

# Delivering for The Vale of Glamorgan

## Community Strategy

2010-2020





Llanblethian cottage



Outdoor event, Dyffryn Gardens



Jackson's Bay, Barry

## Members of the Vale of Glamorgan partnership



Bwrdd Iechyd Prifysgol  
Abertawe Bro Morgannwg  
University Health Board

Abertawe Bro Morgannwg University Health Board



Barry College



Cardiff Airport



Bwrdd Iechyd Prifysgol  
Caerdydd a'r Fro  
Cardiff and Vale  
University Health Board

Cardiff and Vale University Health Board



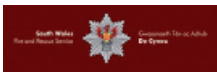
Cymdeithas Cymuned Cymru  
Community Council for Wales

Countryside Council for Wales



Asiantaeth yr  
Amgylchedd Cymru  
Environment  
Agency Wales

Environment Agency Wales



South Wales  
Fire and Rescue Service  
Gwasanaeth Tân a'r Afon  
De Cymru

South Wales Fire Service



South Wales Police



University of Wales Institute Cardiff



Vale Centre for Voluntary Services

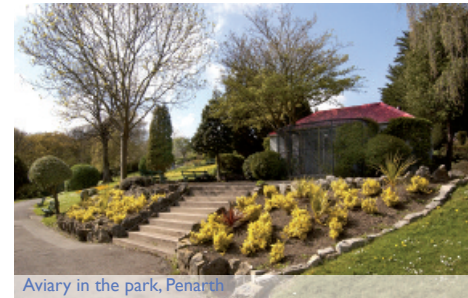


Vale of Glamorgan Council



Llysoedd Cymuned Cymru  
Welsh Assembly Government

Welsh Assembly Government



Aviary in the park, Penarth



Cycling in the Vale

Design HGT 03929

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## Foreword



By Councillor Gordon Kemp  
Chairman of the Vale Local Service Board and  
Leader of the Vale of Glamorgan Council



The Waterfront, Barry

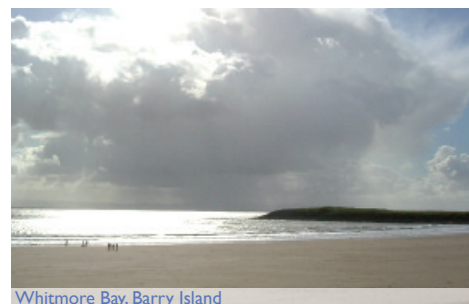
This document is the second Community Strategy for the Vale of Glamorgan. The first Strategy was agreed in 2003 and, in line with current Welsh Assembly Government guidance, it has been reviewed to cover the period 2010-2020.

The strategy sets out the major issues facing the Vale and how we might improve the quality of life in the area. It has been produced by a partnership of key public, private, voluntary and community sector organisations. It also reflects representations made following consultations with local communities on what they consider to be the important issues in the Vale.

The Strategy will continue to be reviewed periodically and this will involve further consultation to ensure that it remains relevant to local concerns.

A handwritten signature in black ink, appearing to read 'Gordon Kemp', with a long horizontal line underneath.

Councillor Gordon Kemp



Whitmore Bay, Barry Island

## Introduction

### What is the Community Strategy?

In common with other Councils in Wales, the Vale of Glamorgan has a duty under the Local Government Act 2000 to prepare a Community Strategy to promote the economic, social and environmental well being of its area and contribute to the achievement of sustainable development. This is the Vale's second Community Strategy and covers the period 2010 -2020.

The Strategy considers how we want the Vale to look in the future and identifies priorities for action. It seeks to ensure that the aims and targets of all the organisations active in the Vale are geared towards providing a focused and consistent quality of services to residents, visitors and businesses. To that end the Strategy represents a joint approach to improving the quality of life in the Vale.

Extensive consultations were conducted during the development of the Strategy to ensure that local communities and organisations were able to make a contribution. This process began with a Local Service Forum conference in May 2009, and a series of manned exhibitions were arranged be-

tween June and September at various locations across the Vale to raise awareness and encourage public comment.

### The Local Service Board (LSB)

The Vale of Glamorgan Local Service Board acts as the overarching strategic partnership responsible for community planning in the Vale of Glamorgan, including overseeing the preparation and implementation of the Community Strategy. Membership comprises senior representatives from the organisations listed on the inside cover of this document.

The LSB is supported by five strategic partnerships:

- Health, Social Care and Wellbeing
- Lifelong Learning and Skills
- Children and Young People
- Community Safety
- Regeneration.

These act as the senior partnerships in respect of the strategic themes for which they are responsible. Each has a strategy, drawn up after detailed analysis and with the extensive involvement of stakeholders in the public, private, voluntary and community sectors. In preparing the Community Strategy full regard has been had to these partnership strategies.



Fields at Cosmeston



Penarth Head and Pier



Harvest at Wick



Shipping at Barry

## A vision for the Vale

Our vision for the Vale is a place:

- that is safe, clean and attractive, where individuals and communities have sustainable opportunities to improve their health, learning and skills, prosperity and well-being, and
- where there is a strong sense of community in which local groups and individuals have the capacity and incentive to make an effective contribution to the future sustainability of the area

Overall the Vale of Glamorgan is comparatively wealthy and many of its residents enjoy a high standard of living in a good quality environment. However, there are areas within the Vale which suffer from significant economic, environmental and social difficulties such as high unemployment, sub-standard housing, low educational achievement, poor health and high levels of crime. Our vision is to target those areas for improvement while seeking to conserve and enhance the best features of the Vale so as to raise the quality of life for all who live in the area or visit it for work or recreation.



