

The Vale of Glamorgan Community Strategy 2011-2021



‘Planning and Working Together’

Members of the Vale of Glamorgan partnership



Abertawe Bro Morgannwg University Health Board



Cardiff and Vale College



Cardiff Airport



Cardiff and Vale University Health Board



Countryside Council for Wales



Environment Agency Wales



South Wales Fire Service



South Wales Police



University of Wales Institute Cardiff



Vale Centre for Voluntary Services



Vale of Glamorgan Council



Welsh Government

Windsor Gardens, Penarth



Low tide on the Heritage Coast



Harvesting the crop, Wick

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Low sun in Barry

Bandstand, Penarth



Walking the footpaths

Foreword



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

This Community Strategy represents a step forward in our approach to planning services and joint working as we have incorporated a number of partnership plans and strategies into one document. This strategy details the key issues that are being addressed through partnership working in the Vale and demonstrates what can be achieved by working together and focusing services where there is the greatest need.

A new Community Strategy was published in 2010 as an interim document and the need to review priorities and actions was recognised within the document. Subsequent work with partners in the public, private, voluntary and community sector has led to the drafting of a new and more comprehensive Community Strategy.

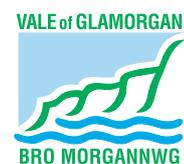
In developing this Strategy ten priority outcomes were identified and these represent what we want to achieve across the Vale of Glamorgan. We want to be more sustainable and to have due regard to our impact on the environment. We want people to have an active role in their communities and we want their contribution to be valued and recognised. We want to ensure that as people get older they remain independent, healthy and active and we want to give people of all ages the opportunity to develop new skills and interests.

We will work with local people to keep crime low in the Vale and to ensure that people feel safe. We will ensure that children and young people are listened to and respected and we will strive to improve health and wellbeing and reduce inequities. We will also continue to tackle deprivation and regenerate the area to improve the economic, environmental and social wellbeing of the Vale of Glamorgan. We also recognise the importance of embracing technology and being more innovative in how we deliver our services and of ensuring that people can access the services they need through a range of formats, choosing what suits them. We will continue to put our service users first.

We are mindful that we are in difficult times and must work hard to target resources where there is the greatest need and ensure that the services we provide are sustainable. That is why now more than ever it is important for us to work together and listen to local people so that we are providing the right services in the right way.

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

Councillor Gordon Kemp



Chapter One - Introduction

What is the Community Strategy?

The Community Strategy considers how the Vale will look in the future and how that vision of the Vale can be achieved. It seeks to ensure that the aims and targets of all the organisations active in the Vale are focused on providing consistent quality of services to residents, visitors and businesses. The Community Strategy represents a joint coordinated approach to improving the quality of life in the Vale.

This Community Strategy covers the period 2011 – 21 and builds on the previous Strategy whilst incorporating a number of key partnership plans and strategies. As a result of this integration it is more comprehensive and more detailed than previous strategies. It includes the Children and Young People's Plan, the Health, Social Care and Wellbeing Strategy, the Community Safety Plan, which are all three year strategies (2011 – 2014) and the Older People's Strategy. The incorporation of key partnership strategies and plans into one strategy will provide a number of benefits. These include a common framework of outcome-based priorities for public services, the removal of duplication and confusion across partnerships and, most importantly, improved public services in partnership and a better use of resources.

This strategy does not detail **all** the activities being undertaken to improve services and the quality of life in the Vale. It does however provide a vision and a framework for the next ten years and highlights the key issues being addressed across all areas of the Vale.

In developing this Strategy extensive consultation has been undertaken to ensure that local communities and organisations have helped shape the strategy. This included a Local Service Forum conference with a wide range of stakeholders, activities with children and young people and consultation with Vale residents through the Citizens Panel, Older People's Strategy Forum and with an on-line questionnaire.

Who is responsible for delivering the Community Strategy?

The Vale of Glamorgan Council has a duty under the Local Government Act 2000 to prepare a Community Strategy to promote the economic, social and environmental wellbeing of its area and contribute to the achievement of sustainable development.

The Vale of Glamorgan Local Service Board (LSB) acts as the overarching strategic partnership responsible for community planning but the development and delivery of this Strategy necessarily includes a wide range of partners. Membership of the LSB comprises senior representatives from the organisations listed on the inside cover of this document.

Local Service Forum event discussion



Local Service Forum event talk



Tranquillity at Cadoxton Lakes

Chapter One continued

The LSB is supported by five strategic partnerships and their strategies are contained within this document:

- Children and Young People
- Learning and Skills
- Regeneration
- Safer Vale
- Health, Social Care and Wellbeing

In addition the Community Strategy includes the Older People's Strategy and reflects the Local Development Plan and highlights activities being undertaken as part of the Communities First programme.

A vision for the Vale

Overall the Vale of Glamorgan is comparatively wealthy and many residents enjoy a high standard of living. We have a natural environment of outstanding quality and the Vale remains one of the best places to live in Wales. Most indicators of health, social care and wellbeing show that the county performs better than the Welsh average.

Despite this 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 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 higher levels of crime. We are committed to targeting those areas for improvement while seeking to conserve and enhance the best features of the Vale. In delivering this strategy we will raise the quality of life for all who live in the area or visit it for work or recreation.

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 wellbeing, 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.

What will the Vale look like in 2021?

The Local Service Board held a visioning event to develop ten priority outcomes for the Vale. How these priority outcomes will be achieved is detailed in the following chapters and will require the input of a range of partners. Specific partnerships have been identified as the leads

The Dock Office, Barry



Schools in the Vale



Young people at the beach

Chapter One continued

for certain outcomes but all partnerships will contribute to achieving all outcomes and partnerships will work together to deliver the priority outcomes detailed in this Strategy.

The ten priority outcomes 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 local communities and beyond.
6. People of all ages are able to access coordinated 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 and 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 inequalities are reduced and residents are able to access the necessary services, information and advice to improve their wellbeing and quality of life.

Exhibition at Art Central



Winter at Whitmore Bay



Hockey action

Chapter One continued

Identifying and addressing the Priorities

As part of the joint approach to developing the new integrated strategy a unified needs assessment has been undertaken. This assessment brings together the individual assessments undertaken by different partnerships and other key data to inform the priorities which shape this document. Work undertaken as part of the Unified Needs Assessment and the ongoing analysis and development of data will be an important part of evaluating progress in delivering our outcomes.

The development of a detailed delivery plan also provides a mechanism for monitoring progress in achieving the intended outcomes and ensuring that we deliver the strategy.

There are a number of threads which run throughout the Strategy and which are addressed in more than one chapter, for example transport and housing. These issues feature in a number of chapters for example children and young people and regeneration and are not the sole responsibility of any one partnership but are recognised as significant factors in improving the quality of life for residents and visitors to the Vale.

Promoting Equal Opportunities and the Welsh Language

An equality impact assessment of this Strategy has been undertaken and partners are aware of their responsibility to promote equal opportunities and the Welsh language and ensure services are inclusive and do not discriminate. Equality Impact Assessments of individual projects will be undertaken as necessary by lead partners.

In developing this Community Strategy and in implementing the wide range of initiatives developed by different partners there will be due regard to the different needs of the local community. This will include race, gender, disability, age, religion or belief, sexual orientation and gender reassignment.

Throughout the Strategy and in the accompanying delivery plan there will be reference to particular initiatives which may be focused on a particular community or section of the local population in order to address an identified need. However the promotion of equal opportunities is implicit in all of the priority outcomes and aims within the Strategy.

Partners are working together to provide inclusive and accessible services which meet the needs of local people and to target resources where there is the most need.



Coffee at Cowbridge

Whitmore Bay, Barry Island



Learning to sail at Cosmeston

Chapter One continued

A Sustainable Future

Sustainability embodies the concept of living within environmental limits, but it extends beyond this in seeking to ensure a strong healthy and just society, achieving a sustainable economy and promoting good governance. Promoting sustainability is implicit in all activities within this strategy.

This Strategy envisions a longer term sustainable future and identifies the key actions necessary to deliver our aspirations for the Vale. There are a number of critical trends which have to be taken into account in planning for the long term economic, environmental and social wellbeing in the Vale.

The trends we need to consider are:

- economic change
- demographic change
- changing communities
- energy, transport and carbon reduction
- adapting to climate change
- food security
- technological change

Our response to these trends will need to be managed in the context of a crisis in public finances. Services will need to be reinvented, reshaped and reprioritised in order to produce sustainable outcomes. Examining these trends and estimating their impact on the future and reappraising current policies and practices is a key task for the Local Service Board. This work will take time and will involve multiple agencies.

Visiting ships, Barry Waterfront



Sun sets at Cosmeston



Summer meadows

Chapter Two - Priority Outcomes One - Four

The Local Service Board will take the lead in co-ordinating activities for four of the ten priority outcomes. One of the strategic partnerships will lead on each of the remaining six with input from other partnerships.

The priority outcomes in this section are relevant to all of the partnerships. Improving community engagement and access to services, promoting sustainability and valuing older people are integral to the work of all partnerships but have been brought together in one chapter rather than repeated in each of the following chapters as they are critical to the success of so much partnership activity.

To date the Local Service Board has:

- Reviewed the co-ordination of partnerships and established a partnership team at Barry Fire Station.
- Commissioned a Unified Needs Assessment to identify key issues in the Vale.
- Agreed an approach for area working in the Vale.
- Worked with the Carbon Trust to agree a shared target for carbon emissions and reducing energy use.
- Developed a shared performance management framework across key partnerships.
- Improved communication and services by using the Council's Contact Centre as a shared resource and establishing better links between websites.

The Local Service Board will continue to build on these achievements and will progress initiatives on asset management, customer services and area management in the Vale.

Area management will be progressed through three area groups,

- **Western Vale** (Cowbridge, Llantwit Major, Rhoose, Llandow, Ewenny, St. Brides Major, St. Athan, Wenvoe and Peterston-Super-Ely)
- **Barry**
- **Eastern Vale** (Penarth, Llandough, Dinas Powys and Sully).

The purpose of these groups will be to address identified strategic priorities particular to the area. These will be identified through consultation, the Unified Needs Assessment, performance data, feedback from 'Partnerships and Communities Together' (PACT) and other community meetings. Partners will work together to respond to local issues linking in to initiatives being taken forward by the different partnerships and organisations working in the Vale.

Priority Outcome 1: People of all ages are actively engaged in life in the Vale and have the capacity and confidence to identify their own needs and those of the community.

County Library, Barry



Contact OneVale



Food festival at Cowbridge

Chapter Two continued

Achieving sustainable communities means involving local people, meeting their needs and providing a good quality of life. The potential contribution that socially excluded groups can make to their communities should be recognised and supported.

All partnerships will work with local people of all ages and listen to what they tell us about their concerns and aspirations for the future. The voluntary sector have an important role in providing a voice for local people and providing necessary services and are a key partner in this Strategy.

What outcomes do we want to achieve?

- Local people of all ages are actively engaged in their communities and have a sense of responsibility about the future of their community.
- The potential of individuals and communities is recognised and utilised as an effective community resource.
- Increased awareness about the voluntary sector and their contribution to the local community.

How we will do it

- Engage with local communities through a range of mechanisms including Communities First partnerships, PACT, the Citizens Panel, Older People's Strategy Forum and Youth Forum.
- Recognise that communities take many different forms and develop initiatives to reach those who are currently disengaged.
- Consult with local people on the issues that concern them and their preferred solutions and provide feedback.
- Promote the benefits of volunteering.
- Support voluntary organisations and work with them to build capacity and raise awareness.

Vale Centre for Voluntary Services in partnership with the Council will lead on co-ordinating and monitoring these activities.

Priority Outcome 2: The diverse needs of local people are met through the provision of customer focused, accessible services and information.

Individual public and voluntary sector organisations have been developing new ways to improve customer service and make their services more accessible for Vale of Glamorgan residents. However, the increasingly complex nature of customer issues has seen organisations working in a more coordinated way to provide better and more efficient services, in particular in the area of health and social care services. Changes in customer demand, in what our customers



Castleland, Barry

Waterfront, Barry



Palm trees at Barry Island

Chapter Two continued

expect from us and the fact that organisations have less money to spend mean that there is a need to find new ways for customers to access services. These new ways of working will need to help support new ways in which we deliver services; make sense to our customers and help reduce costs.

Better coordinated and integrated customer service will deliver improved equality, convenience, choice and ease of access to all public services. Using existing resources wherever possible to create economies of scale, minimise staff costs and share existing technical infrastructure will reduce the cost of achieving improvements in services across all partners.

What outcomes do we want to achieve?

- Consistent and positive customer experience for all customers, including the vulnerable and disabled.
- Customers receive a seamless customer experience irrespective of the range of organisations involved in delivering a service.
- Service improvements are informed by customers' needs and views.
- Service providers have a clear understanding of customer usage, cost and satisfaction with different access channels for services.
- Customers are able to access relevant and timely information, including by electronic self service, enabling them to make informed choices.
- The planning and delivery of services includes an area dimension, ensuring services are relevant and accessible to the locality.
- Reduced cost of dealing with customer enquiries.

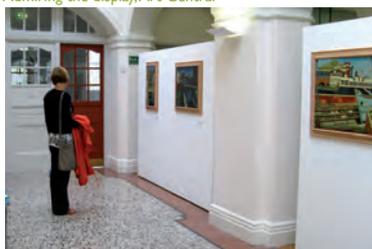
How we will do it

- Consult with our customers to ensure we are providing the right services in the right way.
- Develop a customer service strategy that reflects a shared vision of customer service best practice.
- Consider the needs of vulnerable and disabled customers in the planning and delivery of services and undertake relevant equality impact assessments.
- Develop a customer contact strategy for enquiries across all communications channels.
- Establish a Local Service Board Customer Contact Group to agree common standards and priorities and manage implementation.
- Establish an integrated health and social care Communications Hub offering a single point of access for the public, patients, carers and staff, facilitated by integrated IT and telephony.
- Promote the web self service as the preferred method for customer transactions.
- Develop libraries in the Vale as contact points for public services and explore the potential of other public buildings.

Keeping fit



Admiring the display, Art Central



Learning at the library

Chapter Two continued

- Utilise the Council's Contact Centre technology and resources to provide services for partners, building on what has already been established with the Cardiff and Vale University Health Board (UHB) and Cardiff Airport.
- Improve links between partner web sites and investigate the possibility of a Vale LSB Portal (single web site to access all public services).
- Explore opportunities for partners to provide services from shared premises.
- Implement a new model of area working.
- Establish appropriate and secure ways of sharing customer information to develop a holistic view of customers and their needs and shape services around those requirements.
- Learn from complaints to improve access to and delivery of services.

