who are **overweight or obese**. This is also true for children.

The Vale has a lower than average percentage of **households that are overcrowded**, however areas in the east of Barry show the highest rates of overcrowded households and are more than double the Welsh average in some LSOAs.

Median **household incomes** in Barry are significantly lower than areas of the Eastern and Western Vale.

Across Wales 17% of the population are experiencing **income deprivation** compared to 14% in the Vale. At LSOA level Dinas Powys 1 had the lowest percentage experiencing income deprivation (4%), compared to Gibbonsdown 2 with the highest at 41% - more than double the Wales figure.

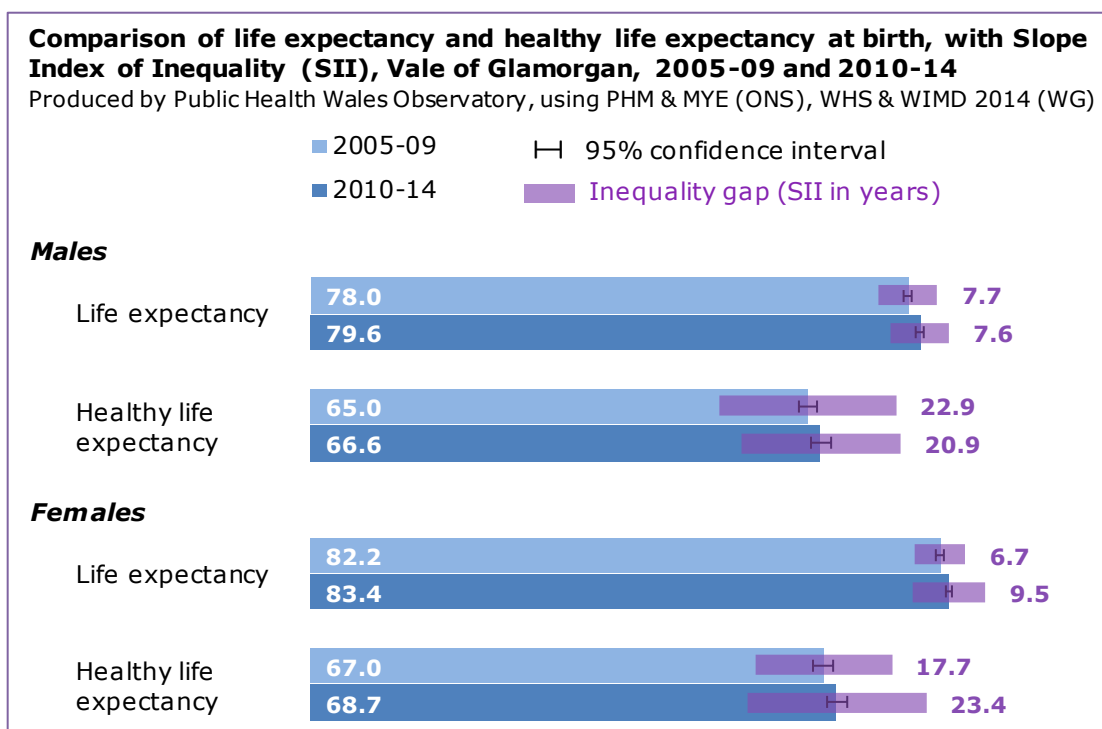


³ Welsh Index of Multiple Deprivation <http://gov.wales/statistics-and-research/welsh-index-multiple-deprivation/?lang=en>

Air emission scores are much higher in the south and east of the county, including Barry, where population densities, traffic volumes and proximity to heavy industry are higher than in the more rural areas of the county. Higher levels of emissions within deprived areas can exacerbate already high levels of health inequality by increasing levels of respiratory disease and other illnesses.

The highest percentages of working age people claiming JSA can be found in Barry and in St. Athan in the Western Vale.

Our self-assessment exercise recognised that there is a range of activity taking place focused on deprived communities, however it was found that there is a lack of strategic overview with tackling inequality not necessarily forming a key driver in decision making. Low scores were also given for how we monitor the impact of our activities with performance frameworks mainly focusing on individual service performance monitoring rather than outcomes for the local community.



What are we going to do?

What will we start doing today?

Build on the well-being assessment to 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.

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

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

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

What will take us a little longer to deliver?

Build on the legacy of Communities First and work undertaken through programmes such as Flying Start, Families First and Supporting People to develop a more strategic approach to tackling poverty across the Vale to deliver the best outcomes.

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

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

Work with local communities and research successful initiatives in other parts of the UK to identify opportunities to improve the environment and encourage outdoor play in some of our more deprived areas through for example transport improvement schemes and street closures for play

What will success look like in 2023?