Dow Corning Education Centre, Cadoxton Lakes



Sand and sea, Barry Island

## Futures and Trends

The chapters that form the bulk of this Community Strategy are a distillation of the individual (although overlapping) strategies that the key partnerships have already agreed and are now implementing.

However, that clearly is not enough. The Community Strategy should be the document that envisions a longer term sustainable future and identifies the key actions necessary to deliver the Local Service Board's aspirations for the Vale.

As is becoming widely understood, there are a number of critical trends which have to be taken into account in any attempt to plan for the long term. No-one can adopt a "business as usual" stance in the face of global developments in the environmental, economic, technological and social spheres which will have a fundamental impact on the way societies, organisations and citizens behave. Methods of strategic planning as traditionally applied are no longer adequate and we have to re-think and reinvent our basic social structures such as health, care, education, transport and fundamentally our lifestyles. These are all things that grew out of and were styled around the industrial era but need to be reinvented for the 21st century.



Italian Gardens, Penarth

The Community Strategy needs therefore to identify what these trends are, and how they are likely to affect the locality. The following gives a brief flavour of the most important changes ahead.

## Economic Change

The pace of globalisation is without precedent. Increased competition, and the pace of innovations and technological advance, will require a new higher skilled workforce and a focus on high value added sectors. Businesses will need support to understand and take advantage of new areas of growth such as environmental goods and services.

## Demographic Change

The population overall is projected to rise, putting greater demands on housing and public services. It will be older, increasing demands on health services and social care. The rising rate of obesity will exacerbate these demands. The population will be more diverse as a result of increasing migration, bringing problems of cohesion. Family structures will be more complex, posing care challenges.



Beaupre Castle near Cowbridge

## Changing Communities

The rise in “individualism” may continue, leading to weaker communities. An increased clustering of rich and poor households, social networks outside the neighbourhood, the non-availability of affordable homes, crime being increasingly concentrated in the most disadvantaged communities – these and other associated trends will have an impact on a large number of public services and how organisations deal collectively with these problems.

## Energy, Transport and Carbon Reduction

Wales will find securing sufficient energy difficult as global demand increases, indigenous supplies run out and costs increase. Globally, “peak oil” may trigger a world energy crisis. Alternatives to fossil fuel such as renewable, nuclear energy and biomass will need to be developed. Society’s use of transport may need radical change. Using low carbon technology will be essential. In effect, a fundamental re-think of our approach to energy use and production is required. Local organisations have as much responsibility to act in this respect as national governments, and those bodies making up the Vale’s Local Service Board must ensure that they lead by example.

## Adapting to Climate Change

Global warming is a reality. The likely effects include increased flood risk, land erosion, inadequate drainage and sewerage systems, problems of water quality and air quality. The reduction in emissions necessary to mitigate these effects is something that must be addressed locally, and the Local Service Board’s member organisations, in addition to developing new policies, should themselves be taking on carbon reduction as a priority.

## Food Security

The combination of trends such as globalisation, rising population, climate change, land use and prices and supply leads to a number of possible scenarios in which the demand for food cannot be met and a shortage ensues. The role of local agencies in procuring food locally and reducing food waste could be critical in offsetting the threat.

## Technological Change

The ability of technology to tackle challenges is boosted by how rapidly it develops. Developments in areas like information management, simulation and modelling, healthcare technology, online communications and a host of business applications should all be embraced.

## Resources

Managing these changes will occur against a backdrop of the worst economic recession for fifty years and an impending crisis in the public finances. The headlines for all tiers of the public sector in Wales are stark. This will require services to be reinvented, reshaped and reprioritised over the life of this Community Strategy in order to produce sustainable outcomes. The next few years will be about managing with less.

The Vale's Local Service Board has begun the difficult task of examining these "futures" issues. The unpredictability in any futures thinking, and the range of possible outcomes, make it, important as it is, an inexact science. Nevertheless, examining each trend, estimating its impact on the future and reappraising current policies and practices will now need to feature as a programme for the Local Service Board. Clearly, given the detailed work involved, this cannot happen overnight or in a single planning session: it will take time, and it will involve multiple agencies.

This Community Strategy is therefore an interim document. The priorities and actions set out in the following chapters remain valid ones, and will continue to be monitored via the Local Service Board and the key partnerships. However, they will need reviewing in due course in the light of the broader issues set out above. We will develop a sustainable Action Plan to complement this Strategy that meets key sustainable principles of living within environmental limits; developing a strong, healthy and fit society; achieving a strong healthy & sustainable economy; and promoting good governance within all partner organisations.



Surfers at Southerndown



## Health, Social Care and Well-being

### Introduction

The health and well-being of local people is central to the prosperity of the Vale of Glamorgan, which remains one of the best places to live in Wales and is home to some of the country's most affluent communities.

Most indicators of health, social care and well-being show that the county performs better than the Welsh average but these figures mask problems in some areas. For example, parts of Barry have some of the highest levels of deprivation in Wales and people living in the Vale's rural areas can have difficulty in accessing services.