The LSB Customer Contact Group will lead on developing and monitoring these activities which will involve different partners as appropriate.

Priority Outcome 3: Vale residents and organisations respect the local environment and work together to meet the challenge of climate change.

Sustainability is integral to all the outcomes in our Strategy. This section highlights the more environmental aspects of sustainability. We will encourage residents and partners to behave in a sustainable way to ensure the local environment is a resource we and future generations can enjoy for the benefit of our health and wellbeing.

The chapter on regeneration within this Strategy also provides details of work being undertaken by partners through the Regeneration Partnership to enhance and promote the natural environment.

Although the Vale has a natural environment of outstanding quality there are also significant pressures from urban areas, agriculture and industry. The Vale adjoins two areas of international conservation importance and contains twenty five areas designated as Sites of Specific Scientific Interest (SSSIs), three local Nature Reserves, the Glamorgan Heritage Coast, two Country Parks and a diverse range of habitats and species of conservation importance. In recognition of these assets and opportunities partners will work together to ensure a good future for the Vale.

What outcomes do we want to achieve?

- A reduction in pollution and the risk of flooding.
- A reduction in the proportion of waste sent to landfill by increasing waste recycling rates and reducing levels of residual waste.

Out walking in the Vale



A covering of snow at Dyffryn Gardens



Tide out at the Heritage Coast

Chapter Two continued

- Major developments meet exacting environmental and energy standards.
- Individuals and organisations are more aware of the impact of their actions on the environment and wildlife.
- Reduction in energy use and carbon emissions by 2013 leading to a reduction in costs and our collective carbon footprint.
- Increased public access and understanding of the natural environment.
- Protection of our historic buildings and landscapes whilst increasing the number of visitors.
- Greater public awareness about sustainability and how to protect the environment.

How we will do it

- Implement a Shoreline Management Plan along with improved drainage and flood control measures.
- Progress a regional residual waste treatment facility/facilities through Prosiect Gwyrdd.
- Finalise and implement the Local Development Plan to encourage and facilitate appropriate and sustainable development.
- Keep the Vale of Glamorgan's Conservation Areas under review and have regard to the Council's Conservation Area Management Plans when determining planning applications.
- Develop a joint energy reduction plan and raise carbon reduction awareness.
- Maximise resources to conserve and enhance the natural environment using the Welsh Government's new Natural Environment Framework.
- Encourage the use of public transport and car sharing.
- Coordinate an awareness campaign through publicity, consultation and projects with a particular focus on reaching young people.

The Council and the Environment Agency will lead on coordinating and monitoring these activities.

Priority Outcome 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.

The specific needs of older people have been recognised by the LSB as a priority area and this section forms the Strategy for Older People in the Vale. Older people are defined as those who are over fifty years old and it is recognised that as with any age group there will be many and varied needs, abilities, aspirations and views which partners will need to take into account. The Strategy pays due regard to the three main principles outlined in the Welsh Government's Older People's Strategy Document 2008 and the standards for Older People required by the Welsh Government's National Standards Framework.



Keeping fit...

...and having a good time after



Cycling at Wick

Chapter Two continued

- Valuing Older People
- Changing Society
- Health, Wellbeing and Independence

The Older People's Strategy Forum continues to play an important role and has over 700 members. We will continue to work with the Forum to empower older people to have a voice, participate fully in the planning processes that affect their lives and the future development of the wide range of services provided to them.

Partners will be encouraged to integrate the Welsh Government's positive ageing agenda in all their initiatives with regard to older people. Challenging any negative stereotyping and promoting the positive contributions older people bring to their community. As well as acknowledging the work of older people, their knowledge, talent and skills, partners will support the development of eclectic cultural activities that older people can access along with the wider community.

This Strategy is not only relevant to relatively able-bodied older people but also to older people who are frail, subject to limitations of illness and isolation, and in social care or hospital environments. In addition to this section there are issues relevant to older people throughout the Community Strategy. In particular one of the aims identified by the Health, Social Care and Wellbeing Partnership is to enable older people to live as independently as possible based on their long term care needs.

What outcomes do we want to achieve?

- Older people in the Vale experience happy, healthy and active lifestyles.
- Older people in the Vale have a strong voice and are listened to.
- The diverse needs of older people are addressed through effective service delivery.
- The contributions that waged and unwaged older people make to their community are widely recognised.
- Older people have the confidence, information and support to make positive lifestyle choices including access to employment and education.
- Greater respect between generations and an appreciation of the benefits of people of all ages working together.
- Reduction in fuel poverty amongst older people.
- Older people experience increased customer satisfaction.
- Freedom from poverty, isolation and discrimination.
- Older people feel safe in their homes and in their community.
- A more integrated approach to health care/social care and housing based on a wider social model of wellbeing.
- Older people who are vulnerable due to frailty and/or disability are supported along with their carers to maintain their independence as long as possible.

The Old Hall at Cowbridge



Outdoor concert, Dyffryn Gardens



Keeping fit and having fun

Chapter Two continued

How we will do it

- Promote the Positive Ageing Agenda in order to endorse a more affirmative image of ageing and counteract stereotyping.
- Raise awareness about age discrimination across all partners and within the community and challenge age discriminatory practice.
- Work with the Older People's Strategy Forum to identify and tackle the most important issues for older people in the Vale.
- Work together across the different sectors to provide information and more integrated services in respect of the varying health and social care needs of older people.
- Provide support to the Older People's Strategy Forum and work with members to develop relationships with the public and voluntary sector.
- Incorporate the main standards outlined by the Welsh Government's National Standards Framework for older people in our action plans.
- Support the Forum to widen its membership with residents that are presently under represented in particular Black and Minority Ethnic (BME) older people.
- Consult with the Older People's Strategy Forum regarding service developments and encourage partners to give specific consideration to the requirements of older people in their services and policies.
- Support the Older People's Strategy Forum to have a voice and to be advocates for older people both locally and nationally.
- Empower Older People's Strategy Forum members to produce innovative future development plans including building European networks with AGE and Euclid.
- Develop and support the role of the Older People's Champion.
- Develop projects to bring older people and children and young people together to learn from each other.
- Provide information in a range of formats to ensure older people can make informed choices including use of the internet and digitv.
- Promote the continuing benefits of learning and provide opportunities to learn and develop new skills including training in the use of new technology.

The Council in partnership with the Vale Older People's Strategy Forum will lead on coordinating and monitoring these activities.

Reconstructed cottage, Cosmeston



Penarth Pier from the cliff walk



The library at Cowbridge

Chapter Three - Children and Young People (Priority Outcome Five)

Priority Outcome 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 local communities and beyond.

Introduction

The Community Strategy provides the strategic framework necessary to:

- Ensure the interests of children and young people are paramount and properly reflected within the service planning processes and agreed priorities of all partners.
- Ensure that services are delivered by partner agencies based on a shared commitment to respect, value and engage children and young people.
- Identify and implement targeted interventions which will deliver measurable improvements in outcomes for children and young people within the Vale of Glamorgan.

This Strategy outlines the strategic planning intentions and priorities for children and young people's services in the area. These services range from ante-natal to those provided for young people up to the age of 25 years. This Strategy will, therefore, direct the work of all partners taking into account all relevant national guidance. It describes how jointly agreed priorities will be tackled building on the successes of the first Children and Young People's Partnership (CYPP) Plan. It demonstrates a local commitment to joint service and outcomes-based planning that concentrates on the needs and rights of all children and young people.

The rights of children and young people are well founded in the United Nations Convention on the Rights of the Child that has been adopted by the Welsh Government and are expressed through seven core aims, which form the framework for this section:-

1. A flying start to life.
2. A comprehensive range of education and learning opportunities.
3. A healthy life, free from abuse, victimisation and exploitation.
4. Access to play, leisure, sporting and cultural activities.
5. Listened to and treated with respect, and have race and cultural identity recognised.
6. A safe home and a community that supports physical and emotional wellbeing.
7. A life not disadvantaged by poverty.



Paint brushes in the classroom

Skateboard facilities, Cogan...



...and at Dinas Powys

Chapter Three continued

Children and Young People's Partnership Principles

The partnership has agreed a set of underpinning principles that have influenced their thinking;

- 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.

These principles will be put into action through service delivery plans, operational plans and the partnership delivery plan over the course of the next three years. The CYPP works closely with other key partnerships in the Vale to ensure the needs and views of children and young people are taken into account and other chapters within this Strategy also include information about services for children and young people.

To help plan for the future, the CYPP needs assessment was revisited in 2010 and fully refreshed, the full range of service provision for children and young people was mapped and the service profile renewed. Managers and staff of children and young people's services worked together using national guidance and the key messages from the needs audit to set out the strategy for children and young people in the Vale.

Some partnership achievements

- Counselling service established incrementally in all secondary schools, special schools and out of school provision.
- A broad range of events and activities have celebrated young people's achievements, i.e. healthy schools awards, youth awards, sports personality awards, V factor and battle of the bands.
- Consulted on and developed a Family Support Strategy.
- Bullying survey devised, conducted and results used to develop a Vale of Glamorgan wide Anti Bullying Strategy.
- Developed a youth information site www.swoosh.me.uk
- All registered childcare settings in the Vale have access to training opportunities for staff to comply with CSSIW registration.

That was tough



That looks interesting!



Make it go faster!

Chapter Three continued

- Young people are involved in selecting library resources and materials and children no longer pay library fines on overdue books.
- Expansion of curriculum options and provision for young people pre and post 16, employment of learning coaches and a Not in Education, Employment or Training (NEETs) coordinator.
- Developed protocols linked to Children and Adolescent Mental Health Services (CAMHS) to provide services for all children and young people up to their 18th birthday.
- A 5x60 programme for 11-16 year olds, which includes the development and training of young leaders to assist in delivery of activities.
- Participation Strategy established and implemented by partner organisations.
- Rural survey on young people's access to services conducted and an expansion of mobile youth services, including a street based team, mobile bus and mobile skate park.

Aim: Every child should have a flying start in life. (Core Aim 1)

It is important for families with young children to have access to quality facilities and services that offer opportunities for them to interact and socialise with their children while also helping parents acquire the skills and confidence to help their child's development. Such opportunities need to be accessible to all and available in environments that are relaxed and informal.

The needs assessment confirms there is a broad range of childcare settings and many family supportive provisions and programmes available for children aged 0 –14 years (up to 18 years for those with disabilities) that families can access throughout the Vale of Glamorgan. The Family Information Service (FIS) provides up to date information and guidance, about childcare and other services available to children, young people and families.

There is a range of good targeted provision like Flying Start and the Western Vale Integrated Children's Centre (WVICC) as well as specific provision i.e. health visiting and midwifery universal services providing pre and post natal care promoting healthy child development and support for families.

There are increasing crossovers in services which should be maximised to provide a network of formal and informal services. These need to be accessible in local communities to support families with young children and to give them the best possible basis for their future growth and development.

Information for the family



Fun with bubbles

Chapter Three continued

What outcomes do we want to achieve?

- Families of all young children with emerging needs and those experiencing severe stress are supported to help fulfil the child's social and emotional development.
- Young children and their families have access to suitable childcare information, places and activities which meets their language choice, disability or financial needs.
- Young children's skills are developed across all areas of learning through participation in experiential learning activities, indoors and outdoors, as part of the preparation for the Foundation Phase.
- Improved arrangements for information sharing and care planning between professionals.

How we will do it

- Re-shape the delivery of local services.
- Ensure all childcare settings meet national compliance for the qualifications and experience required by staff.
- Work with providers to increase childcare places for those currently unable to afford it and able to demonstrate a need.
- Provide information on services for children and young people as well as services for prospective parents.
- Meet minimum requirements to ensure children access a range of learning experiences.
- Provide suitable training for all adults involved with all registered early years settings.
- Implement the Family Support Strategy.

Each action has an identified lead and the Core Aim One Group Chair leads on coordinating and monitoring progress on how each action is being taken forward.

Aim: Children and young people have access to a comprehensive range of education, training and learning opportunities. **(Core Aim 2)**

Everyone, regardless of background, has the right to quality education, employment and training, with appropriate support to achieve their potential. Creating a learning culture helps to achieve social justice and wellbeing, ensure economic productivity and meet the challenges and opportunities of new technology.

Education services work to open doors to learning within and beyond the classroom, with emphasis on safeguarding, child protection, raising school attendance, encouraging positive behaviour, tackling bullying and improving the wellbeing of all learners. Partners also provide youth support services for 11-25 year olds.

The CYPP Needs Assessment highlights excellent local academic success with many good support services as well as a number of areas for improvement.



Looking to the future

Safe play with water



Learning in the garden

Chapter Three continued

A small proportion of young people over 16 years are not in education, employment or training (NEET). The development of new learning opportunities for children and young people, and the associated support offered by learning coaches and others, helps reduce transitional concerns and increase choice, essential life and basic skills and promote social inclusion.

What outcomes do we want to achieve?

- Improved arrangements for the safe sharing of personal information and intelligence sharing across services.
- A coherent, continuous and progressive education and training experience for all children and young people, which is underpinned by a Family Support Strategy.
- Professionals in schools, primary health and social services are more able to help children, young people and families including vulnerable individuals.
- Increased opportunities and capacity for all to learn with services focused on the needs of local communities.
- Continuum in provision for all children and young people with additional learning needs, including special educational needs.
- A broader range of curriculum pathways, clear progression routes and qualifications for all young people.

How we will do it

- Promote strategies which support acceptable behaviour within schools and communities.
- Roll out of the Investors in Families programme which recognises and promotes the importance of family friendly approaches.
- Use performance and contextual data to provide a schedule of targeted support and information to schools.
- Adopt a multi-agency approach to Community Focused Schooling.
- Support the continued implementation of the Foundation Phase in schools and nursery settings.
- Work with the Learning and Skills Partnership to promote earlier identification of, and work proactively with, young people either at risk or who are NEET status.
- Develop further the joint working between special and mainstream schools.
- Raise school and partner awareness of safeguarding, including child protection and children and young people's wellbeing.
- Develop and promote the range of youth provision to children, young people and families.
- Recognise and celebrate young people's achievements through informal and non-formal learning programmes.

Skateboards in Cowbridge



Helping mum choose



Heading for class

Chapter Three continued

- Maintain the School Based Counselling project.

The Chair of the Core Aim Two Group will lead the coordinating and monitoring of these activities. Each action has a nominated lead individual who reports back to the group at regular meetings.

