

Our Vale Public Services Board

Community Strategy Annual Report 2015/16



1. Summary

This report provides a snapshot of some of the work that continues to be undertaken to ensure delivery against the Vale of Glamorgan Community Strategy 2011-21 and the Delivery Plan 2014-18.

The report should be read in conjunction with the detailed Core Indicators report and Delivery Plan progress reports available on the Public Services Board website. http://www.valeofglamorgan.gov.uk/en/our_council/Public-services-board/Public-Services-Board.aspx

The report highlights some of the challenges in delivering our Strategy and Plan and reflects the diversity of work being undertaken in partnership across the Vale of Glamorgan.

The Community Strategy and Delivery Plan were previously approved, delivered and monitored through the former Local Service Board (LSB) which has now been replaced by the new Public Services Board (PSB). The PSB has adopted the plans and structures of the former LSB and will continue to deliver the identified priorities until it publishes its Well-being Plan in 2018 as required by the Well-being of Future Generations Act.

2. Introduction and Overview

Introducing the Public Services Board

The Vale of Glamorgan Public Services Board, 'Our Vale' (PSB) is a new statutory partnership which was established by the Well-being of Future Generations Wales Act 2015. The Board brings a range of partners together to embed and work towards the seven national Well-being goals as outlined by the Act. Through this work the PSB will improve the economic, environmental, cultural and social well-being of the Vale of Glamorgan.

The PSB replaces the Vale of Glamorgan Local Service Board (LSB) and the following organisations are all members of the new PSB, Our Vale:

- Cardiff and Vale University Health Board
- South Wales Fire and Rescue Service
- Natural Resources Wales
- Vale of Glamorgan Council
- Cardiff and Vale College
- Glamorgan Voluntary Services
- South Wales Police
- Welsh Ambulance Trust
- Welsh Government
- National Probation Service
- Wales Community Rehabilitation Company
- Police and Crime Commissioner

Our Vale has adopted the plans, strategies and sub group structure that had been developed by the Local Service Board. Primarily this is the Community Strategy 2011-2021 and the Community Strategy Delivery Plan 2014-2018.

Our Priorities

A Unified Needs Assessment was undertaken by the LSB in 2011 which informed the Community Strategy 2011-21 and the ten priority outcomes. In 2013 the assessment was reviewed which led to the development of a four year delivery plan focused on tackling poverty. This report provides an overview of the achievements and challenges in delivering our priority outcomes and in tackling poverty in the Vale.

Our 10 **Priority Outcomes** as stated within the Community Strategy 2011-21 are:

1. People of all ages are actively **engaged** in life in the Vale and have the capacity and confidence to identify their own needs as individuals and within communities.
2. The diverse needs of local people are met through the provision of **customer focused**, accessible services and information.
3. Vale residents and organisations respect the local **environment** and work together to meet the challenge of climate change.
4. **Older People** are valued and empowered to remain independent, healthy and active. They have equality of opportunity and receive high quality services to meet their diverse needs.
5. **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 communities and beyond.
6. People of all ages are able to access co-ordinated **learning opportunities** and have the necessary skills to reach their full potential, helping to remove barriers to employment.
7. The underlying causes of deprivation are tackled and the **regeneration** of the Vale continues, opportunities for individuals and businesses are developed and the quality of the built and natural environment is protected and enhanced.
8. The Vale **maximises the potential of its position within the region** working with its neighbours for the benefit of local people, businesses, attracting visitors, residents and investment.
9. Residents and visitors are **safe** and feel safe and the Vale is recognised as a low crime area.
10. **Health and inequality** are reduced and residents are able to access the necessary services, information and advice to improve their well-being and quality of life.

The **Community Strategy Delivery Plan** published in 2014, focuses on tackling poverty and is aligned to the Welsh Government Tackling Poverty Action Plan. Work has been ongoing to deliver against three poverty workstreams in the Vale.

- Preventing poverty - Aligning Families First, Communities First and Flying Start programmes to help children, families and communities to escape poverty.
- Helping people into work - Improving opportunities for employment and skills development to improve access to jobs that can be a route out of poverty and to a better quality of life.

- Mitigating poverty -Improving the advice and support available for Vale residents experiencing financial and housing difficulties enabling them to maintain a suitable standard of living and to find a route out of poverty.