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

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

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

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

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

Communities are safer, stronger and more resilient.

A reduction in fuel poverty.

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

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

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

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

By working sustainably to deliver this objective...



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



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



Working together to **integrate** and align services and take a more strategic approach to tackling poverty, focused on the needs of local people and local communities.



Collaboration is essential if we are to truly understand complex issues in our more deprived communities and reduce poverty



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

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

A Resilient Wales

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

A Prosperous Wales

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

A More Equal Wales

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

A Healthier Wales

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

A Wales of Vibrant Culture and Thriving Welsh Language

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

A Wales of Cohesive Communities

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

A Globally Responsible Wales

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

Objective 3: To give children the best start in life

Vale 2050: What do we want to achieve?

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

”

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



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



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



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

Give children the best start in life

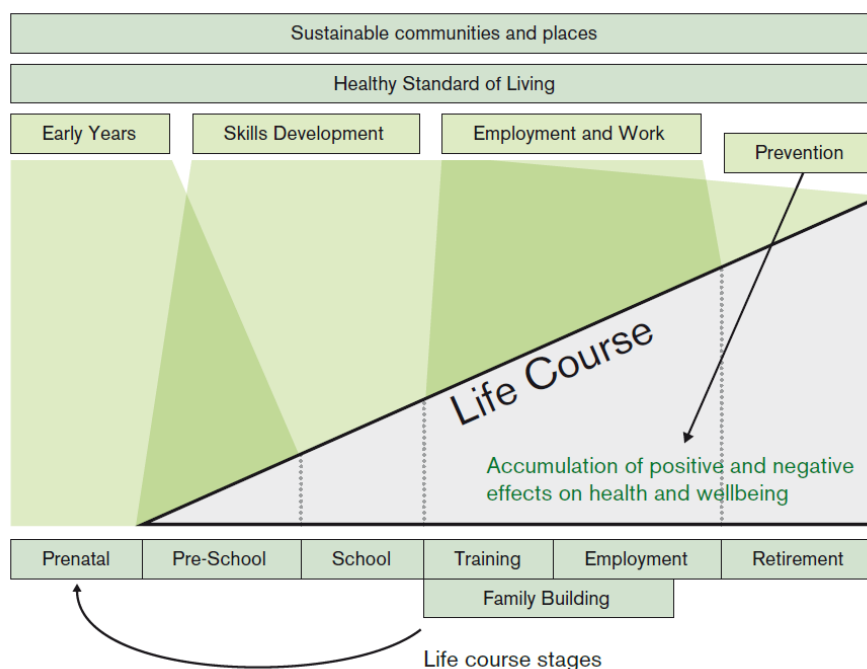
Why is this important?

Research⁴ highlights that disadvantage starts “before birth and accumulates throughout life”. Inequality in the Vale of Glamorgan was found to be a main headline emerging from the well-being assessment, and action to reduce inequalities must start before birth and be followed throughout the life of the child. Only then can the close links between early disadvantage and poor outcomes throughout life be broken. Generally young children in the Vale have a good level of well-being. However, as is often the case, Vale of Glamorgan level data masks inequalities within the county, and this is true for a range of indicators in relation to young children’s health and development.

The PSB has therefore highlighted ensuring all children have the best start in life as a critical area for collective action and an area where we can build on our strengths to make a real impact.

In addition to evidence relating to young children themselves, it is important to consider the wide range of social, economic, cultural and environmental factors which influence life chances, or the ‘wider determinants of health and well-being’. Experiences at a young age not only affect the life chances of our current future generation but the generations they will go on to bear themselves. Our evidence demonstrates that investing to ensure all children have the best start in life is the best way to prevent the long-term implications of a poor experience in the early years and ensure we build strong and resilient individuals, families and communities.

The wide range of data considered within the assessment can all be linked to affecting experiences and opportunities both for now and into the future.



⁴ The Marmot Review

The Public Health Wales Adverse Childhood Experiences (ACEs) Study highlights that “children who experience stressful and poor quality childhoods are more likely to adopt health-harming behaviours during adolescence which can themselves lead to mental health illnesses and diseases such as cancer, heart disease and diabetes later in life.” Adverse Childhood Experiences are not just a

concern for health. Experiencing ACEs means individuals are more likely to perform poorly in school, more likely to be involved in crime and ultimately less likely to be a productive member of society. We need therefore to take action to ensure we both prevent the root causes of ACEs and respond to the needs of those who have experienced them.