Aim: Children and young people have a healthy life, free from abuse, victimisation and exploitation. **(Core Aim 3)**

If children and young people are to live fulfilled lives it is important that every effort is made to allow them to remain healthy and to minimise risks, whenever possible. Priorities have been determined by the combination of recent national and local strategies and policies.

The factors affecting the health and wellbeing of children and young people are complex and a range of factors, often called ‘determinants’ combine to affect health. The adolescent period is key to determining adult behaviours and those living in a disadvantaged community have poorer health outcomes than in the more advantaged communities. Our priorities recognise the importance of health influences and to promote health in schools, increase the level of engagement in physical activity and reduce the level of childhood obesity. Understanding children and young people’s behaviour choices (such as the take-up of smoking for example) will help in further planning programmes and projects.

Actions are underpinned by the acknowledgment that for children and young people to get appropriate help, advice and support, health and council services will need to be integrated so that a range of services can be accessed via a single point of contact. Children and young people who may be disadvantaged, for example, children with disabilities, looked after children and those in the youth justice system, will receive help and support to make the most of their opportunities, enabling them to grow up to be independent, happy and healthy adults.

Transitions from one service, team or location to another need to be improved and coordinated in a supportive way. Sometimes a transition is age related, as with progression from primary to secondary school. These transitions are an important aspect of the National Service Framework for Children, Young People and Maternity Services.

The Health, Social Care and Wellbeing chapter of this Strategy also includes activities which will support the health and wellbeing of children and young people.

Team games outside



About to shoot



A break for the line

Chapter Three continued

What outcomes do we want to achieve?

- Children and young people have the best possible physical, emotional and mental health.
- Improved transitional arrangements between services.
- Services are focused on those with the greatest need.
- Improved arrangements are in place for safeguarding children and young people.

How we will do it

- Deliver a local response to the Welsh Government's 'Breaking the Barriers: Meeting the Challenges' national action plan.
- Develop a coordinated approach to the provision of emotional and mental health and wellbeing support for children and young people.
- Increase and improve counselling services available to children and young people in and out of schools.
- Develop improved transition arrangements between organisations for children and young people with mental health problems.
- Improve services and support to children and young people on the Autistic Disorder Spectrum.
- Develop a coordinated approach to joint equipment provision, access to short breaks and family support.
- Promote and monitor vaccination programmes for children and young people.
- Implement the Sexual Health Local Advisory Team (SHLAT) Action Plan.
- Develop a Food and Fitness Strategy.
- Implement the Vale Healthy Schools Scheme.
- Improve procedures to safeguard all children.

The Chair of the Core Aim Three Group will lead the coordinating and monitoring of these activities. Each action has a nominated lead individual who regularly reports back to the group.

Aim: All children and young people have access to play, leisure, sporting and cultural activities.
(Core Aim 4)

The CYPP needs assessment shows that there are good opportunities in the Vale of Glamorgan for informal and formal recreation, sport, cultural, play and physical activities. These are being delivered through agencies linked through supportive partnership working. Quality and accessibility of provision and services remain crucial in the development of physical, creative, social, mental and emotional wellbeing of all children and young people and these opportunities are linked to the health improvement agenda for children and young people.

Budding artists practising



Mixing it



Climbing wall challenge

Chapter Three continued

The partnership is committed to making sure that accessibility to facilities and services providing sport, cultural and play opportunities are considered from the perspective of children and young people. Personal safety, availability, cost, and enjoyment should be taken into account to provide inclusive services. There are also benefits for young people in being involved in green exercise, outdoor activity and environmental volunteering.

What outcomes do we want to achieve?

- Play, sports and cultural activities are safe, accessible and sustainable.
- Centres are appealing and accessible to children and young people.
- Increased participation in sports activities.
- Greater awareness of the positive impact that participation in play, sports and arts and culture can have on children and young people.
- Safe, sustainable parks and open spaces for play.
- Children and young people have healthier lifestyles.
- More children and young people accessing library and information services.
- Local organisations are supported.

How we will do it

- Implement the Play Strategy action plan.
- Deliver the 3 year 'Child's Play' Big Lottery project.
- Administer community based grants to support sports participation.
- Coordinate coaching, volunteering and young achievers schemes.
- Build constructive working relationships with activity providers.
- Improve the existing infrastructure ensuring that providers of leisure facilities operate to the maximum benefit of children and young people.
- Market Library materials and resources directly to and within schools.
- Implement initiatives such as kerb craft, road cycle training programme, safe cycling and walking routes.
- Work with arts organisations, individuals and related groups to develop existing and new arts opportunities for children and young people in line with the Arts Strategy.

The Chair of the Core Aim Four Group will lead the coordinating and monitoring of these activities. Each action has a nominated lead individual who regularly reports back to the group.

Aim: All children and young people are listened to, treated with respect and have their race and cultural identity recognised. **(Core Aim 5)**

The CYPP needs assessment carried out during 2010 confirmed that there had been great progress in the Participation Strategy and with partners ensuring that the views, opinions of children and young people are heard and acted upon. There were a number of key issues that



Hands of friendship

Football with a cause



Walking on the beach

Chapter Three continued

emerged from the needs assessment, which can be categorised into participation, advocacy and encouraging initiatives which promote equality, inclusion and cultural activity.

Participation means that young people have the opportunity to be involved in making decisions, planning, and reviewing actions that might affect them. Children and young people should have access to quality independent advocacy services that support them in pursuing complaints and issues that affect them. Advocacy can be key to the safety and wellbeing of children and is an important means of developing participation and of delivering their entitlements. The Welsh Government highlights the need to recognise the importance of Welsh and ethnic minority culture and heritage when providing, planning and developing local services for children and young people.

What outcomes do we want to achieve?

- Children and young people aged 0-25 years are able to shape the mechanisms and opportunities for engagement.
- Children and young people receive feedback about how they have influenced decision making and can see the impact of their involvement.
- Consultation activities engage children and young people.
- Children and young people have access to an independent local advocacy service.
- The cultural diversity, cultural identity, race and background of all children and young people are recognised and respected.

How we will do it

- Revise and implement the multi-agency participation strategy for children and young people aged 0-25 years.
- Develop and support the Vale Youth Forum and school council networks.
- Develop a Vale Youth Council and ensure the Funky Dragon Grand Council has locally elected representatives.
- Promote joint initiatives to celebrate the successes of children and young people.
- Develop training opportunities about children and young people's rights
- Explore the delivery of a local advocacy service in partnership with neighbouring councils.
- Promote the development of bilingual opportunities to support children and young people to use the Welsh language.
- Encourage initiatives which promote inclusion and cultural diversity.
- Establish feedback mechanisms regarding consultation and engagement outcomes.
- Provide information, materials and training for those involved in consultation and engagement activities with children and young people.

The Chair of the Core Aim Five Group, will lead on coordinating and monitoring these activities. Each action has a nominated lead individual who regularly reports back to the group.

Barry Market and the Town Hall



Monknash



Parade Gardens, Barry

Chapter Three continued

Aim: All children and young people should have a safe home and community which supports their physical and emotional wellbeing. **(Core Aim 6)**

The key issues relating to a safe home and community form part of this chapter of the Strategy. The Safer Vale Partnership focuses on community safety issues and has developed and implemented strategies to tackle crime and disorder and further details about Safer Vale are detailed in chapter six. The CYPP needs assessment has shown significant progress in reducing crime and increased levels of 'feeling safe' reported by children and young people. Prevention and early intervention has been paramount in this success and it is vital that it involves all related partners. This section details some of the activities being undertaken to address issues identified in the CYPP needs assessment that are not undertaken by other strategic partnerships.

The effects of bullying, anti social behaviour and people who misuse substances can cause considerable harm to themselves, their family and society. This harm can damage health, wellbeing, and impacts on children within the family and also has a big effect on the community in terms of crime and disorder.

An inability for families with children and young people to access safe and appropriate housing has a detrimental effect on all of parts of their lives, including their health, education, emotional stability and current and future employment prospects. More housing is needed in order to meet the demands of new and existing households. In particular, more affordable housing is urgently required for rent and purchase by people who are unable to afford to rent privately or to purchase properties at full market value. A large number of existing social and private properties also require substantial investment to bring them up to a good standard so that neighbourhoods can benefit from renewal schemes.

What outcomes do we want to achieve?

- Improved communication and sharing of personal information and data across agencies.
- Front line staff have the confidence and knowledge to know when, how and to whom they can and/or must share information securely and effectively.
- Parents are engaged and have the skills and confidence to support and guide their children in the choices they make.
- Families have a stronger role within the community.
- Greater awareness of issues around bullying and harassment and children and young people know how and where to seek help.
- Robust preventative work is targeted at both the young person and parents/carers in order to achieve long standing good behaviour.
- Prevention and early intervention are promoted as the most effective and efficient method to address crime and anti social behaviour.



At the fire station

Activity bus - the VPOD



Coastal walking

Chapter Three continued

- Children and young people across the Vale have access to youth provision.
- Young people and families know where to seek advice on housing and relevant agencies work together to provide advice, support and appropriate accommodation.

How we will do it

- Provide a clear framework and guidance for all partnerships and associated organisations to enable them to comply with all relevant data sharing legislation.
- Implement a robust authority wide Parenting Strategy and promote parenting skills.
- Extend the use of show racism the Red Card in schools and youth clubs and provide training for staff about how to extend this work from the initial workshop.
- Fully utilise the VPOD bus in areas of concern and in rural areas.
- Improve the level of multi-agency prevention work for young people involved in anti-social behaviour.
- Identify resources and work with partners to deliver the Vale of Glamorgan Anti-Bullying Strategy.
- Provide appropriate advice and signposting to address housing issues with young people.

The Chair of the Core Aim Six Group, will lead on coordinating and monitoring these activities. Each action has a nominated lead individual who regularly reports back to the group.

Aim: No child or young person should be disadvantaged by poverty. **(Core Aim 7)**

The European Union's definition of poverty is "persons and families and groups of persons whose resources (material, cultural and social) are so limited as to exclude them from the minimum acceptable way of life in the Member State to which they belong". This can be applied to children and adults equally.

The Child Poverty Strategy for Wales sets out how the Welsh Government intends to reduce child poverty and deliver the 13 broad aims contributing to the eradication of child poverty. In addition to the policy drivers, there are a broad range of Welsh Government programmes aimed at tackling child poverty and improving the lives of people in deprived areas. These include Communities First, Families First (Cymorth), Flying Start, 14 – 19 Learning and the Barry Regeneration Area.

Deprivation and poverty is inextricably linked to outcomes in health and education attainment for children and young people. Poverty has a profound impact on the child and their family through social exclusion, creating problems in education, employment, mental and physical health and social interaction. The legacies of child poverty remain throughout a person's life. The risk of a child living in poverty increases if a child is living in a household where no parent



Basketball practice

The Waterfront, Barry



Chapter Three continued

is working, lone parent household, household where someone is disabled, larger family and black and minority ethnic households.

Poverty is also an issue that affects particular groups of young people, for those who have to take on more adult responsibilities at an earlier age, the risk of poverty is increased. These groups include: young carers, young people who have been looked after, homeless young people, and NEETs.

Poverty affects individuals and whole families and is not limited to just those households where no family member is in work. There has been an increase in the poverty levels of those in work, often due to part-time working and/or low incomes. The economic slowdown will have an adverse impact on families in a range of areas including, employment opportunities, income levels and changes to the types of households living in poverty.

The Welsh Index of Multiple Deprivation and the community profile give a broad base of poverty indicators, which allow for the identification of key social indicators to be identified and programmes and provision to be targeted to address social or geographical areas.

Poverty related outcomes and actions are identified throughout the Community Strategy and this section highlights those areas which more directly relate to children and young people. The CYPP intends that many of the proposed actions will be focussed in the areas of highest deprivation.

What outcomes do we want to achieve?

- Child poverty is tackled in a coordinated way.
- Service providers consider the needs of families and young people living in the rural Vale and ensure that all children and young people have equal access to services.
- Agencies delivering services are encouraged to consider the impact of child poverty.
- Improved and better coordinated services, targeting identified areas and families for maximum impact for children and young people.
- Young carers are supported.
- Government led initiatives are supported and implemented at a local level.
- Sufficient affordable childcare to help parents/carers to access employment.
- Families are aware of and supported to access benefits.
- Children and young people live in more energy efficient homes with adequate warmth for health and comfort.

How we will do it

- Revise and Implement the Vale of Glamorgan Young Carers Strategy.
- Coordinate initiatives aimed at helping the most disadvantaged families.



Siginstone Fields



Reflections at the Waterfront, Barry

Chapter Three continued

- Support the Genesis2 project to ensure effective support for individuals, especially parents, to increase their self esteem and skills with a view to improving their employment prospects.
- Ensure that local strategic plans recognise the transport needs of children, young people and families.
- Provide mobile services where gaps are identified due to rurality and encourage the development of local services.
- Pilot a multi-agency initiative that supports the Families First ethos.
- Work with Communities First areas to ensure best outcomes for children, young people and families.
- Target Barry Regeneration Area funding to ensure that developments have the maximum impact for children, young people and families.
- Focus services to target the needs of young people who are Not in Education Employment and Training or at risk of becoming NEET, through additional personal support, improving skills and broadening the range of vocational and worked based learning pathways available to young people aged 14-19.
- Work with the Learning and Skills Partnership to coordinate community learning, basic skills and employment support programmes in local communities to support parents into employment.
- Promote sustainable childcare places in the areas or of the type that parents need.
- Encourage families to access benefits and tax credits, free school meals and other grants they are entitled to.
- Provide advice and support to families who live in fuel poor households.

The Chair of the Core Aim Seven Group, will lead on coordinating and monitoring these activities. Each action has a nominated lead individual who regularly reports back to the group.

St. Bridé's Major



Chapter Four - Learning and Skills (Priority Outcome Six)

Priority Outcome 6: People of all ages are able to access coordinated learning opportunities and have the necessary skills to reach their full potential, helping to remove barriers to employment.

Introduction

Good standards of education hold the key to a prosperous and sustainable future for the Vale of Glamorgan. The Vale has 22,047 pupils aged 3-19, 12,060 in the primary sector, 9,270 in secondary schools and 267 in special schools. The primary school population is projected to increase over the next 15 year period whereas the secondary population is set to decline over the next six year period but then increase from 2017 onwards.

At any one time there are more than 4,000 people pursuing classes at adult education centres in the Vale. Barry College is the main further education provider for the Vale of Glamorgan and operates from five campuses, three in Barry, the International Centre for Aerospace Training at Rhoose and its construction centre in Cardiff. The college has agreed to merge with Colleg Glan Hafren in Cardiff to create Cardiff and Vale of Glamorgan College. The majority of courses offered by Barry College are vocational; with a small GCSE and A level provision. Training provision for 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, the voluntary sector, local government, universities and the armed services.