The groups delivering our priorities

To enable the former LSB to deliver its agreed priorities a number of boards and working groups had been established and these will continue under the PSB until the new Well-being Plan is developed in 2018. These are:

- The Children and Young People's Board; acting as the lead partnership for children and young people delivering the United Nations Convention on the Rights of the Child through the Welsh Government's 7 Core Aims.
- The Safer Vale Partnership; responsible for ensuring that crime and disorder is low and that residents and visitors feel safe within the Vale of Glamorgan.
- The Cardiff and Vale Public Health and Well-being Board; the board enables partnership organisations to work together to improve population health and address health inequalities.
- Cardiff and Vale Integrated Health and Social Care Partnership Board; ensuring that services and resources are used in the most effective and efficient way to improve the health and social care outcomes for the residents of Cardiff and the Vale of Glamorgan.
- The Poverty Alignment Group; bringing together Families First, Flying Start, Communities First and Supporting People to increase alignment between the four programmes.
- The Improving Opportunities Board; focusing on the promotion of employment opportunities and skills development for residents of the Vale.
- The Financial Inclusion Group; bringing together a range of key partners to ensure a co-ordinated approach to tackling the causes and effects of financial exclusion.

In addition to these boards and sub-groups, partnership activity is undertaken through Communities First and Creative Rural Communities; this work is also reported to the PSB and contributes to the delivery of its priorities.

Monitoring our performance

To monitor progress against our priority outcomes and tackling poverty workstreams, a robust performance management structure has been established. The PSB receives two progress reports throughout the year on the Delivery Plan. The reports provide an update on a number of 'poverty indicators' previously identified by the Board. In order to ensure progress against the Community Strategy, a set of core indicators have also been identified. The Core Indicators Report is presented to the PSB on an annual basis to provide details of performance against 30 performance indicators. Our Vale decided that these performance arrangements should remain in place while the Vale's Well-being plan is developed.



Our most recent Delivery Plan Progress report and Core Indicators report can be found [here](#).

3. What We Achieved in 2015/16

This section outlines some notable examples of what has been achieved in partnership in 2015/16. The examples given are a snapshot of the wide range of activities undertaken across the Vale of Glamorgan to deliver our ten priority outcomes and tackle poverty.

Let's Talk - Under the Well-being of Future Generations Act the PSB is required to conduct an assessment of Well-being in the Vale of Glamorgan. Our Vale, has worked in partnership with the Cardiff Public Services Board and the Integrated Health and Social Care Partnership to launch the 'Let's Talk' engagement brand

The new brand is encompassing the range of engagement activities that will be undertaken as part of the Population Needs Assessment for the Social Services and Well-being Act and the assessment of the state of well-being across the Vale of Glamorgan as part of the Well-being of Future Generations Act.



This activity is helping deliver our commitment to improve engagement.

Contact 1Vale Customer Service - In order to address emergency Carers Assessments an Adult Services Carer Support Officer is now based at the Council's Customer Contact Centre. In addition to this post an Occupational Therapist will also be recruited to work closely with the Adult Services team to address emergency issues.



This activity is helping deliver our commitments to improve customer service and also health and inequality.

Cyd Cymru Sustainable Energy - The Vale of Glamorgan and Cardiff Councils, with the support of other local authorities across Wales have continued to promote the Cyd Cymru scheme. Since 2014 the programme has helped over 4,000 households switch, saving £950,000.

This activity is helping deliver our commitments regarding the local environment and sustainability and also mitigating poverty.

Dementia Friendly Communities - A number of partners have adopted a dementia friends ethos, have received dementia friends briefings and developed their own Dementia Champions. A number of local businesses have also been recruited to become dementia friends and these organisations will receive window stickers and certificates of merit to signify their dementia friends status. This is helping raise awareness and increasing support for people with dementia.

This activity is helping deliver our commitments regarding older people and health and inequality.



Tackling Social Isolation - In 2014 the Friendly AdvantAGE project was established to reduce social isolation and loneliness and to increase confidence in older people. The volunteer project recruited 175 volunteers, who provided over 11,500 hours of volunteering to support older people, reducing loneliness and social isolation. The project was highly successful with 60% of beneficiaries agreeing that their social interaction or well-being had increased and 76% agreeing that their confidence had been positively affected. The project ended in March 2016 when funding ceased.

This activity helped deliver our commitments regarding older people and health and inequality.

Volunteering - The monetary value of volunteering in the Vale of Glamorgan is now estimated to be £36,903,499; this is a decrease in the estimated value for 2014/15 of £42,289,090. However, this figure is now considered to be more robust and accurate than previous estimates and demonstrates the significant contribution that volunteers make to their local communities.

This reflects our commitments regarding engagement and the wide range of activities promoted and supported by Glamorgan Voluntary Services contribute to all of the commitments in the Community Strategy and Delivery Plan.

