

Vale of Glamorgan Community Strategy 2011-21

Annual Report 2012/13

Vale of Glamorgan
Local Service Board
Bwrdd Gwasanaethau Lleol
Bro Morgannwg



Planning and Working Together

Members of the Vale of Glamorgan partnership



Cardiff and Vale College



Cardiff and Vale University Health Board



Natural Resources Wales



RWE nPower



South Wales Fire Service



South Wales Police



Vale Centre for Voluntary Services



Vale of Glamorgan Council



Wales Probation



Wales Ambulance Service



Welsh Government

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Introduction

In 2010 the Vale Local Service Board (LSB) took the decision to produce one overarching document that brought together all the plans and strategies of the different partnerships into one Single Integrated Plan, 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 coordinated approach to improving the quality of life in the Vale. The strategy covers the period 2011-21 and is supported by a three year Delivery Plan. This report focuses on the progress made during the second year of the Delivery Plan in achieving our outcomes to improve services in the Vale for residents and visitors alike. The ten priority outcomes contained within the Community Strategy can be seen on the back cover of this document.

The delivery of the strategy relies on the development and maintenance of a strong culture of partnership working, as evidenced by the wide range of organisations who are signed up to the shared priority outcomes and are committed to the implementation of the strategy. The value of partnership working is highlighted by the proposed Welsh Government Sustainable Development Bill to place integrated planning on a single statutory footing. In light of this legislation, the need for partners to collaborate fully in the planning and commissioning of services is clearer than ever. The Vale of Glamorgan Local Service Board (LSB) acts as the overarching partnership responsible for community planning and membership of the LSB comprises of senior representatives from the organisations listed on the inside cover of this document. The LSB brings together public service leaders, the voluntary sector and private sector to plan, work, deliver and improve services in order to achieve the outcomes of the Community Strategy.

Work undertaken through the LSB reflects priorities identified by the Welsh Government Public Sector Leadership Group (PSLG). The work of the PSLG is regularly discussed by the LSB and incorporated into partnership work programmes, ensuring that the LSB considers local, regional and national priorities and uses best practice and innovation developed elsewhere. Details of projects being undertaken regionally are provided throughout the report and reflect how partners in the Vale are working with colleagues in neighbouring areas.

The Community Strategy details ten priority outcomes that the LSB has identified for the Vale encompassing the themes of community engagement and customer focused services, sustainability, children and young people, learning and skills, regeneration, community safety, health and wellbeing and older people's services. A number of partnerships have been developed to deliver the priority outcomes with each partnership taking the lead on delivering one or more outcomes. However it is worth stressing that in the culture of collaborative working and the cross-cutting nature of the issues addressed by the priority outcomes, partnerships often undertake work which assists in delivering any number of the identified priority outcomes.

Local Service Board

Children and Young People's Partnership

The Children and Young People's Partnership seeks to act as the lead partnership for children and young people delivering the United Nations Convention on the Rights of the Child through the Welsh Government's 7 Core Aims. The partnership will ensure that children and young people in the Vale are well informed and supported to access a broad range of quality services that enable them to take full advantage of the life opportunities available in their local communities and beyond.

Learning and Skills Partnership

The Learning and Skills Partnership is made up of representatives from training and education and is supported by a number of multi-agency subgroups. Work is undertaken to reduce the number of people not in employment, education or training (NEETs) and to remove barriers to employment, learning and work. This is undertaken in collaboration with schools and further education.

Regeneration Partnership

The purpose of the Regeneration Partnership is to bring together partners in the public, private and voluntary sectors to protect and improve the wellbeing of communities and the environment, taking a balanced and sustainable approach through social, physical, economic and environmental actions. The Partnership aims to promote the principles of sustainability and equality through existing regeneration programmes, strategies and initiatives linked to the built and natural environment.

Safer Vale Partnership

The Safer Vale Partnership is responsible for ensuring that crime and disorder is low and that residents and visitors feel safe within the Vale of Glamorgan. The Partnership is committed to creating a safer environment, in which people can live, work and visit, free from crime and disorder and the fear of crime. Members of the Partnership are representatives from the statutory and voluntary sectors, businesses and community groups.

Public Health and Wellbeing Board

The Public Health and Wellbeing Board enables local partnership organisations to work together to improve population health and address health inequalities, particularly in relation to the identified key areas of food and physical activity, smoking, alcohol, immunisations and dementia.

Cardiff and Vale Integrated Health & Social Care Board

The Integrated Health and Social Care Programme Board identifies particular groups within our community for whom we can improve services by working together e.g. the frail elderly, children with complex needs, and adults and children with a learning disability. Membership of the board comprises of Cardiff and Vale University Health Board, VCVS, Cardiff Third Sector Council, the Vale of Glamorgan Council and Cardiff Council.

Through the above partnerships working collaboratively in delivering our priority outcomes our collective 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.

In order to determine the priority outcomes of the Community Strategy a Unified Needs Assessment was undertaken and the ongoing analysis and development of data is recognised by the LSB as a key mechanism in ensuring the correct priorities for the Vale are identified and delivered. We have therefore established a Business Intelligence Group to again cement an ethos of shared working between partners in terms of the availability and transparency of data. The Business Intelligence Group has worked to support networking opportunities between LSB analysts, researchers and consultation personnel in order to develop a culture of sharing expertise and resources between partners.

The importance of data analysis goes hand in hand with public engagement to create a robust evidence base for identifying and setting the correct priorities for the Vale. Therefore an Information and Engagement strategy has been produced to emphasise the Local Service Board's long-standing commitment to effective public consultation and engagement. The Business Intelligence Group is involved in this work, enabling all partners to share information on upcoming consultation and engagement projects. This strategy will ensure that the voice of citizens and communities is heard and will allow our residents to have a meaningful say in the decisions that affect them.