The Learning and Skills Partnership will build upon the achievements of the Vale Learning Network and the Vale of Glamorgan 14-19 Learning Network to deliver learning and skills outcomes to address local needs. The Partnership will lead on the development of the Welsh Government priority to achieve transformational change through extending collaboration and developing joint arrangements to raise standards and extend choice to learners.

The Partnership will:-

- Provide strategic leadership and direction to support the delivery of national learning and skills programmes within the Vale of Glamorgan.
- Develop, plan and deliver a local learning and skills programme which addresses gaps in provision, raises standards and improves the quality and range of learner outcomes.
- Operate as the Schools/Further Education (FE) Consortium for the Vale of Glamorgan in response to the Welsh Government's "Delivering Skills that work for Wales" guidance.
- Establish management and monitoring arrangements, to ensure that resources are deployed effectively to meet agreed priorities.
- Identify and seek to pool resources to improve provision for learners.
- Ensure that the views and needs of learners shape service provision at all ages.

Cosmeston Medieval Village



Llanmaes cottages



Albert Primary School, Penarth

Chapter Four continued

The Partnership will work closely with the Children and Young People's Partnership, Safer Vale, the Regeneration Partnership and the Health, Social Care and Wellbeing Partnership.

The Partnership has identified the following as the key aims:

- Raise standards and improve outcomes for learners.
- Develop and sustain appropriate learning opportunities.
- Deliver transformational change to meet the Learning and Skills Measure.
- Reduce the number of individuals, children and young people who are not in education, employment and training (NEET).
- Engage adult learners to improve skills, support regeneration and remove barriers to learning and employment.

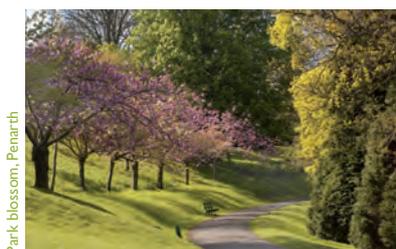
Some partnership achievements

The previous partnerships had well established communication arrangements with a wide stakeholder network. Those arrangements will be reviewed and built upon as the new Learning and Skills Partnership becomes established.

Recent achievements include:-

- 669 14-16 learners enrolled on Barry College courses between 2009 – 2010.
- A 'Retail' Summer School opened in July 2009 and continued into 2010. It engaged 150 local 14-19 year olds.
- All Secondary Schools are delivering the Welsh Baccalaureate to 14-19 year olds.
- Successful collaboration between Barry College, Bryn Hafren and Barry Comprehensive to provide an A-Level menu for Barry College.
- 1,676 learners aged 14-19 have engaged in work experience.
- A directory of volunteering opportunities has been produced.
- 200 young people have engaged in volunteering activity.
- Additional training has been organised which targets Welsh Baccalaureate deliverers and Learning Coaches working with NEETS.
- All learners have access to high quality, impartial careers information, advice and guidance.
- A comprehensive Adult Education Programme is delivered across the Vale of Glamorgan.
- Increased engagement of adults in Basic Skills programmes.
- Family based learning programmes have been developed and implemented.
- The development of provision for Welsh learners of all ages.
- Facilities have been developed to improve access for learners with disabilities.

Aim: Raise standards and improve outcomes for learners.



Park blossom, Penarth

Enjoying the ball pit



Having fun with reading

Chapter Four continued

Standards of teaching and learning in Vale schools and other educational establishments are regularly amongst the highest in Wales. However, the challenges facing people in securing appropriate high quality employment and training opportunities are significant. The partnership is committed to ensuring that education and skills providers continue to raise standards, extend choice and offer relevant pathways for all learners.

What outcomes do we want to achieve?

- Improved outcomes for learners.
- Standards of education and skills programmes improve and are more consistent.
- The percentage of 19 year olds without a recognised qualification is reduced.
- Opportunities for employment are raised as the proportion of adults without basic skills are reduced.
- Learner wellbeing is improved.
- Successful achievements of learners and providers are shared, promoted and celebrated.

How we will do it

- Develop and share learner performance data.
- Establish a consistent monitoring, evaluation and review process.
- Map and monitor Estyn inspection outcomes.
- Collaborate in the development of Teaching staff.
- Share good practice.
- Target available resources to the greatest need.

The Partnership will monitor progress against the agreed activities intervening as necessary to ensure that agreed aims are achieved.

Aim: Develop and sustain appropriate learning opportunities.

The Learning and Skills Partnership has a collective purpose to develop effective, confident and independent learners through provision of exciting, innovative and relevant learning opportunities for all learners in the Vale. The Partnership will work to ensure that there are a range of formal and informal opportunities for learning and that learning is both a pleasurable and a positive experience.

Engagement with the Regeneration Partnership and the development of effective employer links will be required to ensure an integrated response to address local and regional skills needs.

The partnership will also work to promote and develop entrepreneurship at all ages.



Llantwit Major

Chapter Four continued

What outcomes do we want to achieve?

- Learner interest/demand is identified and met.
- Local/regional skills needs are identified and addressed.
- Unnecessary duplication of provision is removed.
- Entrepreneurship is increased.
- Welsh medium provision is extended.
- Learner travel is minimised.
- Business growth is supported by locally available skilled people.

How we will do it

- Map college/school/vocational/academic provision.
- Identify and assess local/regional skill needs.
- Direct partnership resources to support agreed priorities.
- Establish effective arrangements to consider the views of learners.
- Monitor performance standards, outcomes and costs.
- Engage employers in work based learning opportunities.
- Involve local businesses in mentoring, promoting and supporting entrepreneurship.
- Provide learners with access to good information and effective career guidance.
- Support vulnerable learners with learning coaches.
- Engage with local businesses to establish their skill needs.

The Partnership will monitor progress against the agreed activities intervening as necessary to ensure that agreed aims are achieved.

Aim: Deliver transformational change to meet the Learning and Skills Measure.

The Welsh Government has set specific transformational targets for education and skills providers to extend collaboration and increase learner choice.

Within the Vale of Glamorgan, Partnership proposals to deliver transformational change reflect a determination to build on the quality of existing provision whilst recognising the essential need to extend collaborative working between schools, colleges and other providers, to raise standards and extend choice.

What outcomes do we want to achieve?

- Integrated curriculum planning is established and maintained.
- The option choice requirements of the Learning and Skills Measure are met in full.
- Providers collaborate to extend and support learner choices.
- The Barry College/Glan Hafren merger to establish Cardiff and Vale of Glamorgan College benefits local learners.

Old Hall, Cowbridge



Coastal walk



The Hub, Barry

Chapter Four continued

- ▶ - “Virtual” and “blended” learning opportunities are developed and delivered using shared resources and ICT.
- Learner priorities are identified and addressed.
- 21st Century School and college capital investment developments contribute to transformational change.
- New collaborative arrangements are cost effective, accountable and sustainable.

How we will do it

- Refine and integrate curriculum plans.
- Develop new curriculum opportunities through partnership working.
- Support learner choice through better collaboration between providers.
- Share facilities between providers.
- Monitor and support the College merger proposals.
- Extend the Welsh Baccalaureate.
- Ensure 21st Century Schools and college capital investment proposals reflect the wider needs of learners in the Vale and offer high quality community resources.
- Refine governance arrangements to support and sustain collaboration.

The Partnership will monitor progress against the agreed activities intervening as necessary to ensure that agreed aims are achieved.

Aim: Reduce the number of individuals, children and young people who are not in education, employment and training (NEET).

Young people not in education, employment or training (NEET) are a particular cause for concern. Being NEET is damaging for young people themselves, but also has consequences for society and the economy. The underlying causes and the solutions are varied. These young people are disproportionately likely to have experienced problems owing to a range of issues including special educational needs, poor attainment at school, health and /or family problems, parents who are themselves unemployed, or having been in care. The development of a more strategic approach which engages a range of agencies to provide the variety of support needed will help to meet the disparate learning and skills needs of this group within the Vale of Glamorgan. It is recognised that all partnerships have a role in reducing the number of young people who are NEET. The Learning and Skills Partnership will be the lead partnership for this priority.

What outcomes do we want to achieve?

- Number of young people defined as NEET is reduced.
- All children and young people identified as being “at risk” are supported.
- Suitable learning opportunities are provided to re-engage young people who are NEET

The new Cowbridge Comprehensive



The gym at Cowbridge...



...and their new school library

Chapter Four continued

How we will do it

- Agree a clear definition of NEET and raise awareness across partnerships and agencies.
- Children and young people who are NEET or who are at risk of becoming NEET are identified and appropriate personal support arrangements are put in place.
- Develop and implement a multi-agency action plan.
- Monitor progress and develop appropriate interventions.

The Partnership will monitor progress against the agreed activities intervening as necessary to ensure that agreed aims are achieved.

Aim: Engage adult learners to improve skills, support regeneration and remove barriers to learning and 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. Improving basic skills removes an important barrier to employment and learning. The Vale Basic Skills Strategy identifies priority learner groups and areas of the Vale where needs are greatest. In progressing this priority the Learning and Skills partnership will work closely with the Regeneration Partnership.

We will also seek to sustain and develop a range of learning opportunities for adults who want to learn new skills for pleasure or take up a new interest following retirement.

What outcomes do we want to achieve?

- Skill levels (essential skills, key skills, basic skills) are raised.
- Family and intergenerational learning are extended.
- Learners have improved access to the Welsh curriculum.
- The number of economically inactive adults is reduced.
- Regeneration projects across the Vale create new local job opportunities.
- Increased enterprise and entrepreneurship.
- Increase in the proportion of adults of all ages engaged in learning activities.

How we will do it

- Agree a Partnership plan for addressing the basic skills deficit.
- Engage employer and voluntary sector organisations in developing employment skills.
- Analyse Careers Wales/Job Centre plus data on adult unemployment trends.
- Identify opportunities for other partnerships to contribute to reducing barriers to employment (e.g. childcare provision).

Mixing music



Enjoying the climbing frame



Never too old to learn

Chapter Four continued

- ▶ - Review and adopt best practice from other regeneration areas where appropriate.
- Provide a range of adult learning opportunities from locations across the Vale.

The Partnership will monitor progress against the agreed activities intervening as necessary to ensure that agreed aims are achieved.



...and learning about stained glass



And some painting

Chapter Five - Regeneration (Priority Outcomes Seven and Eight)

Priority Outcome 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.

Priority Outcome 8: The Vale maximises the potential of its position within the region working with its neighbours for the benefit of local people and businesses, attracting visitors, residents and investment.

Introduction

Regeneration is about people and places. The term regeneration covers a variety of activities, from physical renewal of urban spaces to improve economic viability and address market failure, to working with people in their communities to tackle underlying causes of deprivation. Such activities take place all over the Vale of Glamorgan through different organisations and partnerships. The Vale of Glamorgan has a number of programmes that specifically aim to support regeneration, from the Barry Regeneration Area and Communities First to the Vale's Local Development Strategy for the Rural Development Plan for Wales. This chapter sets out the overarching work of the Regeneration Partnership and the approach needed to take forward regeneration focussed activity across the Vale of Glamorgan.

In 2009 the Regeneration Partnership undertook a baseline study to provide the Partnership with:

- An up to date understanding of economic, socio-economic and environmental conditions and trends in the Vale of Glamorgan area; and
- Identified future evidence based priorities and delivery responsibilities over the coming 5-10 years.

The findings of the study are drawn together into a Regeneration Framework for the Vale of Glamorgan area which was informed by a cross-section of views, experience and expertise.

The Regeneration Framework aims to address social, economic and environmental requirements in the area by integrating delivery mechanisms with other key elements of delivery in the Vale of Glamorgan. The Regeneration Framework recognises that there has been a shift in focus in recent years from purely infrastructural solutions to seeking to address a wide range of agendas through a more integrated approach.

The social, economic and environmental elements of the Regeneration Framework have been integrated across key themes for delivery. [Embracing Diversity and Location and Resources](#) are enabling themes reflecting the underpinning requirements for delivery. [Maximising Opportunities, Sustaining Vibrant Communities/Breaking the Cycle of Deprivation and the Green Lung of South East Wales](#) are the three core delivery themes.



Barry market

Chapter Five continued

The Vale of Glamorgan exhibits considerable socio-economic and environmental diversity. The natural environment is of outstanding quality but the area displays characteristics similar to a major conurbation by harbouring some of the most affluent and the most deprived locations within Wales, often located in close proximity. 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.

The diversity of the area provides challenges in providing a Vale of Glamorgan-wide synopsis of the socio-economic and environmental characteristics for the area. The area's disparity in affluence is reflected by the fact that whilst 10 of the 78 Lower Super Output Areas in the Vale of Glamorgan are in the 25% most deprived in Wales (predominantly in Barry), 41 of the 78 Lower Super Output Areas (over 50% of the Vale's population) are in the least 20% deprived areas in Wales.

The Vale is located in the major population centre of Wales, with access to wider areas in the UK and internationally. Our role within the South East Wales 'City Region' needs to be developed. 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 partners will work together to maximise its potential.

Housing is an important aspect of regeneration and access to affordable housing will be addressed through the Local Development Plan. In addition work being undertaken as part of the renewal area and to achieve the Wales Housing Quality Standard which applies to all social housing will have a significant impact. Work undertaken as part of the Welsh Housing Quality Standard (WHQS) requirements will protect the existing housing stock, enhance the appearance and increase the useful building life. In addition these activities will provide opportunities for employment and local businesses.

A number of the key activities of the Regeneration Partnership are reflected in chapter two of the strategy which describes how we will promote sustainability and protect the local environment. In addition there are close links with the Learning and Skills Partnership to ensure local people can benefit from opportunities for employment. This chapter focuses on the three core delivery themes.

Some partnership achievements

- Framework for Integrating the Delivery of Regeneration Investment in the Vale of Glamorgan (2009)
- Barry Regeneration Area (2010-2013)
- Vale of Glamorgan Rural Partnership – Business Plan 2 (2011-2013)
- Vale of Glamorgan Tourism Strategy (2010-2015)
- Castleland Renewal Area (2010-2022)

Tall Ships Festival, Barry



Outdoors learning



Contrasts at Penarth

Chapter Five continued

Aim: Maximising opportunities.