Adult Community Learning - There has been an increase in the percentage of learners from deprived backgrounds from 81% to 96%; and this includes a significant increase in learners from Communities First areas from 6% to 34%.



This reflects our commitments regarding learning and skills, helping people into jobs and reducing inequalities.

Ensuring accessible Services for All - In order to ensure coordinated services for disabled children and young people, a Change Manager has been employed covering Cardiff and the Vale of Glamorgan Councils and the University Health Board. The remit of the role is to develop coordinated services that work together in the interests of disabled children, a significant part of which relates to transition.

This reflects our commitments regarding customer service, children and young people and health and inequalities.

Engaging Young People - 3,902 pupils across the Vale of Glamorgan were involved in another successful Vale Youth Forum election campaign to elect a Youth Mayor and deputy Youth Mayor for 2016/17.



This reflects our commitments regarding engagement and children and young people.

Free School Meals - Work has continued to improve the learning outcomes of those students in receipt of Free School Meals. In the last academic year, 75% of 15 and 16 year olds who received Free School Meals achieved 5 or more GCSE's at grades A*-C or the vocational equivalent.

This reflects our commitments regarding children and young people, learning and skills and mitigating poverty.

Sports and Play Development - The Summer of Play once again proved successful in 2015/16. Children, young people and their families were able to enjoy a range of opportunities including arts and crafts, den building, outdoor games, junk modelling, role play, small worlds play, Play Ranger sessions and Family Fun Days.

Over the summer there were:

- 1,895 participations across 32 playschemes.
- 42 disabled children linked into 213 sessions



This reflects our commitment to children and young people.

A Successful Year of Events – There was another successful year of events throughout the Vale of Glamorgan in 2015-16. The Vale continues to be a 'go to' destination hosting a range of events through the whole of the year.

Barry Island now welcomes in excess of 360,000 visitors a year, with a total economic impact of £12.7 million.



This reflects our commitments regarding maximising the potential of our position in the region attracting visitors and investment engagement.

Award Winning Green Spaces - Six parks in the Vale have now been awarded Green Flag status. Three Green Flag Community Awards were also won in 2015/16. Community awards are granted to green spaces managed by volunteer and community groups.

In addition to these awards, major refurbishment work has been undertaken at the George Street Play area. Work has been undertaken with the local

community who were actively involved in the new design and layout. The play area has been a great success with residents and is a great asset for the area.



This reflects our commitment to engagement, children and young people and the environment.

Rural Partnerships - The Creative Rural Communities Team have undertaken a significant asset mapping project in St Athan. The project is reviewing the types of services and assets that may already exist in the area as well as assessing the needs of the community and any gaps there may be in current service provision.

Through the project the team have developed an Asset Mapping toolkit and it is hoped that following the successful completion of the project that other areas may complete their own mapping projects.

This reflects our commitments regarding engagement and customer service. St Athan was selected for the project due to the levels of deprivation in the area.



Community Safety - Over the year the domestic abuse hardening project was re-launched with funding made available by the Welsh Government. Through the scheme house alarms and CCTV equipment have been purchased for those at high risk of domestic abuse.

Victims of domestic abuse have reported that as a result of these new improvements they feel safer within their homes, reducing their need to be rehomed or moved into a refuge.

This reflects our commitments regarding community safety and improving health and inequalities.

Alcohol Dependency - The overall percentage of adults who report drinking over the recommended level continues to fall across the Vale. The figure now stands at 42% in the Vale of Glamorgan; comparing favourably with previous annual figures for 2014/15, 42.3% and 2013/14, 43%.

Similarly the percentage of adults who report binge drinking in the last week continues to fall; this figure now stands at 23% in the Vale of Glamorgan. Again this compares favourably with previous figures for 2014/15, 23% and 2013/14, 24%.

This reflects our commitments regarding community safety and health and inequalities.

4. Our Priorities and Challenges for 2016/17

Following our successes of the previous year, and in order to address upcoming challenges, a number of priorities have been identified for 2016/17.

Healthy Eating - We will develop a food charter approach in the Vale of Glamorgan. The Charter will be informed by an investigation into the food environment in the Vale of Glamorgan, utilising a 'sensemaker' methodology.

Alongside the Charter, 25 pre-school settings have been recruited to the Vale of Glamorgan Healthy and Sustainable pre-school scheme. All settings are either working towards or have completed modules on nutrition, oral health and physical activity.

This reflects our commitments regarding children and young people and health and inequalities.