There is strong evidence that a range of factors affect a person's health. These factors can be grouped into:

- Social -for example the extent to which we have strong and supportive local communities,
- Economic - such as employment opportunities and
- Environmental -such as how we design our towns and the effects of the housing we live in.

Everyone has a responsibility to improve health, from individuals and communities to local councils, health services (including primary and community services and hospitals) voluntary sector organisations and the private sector.

If some of the most important health problems today are to be tackled now and in the future, key agencies will all need to work together to make positive changes to improve health and well-being.

All the main causes of death, such as heart disease, stroke and cancers, are lower in the Vale than the Welsh average.

In terms of some of the major risk factors that affect health:

- 52.9% of Vale of Glamorgan adults are overweight/obese compared to a Welsh average of 54.1%
- Only 27.7% of the adult population meet the physical activity minimum guidelines, which is slightly below the Welsh average
- 40.3% of adults in the Vale report that their average alcohol consumption is above the recommended guidelines compared to an all Wales figure of 39.8%
- The incidence of sexually transmitted infections is rising across Wales



Step aerobics at Barry Leisure Centre



Fun in the ball pit

## Strategic Issues

### 1. Promoting and improving health and well-being

Over the next 10 years, the health and social care community needs to re-focus its attention on promoting and improving health before people become unwell, and on addressing inequalities in health services, not simply on providing services once they become ill.



Individuals and communities need to be encouraged to play their part in improving their health through eating healthily, taking part in physical activity, giving up smoking, keeping mentally healthy and looking after their sexual health. Current action also needs to be built on to improve health in line with evidence of what works.

New developments, such as the St Athan Defence Technical College, which will alter the size and profile of the population, will need to be taken into account. New incoming populations may have particular health needs

Agencies need to work together to increase the focus on influencing the 'determinants' of health to achieve positive health outcomes. Those who most need support should be targeted and attention paid to tackling inequalities in health. The Council's Leisure Centres already have a good working relationship with health referrals for cardiac rehabilitation and the exercise referral scheme will be rolled out in future years to deal with lung conditions, back care, strokes and mental health.

### 2. Maintaining Independence

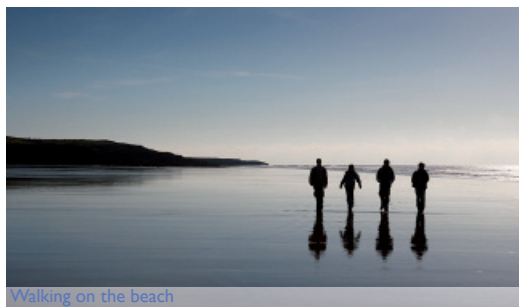
Ensuring people are able to live full and independent lives is a priority for all organisations working to promote health and well-being. Over the coming years, public services in the Vale of Glamorgan will need to support specific groups in particular to maintain their independence. The projected growth in numbers of those aged 65-plus and, more significantly, 80-plus, means services need to change and improve to meet likely future demand.

The opportunities provided by telecare and telemedicine need to be exploited. Agencies will need to plan for and develop services which meet the significant projected growth in demand for both home-based and residential services for people with dementia and other types of mental ill health, including developing services for younger people with dementia. Increasingly it will be necessary to develop services that cut across organisational boundaries.

### 3. Managing chronic conditions

Supporting or caring for someone with a chronic health condition, for example diabetes, asthma or heart disease, will be increasingly important in the next decade. There will be a need to improve and integrate services, providing more and better quality services locally.

Access to services will need to be simplified and communication improved between patients and professionals.



Walking on the beach

Levels of morbidity and avoidable emergency admissions to hospital must be reduced as well as improved promotion of self care.

#### 4. Children and young people

By ensuring that children and young people are able to live safe, healthy, fulfilled lives in their own communities where they can reach their potential, we are providing the building blocks for a more cohesive, inclusive and prosperous future for everyone.



Cycling in the Vale



Keeping fit at all ages

However, today's children may be the first generation to live shorter lives than their parents, for example as a result of obesity. There are a variety of complex reasons for this, including the influence of social, economic and environmental factors.

Even relative affluence does not guarantee the health of children – a modern lifestyle and associated choices do not necessarily mean a healthy lifestyle.

The 2008-11 Children and Young People's Plan and the 2008-11 Health, Social Care and Well-being Strategy outline a multi-agency approach to tackling many of these issues. However, these activities will need to be refined and developed over the next decade as progress is made and services re-evaluated to ensure that services for children, young people and their families are as responsive and helpful as possible.