Compared with people with no ACEs, those with 4+ ACEs are:

- 4 times more likely** to be a high-risk drinker
- 6 times more likely** to have had or caused unintended teenage pregnancy
- 6 times more likely** to smoke e-cigarettes or tobacco
- 6 times more likely** to have had sex under the age of 16 years
- 11 times more likely** to have smoked cannabis
- 14 times more likely** to have been a victim of violence over the last 12 months
- 15 times more likely** to have committed violence against another person in the last 12 months
- 16 times more likely** to have used crack cocaine or heroin
- 20 times more likely** to have been incarcerated at any point in their lifetime

Our Evidence - Key Findings

Our Well-being Plan has been informed by a range of evidence from the well-being assessment and the self-assessment exercise. The key findings in relation to this objective are:

In general, young children across the Vale of Glamorgan show [good levels of development](#) in relation to health behaviours when compared to their peers across Wales.

The percentage of reception age children in the Vale of Glamorgan who are [overweight or obese](#) has reduced in recent years and is the lowest rate in Wales, significantly lower than average.

Reception age children overweight or obese (2015/16)

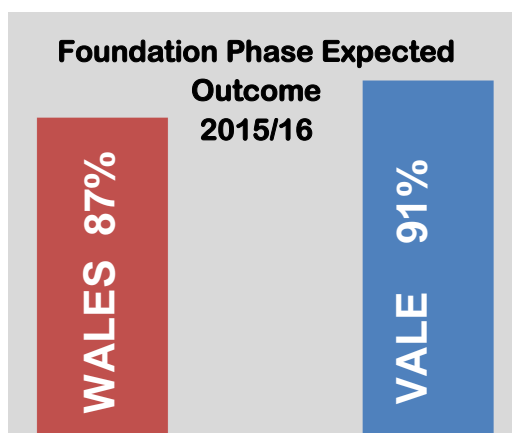
VALE	19.2
26.2	WALES

The Vale of Glamorgan observes a lower than Welsh average percentage of [low birth weight babies](#) although area differences can be observed. Low birth weight can be considered a key predictor of health inequalities and in the Vale of Glamorgan areas with lower healthy life expectancy also have a higher rate of low birth weight babies than both the Vale and Welsh averages.

The Vale has the lowest average number of [decayed, missing or filled teeth](#) in children aged 5 years in Wales. However differences can be observed within the Vale and the average number of children aged 5 with decayed, missing or filled teeth was higher in the Barry area than the Eastern or Western Vale.

The rate of [teenage conceptions](#) is consistently low for under 16s, under 18s and under 20 year olds.

In 2015/16 in the Vale of Glamorgan the percentage of [Foundation Phase](#) children reaching the expected development outcome or above across all areas of development was the highest across the Central South Education Consortium Area and was the 2nd highest in Wales behind Monmouthshire.



The Vale performed particularly well in relation to Maths, where the Vale ranked first in Wales. However the difference in performance between those children entitled to Free School Meals and those not entitled at the Foundation Phase has been highlighted as an area for improvement.

Our [self-assessment](#) found that for many partners, activities being undertaken will have a direct or indirect impact on young children or their parents in order to help prevent the root causes of Adverse Childhood Experiences. However, there was a lack of strategic overview across organisations as a whole in relation to a specific focus on early years and a lack of evaluation of the impact of activity on early years and ACEs unless linked to grant funding conditions. Some partners also identified that this was an area where they needed to develop a better understanding of how their organisation could contribute to the objective.

What are we going to do?

What will we start doing today?

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

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

Work together to develop a better understanding of the effect of ACEs for individuals and communities in the Vale. We will investigate options for a consistent and shared approach across all sectors to ensure people are protected from ACEs, support systems are in place and the root causes of ACEs are prevented.

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

What will take us a little longer to deliver?

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

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

What will success look like in 2023?

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

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

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

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

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

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

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


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

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


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

Welsh Adverse Childhood Experiences Study, Public Health Wales


By working sustainably to deliver this objective...




Partners understand the importance of early years for all children and the **long term** impact of ACEs and have prioritised giving children a good start in life as one of our four well-being objectives.




We will work together to **prevent** poor outcomes for future generations by giving all children the best start in life and improving preventative and statutory services.



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



This objective can only be achieved by working in **collaboration** e.g. tackling the root causes of ACEs, and recognises all partners have a responsibility to give all children the best start in life.



Improvements to services will be informed by **involving** our population and by engaging more effectively with children and young people

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

A Resilient Wales

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

A Prosperous Wales

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

A More Equal Wales

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

A Healthier Wales

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

A Wales of Vibrant Culture and Thriving Welsh Language

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

A Wales of Cohesive Communities

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

A Globally Responsible Wales

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

Objective 4: To protect, enhance and value our environment

Vale 2050: What do we want to achieve?