The overall economic and social conditions in the Vale of Glamorgan compare favourably with other areas and there will always be a need to focus on the 'investment' approach rather than the 'reducing deficit' approach. The relatively high levels of interest of the private sector in the Vale of Glamorgan, combined with this investment dimension, provides a context within which there is scope to maximise the leverage of public sector funding.

Maximising opportunities is a core theme for the Regeneration Partnership as the Vale of Glamorgan is in a unique position in terms of both existing public and private sector investment opportunities. Significant public sector investment is being made available through various regeneration programmes such as Barry Regeneration Area (2010-2013), Vale of Glamorgan Rural Partnership – Business Plan 2 (2011-2013), Communities First, Castleland Renewal Area (2010-2022) and the Welsh Housing Quality Standard.

The Vale of Glamorgan benefits from a number of large employers, a range of Small and Medium Sized Enterprises (SMEs) and 'location dependent' businesses e.g. Barry Port, Cardiff Airport and Aberthaw power station. The area is also benefiting from key strategic development opportunities, for example Barry Waterfront and promoting St Athan as a site for national defence training.

One key feature of the Vale of Glamorgan is its diversity and we need to capitalise on this. Another key feature is its location in the major population centre of Wales, with access to wider areas of the UK and internationally. A focus should therefore be to consciously develop the role of the Vale of Glamorgan within the South East Wales City Region.

What outcomes do we want to achieve?

- Increased private sector investment.
- Increased and more sustainable employment opportunities.
- Sustainable and diversified businesses in the rural Vale.
- Improved access to and within the Vale and greater investment in the local infrastructure.
- The Vale attracts more visitors and investment boosting the local economy.
- Maximum benefit is gained for local people and businesses from major investment projects.
- Joint working within the region for the benefit of residents.
- An excellent range and choice of employment land providing opportunities for entrepreneurship and business investment.
- The Vale, particularly Penarth, benefits fully from the development of Cardiff Bay.
- High quality broadband services are available to all communities.

The Waterfront, Barry



Chapter Five continued

How will we do it

- Provide comprehensive support to businesses in the rural Vale to develop and/or market innovative products/services.
- Work closely with local businesses of all sizes (including social enterprises) and other support agencies to ensure meaningful engagement with potential supply chain/service opportunities.
- Convert the potential of major developments into real employment opportunities for local people and communities.
- Develop a better understanding of the needs of the business community through effective engagement .
- Provide support to businesses and entrepreneurs.
- Work with the procurement processes/officials of relevant organisations to increase the local capacity to compete for relevant contracts.
- Align all aspects of skills development from the outset, to ensure local people are as best equipped as possible to become directly involved in terms of jobs and services.
- Work with the Welsh Government, utility businesses and others to facilitate investment in high speed broadband infrastructure.
- Exploit assets which are investment opportunities in partnership with the private sector, such as Cardiff Airport Business Park.
- Promote St Athan as a site for major investment in defence training.
- Create investment opportunities through the Local Development Plan process.
- Play a proactive role in securing major developments.
- Prepare a masterplan for Barry Island including Nells Point.
- Deliver transport infrastructure projects.
- Develop options to improve strategic links between Barry and the M4 and between Cardiff Bay and Barry Waterfront.
- Develop linkages from Cardiff Bay through Penarth.
- Promote the benefits of Cardiff Airport's location within the area.
- Explore opportunities for joint working with organisations and partnerships in neighbouring areas.
- Work collaboratively with neighbouring local authorities to promote 'Capital Wales' as a region for business investment.
- Develop and implement a Tourism Action Plan.
- Invest in town centre public realm improvements.

Activities will be monitored by the Regeneration Partnership.

Aim: Sustaining vibrant communities and breaking the cycle of deprivation.

Sunny day at Cosmeston Lakes



Surfing on the Heritage Coast



Chapter Five continued

The Vale of Glamorgan is an area of contrasts with the mix of urban and rural communities and a generally high level of affluence alongside pockets of real significant deprivation.

Accessing resources has been historically difficult given the general external view of affluence and success with the area. In addition, there is a marked difference between those that 'have' and those that 'have not' within a very small geographical area. This makes the disparities far more evident and almost forces a level of social exclusion that makes reaching those more in need even more difficult.

There is now an emerging recognition of a need for a more balanced, people focused approach alongside physical regeneration. Recent experience of regeneration that has concentrated on small geographic 'deprived' areas (developing community capacity and engagement) has highlighted the need to avoid working in isolation from all other aspects of economic and social development. Maximising opportunities, especially in the context of major developments will open up the potential for breaking the cycle of deprivation, alongside aspects of housing and community development.

Communities First (CF) is a Welsh Government flag ship programme designed to improve the living conditions and prospects for people in the most disadvantaged communities across Wales and has been in existence since 2001. Initially the two CF areas in the Vale included Thompson Street Estate and Gibbonsdown, but this was expanded in 2008 to include the entire Castleland Ward and Gibbonsdown and Court Ward. Both of these communities are in Barry and have been identified by the Welsh Index for Multiple Deprivation as being amongst the most deprived communities in Wales. The indicators used are income, housing, employment, access to services, education, health, community safety and the physical environment. There is funding secured for Communities First to March 2012 (pending a Welsh Government decision on future funding).

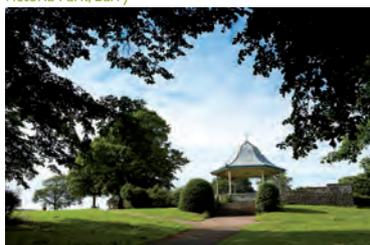
Both CF areas are governed by Partnerships Boards which include representation from the residents of the areas, voluntary, statutory and private sector partners. The Partnership Boards are the regeneration hub of the communities and the overall aim is to identify and establish sustainable projects to regenerate the local communities. In addition to the Partnership Boards, volunteers are recruited to support the work of the Communities First core team and help deliver the projects. All the key partnerships working in the Vale also have a role to play in working with the local communities to tackle the deprivation in these areas.

Successes already achieved in the Communities First wards include the establishment of thriving youth groups, representation at the Vale wide Youth Forum, participation in Funky Dragon, older people's luncheon club, language and play sessions, outreach opportunities to access employment agencies and a community allotment project.



Enjoying the Vale

Victoria Park, Barry



Sunset at Penarth

Chapter Five continued

What outcomes do we want to achieve?

- Improved economic growth.
- Sustainable and viable urban and rural communities.
- An increase in the supply of sustainable and affordable housing.
- Improvements in the quality of the housing stock and the local environment.
- Local people are able to access employment opportunities within and outside the Vale of Glamorgan.
- Viable town centres serving local people and visitors.
- Local people have the capacity to improve their own wellbeing and engage in regeneration.
- Improved health and wellbeing.
- Communities First projects to be sustainable post 2012.
- Successful partnerships with local agencies, businesses and other voluntary and statutory organisations to help deliver identified projects in Communities First areas.
- A reduction in health inequalities, improved access to services, and improved financial capability in Communities First areas.
- Increased public confidence, community cohesion and public safety.
- Greater take up of sustainable employment and training.

How will we do it

- Implement measures to improve living conditions and prospects for people living in the Communities First areas.
- Implement the Castleland Renewal Area.
- Develop community capacity to participate in and inform decision making, and actively engage in regeneration.
- Invest in community facilities to ensure their future sustainability
- Implement a multi-agency Empty Homes Strategy.
- Enhance opportunities for developing affordable housing.
- Deliver the Housing Renewal Policy.
- Produce and implement a Town Centres Strategy.
- Implement the Rural Partnership Business Plan.
- Ensure training provision reflects the skills needed by employers based within the region.

Activities will be monitored by the Regeneration Partnership.

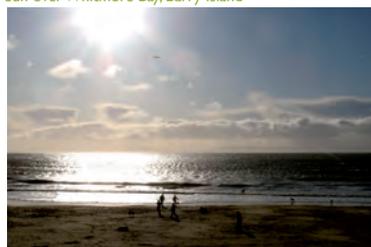
Aim: Maximising our potential as the Green 'Lung' of South East Wales.

The Vale of Glamorgan includes urban settlements, the Glamorgan Heritage Coast and rural countryside of exceptional quality. It is also home to nineteen European protected species of



Communities First projects

Sun over Whitmore Bay, Barry Island



Communities First projects

Chapter Five continued

mammal, three Natura 2000 sites and 25 areas designated as Sites of Special Scientific Interest, three Local Nature Reserves, two Country Parks and a diverse range of habitats and species of principal conservation importance for Wales.

Whilst seeking to conserve and enhance those natural and exceptional assets, it is important that opportunities are taken to encourage sustainable economic development at a time when the 'natural' environment is actively sought for leisure activities. In providing sensitive tourism development, opportunities are also created for local communities to enjoy these facilities.

What outcomes do we want to achieve?

- Increase in tourism in the Vale.
- Conservation and enhancement of the biodiversity assets of the Vale.
- Natural assets are protected for the community's use.
- Natural Assets such as the Countryside and Coast are sensitively used to their full tourism potential.
- Protection of our historic buildings and landscapes whilst increasing the number of visitors.

How will we do it

- Implement the Tourism Strategy.
- Review and implement the local Biodiversity Action Plan.
- Protect and promote the Glamorgan Heritage Coast.
- Complete and promote a coastal path across the whole of the Vale as part of the All Wales Coastal Path.
- Invest in new cyclepaths and footpaths.
- Promote outdoor activity and support businesses to do so.
- Protect valuable natural assets through the planning system.
- Identify new uses for Dyffryn House and refurbish Penarth Pier.

Activities will be monitored by the Regeneration Partnership.



Dyffryn Gardens

Heritage at the Waterfront, Barry



Porthkerry Country Park, Barry

Chapter Six - Community Safety (Priority Outcome Nine)

Priority Outcome 9: Residents and visitors are safe and feel safe and the Vale is recognised as a low crime area.

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.

The Safer Vale Partnership was formed as a requirement of the Crime and Disorder Act 1998 which emphasised the importance of statutory partners working together to tackle crime and disorder. The Safer Vale Partnership comprises senior representatives from the statutory authorities and works closely with the Youth Offending Services, Housing Services, voluntary sector, Crown Prosecution Service and other partnerships within the Vale of Glamorgan. Safer Vale also work as part of Safer South Wales which provides opportunities to develop best practice across the region.

The Safer Vale Partnership works closely with other key partnerships in the Vale to promote community safety, in particular the Children and Young People's Partnership and the Health, Social Care and Wellbeing Partnership. This chapter focuses on the activities which Safer Vale will lead on but there are a range of activities detailed throughout the Community Strategy which will contribute to ensuring residents in the Vale are safe.

The Police and Justice Act 2006 placed a responsibility for the Partnership to produce a needs assessment (strategic assessment) for the Vale of Glamorgan, based on the intelligence data provided by statutory partners as well as consultations with stakeholders and community groups. The needs assessment outlines the priorities the partners need to address in order to reduce crime and disorder in the Vale of Glamorgan. The Act also places a statutory requirement on Community Safety Partnerships to deliver a Partnership Plan identifying how the Partnership will deliver the reductions in crime and disorder based on the priorities highlighted through the strategic assessment. Between the strategic assessment and the delivery plan the Safer Vale Partnership will ensure that it integrates the 'Hallmarks of Effective Partnerships':

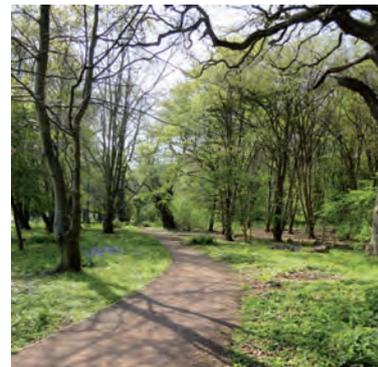
Partnership Principles

- Empowered and effective leadership.
- Visible and constructive accountability.
- Intelligence-led business processes.
- Effective and responsive delivery structures.
- Engaged communities.
- Appropriate skills and knowledge.

The Heritage Coast



Alley gates in Barry



The woods at Porthkerry Country Park

Chapter Six continued

Some Partnership Achievements

- Reduced crime and disorder making the Vale one of the safest places to live, work and visit in Wales.
- Improved partnership working across agencies enabling greater collaboration on cross cutting issues.
- Completed annual strategic assessments of crime and disorder within the Vale to improve knowledge and planning of services.
- Implemented a performance management framework to monitor outcomes.
- Developed robust service level agreements for newly commissioned services.
- Co-located the Community Safety Teams from the Council, Police and Fire and Rescue Service representatives to improve knowledge and service delivery.
- Co-located the Gobaith Service to enable probation, police and a lifestyle commissioned service to support the Vale's most prolific offenders who want to change their lifestyle.
- Improved community engagement opportunities through TREV (The Reassurance Exhibition Vehicle), the Safer Vale Website, Blue Tooth Technology, Community Messaging and the PACT process.
- Improved the commissioning of prevention and intervention services for young people at risk of offending, thereby reducing the number of first time entrants to the youth justice system.

Aim: Make the Vale of Glamorgan a safe place to live, work and visit, free from crime and the fear of crime.

The Partnership continues to see significant reductions in crime in the Vale, year on year. In 2010-11 there was a 5.2% reduction in all crime compared to 2009-10.

The Safer Vale Partnership is committed to continuing to reduce crime in the Vale of Glamorgan and also the fear of experiencing crime. The latter is an important part of crime prevention. The 2011 Safer Vale survey identified that whilst only 16.5% of respondents had experienced a crime in the previous 12 months, the majority of respondents felt that the level of crime in the Vale of Glamorgan had remained the same.

An annual strategic assessment informs what are the highest priorities and community concerns in terms of crime and disorder and partners work together to address these issues and keep the Vale safe.

What outcomes do we want to achieve?

- A reduction in the level of recorded crime in the Vale of Glamorgan.
- A reduction in the perception gap amongst residents in terms of fear of crime.



Growing up in the Vale



Southerndown

Chapter Six continued

How we will do it

- Multi-agency working, addressing crime and disorder priorities through intelligence led analysis.
- Increase community participation in problem solving through enhanced community engagement.
- Promote crime reduction initiatives and successes.

The Safer Vale partnership will coordinate and monitor progress on how each action is being taken forward.

Aim: Reduce the level of violent offences and alcohol related violent offences in the Vale of Glamorgan.

Violent offences, which include most serious violence, assault with less serious injury and serious sexual offences can cause significant harm and distress to victims. The impact of such incidents is substantial across a number of sectors and agencies.

Alcohol related violence is of particular concern as 37% of domestic incidents have involved alcohol during 2010-11 and an analysis of violent incidents by location indicates a strong link between violent offences and licensed premises.