### Priorities for Action

#### 1. Working to influence the 'determinants' of health

- Improving the understanding of what influences health
- In the next 10 years take the opportunity to work together to influence the social, economic and environmental factors that contribute towards health gain
- Extend the provision of subsidised fruit and vegetables to deprived communities
- Work in partnership to reduce the levels of obesity, smoking and drinking
- Improve information available to people to enable them to make informed choices concerning their long term health

#### 2. Integrated health and social care services

- Improve working across organisational boundaries to harness the collective resources of the whole health and social care community
- Develop services which reduce bureaucracy, avoid wasting resources and can meet the needs of local people effectively
- Develop integrated teams that put the individual at the heart of the service, providing seamless services to people in a timely manner

### 3. Infrastructure

- Ensure that the infrastructure available to the health and social care community is used effectively in the delivery of services

### 4. Resources

- Ensure agencies make good use of their resources to deliver the best possible services for local people
- Ensure that staff employed in the health and social care sector are well trained to deliver quality services that meet the needs of people in the Vale of Glamorgan
- Review services to ensure that they continue to meet current and future need and that they represent an effective use of the resources available

### 5. Investing in improving health

- Help and support local people to take responsibility for their own health and well-being
- Organisations should invest in services and approaches which help to prevent us becoming ill or in need
- Promote the services already available which can provide the opportunity for healthy lifestyles including play activities, playing fields, country parks, leisure centres and walking trails



### 6. Supporting carers

- Support carers more actively and recognise that the support we provide to carers will enable people to remain in the community for longer
- Build on and extend the carers services currently available to ensure that they meet the needs of carers and are flexible enough to respond to changing requirements in the future
- Consult with carers in the Vale of Glamorgan to provide continued support

### 7. Working with local people

- Change the way in which we plan and deliver our services by consulting with people across the Vale as part of the reconfiguration of services
- Help local people to understand the need for change and encourage them to work with key agencies to develop the best ways of delivering good quality and effective services in the Vale of Glamorgan
- Ensure there are good mechanisms in place for talking and listening to the views of local people and effectively engaging them in the key debates and decisions of the future will be crucial in ensuring that we all have services we can be proud of

## Lifelong Learning and Skills

### Introduction

Good standards of education hold the key to a prosperous and sustainable future for the Vale of Glamorgan. Lifelong learning should embody a learning culture that seeks to involve all, encourage access for less advantaged groups and promote active citizenship.

There are seven comprehensive schools in the Vale which have sixth forms that offer Level 2 and Level 3 courses (GCSE and A level equivalent) to their students. Two of these are based in Penarth, three in Barry and one each in Cowbridge and Llantwit Major. Ysgol Bro Morgannwg is the Welsh medium secondary school for the Vale and is also based in Barry. In addition, the Vale has an 11–16 Roman Catholic Secondary School. There are also three special schools which offer provision through to post-16 education.

The Vale's secondary schools are complemented by clusters of primary and nursery schools that normally offer progression at age eleven to their neighbourhood secondary school.



Barry College is the main further education provider for the Vale of Glamorgan. The college operates from five campuses, three in Barry, the International Centre for Aerospace Training at Rhoose and its construction centre in

Cardiff. The majority of courses offered by Barry College are vocational with a small GCSE and A level provision

At any one time there are more than 4000 people pursuing classes at adult education centres and various outreach centres in the Vale. A wide range of courses is on offer from a variety of partners, including those from the voluntary sector, but the majority are provided by the Vale of Glamorgan Council's Lifelong Learning Service.

Training provision for Vale of Glamorgan residents is available from a wide range of organisations. These include private providers, extensions of further education college provision, National Training Organisations or Sector Skills Councils, local government, universities, and the armed services.

### Strategic Issues

1. Continuous improvement in educational attainment and achievement for children and young people of school age and beyond.

Standards of teaching and learning in Vale schools and other educational establishments are regularly amongst the highest in Wales. However, improvement in pupil attainment across all key stages is now showing signs of levelling off. There are also significant variations in pupil attainment both between and within schools that cannot be explained by variations in the socio-economic profile of school catchment areas.

## 2. Improved outcomes for all vulnerable groups of children and young people

The term “vulnerable” includes a very diverse range of children, including those with special educational needs, medical needs, behavioural difficulties, members of ethnic minorities, children who are looked after, young carers and those at risk of abuse. This broad range of children and young people forms a sizeable minority of the population and are over-represented in that group who are not in education, employment or training.

## 3. Continuous development of the education infrastructure and learning environment

The Council’s School Investment Strategy has identified the need for refurbishment or rebuilding of three secondary schools in the Vale and quantified the cost of improving the remaining schools to ensure all schools are “fit for purpose”. There is the further prospect of a merger of Barry College with Coleg Glan Hafren which would enhance the curriculum offer to local students and increase capacity to deliver a greater range of vocational options for 14-19 year old learners studying in the Vale.

## 4. A highly skilled workforce

The National Basic Skills Strategy has set targets for the reduction of adult basic skills needs by 2010. Thirteen of the twenty three wards in the Vale have literacy and /or numeracy levels below these national targets.

The Vale Basic Skills Strategy identifies priority learner groups and areas of the Vale where needs are greatest.

IT competence is also an essential skill both at home and work. In Wales, 40% of business establishments reporting skills gaps have indicated that IT user skills are lacking.

Welsh is now taught to all children and young people at school in the Vale as part of the National Curriculum. Many children attend Welsh medium schools even though they come from non-Welsh speaking homes. Adults who work with young people, however, do not always have the necessary language skills.

Development of a new state of the art Defence Technical College and Aerospace Business Park at St Athan is expected to create over 1,000 jobs during the construction phase. A fully operational technical college and business park and the knock-on effect in the supply chain are expected to create 5,000 jobs thereafter. The scale of these developments will place considerable demand on the capacity of the education and training network to respond to the skill needs.