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

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



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



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



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

Protect, enhance and value our environment

Why is this important?

Engagement undertaken at a range of events used to inform the well-being assessment highlighted that the local environment is hugely important to residents who value proximity and access to the countryside/seaside and greenspaces. The environment was seen as one of the most important factors to good well-being by our residents and can be seen as the underpinning factor to the range of other issues that affect well-being.

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

The Vale's environmental assets

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

The importance of the environment was highlighted within the well-being assessment not only as an asset for residents and visitors to enjoy but as an important provider of services.

- Coasts and seas provide jobs, food and opportunities for recreation, energy generation and enjoyment of wildlife, landscape and cultural heritage.
- Animals, plants and other organisms and their habitats play many functional roles in ecosystems and the processes which underpin food production, clean water and pollination.

- Woodland and trees help regulate our climate, provide income and jobs, store carbon, contribute to reducing flood and low river flow risk, safeguard soils, improve air quality, reduce noise and regulate pests and diseases.
- Outdoor recreation can make a significant contribution to physical health and mental well-being.
- Access to countryside, water and green space close to where people live is increasingly important, providing health, economic and social benefits.

The assessment highlighted a number of risks to the Vale's environment linked to climate change and poor air quality and the PSB has therefore highlighted the importance of working together to mitigate, manage or resolve these risks over the short, medium and long-term. We need to better understand the motivations for the ways in which people behave and can only do so by working together with our residents to ensure we protect our environment for future generations.

Our Evidence - Key Findings

Our Well-being Plan has been informed by a range of evidence from the well-being assessment and the self-assessment exercise. The key findings in relation to this objective are:

The area has a range of **attractions for tourists that utilise the natural environment** to improve the area's economic well-being including the Glamorgan Heritage Coast, the Wales Coast Path and well established seaside resorts; attractive countryside and country parks; unique historic features; a strong activity product on land and sea – golf, sea fishing, cycling, surfing and horse-riding; and a well established network of walking routes.

Woodlands cover only 8.2% of the county which is below the Welsh average of 14%.



The UK **Climate Change Risk Assessment** highlights a number of key risks for Wales that have implications for the Vale of Glamorgan. These include; reductions in river flows and water availability in summers but also increases in flooding, coastal evolution, increases in the risk of pests and diseases and changes in soil conditions and biodiversity.

Potential **rises in sea levels** as a result of climate change may pose a threat to our coastal environment as well as towns and villages situated on the coast. Although the Vale of Glamorgan has a slightly lower than average percentage of properties at risk of flooding, when considering these properties by the level of risk, the percentage of **properties at risk of flooding** that are a high risk is higher in the Vale than the Welsh average.

Wales' ecological footprint is estimated at 10.05 million global hectares (gha), roughly 5 times the size of Wales, or 3.28 global hectares per capita (gha/c). The Vale of Glamorgan is within the top three local authorities in Wales with the highest **ecological footprint** along with Ceredigion and Powys.

Although air quality within the Vale of Glamorgan complies with regulations to protect human health and meets the relevant air quality objectives this will continue to be monitored as the Vale has one of the highest levels of man-made air pollution in Wales and is higher than the Welsh, Scottish and Northern Irish averages. Air emission scores are much higher in the south and east of the county, including Barry, where population densities, traffic volumes and proximity to heavy industry are higher than in the more rural areas of the county. Air emissions also disproportionately affect the Vale's more deprived communities which can exacerbate already high levels of health inequality by increasing levels of respiratory disease and other illnesses.

Greenspace and trees can contribute to physical and mental well-being but are not always located close to the people who need them most with a particular lack of access found in the more deprived areas.

Although the Vale's environment and position is one of the area's greatest assets challenges also exist with nine of the Vale LSOAs being within the 10% of most deprived LSOAs within the environment domain of the Wales Index of Multiple Deprivation.

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

What are we going to do?

What will we start doing today?

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

- Developing a better understanding of our net carbon status and exploring opportunities to reduce our carbon impact (e.g. energy efficiency, renewable energy sources and emissions from our activities and the goods and services we buy)
- Reviewing how we manage our open spaces to maximise its contribution to ecosystem resilience and to enhance biodiversity (e.g. managing for pollinators and other wildlife)
- Minimising flood risk and water pollution
- Understanding and mitigating our impacts on air quality

Promote active travel by developing shared messages for staff and customers and providing facilities to enable active transport choices. This work will be undertaken in conjunction with the Capital City Region.

What will take us a little longer to deliver?

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

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

Undertake further analysis of local and national issues and evidence and best practice around how to address these issues, developing 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.