Ensuring Access to Opportunities - Through continuing to utilise European Social Funding and working in partnership with Communities First and Job Centre Plus we will increase the number of young people aged 18-24 entering employment.

Through this work we will continue to reduce the numbers of young people leaving school in Year 13 who are Not in Education, Employment or Training.

This reflects our commitments regarding children and young people, learning and skills and helping people in to work.



Tackling Poverty - We will work to implement a more joined up approach locally to a number of Welsh Government funded programmes which contribute to tackling poverty and providing support. This includes the Families First, Flying Start, Communities First and Supporting People programmes. We will also continue to explore differences in life expectancy and healthy life expectancy across the Vale.



This reflects our commitments regarding children and young people, older people, tackling poverty and health and inequalities.

Improving Outcomes for Learners - We will continue our work to secure improved outcomes for groups of learners at risk of underachievement such as those entitled to free school meals.



This reflects our commitments regarding children and young people, learning and skills and mitigating poverty.



Crime and Anti-Social Behaviour - There has been a rise in violence against the person by 16.7% in the Vale of Glamorgan. We will tackle this challenge through continued partnership working across a number of agencies. This work will include the implementation of a restorative justice approach to anti-social behaviour.

This reflects our commitments regarding community safety.

Supporting the Rural Vale - Work will continue to support rural communities to access resources and develop capacity towards improving and running community assets. This will include bursaries for young people with ideas for a business or community enterprise and work with coastal communities.



This reflects our commitments regarding engagement, regeneration and helping people into work.

Community Transport - work will continue to deliver an expanded Green links Community Transport Service across the Vale of Glamorgan. This is an important resource for local people and through our volunteers continues to meet the needs of local communities.



This reflects our commitments regarding customer service, engagement and the environment.

Health and Well-Being – Partners from the University Health Board, Council and the Third Sector will continue to work together to improve health and social care. This will include the publishing of a comprehensive population needs assessment regarding care and support services and exploring locality working.

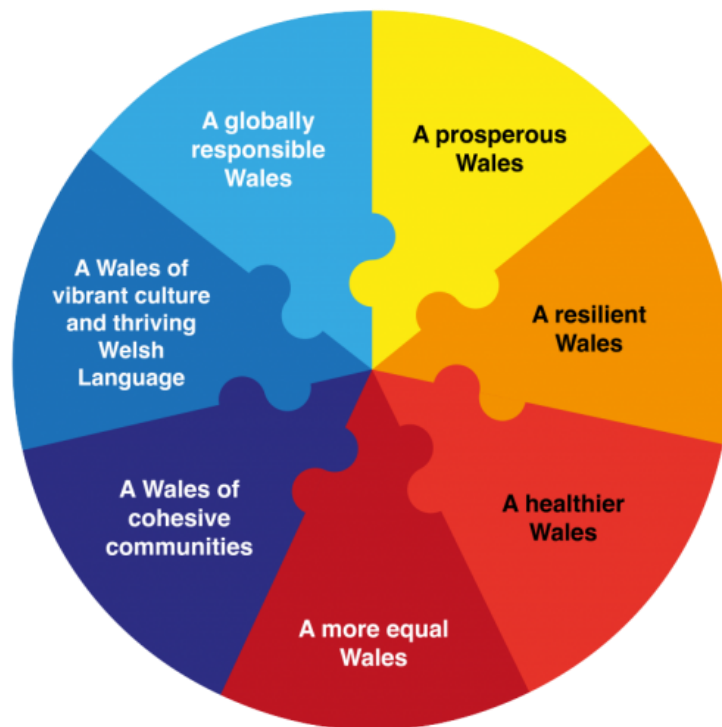
This reflects our commitments regarding health and inequalities, customer service and engagement.



The Greatest Challenge

Changing how we work – The PSB has embraced its responsibilities under the Well-being of Future Generations Act and adopted the five ways of working. This builds on work previously undertaken by the LSB but recognises the need to place an increased focus on integration, involvement, prevention, collaboration and looking to the longer term to improve outcomes for current and future generations.

We will work collectively to improve social, economic, environmental and cultural well-being across the Vale. We will publish a well-being assessment in 2017 which will be informed by a programme of engagement, performance information and data. This will subsequently inform our Well-being Plan which we will publish in 2018 and which will detail how we will contribute to the seven national well-being goals.



5. Further Information

For more information on the work of the Vale of Glamorgan Public Services Board, and to review the suite of performance reports which complement this Annual Report, please visit the 'Our Vale' [webpages](#).