Cosmeston Medieval Village, Penarth



Low sun over Barry Island

## 5. Assisting the economically inactive into employment

Vale rates of economic inactivity are lower than those nationally but there is concern that rates in some wards in Barry and Llantwit Major are well above the national and local averages. Addressing the low levels of skills of economically inactive people is a fundamental prerequisite to improving prosperity.

## 6. Adult Community Learning

Adult Community Learning has a particular contribution to make to the engagement of disadvantaged groups. It also provides a means of engaging a range of learners who are less likely to take part in more formal learning activities.

## 7. Community-focused schools

The Council has established five clusters of community-focused schools. There are substantial opportunities available to develop the community-focused schools initiative to assist learning for pupils, families, adults and communities, and also to improve the way in which services for children and families are co-ordinated, integrated and offered to the community.

### Priorities for Action

#### 1. Continuous improvement in educational attainment

- Greater collaboration between schools, other educational providers and Careers Wales
- Development of new learning pathways and progression routes for 14 to 19 year olds
- Higher levels of personal support, guidance and counselling for all young people who require it
- Development and delivery of a co-ordinated strategy to reduce the number of young people outside the education/employment mainstream.
- Improved opportunities for play and active recreation

#### 2. Improve outcomes for vulnerable groups

- Provide resources to meet the requirements of vulnerable young people
- Ensure education and other services work together in an integrated way to ensure the best possible outcomes for vulnerable groups



Albert Road Primary School, Penarth



Old Hall, Cowbridge

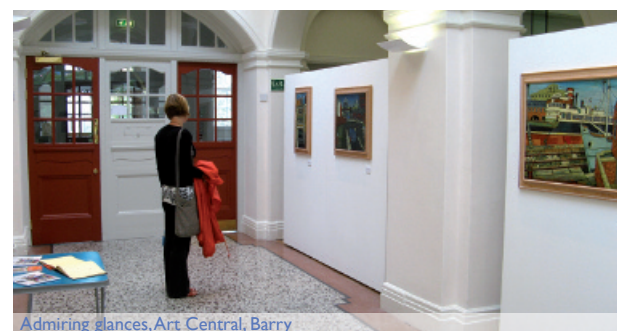
### 3. A highly skilled workforce

- Encourage all basic skills providers in the Vale to work together to develop their provision further and support the Vale's Basic Skills Strategy
- Seek additional resources to achieve this objective
- Local providers of education and training will ensure that their IT provision is competence based and meets the user requirements of most employers
- A more focused and expanded programme of Welsh for Adults courses in the Vale will cater for the needs of parents, incomers, education practitioners and the workplace
- New 14-19 learning pathways should include a range of vocational options available through the medium of Welsh or bilingually
- All viable steps should be taken to ensure that the local and broader training infra-structure enables the workforce to take advantage of the opportunities presented by the St Athan development and assists the successful establishment of the Defence Technical College
- The emergence of city regions as drivers of economic competitiveness and growth requires skill levels to be raised in construction, retail, catering and hospitality; increasing and improving the relevance of training provision in these sectors will be necessary for the whole region, including the Vale, to benefit from the increased prosperity



### 4. Assisting the economically inactive into employment

- Getting people 'job ready' is not only about developing their basic skills. Pre-vocational and vocational skills also have to be developed. This requires progression pathways into both further education and work-based training
- Action at each stage in the learning process is important and the development of more flexible and coherent education and training pathways for 14-19 year olds is particularly significant
- Develop integrated services within community-focused schools
- Ensure that new job opportunities are available and accessible to local people





## Children and Young People



### Introduction

The Vale of Glamorgan Children and Young People's Partnership will ensure that children and young people in the Vale are well informed and supported to access a broad range of quality services that enable them to take full advantage of the life opportunities available in their local communities and beyond.

In order to move this vision into action, the first Children and Young People's Plan for the Vale of Glamorgan, covering the three year period 2008-2011, has been prepared by the Children and Young People's Partnership as the defining statement of strategic planning intentions and priorities for all children and young people's services in the area.



The principles on which the Children and Young People's Partnership prepared the Plan are:-

- base service provision on evidence of need;
  - ensure the voices of children and young people are heard;
  - give greatest priority to and target those in greatest need;
  - plan for prevention and early intervention;
  - integrate safeguards for children and young people into all our services;
  - value diversity and promote equality of opportunity;
  - offer choice in service provision where this is appropriate;
- promote joint working and integrated delivery;
  - work closely with all other service providers and partnerships;
  - provide clear lines of accountability, ensure service gaps are filled and duplication is reduced.

### Strategic Issues

#### 1. A flying start in life.

High quality maternity, health visiting and family support are essential, and the multi-agency approach which has been adopted in the Vale is illustrated by the development of the Flying Start programme in those wards with the highest levels of need. There is a variety of childcare settings available for children aged 0-14 years that families can access though there is some concern about their distribution across the county and the shortage of Welsh medium provision.

#### 2. A comprehensive range of education and learning opportunities.

The Council is working closely with its schools to develop a network of learning communities which will provide a range of services and activities to help meet the needs of children, young people, their families and the community in which they reside. The development of community-focused schools will play a major part in helping to achieve this vision. The delivery of the new national skills agenda will also help in this respect. School attendance, positive behaviour and tackling bullying, as well as the specific needs of a wide range of children with special needs are all part of this remit which can only be addressed effectively with the engagement of parents and carers. Young people not in education, employment or training (NEET) are a particular cause for concern.