The number of serious sexual offences in the Vale of Glamorgan has increased compared to 2009-10. For the majority of cases the suspect is known to the victim and is usually a family member, acquaintance or friend.

Under the guidance of the “Right to be safe” strategy the Partnership aim to make victims of this crime feel comfortable in reporting and hence help increase the reporting of incidents.

What outcomes do we want to achieve?

- A reduction in incidents of most serious violence.
- A reduction in incidents of assault with less serious injury.
- A reduction in alcohol related domestic incidents and violent incidents.
- An increase in the reporting of incidents of serious sexual offences.

How we will do it

- Working with victims and perpetrators of domestic abuse.
- Intelligence led patrols of licensed premises and hotspot areas.
- Multi-agency training of staff and landlords of licensed premises, particularly “problem premises”.

Community Safety Seminar



Low sun from the Heritage Coast



Chapter Six continued

- Intelligence led implementation and subsequent enforcement of no alcohol zones.
- Working with substance misuse service providers to develop educational programmes for young people.
- Co-ordinating regular campaigns to raise the profile of responsible alcohol consumption.

The Safer Vale partnership will coordinate and monitor progress on how each action is being taken forward.

Aim: Reduce the level of serious acquisitive crime and criminal damage in the Vale of Glamorgan.

Car crime and burglary accounted for over one fifth of crime experienced by respondents to the Safer Vale survey. Criminal damage accounted for the same amount.

Incidents that impact on personal possessions and have the element of intrusion can have a detrimental impact on a person's life. Burglary can leave people feeling less secure in their own home and in their local area and this can have an enormous impact on the fear of crime. Almost one third of respondents to the Safer Vale survey were worried about becoming a victim of burglary.

Criminal damage has accounted for the second largest proportion of crime in the Vale of Glamorgan during 2010-11 accounting for over one fifth of all recorded crime. One fifth of respondents to the survey were a victim of criminal damage and one quarter of respondents were worried about becoming a victim. It is estimated that the individual cost of criminal damage is approximately £866, which can have a large impact on someone's life.

What outcomes do we want to achieve?

- A reduction in incidents of serious acquisitive crime and criminal damage.
- Increased awareness of home security including vehicles and personal possessions.
- Reduction in the fear of such crimes through community engagement and reassurance.

How we will do it

- Design out crime where possible, in relation to new developments and re-developments.
- Increase awareness of security through public events.
- Work with our most prolific offenders to steer them away from crime, especially serious acquisitive crime.

Reflections at the Waterfront



CCTV in Barry



Ornamental pond, Penarth

Chapter Six continued

- Provide education initiatives to tackle serious acquisitive crime and criminal damage and develop suitable diversionary activities.
- Use intelligence led analysis to identify trends, hotspots and aggravating factors such as alcohol.

The Safer Vale Partnership will coordinate and monitor progress on how each action is being taken forward.

Aim: Reduce the impact of domestic abuse on victims, families and the wider community and ensure that help and support are available.

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. Domestic abuse consists of the abuse of power and control against another. It can be physical, emotional, sexual and financial and includes the destruction of property and harm or threats to loved ones and pets. Domestic abuse can be perpetrated by an intimate partner and/or family member or anyone in a close significant relationship with the victim.

The majority of domestic incidents occur in Barry and areas that have been identified in the Wales Index as areas of multiple deprivation. The number of males reporting domestic abuse in the Vale increased by 3% during 2010-11 compared to 2009-10.

During 2010-11 the majority of recorded incidents of domestic abuse occurred during the summer months and on weekends, a time period which could be attributed to excessive alcohol consumption. Alcohol is known to be an aggravating factor in approximately 37% of incidents (2010-11).

What Outcomes do we want to achieve?

- A reduction in repeat incidents and increase in early reporting.
- Increased community awareness and access to support.
- An increase in the available support and help for victims.
- Perpetrators have access to an effective programme to address their abusive behaviour.

How we will do it

- The provision of special support and advice to those victims within the criminal justice system.
- Ensure effective working relationships between providers of domestic abuse services.
- Work closely with substance misuse and alcohol services to identify future collaborative programmes to tackle domestic abuse.

Safer Vale Display Vehicle - TREV



Low tide and rocks, Heritage Coast



Chapter Six continued

- Design and deliver educational programmes aimed at young people to change attitudes and beliefs.
- Develop a One Stop Shop of services for victims.
- Work with the Gobaith service to identify future training and support needs for Priority and Prolific Offenders (PPOs) with a history of domestic abuse and those deemed a high risk of repeat domestic abuse.
- Work with the Children and Young People's Partnership, Health Social Care and Wellbeing Partnership, and Communities First Partnerships to target services and make effective use of resources.
- Introduce an evaluated perpetrator programme.

The Safer Vale Partnership will lead on coordinating and monitoring these activities.

Aim: Reduce the Impact of Substance Misuse in Communities.

People who misuse drugs, alcohol or other substance cause considerable harm to themselves and to society. Alcohol is a major contributor to the number of referrals to treatment agencies. The Safer Vale Crime Survey revealed that 29% of Vale residents perceive alcohol as a problem in their areas compared to 25% perceiving that illegal drugs are an issue. Alcohol is also a contributory factor in the offending behaviour of many young people referred to the Youth Offending Service.

The Welsh Government's 10-year substance misuse strategy focuses on addressing the availability of alcohol and reducing alcohol related crime. Prevention of harm to individuals and families is also a strategic priority. Treatment services for the Vale comprise of in-patient detox and supervised services based in Cardiff and on site services and support within the Barry area. Substance misuse counselling and support services are available in the Vale of Glamorgan.

What outcomes do we want to achieve?

- A more streamlined treatment and support system ensuring people have quicker and more appropriate access to the services they need.
- Reduction in the number of substance misuse related crimes.
- People and young people in particular have access to prevention and educational information and support relating to substance misuse.

How we will do it

- Commissioning services that meet the current clinical, psychological and social needs which address emerging trends and tackle substance misuse in all its forms.
- Co-locate service providers to provide a more streamlined service.
- Work with domestic abuse agencies to develop collaborative initiatives to address triggers of violence.



A nice cup of tea

TREV in action - Safer Vale Display Vehicle



Waves at Whitmore Bay, Barry Island

Chapter Six continued

- Work with agencies supporting offenders to ensure the most appropriate treatment and support is available to those whose offending is linked to substance misuse.
- Develop prevention, education and training methods to increase people's awareness of the dangers of substance misuse.
- Work with the Health, Social Care and Wellbeing Partnership to identify any emerging trends in substance misuse to incorporate into future service provision.
- Work with law enforcement agencies to identify possible crime trends and initiatives that tackle crime and increase public confidence.
- Deliver the 'Working Together to Reduce Harm' strategy.
- Develop an alcohol strategy to reduce the harm caused by alcohol.
- Target those who supply controlled drugs to our communities.

The Safer Vale Partnership will lead on coordinating and monitoring these activities.

Aim: Integrated Offender Management (IOM).

The need for greater partnership working between the National Offender Management Service, Community Safety Partnerships, Drug Intervention Programmes and Local Criminal Justice Boards led to Integrated Offender Management (IOM) areas, piloting effective partnership working to sustain reductions in prolific offending.

IOM is the strategic umbrella or overarching framework that brings together agencies across government to prioritise intervention with offenders who cause crime in their locality. It manages a selected and locally defined cohort of offenders who are in the community, regardless of whether they are under statutory supervision or not. In targeting those offenders of most concern, IOM aims to manage them consistently, using pooled local resources to turn them away from crime and punishing and reforming them as appropriate.

In January 2009 there were 20 offenders who were deemed to be prolific offenders in the Vale. The average age of these offenders was 30 and all were male. Each was linked to an average of 44 offences and a fifth of these offences were for theft. Offender lifestyle is the main contributing factor to offending behaviour and 70% of the current cohort has a history of substance misuse with over 75% having a history of domestic abuse in the previous 18 months. Crimes by these offenders were committed in locations that match the most deprived areas identified in the Wales Index of Multiple Deprivation.

What outcomes do we want to achieve?

- Integrated services that support a reduction in re-offending.
- A reduction in the offending behaviour of IOM in the Vale of Glamorgan through the use of individual, integrated support plans.

Llantwit Major



Chapter Six continued

- Established working relationships with external agencies that can provide the support required to reduce offending behaviour in the future.
- The cost benefits of structured offender support plans are understood and implemented by partners and external agencies.

How we will do it

- Support and promote the Gobaith Unit.
- Provide training opportunities and work in partnership with Job Centre Plus to help prolific offenders to meet employer's job criteria.
- Create support mechanisms for each client that complement statutory support provision and enable them to reduce their offending and stabilise their lifestyle irrespective of location.
- Identify and report any gaps in service provision that threaten the success of support interventions, for example housing.
- Establish working links with suitable agencies so that a wide variety of support options are available to the service.

The Safer Vale Partnership will lead on coordinating and monitoring the activities stated above.

Aim: Prevention of Terrorism.

The UK counter-terrorism strategy, known as **CONTEST**, focuses on the most significant security threat to the people of the UK today, the threat from international terrorism. The aim of **CONTEST** is to reduce the risk to the UK and its interests overseas from international terrorism, so that people can go about their lives freely and with confidence. **CONTEST** programmes are organised into four workstreams:

- **Pursue** – to stop terrorist attacks.
- **Prevent** – to stop people from becoming terrorists or supporting violent extremism.
- **Protect** – to strengthen our protection against terrorist attack.
- **Prepare** – where an attack cannot be stopped, to mitigate its impact.

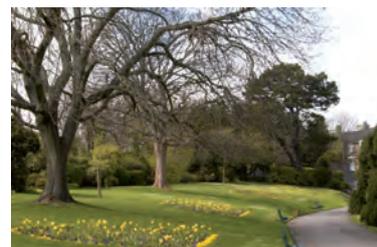
Pursue, Prevent, Protect and Prepare reinforce and complement each other to reduce the terrorist threat to the UK and our overseas interests.

The Safer Vale Partnership is responsible for implementing the Prevent Strategy across the county and all partners have a critical role to play in building community cohesion and preventing violent extremism.

The rebuilt Cadroxton House



Seaman's memorial, Barry



Spring in the park, Penarth

Chapter Six continued

What outcomes do we want to achieve?

- An understanding of the local threat and risk to the Vale of Glamorgan.
- A robust prevention strategy.
- The Vale is a more integrated and cohesive community.

How we will do it

- Produce the Counter Terrorism Local Profile (CTLP) to assess local threat and risk to the Vale of Glamorgan using the four strands.
- Produce a prevent strategy.
- Engage with key individual networks and communities to build the foundations for community cohesion.
- Launch a campaign to promote the need to report information and intelligence to the Channel Project.
- Audit and review key sites within the Vale of Glamorgan including current and future patrol needs.
- Deliver targeted operations to advise commercial partners of any precautions that can be taken to reduce the terrorist threat.
- Deliver a training programme to all partners to raise awareness on the prevent strategy.

The Safer Vale Partnership will lead on coordinating and monitoring the activities stated above.

Aim: Reduce the impact of anti social behaviour in the Vale.

Anti social behaviour is any behaviour which prevents others enjoying an acceptable quality of life. It is an action likely to cause harassment, alarm or distress. It may involve unruly and drunken behaviour, threatening and abusive language in a public place, graffiti or criminal damage.

The Strategic Assessment identified rowdy and inconsiderate behaviour as the most common referral behaviour, primarily caused by white European males aged 16-20. The majority of wards with the highest number of referrals are in Barry, although two rural towns have high levels of anti social behaviour. Incidents peak on Friday and Saturday evenings between 8pm and 10pm. The number of incidents also peak during the summer months.

The Strategic Assessment highlighted a strong link between anti social behaviour and alcohol. The three wards with the highest number of anti social behaviour referrals have a high concentration of licensed premises. Alcohol has been linked to over a third of all anti social behaviour reports and 55% of Anti Social Behaviour Orders (ASBOs) issued in the Vale include an alcohol restriction (data provided November 2010).

Civic Offices, Barry



Folly at Dyffryn Gardens



The launch of Station 20

Chapter Six continued

Anti social behaviour is an issue that is raised regularly through the PACT process throughout the Vale of Glamorgan. Respondents to the Safer Vale survey identified antisocial behaviour as the crime they would most like to see tackled in the Vale of Glamorgan. Anti social behaviour is also the main concern for young people in the Vale of Glamorgan and 29% of community engagement respondents perceive alcohol abuse as a problem within their area.

What outcomes do we want to achieve?

- Reduction in the number of repeat incidents of anti social behaviour.
- Increased public confidence with the ASBO process.
- The most vulnerable residents in our community are and feel protected.
- Reduction in alcohol related anti social behaviour.

How we will do it

- Work with intervention services to engage and design diversionary activities for young people.
- Work with prevention services to engage and support young people.
- Establish robust reporting mechanisms to improve data quality and collection for analysis and improve future planning with key services, for example housing.
- Coordinate multi-agency meetings to effectively manage repeat perpetrators of anti social behaviour and target hot spot location areas.
- Implement initiatives to address the prevalence of alcohol use within anti social behaviour.
- Identify vulnerable repeat victims of anti social behaviour quickly in order to provide support and take appropriate action against the perpetrators.
- Promote the work of the Safer Vale partnership in the community to reduce the fear of anti social behaviour in the Vale of Glamorgan.

The Safer Vale Partnership will lead on coordinating and monitoring the activities stated above.

Room with a view, Barry



Skate Park at the Knap, Barry



Llanblethian lane

Chapter Seven - Health, Social Care and Wellbeing (Priority Outcome Ten)

Priority Outcome 10: Health inequalities are reduced and residents are able to access the necessary services, information and advice to improve their wellbeing and quality of life.

Introduction

Section 40 of the National Health Services Wales Act 2006 places a statutory duty on each Local Authority and each Local Health Board in Wales to prepare and implement a Health, Social Care and Wellbeing Strategy for the population served. The Welsh Government's HSC&WB Strategy 2011 – 2014 draft guidance (July 2010) requires a focus on two major areas where it identifies joint endeavours will have the most success in achieving lasting benefits for local people. These areas are;

- Improving health and wellbeing and reducing inequities
- Improving the provision, quality, integration and sustainability of 'overlapping services'.

It is essential that these joint endeavours build on existing partnership arrangements not only between Health and Social Care services but also the Third/Voluntary sector.

The health and wellbeing of citizens is fundamental to the lives of individuals and central to the future of the Vale of Glamorgan. Through local partnership working, the aim is to:

- significantly improve the health and wellbeing of citizens,
- reduce inequities in health (which means inequalities in health that are avoidable and unfair) and to;
- deliver high quality, citizen focused services.