The PSB works 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.

Partners work together to explore how procurement policies and practice can support the local economy and protect the local environment.

What will success look like in 2023?

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

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

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

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

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

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

United Nations

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

By working sustainably to deliver this objective...



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



Understand how we can reduce our impact on the environment to **prevent** issues worsening



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



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



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

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

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

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

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

A Wales of Cohesive Communities
Promoting more sustainable travel and active travel to connect communities across the Vale and minimise any negative impact on the environment.

A Wales of Vibrant Culture and Thriving Welsh Language
Utilising the environment to provide accessible and affordable opportunities to participate in a range of cultural and leisure activities, maximising the potential of public land assets for community use

A Globally Responsible Wales
Reducing the Vale's ecological footprint and the impact this has on the global environment

Let's Talk



The Vale of Glamorgan well-being assessment was informed by a range of engagement and consultation activities, reaching in total, over 1,000 residents across the Vale. In order to continue these conversations and to ensure we have understood and acted on the issues highlighted in the well-being assessment we will be undertaking engagement and consultation on the draft Well-being Plan under the Let's Talk banner.

The Well-being of Future Generations Act sets out that the Public Services Board must undertake a 12 week period of formal engagement on the draft well-being plan. This engagement period will continue to build on the activities we have been undertaking as part of the process of moving from the assessment to the plan. Our four well-being objectives were identified through the assessment and to ensure these are the right areas of focus we have continued to talk to the public, stakeholders and experts. To ensure that the PSB identifies actions that will make a real difference to well-being in the Vale the PSB has undertaken a number of different activities to inform the drafting of the Well-being Plan.

These activities have included:

Vale Pupil Voice Conference	- Engaging with School Council representatives from across the Vale.
PSB Self-Assessment Workshops	- Working with external consultants to assess our current performance against our four objectives.
PSB Expert Workshops	- Expert officers from partners and stakeholders worked together to identify where the PSB can add value and to develop these opportunities into actions.
PSB Workshop	- Following these workshops the PSB held a workshop to work through these actions and agree what should be included within the draft Well-being Plan.
Conversations with PSB partners	- The identified objectives and actions were then tested through one-to-one conversations with PSB partners to ensure that the proposed actions are deliverable and that all partners can contribute to achieving them.

Continuing the conversation ...

In order to facilitate a meaningful conversation on the draft Well-being Plan that captures a variety of different voices, it will be necessary to undertake consultation and engagement that is both wide-ranging and broad in its scope and audience. Over the next few months we will be going out to, and hosting, a range of events and activities. Where possible we will be working with the Regional Partnership Board, responsible for producing the Area Plan under the Social Services and Well-being Act to join up our engagement activities. This builds on the joint work undertaken for the well-being assessment and Population Needs Assessment and recognises the close relationship between the Area Plan and the Well-being Plan to improve well-being and focus on local needs.

To ensure that our engagement is both interesting and informative we will be undertaking a range of activities throughout and beyond the formal 12 week consultation process. To successfully engage with our communities we will structure our programme of activities around five key areas of activity:

An Online Survey	- Building on the success of the Let's Talk Well-being Survey undertaken to inform the well-being assessment, this survey will test the objectives and actions set out in the Draft Plan.
A Social Media Campaign	- Alongside our survey, a social media campaign utilising Facebook and Twitter will be undertaken to continue conversations that were started through the assessment process to ensure we have the right priorities.
Engagement Activities	- In addition to our online activities, to ensure that we gather views from as many people as possible we will be hosting and attending activities and groups across the Vale. This will include engagement activities in our three community areas, speaking with forum groups and attending different events.
Stakeholder Workshops	- To ensure that the draft Well-being Plan is identifying the key priorities to maintain and improve well-being in the Vale we will hold stakeholder workshops, inviting those organisations who were involved in the development of the well-being assessment to discuss our Draft Plan.
Formal Consultation	- To ensure partners have the opportunity to comment on the objectives and actions set out in the draft Well-being Plan we will circulate the plan to Statutory Consultees and highlight the different ways in which feedback on the Draft Plan can be given.

Monitoring our Performance

One of our challenges will be to demonstrate the progress being made and how by delivering our Well-being Plan we are making a real difference to people's well-being. The PSB will put in place robust performance management arrangements which will complement our ongoing work to enhance our well-being assessment and show how we are delivering against our stated outcomes and working towards our 2050 vision for the Vale.

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

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

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

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- The Welsh Government

 - The Office of the Future Generations Commissioner

 - The Auditor General for Wales

 - The Vale of Glamorgan Council's Cabinet and Scrutiny Committees