### 3. A healthy life, free from abuse, victimisation and exploitation.

When care or health services are required by children and their families, these must be well co-ordinated with seamless transitions between them. Children and young people must remain healthy and active if they are to achieve their full potential. Excellent services for mental, emotional and sexual health and to prevent substance misuse are required to support the well-being of children and young people.

### 4. Access to play, leisure, sporting and cultural activities.

This is fundamental for a healthy and active lifestyle for all children and young people. Partners will encourage all children and young people to participate in play schemes and sporting activities by working in schools and with the wide range of sports clubs and societies. Council-owned leisure facilities can also be made more accessible to children and young people, by reviewing entry and charging arrangements, and by a consideration of safe routes to them.

The Dragon Sport initiative in primary schools, and the '5x60' programme of 60 minutes of active recreation, five times a week in secondary schools introduced via a Sports Council Wales funding programme are having a positive effect in terms of physical activity rates.



Giving sister a push

### 5. Treated with respect, and having race and cultural identity recognised.

The development and introduction of a local participation strategy will be an important first step in this process. Children and young people must also be able to gain easy access to the complaints procedures for all service providers.



Crowds at the Waterfront Festival

### 6. A safe home and a community that supports physical and emotional wellbeing.

The Safer Vale Partnership has responsibility for all members of the community. Whether the issue is anti-social behaviour, offending and prolific offending, abuse at home, substance misuse, bullying or homelessness, prevention is the preferred method of dealing with issues affecting children and young people.

### 7. A life not disadvantaged by poverty.

The Children and Young People's Partnership is committed to the aim of eradicating child poverty and concentrating its work on those in greatest need. Poverty is not only caused by a lack of income although this is normally the major cause. Children and young people may also experience 'service poverty' when they are unable to take advantage of services designed for them because they are unevenly distributed and inaccessible.

## Priorities for Action

### 1. Transitional Arrangements

- Support the transition of children from primary to secondary education, particularly the disaffected and vulnerable
- Promote earlier identification of, and work proactively with, young people at risk of NEET status
- Extend the curriculum for young people who are excluded or at risk of exclusion
- Improve the transitional arrangements for all young people using several services at once and moving into adult services

### 2. Sharing Information

- Provide a clear framework and guidance for all partnerships and associated organisations to enable them to comply with all the relevant data sharing legislation
- Improve partnership planning across all agencies to maximise resources, information sharing and joint working for children and young people at risk
- Develop the existing crime and prevention programmes delivered to young people and increase promotional work within the community
- Identify children who witness or who are at risk of domestic abuse and intervene at an early stage
- Develop and promote advice and information on housing issues for young people especially in relation to homelessness prevention and those living in over-crowded or poor housing



### 3. Focused Services for those in greatest need

- Improve arrangements and systems between professionals and organisations to ensure that children with emerging complex needs are identified and supported in a co-ordinated way
- Improve the capacity of specialist services to support schools, primary health and social services to work with families with emerging complex needs

### 4. Develop a multi-agency parenting strategy

- Develop and implement an all age, Vale-wide parenting and family values strategy to include the promotion of parental involvement in the raising of school attendance and achievement, acceptable behaviour at school and in the community, and the provision of counselling for families where domestic violence has been an issue

### 5. Enable children and young people to influence services

- Develop a 0-25 age range multi-agency participation strategy
- Establish, implement and monitor school council networks, a Vale Youth Forum and a Vale Youth Council
- Introduce a local advocacy service
- Establish a representative multi-agency group to identify the current and future needs of existing cultural groups

## 6. Develop the capacity of professionals

- Investigate all aspects of the Children and Young People's Partnership's workforce development needs and training requirements
- Develop a children and young people's workforce development strategy



## Community Safety

### Introduction

The Safer Vale Partnership aims to create an environment where people can live, work and visit free from crime and disorder and the fear of crime. Since 2003/4, all recorded crime has consistently fallen year on year, with the exception of 2006/07. Overall since 2003/4 all crime has reduced by 12.4%.



Performance during 2008/09 was extremely positive compared to the previous year. Of the 13 cited crime categories only two increased (sexual offences and wounding or other act endangering life). Acquisitive crime such as burglary, theft from motor vehicles and theft of motor vehicles have shown the largest reductions 29%, 13% and 10% respectively. Criminal damage reduced by 7% but it still accounts for the largest proportion of crime. Drug offences showed a reduction of 4% but this figure is still above that of the baseline year (2003/4).

### Strategic Issues

#### 1. Domestic Abuse

It is difficult to estimate the actual amount or cost of domestic abuse within the Vale of Glamorgan. Domestic abuse is known to be a hidden crime and therefore it is difficult to quantify the total volume. Perpetrators can be charged with a number of offences including stalking, common assault and murder.

However from the recorded figures we are able to determine that there are over 1800 incidents of domestic abuse recorded each year within the Vale of Glamorgan. This does not take into consideration the unreported incidents and research shows that victims can suffer up to 35 incidents before they seek help (Home Office 2007). This also highlights that domestic abuse is rarely a one-off incident. The majority of domestic abuse victims are women with a quarter of the 1800 victims being men.