The Health, Social Care and Wellbeing Partnership will also work with the other key partnerships in the Vale to deliver the priority outcomes of the Community Strategy, in particular ensuring services are accessible and customer focused and working with the Children and Young People's Partnership, Safer Vale and Communities First.

Health Needs Assessment

A high level health needs assessment has been undertaken to inform the priorities within, and development of this section of the Strategy. The needs assessment provides a headline picture of health needs, including trends over time, in the Vale of Glamorgan.

Key points from the needs assessment include:

- The 2009 official estimate of the population in the Vale of Glamorgan is 124,600 persons (mid year estimate), an increase of 6% over a 15-year period. The actual trends between age groups varies, however, the local authority's population aged 45+



Chapter Seven continued

increased more quickly than in both Wales and the UK over the period. The 45 to 64, 75 to 84, and 85+ categories all expanded at a faster rate in the Vale of Glamorgan, than in both Wales and the UK.

- The trend in all cause European Age-Standardised mortality for under 75s, which acts as a measure of the rate of premature death, was downward between 2001 and 2008. All cause mortality in the Vale of Glamorgan is significantly lower than the Welsh average with all the main causes of death including heart disease, cancer and respiratory disease lower in the Vale compared to the Welsh average. The Vale of Glamorgan has one of the lowest levels of Limiting Long Term Illness (LLTI) in Wales (Vale = 25% of adults, Welsh average = 28%).
- The Vale of Glamorgan has less than its expected share of population living in the 10% most deprived communities for all WIMD domains, in particular housing, education and overall deprivation. Nevertheless, there are evident inequalities in health in the Vale of Glamorgan, which disproportionately affect the most deprived communities.
- The two Communities First areas in the Vale of Glamorgan, Gibbonsdown and Court and Castleland fall within the 10% most deprived areas in Wales.
- There is a 6 year differential in life expectancy (better described as average age of death) for the years 1999 – 2003 between the least and most advantaged electoral divisions in the Vale of Glamorgan.
- Health outcomes across the Vale of Glamorgan vary considerably with mortality from coronary heart disease and mortality from circulatory disease (under 75s) differing more than two-fold across the Vale of Glamorgan but with significantly higher rates for each category located within Barry Town.
- The Vale of Glamorgan's infant mortality rate increased from 4.2 per 1,000 live births in 2001 to 6.7 in 2008. For the period of 2006 to 2008 the Vale of Glamorgan's infant mortality rate was 5.4 per 1,000 live births. This was the joint-third highest in Wales and was above the Welsh average of 4.5.
- 52.9% of adults in the Vale of Glamorgan are overweight/ obese and 42.5% of Vale residents reported eating the recommended five or more portions of fruit and vegetables the previous day. While these figures are slightly better than the Welsh average, data show that those living in deprived areas eat a less healthy diet.
- The Vale of Glamorgan was slightly below the Welsh average in respect of adults achieving the recommended minimum of 30 minutes moderate activity on five or more days of the week. Only 27.7% of the adult population in the Vale achieve the minimum guidelines (29% for Wales).
- The percentage of adults in the Vale who reported being a current smoker has remained fairly static over recent years at around 26%. Although this is slightly lower than the Welsh average, the most deprived areas in the Vale have the highest rates of mortality from key diseases where smoking is a factor.

Low tide on the Heritage Coast



An evening bike ride



Stepping stones at Ogmore

Chapter Seven continued

● Over 40% of adults in the Vale report that their average alcohol consumption is above the recommended guidelines. This is slightly worse than the figure for all Wales (39.8%). About 20% of adults in the Vale reported binge drinking at least one day the previous week.

Taking account of the new headline health needs assessment, the following have been identified as priority areas for Health, Social Care and Wellbeing for 2011-14.

- Promote health and reduce health inequities.
- Enable older people to live as independently as possible based on their long term care needs.
- Improve the health and wellbeing of vulnerable adults and children.
- Support appropriate care in the community, delivering services at a locality/ neighbourhood level, in partnership, to meet local need.
- Avoid duplication and ensure better joint working in service delivery between health and social care, particularly in relation to adult mental health, learning disabilities, long term care, and assessment and discharge planning.
- Improve service user experience and that of family and carers.

These priorities are linked through the three aims which the Partnership have agreed and which provide the framework for the Strategy. This chapter details the key outcomes we are working to achieve and an overview of the activities we will undertake to achieve these outcomes and achieve our aims. Further information is detailed in the supporting three year delivery plan.

Some partnership achievements

- A revised Smoke Free Vale Strategic Action Plan 2010-2011 has been launched.
- All Local Education Authority schools are 'Healthy Schools' (Welsh Government funded programme).
- Established a Condom Card Project aiming to reduce unwanted teenage conceptions and sexually transmitted infections.
- Established Health Challenge Vale to take forward a strategic approach to health improvement within the Vale of Glamorgan.
- Strategic sign up to a Vale Healthy Communities Framework to progress the health improvement areas of food and fitness and undertaken initial steps to progress this work.
- The Cardiff and Vale Carer Emergency Card scheme is available to carers within the two local authority areas.
- Support is provided to carers to meet contingency arrangements, when they are prevented from fulfilling their carer role.
- Launched telecare provision.

The Heritage Coast



Holton Road, Barry



The Town Hall at Llantwit Major

Chapter Seven continued

- Successfully launched the Intermediate Care Reablement Service.
- Continued to plan towards integrated Health and Social Care Services
- A transition protocol is in place and specific staff are responsible within adult services for planning transition of young people into adult care systems during the critical early transition period. Young people and their carers are effectively involved and good information is made available to ensure better outcomes are achieved.
- The Carers Strategy 2008 -11 has been agreed and action plan implemented.
- A Carers Group has been established, with multiagency and stakeholder representation, as a sub group of the HSCWB Partnership.
- The Vale Carers Forum has been formed and meets regularly.
- Carers Support Officer posts have been created to pilot specialist support and improve the provision for carers needs assessment.

Aim: Significantly improve the health and wellbeing of citizens.

The Vale of Glamorgan, in general, ranks high in relation to the health status of its population. It is generally a good place to live and is home to some of the most affluent parts of Wales. Most indicators of health, social care and wellbeing from the Health Needs Assessment show that the Vale of Glamorgan does much better than the Welsh average.

However, there are still significant challenges relating to current and predicted trends concerning some of the lifestyle choices we are making. Many of the causes of death and disease could be avoided or reduced by changing the way we live. Rising levels of obesity, tobacco and alcohol use are all important determinants of a wide range of avoidable morbidity and mortality issues including, cardiovascular disease, coronary heart disease, respiratory diseases, diabetes, arthritis, stroke, and many cancers.

Health consequences range from an increased risk of premature death, to serious chronic conditions that reduce the overall quality of life. In addition to the adverse outcomes for adults and children facing deteriorating health and a lower quality of life, there are significant economic and social costs with the government facing spiralling healthcare expenditure as well as indirect costs due to loss of lives and productivity.

Factors such as a healthy balanced diet and more physical activity can significantly reduce the risk of chronic diseases including coronary heart disease, certain types of cancer, such as those of the colorectum and breast, stroke, overweight and obesity, type II diabetes and hypertension; key causes of mortality and morbidity. Being more physically active also plays an important role in achieving and maintaining a healthy weight, has a positive impact on mental health and wellbeing and improves self esteem. The new Creating an Active Vale Strategy will also provide a framework for work being undertaken in partnership to improve health and wellbeing in the Vale.



Lavernock Church

Meeting the author at County Library, Barry



Houses at Llantwit Major

Chapter Seven continued

Patterns of behaviour that we establish early in life are often continued to adulthood, hence the importance of getting healthy lifestyle messages across to children at an early age and establishing good habits. The earlier children start smoking, the greater their risk of developing serious life-threatening illnesses if they continue smoking into adulthood. People who start smoking before the age of 16 are twice as likely to continue to smoke into adulthood and are more likely to be heavier smokers (NICE, 2010). Work undertaken in this area will also link to initiatives undertaken by the Children and Young People's Partnership.

There is also a need to develop future services, within available resources, to meet the changing aspirations and expectations of older people, to lead more independent lives for longer. This is especially important given the aging population and the demographic profile within the Vale.

What outcomes do we want to achieve?

- People in the Vale of Glamorgan are fit and healthy.
- People's independence and healthy living are promoted and sustained for as long as possible.
- People are able to make informed choices about their lives.
- Smokers give up smoking.
- Young people do not start smoking.
- Residents and visitors to the Vale of Glamorgan live, work and play in a smoke free environment.
- People are a healthy weight.
- People are physically active.
- People eat well.
- People have an environment that promotes and supports healthy lifestyles.
- People drink alcohol within safe limits.
- Older people are encouraged to maintain and regain skills and capacities for independent living.
- Vulnerable adults and children are healthy and safeguarded from harm.

How we will do it

Promote health and reduce health inequalities

- Implement the Cardiff and Vale Tobacco Free Strategic Action Plan.
- Implement the Healthy Communities Food and Fitness Framework and Action Plan.
- Implement the Creating an Active Vale Strategy.

These activities will be delivered by the Tobacco Free Cardiff and Vale Partnership Group, and the Healthy Communities Food and Fitness Steering Group. ▶

Sun sets at Cosmeston



Shopping in Cowbridge



Goal mouth action at Jenner Park, Barry

Chapter Seven continued

► Enable older people to live as independently as possible based on their long term care needs

- Deliver the healthy ageing action plan.
- Develop a range of options that enable older people to live independently in their communities for as long as possible e.g. Reablement, Teletcare, Extra Care.
- Agree revised models of service delivery which place prevention and independence first and foremost.
- Develop community based services, through collaborative working between the statutory, independent and third sectors, that enable people to live independently at home.
- Enable increased service user and carer involvement in the care provided.
- Secure sufficient long term care placements for older people at a fair price.
- Shift the current focus to integrated services that increasingly promote independence such as reablement.

These activities will be delivered through the Older People's Steering Group, Health Social Care and Wellbeing Partnership, Integrated Health and Social Care Programme Board and Extra Care Partnership Board.

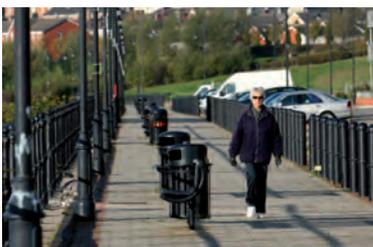
Improve the health and wellbeing of vulnerable adults and children

- Implement the action plans developed as a result of Care and Social Services Inspectorate Wales (CSSIW) Inspections.
- Implement the Area Adult Protection Committee Action Plan and the Local Safeguarding Children Board Business Plan.
- Develop and implement a Social Services Change Plan as a result of the Director of Social Services Annual Report.
- Utilise the benefits of the unified safeguarding unit within Social Services to ensure effective transfer of learning between the adult and child protection processes.
- Improve the working across agencies to support vulnerable adults and children.
- Encourage multi-agency attendance at safeguarding training.

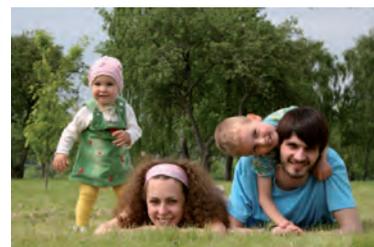
These activities will be delivered by the Area Adult Protection Committee and associated sub groups, Local Safeguarding Children Board and associated sub groups and the Change Plan Corporate Project Group.

Aim: Reduce inequities in health

Walking at Waterfront, Barry



Flowers at Dyffryn Gardens



Enjoying the sun in the Vale

Chapter Seven continued

Although the Vale of Glamorgan compares well against the national average for a variety of health outcomes, the figures from the Health Needs Assessment show that there are problems in some areas and these are of concern. For example, parts of Barry have some of the highest levels of deprivation in Wales and people living in the county's rural areas can have difficulty accessing services.

Health inequalities are the result of a complex and wide ranging network of factors. People who experience material disadvantage, poor housing, lower educational attainment, insecure employment or homelessness are the most likely to suffer poorer health outcomes and earlier death compared with the rest of the population. Children living in income deprived communities also suffer from a multitude of other forms of deprivation and poor educational attainment they become trapped in an intergenerational cycle of low achievement, and poor life outcomes, including poorer health and wellbeing.

Data shows that those living in deprived areas eat a less healthy diet, are more likely to have inactive lifestyles, have higher rates of smoking related illnesses and death from key diseases where smoking is a factor. The Health Needs Assessment shows that people living in the most deprived communities in the Vale of Glamorgan have a reduced life expectancy, higher rates of infant mortality and higher levels of Limiting Long Term Illness.

Plans to improve health and wellbeing and reduce inequities centre on the development of actions to meet the requirements of the public health "Our Healthy Future" (OHF) framework. This framework provides the national direction and has two goals, to improve the quality and length of life and achieve fairer health outcomes for all. In order to deliver against the aims of Our Healthy Future, we will develop a determined approach to improving the health of the population in the Vale of Glamorgan and addressing areas of health inequity.

Housing services, including housing support relate to a key environmental determinant of health and contribute directly to the health and wellbeing of residents of the Vale of Glamorgan. Continuing access to good quality housing is therefore an essential element to achieving the health and wellbeing of each individual.

What outcomes do we want to achieve?

- People have equitable opportunities to improve their health & wellbeing.
- People are valued and treated fairly in an inclusive way.
- People in deprived areas have healthier lifestyles and improved life expectancy.
- People are well informed about benefits and financial choices.
- People across all areas of the Vale are better able to access information and services that promote good physical and emotional health.

Breakwater, Barry Docks



Tall Ships Festival, Barry



Ogmore Castle

Chapter Seven continued

How we will do it

Promote health and reduce health inequities

- Implement a programme to deliver equity of access to services by embedding action within organisational and operational/business plans-statutory organisations.
- Provide service users, their carers and families, better and more timely access to information – on their illness or condition (or that of the person they care for); on health and wellbeing; on appropriate care; on accessing benefits and other support; and on financial and employment issues.
- Ensure existing housing is maintained and fit for purpose and neighbourhoods benefit from renewal schemes.

These activities will be delivered through the Health Social Care and Wellbeing Partnership and appropriate sub-groups.

Aim: Deliver high quality, citizen focused services

Service users/patients and carers consistently tell us they want a range of services available at the right time which meet their most pressing needs, that solve practical problems whilst also responding to their emotional wellbeing. They also wish to be seen by staff that have the right attitudes to respond to them as a whole person within their family and community, making sure they get the right service. They also tell us that we need to deal with the barriers that contribute to people with impairments being disabled.