Within the Vale of Glamorgan domestic abuse affects 2% of the female population and less than 1% of the male population. The majority of abuse is reported within the Barry area. Having said that, it is easier to hide abuse in rural and more affluent areas.

Research commissioned by the Government's Women's Equalities Unit estimates that the total cost of domestic violence in England and Wales is £23 billion per year. Furthermore, it is estimated that time off work due to domestic violence costs employers and workers £3 billion.

#### 2. Prolific and Priority Offenders (PPO)

Home Office research suggests that within the group of 100,000 of the most prolific offenders in England & Wales, a smaller group of 5,000 'super-prolific' offenders are responsible for 9% of all crime. The Prolific and other Priority Offender (PPO) strategy, introduced by the Home Office in September 2004, requires Community Safety Partnerships, together with Local Criminal Justice Groups, to provide an enhanced programme of monitoring and interventions aimed at those offenders and young people at risk of becoming the super-prolific offenders of the future.

The purpose of the PPO scheme is to provide an enhanced multi-agency response to an identified minority of offenders responsible for a disproportionate level of crime and disorder. This is a nation wide initiative to target crime committed by a small number of active offenders.

### 3. Substance Misuse

The Welsh Assembly Government's ten year substance misuse strategy "Working Together to Reduce Harm" is central to combatting substance misuse in the Vale. Substance misuse causes considerable harm to both individuals and to wider society. This can include physical and mental harm to the users, harm to their families' lives by damaging the health and well being of their children, and the burden of care placed on other relatives. Harm is also caused to the communities in which the users live through the crime, disorder and anti-social behaviour associated with substance misuse. The total economic and social cost of Class A drug use in Wales has been estimated to be around £780 million, and drug related crime accounts for 90 per cent of this. The four action areas highlighted in the above Strategy are:

- Preventing harm
- Supporting substance misusers
- Supporting families
- Tackling availability of drugs and protecting individuals and communities

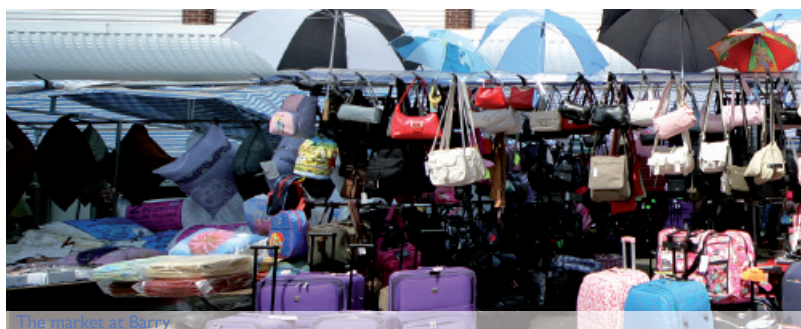
The Vale's Substance Misuse Advisory Team (SMAT) has four sub-groups which reflect these areas. Each of these sub-groups has an annual action plan which highlights progress and any further work needed.

### 4. Community Engagement

Effective engagement of local communities is fundamental to the Safer Vale Partnership's success. A key challenge for the partnership is ensuring that local communities have a meaningful role in setting partnership priorities for their area and also have clear means for holding the partnership to account. All initiatives and services commissioned by the Partnership must demonstrate that community engagement has been at the heart of the decision making process.

The Partnership currently uses the Partnership And Communities Together (PACT) model as the main liaison method with the community. All issues raised at ward level are discussed and prioritised for action. Any issues that are unresolved locally are then referred to the Safer Vale's Community Engagement Group that has the authority to target resources to address these outstanding priorities.

In 2009 the Partnership undertook an engagement survey to highlight issues affecting local communities. This enabled the Partnership not only to identify those sectors within the community that are under-represented in the current engagement process but to gauge the success of current engagement methods. The results of this survey have now been included in the Partnership's Strategic Assessment 2009 which is used to align resources with crime and disorder priorities.



## 5. Reducing Antisocial Behaviour

Antisocial Behaviour is defined as 'behaviour that is likely to cause alarm, harassment or distress to members of the public' (Crime & Disorder Act 1998).

High instances of anti-social behaviour threaten the regeneration of disadvantaged areas and can create environments where more serious crime can take place. It can also increase the fear of crime in a community.

Tackling antisocial behaviour is a major priority area of Public Service Agreement 23 (Making Communities Safer). This is one of the Home Office's performance indicators for Community Safety Partnerships.

The Safer Vale Partnership has traditionally funded one-off diversionary activities aimed at young people. The Partnership is now committed to taking a more strategic approach to antisocial behaviour; targeting hotspot areas by offering diversionary activities together with addressing the causes of antisocial behaviour through multi-agency working.

The Safer Vale Partnership receives a considerable number of referrals regarding antisocial behaviour. Analysis of these complaints show that the majority of antisocial behaviour is caused by white males aged 16 – 20 on Friday and Saturday evenings between 8pm – 10pm.