There are clearly increasing public and government expectations of integrated services. Our aim is to ensure the further development of integrated health and social care services where there is evidence that this will better enable the delivery of high quality care that meets the needs of local communities within available resources. The focus must be to support the development of a balanced set of services that shift the emphasis towards prevention and early intervention, reduce social exclusion and promote independence. Given the context of very real financial constraints and reduction in resources there is an urgent need to improve efficiency and reduce management and back office costs through more effective integrated working.

Our goal is to increase the level of health and social care services that can be described as citizen directed, i.e. people being increasingly in control of the support they need to live their life as they choose. This will require the development of a mix of formal and informal services and support in the community. An exemplar model of service provision for older people's services which will be further developed in the Vale of Glamorgan is illustrated below;



Dunraven Sunset

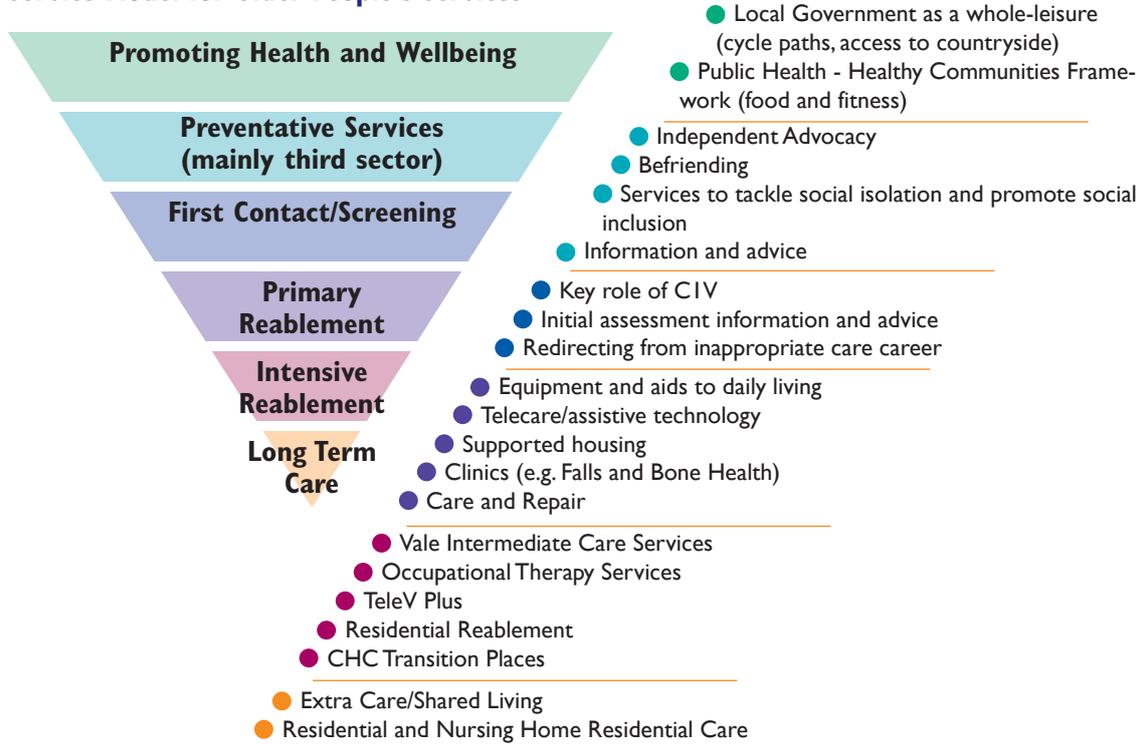
Walking on the Heritage Coast



Gladstone Gardens, Barry

Chapter Seven continued

Service Model for Older People's Services



What outcomes do we want to achieve?

- People are able to receive the right care in the right place by the right person and at the right time, every time.
- People have a better experience of accessing information about health and social care services.
- People of all ages have a strong voice and are listened to.
- Service users and carers have more choice and a greater say in the care provided.
- Young people with disability and their families experience a supportive transition into adulthood.
- Carers feel supported in their caring role to have a positive care-life balance.
- Carers are valued and treated fairly and in an inclusive way.
- Health and Social Care staff are trained to deliver high quality unified assessments and outcome focused services.
- Professionals work together in the best interests of service users to ensure continuity of care.

Browsing at Barry Market



Churchyard in the Vale



Grass cutting in Penarth

Chapter Seven continued

How we will do it

Support appropriate care in the community, to ensure the delivery of services at a locality/neighbourhood level, in partnership, to meet local need

- Increase the level of health and social care services that can be described as citizen directed, i.e. people being increasingly in control of the support they need to live their life as they choose. This will require the development of a mix of formal and informal services and support in the community.
- Continue the formal programme of work that has been established to oversee the operational integration of health and social care services under the auspices of a Cardiff and Vale Health and Social Care Integration Programme Board.
- Implement the Vale Carers Strategy.
- Develop appropriate housing and support solutions to meet specific needs within the community.

These activities will be delivered by the Health Social Care and Wellbeing Partnership and appropriate sub-groups.

Avoid duplication and ensure better joint working in service delivery between health and social care, particularly in relation to adult mental health, learning disabilities, long term care, and assessment and discharge planning

- Ensure further development of integrated health and social care services where there is evidence that this will better enable the delivery of high quality care that meets the needs of local communities within available resources.
- Maintain and develop services in the context of real term reduction in resources.
- Improve efficiency and reduce management and back office costs through integrated working.
- Improve planning, design, monitoring and evaluation of care.
- Attract, develop and retain high quality staff.
- Develop an integrated Community Learning Disability Directorate (CLDD) across Cardiff and the Vale.
- Develop an integrated Mental Health service across Cardiff and the Vale.
- Develop a joint commissioning approach for the procurement of long term care placements for the Cardiff and Vale community.
- Develop a unified transition team.

The activities will be coordinated by the Integrated Health and Social Care Programme Board and associated sub groups.

Old Harbour, Barry



Llisorney in the Vale



Orchid Fields, Wenvoe

Chapter Seven continued

► Improve service user experience and that of family and carers

- Place a value on the co-production of services, that is, the delivery of services in an equal and reciprocal relationship between professionals, service users and their families.
- Improve arrangements which enable people to access information and services in a timely manner at a local level.
- Develop simpler and more useful service models and frameworks.
- Ensure consistent professional responses across organisational boundaries.
- Ensure sufficient information is available for people to make informed choices.
- Improve engagement with service users/patients and carers in the planning and reviewing of integrated services.
- Implement strategies to improve the quality, availability and access points for information to service users/patients and their carers to ensure they can make informed choices.

These activities will be coordinated and progress monitored through the Health, Social Care and Wellbeing Partnership.

County Library, Barry



Caring for the elderly



Winter freeze at Cosmeston

Chapter Eight - Monitoring and Accountability

The Community Strategy sets out what partnerships are working to achieve, how we will do it and who will be involved. It is a living document and will continue to evolve as we embrace opportunities, adapt to change and develop more innovative ways of working. A key role for partners and partnerships will be to ensure that structures and systems are in place to deliver the strategy and to honour the commitments made.

Governance

Membership of the key partnerships is shown in Appendix I and the structure of the Local Service Board and the key partnerships is shown in Appendix II. These partnerships will be responsible for delivering and monitoring the strategy and will work with each other to share information and develop projects to improve services and the quality of life for local people. To assist in delivering the Strategy it will be necessary to establish a number of working groups/task and finish/project groups, this will be managed and regularly reviewed to ensure that resources (people and funding) are utilised to maximum effect.

Delivery Plan

More detail is provided in the delivery plan which supports this Strategy and which will be delivered by the following partnerships:

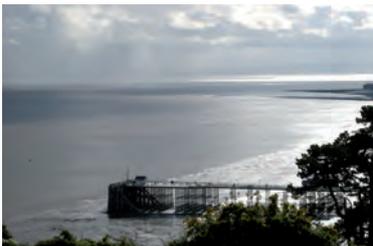
- Local Service Board
- Children and Young People's Partnership
- Learning and Skills Partnership
- Regeneration Partnership
- Safer Vale Partnership
- Health, Social Care and Wellbeing Partnership

The delivery plan will be for three years and activities will be monitored by relevant staff and partnerships. The delivery plan will continue to develop as partnerships become clearer about how they will achieve their aims and deliver the agreed outcomes. The delivery plan will be available on partnership websites and will be regularly reviewed.

Performance Measures

In addition to the development of the delivery plan which will build on the activities detailed within the strategy we will also develop a range of measures to enable us to monitor and review progress. Performance will be monitored by relevant staff and partnerships using the partnership performance management framework developed in ffynnon.

Dramatic light at Penarth



Physic Garden, Cowbridge



Crowds at Waterfront Festival, Barry

Chapter Eight continued

Monitoring/Review and Evaluation

Each partnership will have responsibility for monitoring, reviewing and evaluating progress. Achievements and areas of concern will be reported regularly.

- Annual review of Strategy completed and reported to the LSB and key partnerships.
- Progress against the delivery plan to be regularly reported to partnerships.
- Local Service Forum held annually to consider progress and provide feedback

Needs Assessments

This Strategy has been informed by a range of data and a needs assessment which pulled together information from across the Vale. This work will continue as we aim to refine our data and share information across partnerships and target those areas in greatest need.

Information sharing

An important part of partnership working is the sharing of appropriate information. All partnerships will ensure that they have the necessary arrangements and protocols in place for sharing information and that staff and volunteers receive appropriate training to enable them to determine the level of information that can be shared and with whom. This work will be directed by Welsh Accord for Sharing Personal Information (WASPI) which is being developed in conjunction with the Welsh Government.

Workforce Development

To ensure the effective delivery of the Strategy staff and volunteers will need appropriate training to equip them with the necessary skills and knowledge. Partnerships will provide and or commission training to meet their different requirements but where possible will provide joint training. The Children and Young People's Partnership is developing an induction programme for staff and volunteers working with children and young people.

Further Information;

If you require further information regarding this Strategy please contact

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Port Road West
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Vale of Glamorgan
CF62 3AZ

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E mail: ValeLSB@valeofglamorgan.gov.uk

Whitmore Bay, Barry Island



Windsor Gardens, Penarth



Supporting Documents

The following documents will be published with the Strategy.

- Delivery Plan
- Unified Needs Assessment
- Health Needs Assessment
- Children and Young People's Needs Assessment
- Consultation Feedback Report
- Equality Impact Assessment

Castle and sheep, Ognore



Parks in Penarth



Penarth Marina

Appendix I - Partnership Membership

Local Service Board

- Abertawe Bro Morgannwg University Health Board
- Barry College
- Cardiff Airport
- Cardiff and Vale University Health Board
- Countryside Council for Wales
- Environment Agency
- South Wales Fire and Rescue
- South Wales Police
- University Wales Institute Cardiff
- Vale Centre for Voluntary Services
- Vale of Glamorgan Council
- Welsh Government

Children and Young Peoples Partnership

- Abertawe Bro Morgannwg University Health Board
- Action for Children
- Barnardo's
- Barry College
- Cardiff and Vale University Health Board
- Careers Wales
- Childcare Providers
- Genesis
- Job Centre
- Probation Service
- Safer Vale
- South Wales Police
- Vale Centre for Voluntary Services
- Vale of Glamorgan Council
- VIBE

Learning and Skills Partnership

- Barry College
- Careers Wales
- Local Training Providers

The Knap Lake, Barry



Llanblethian cottages



Misty morning in Barry

Appendix I continued

- People Business
- Secondary Headteachers
- Vale of Glamorgan Council
- Vale Training Services
- Welsh For Adults (Cardiff University)

Regeneration Partnership

- Capital Regional Tourism
- Countryside Council for Wales
- Environment Agency
- Newydd Housing Association
- Vale of Glamorgan Council
- Welsh Government

Safer Vale Partnership

- Cardiff and Vale University Local Health Board
- South Wales Fire and Rescue Service
- South Wales Police
- South Wales Police Authority
- South Wales Probation Service
- Vale of Glamorgan Council

Health Social Care and Wellbeing Partnership

- Abertawe Bro Morgannwg University Health Board
- Cardiff and Vale University Health Board
- Health Challenge Vale
- National Public Health Service for Wales
- Vale Centre for Voluntary Services
- Vale of Glamorgan Council

Gibbonsdown and Court Communities First Partnership

- Citizens Advice Bureau
- Local Business Representative
- Local Public Health Board
- Local Residents (Two)

Harvest time in the Vale



Jackson's Bay, Barry Island



Italian Gardens, Penarth

Appendix I continued

- Salvation Army
- South Wales Police
- Vale of Glamorgan Council
- Welsh Government

Castleland Communities First Partnership

- Cardiff and Vale University Health Board
- Citizens Advice Bureau
- Holton Road Primary School
- Local Residents (Six)
- Newydd Housing Association
- South Wales Police
- Vale Centre for Voluntary Services
- Vale of Glamorgan Council

Church at Cowbridge



View across the Vale



Dramatic foliage at Dyffryn

Appendix 2 - The Vale Local Service Board Structure



Belle Vue Park, Penarth



New housing, Barry Waterfront



Snow at Cosmeston Lakes Country Park

Appendix 3 - List of Abbreviations

ASBO	Anti Social Behaviour Order
BME	Black and Minority Ethnic
CAMHS	Children and Adolescent Mental Health Services
CCSIW	Care and Social Services Inspectorate Wales
CF	Communities First
CLDD	Community Learning Disability Directorate
CTLP	Counter Terrorism Local Profile
CYPP	Children and Young People's Partnership
FE	Further Education
FIS	Family Information Service
HSC&WB	Health, Social Care and Wellbeing
IOM	Integrated Offender Management
LLTI	Limiting Long Term Illness
LSB	Local Service Board
NEET	Not in Education, Employment or Training
NICE	National Institute for Health and Clinical Excellence
OHF	Our Healthy Framework
PACT	Partnerships and Communities Together
PPO	Priority and Prolific Offenders
SHLAT	Sexual Health Local Advisory Team
SME	Small and Medium Sized Enterprise
SSSI	Sites of Specific Scientific Interest
TREV	The Reassurance Exhibition Vehicle
UHB	University Health Board
WASPI	Welsh Accord for Sharing Personal Information
WHQS	Welsh Housing Quality Standard
WIMD	Welsh Index of Multiple Deprivation
WVICC	Western Vale Integrated Children's Centre

Sun and sand, Barry Island



Beupre Castle view



Cosmeston Medieval Village