### Priorities for Action

#### 1. Domestic Abuse

- Build on current partnership working to provide a unified coordinated response
- Target families to promote stability, a safe home environment and emotionally healthy adults and children
- Address the negative attitudes in relation to sexual behaviour and personal and family relationships

#### 2. Prolific and Priority Offenders (PPO's)

- Build on the current partner working relationships to ensure the exchange of accurate and timely offender information
- Work closer with substance misuse and domestic abuse agencies to reduce the impact of the perceived PPO culture on current and future PPOs
- Ensure better long term support and services to reduce the PPO population

#### 3. Substance Misuse

- Continue proactive multi-agency working in order to deliver the ten year strategy, Working Together to Reduce Harm
- Reduce the availability of alcohol through developing an alcohol strategy
- Build on workforce development to ensure that all staff are adequately trained and supported to deliver substance misuse services



#### 4. Community Engagement

- Identify new methods of engagement to ensure all sectors of the community have equitable access to the Partnership and its decision making processes
- Work with agencies and partners to ensure a more proactive approach to community issues
- Work with agencies and local communities to identify and develop better problem solving approaches



The cliffs along the Heritage Coast

#### 5. Antisocial Behaviour

- Engage with partners and other agencies to reduce aggravating factors that contribute to antisocial behaviour
- Engage with and commission services to address young people's fear of antisocial behaviour
- Provide further analysis of occurrence data so that service providers and agencies can develop appropriate interventions in the future
- Alcohol should be recognised as an aggravating factor in criminal activity and considered during intervention
- The Baruc, Castleland and Cadoc wards in Barry to be prioritised



Misty morning, Barry



Harvesting at Wick



## Regeneration

### Introduction

The Vale of Glamorgan is an area of considerable socio-economic and environmental diversity. It boasts a natural environment of outstanding quality but also has a significant urban population, containing as it does some of the most affluent and the most deprived locations in Wales. This diversity provides challenges in tackling the socio-economic and environmental characteristics for the area which features a generally highly qualified workforce for example, but has significant pockets of educational deprivation.

The Vale adjoins two areas of international conservation importance and contains twenty five areas designated as Sites of Special Scientific Interest (SSSI's), three Local Nature Reserves, the Glamorgan Heritage Coast, two Country Parks and a diverse range of habitats and species of conservation importance. The Vale benefits from this variety of assets and opportunities that can provide the building blocks for the regeneration of socio-economic and environmental prosperity.

### Strategic Issues

#### 1. Employment

The Vale's economy is dominated in employment terms by Public Administration, Health and Social Work and Wholesale and Retail Trades. Employment levels have fallen in recent years, though the transport and communication and business services sectors have bucked this trend, exhibiting the fastest employment growth over the last 10 years.



Recycling scrap metal, Barry Dock

In 2008 the economy of the Vale was estimated to be worth £1.3bn. It is estimated that it contracted slightly over the last few years, which may, in part, be a reflection on the falling numbers employed in the Vale (particularly as a result of the scale of out-commuting taking place). The main drivers of growth are forecast to be business services, retail and distribution, the health sector and transport and communications.

Unemployment in the Vale rose sharply in 2008/09, suggesting that the world-wide recession is having a significant impact, greater than that typically seen throughout the UK but of a similar level to that being experienced within Wales. Unemployment is forecast to continue to rise steadily until the latter stages of 2010 and then to fall marginally, suggesting that without public sector intervention stubbornly high unemployment levels for a sustained period beyond the recession will prevail.

#### 2. Embracing Diversity and Location

One key feature of the Vale of Glamorgan is its diversity. The range of assets, both physical and human is considerable. One focus of regeneration, therefore, should be securing the greatest return on this richness of diversity. Achieving sustainable communities means involving local people, meeting their needs and providing a good quality of life in ways that protect and enhance the natural and built environment. Another given the Vale's location in the major population centre of Wales, with access to wider areas in the UK and internationally is to develop its role within the South East Wales "City Region".



New footbridge at Thompson Street, Barry

### 3. Resources

For the Vale to play a key role in the regional economy, investment from public sector and other sources will be required. The Wales Spatial Plan has identified Barry as a key settlement and the St Athan development as a key Strategic, Opportunity Area. The Local Service Board will coordinate partners' investment and lobby for external resources to maximise the opportunities that exist in this area.

#### Priorities for Action

##### 1. Employment

- Clearly identify future skill requirements and ensure the supply of local skills
- Engage pro-actively with WAG programmes to influence procurement processes and meet the buyer events
- Play a proactive role in securing major developments
- Promote and facilitate St Athan Defence Technical College and Aerospace Park
- Ensure adequate provision of premises
- Deliver transport infrastructure projects
- Work with existing business support provision to encourage sustainability and growth of new and existing SME's
- Consider alternative town centre uses through retail area shrinkage
- Develop a case for the Barry/St Athan Strategic Regeneration Area



Windsor Gardens, Penarth



Penarth Marina

##### 2. Embracing Diversity and Location

- Finalise and implement the Local Development Plan to encourage and facilitate appropriate and sustainable development
- Maximise resources to conserve and enhance the natural environment
- Update the Local Biodiversity Action Plan
- Support agricultural diversification
- Develop energy reduction plans and carbon reduction awareness
- Reduce pollution and risk of flooding
- Reduce the proportion of waste sent to land fill
- Encourage use of public transport and car sharing
- Ensure that major developments meet exacting environmental and energy standards

##### 3. Resources

- Maximise renewal area programmes
- Deliver the Wales Quality Housing Standard
- Use planning processes to address requirements for affordable housing
- Promote and support farmers' markets and consider wider supply chain opportunities
- Improve access to community and young people's facilities
- Develop and implement a tourism action plan