As shown, the Local Service Board recognises the importance and benefits of partnership working within the Vale, however we also recognise the need for collaboration across regional boundaries and the value of the flow of information and knowledge networks across these borders. We recognise the significance of working with our regional neighbours in pooling knowledge and resources

to deliver services in a more efficient and coherent manner. With this in mind the opportunity to develop a joint Cardiff and Vale Local Service Board is currently being explored.

Just as the need for regional working is recognised, the Local Service Board also appreciate that some issues require a more focused and localised approach and that in some instances work should take place at a community level to achieve the best results. The arrangements for area groups in the Vale have been reviewed and the LSB have endorsed recommendations for a Task and Finish Group approach to be adopted to deal with any issues not already dealt with through an existing group. This will avoid duplication and ensure the correct expertise is deployed in dealing with issues which need a more localised solution.

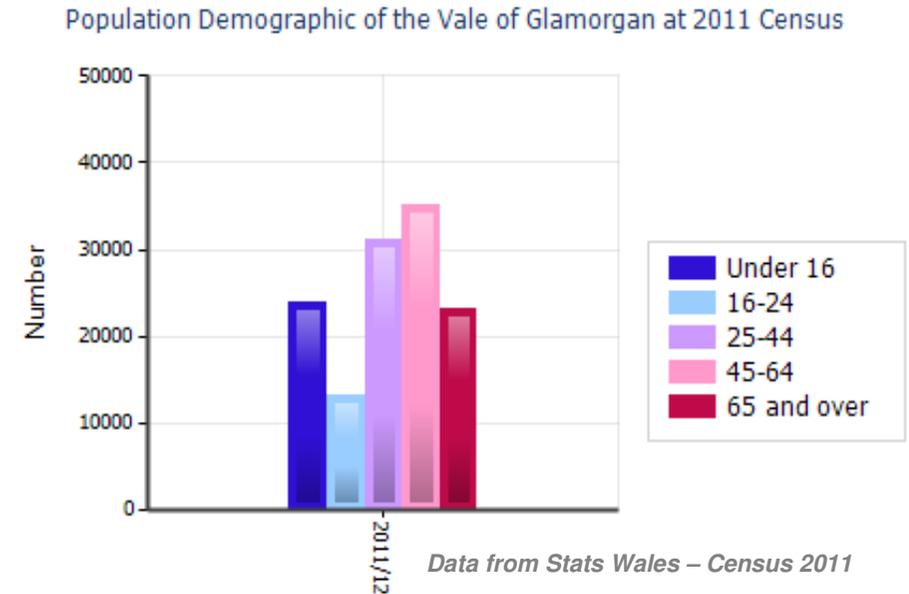
The ten year vision of the Community Strategy is an ambitious view of where we will be in 2021 and by partners working together it is achievable. One of the barriers that we frequently have to overcome is the lack of resources and that is why it is so important that we evaluate our progress and ensure that resources are targeted where there is the greatest need and where we can make a difference. We have set up robust performance management arrangements which we are continuing to develop and these will strengthen partnership working in the Vale and help improve service delivery across all partners.

This report gives an assessment of the knowledge gained through these performance management arrangements in light of the ten priority outcomes. By evaluating performance in accomplishing the actions in our Delivery Plan the partnerships can progress into the coming year with a holistic picture of areas where significant achievements have been made, along with areas where challenges are faced and how work can be undertaken to overcome these.

Life in the Vale: A snapshot.

It is important to consider how the position in the Vale has changed over recent years and below are a number of graphs which provide an update on some of the key data used and provide context for the Vale. Although it is too soon to see what impact the Community Strategy has had on all of these issues they do demonstrate the direction of travel in recent years and help to demonstrate what difference is being made and whether we are achieving the desired outcomes.

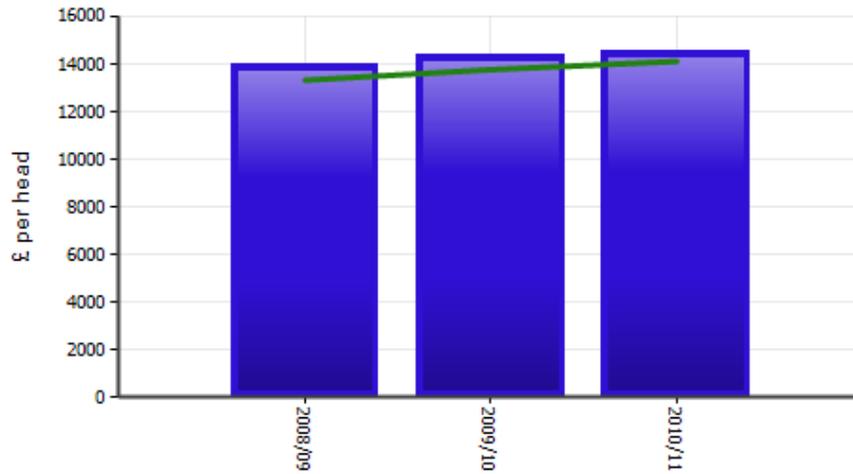
The population in the Vale is 126,300 based on the 2011 census and this is an increase of 5.9% since the census in 2001. This number is expected to rise by 0.7% each year to 2023. The age profile of the Vale's population is also expected to change; the number of children (aged 0-14) is forecast to rise from 22,650 in 2008 to 24,885 in 2023 whilst the number of people aged 65+ will increase from 22,119 in 2008 to 31,413 in 2023.



The following graphs help to provide a context against which we are planning and delivering services. It is clear from a number of the graphs that performance is fairly steady with no significant drop or increase in performance. This may be an indication that despite the challenging economic climate we are managing to maintain performance and this in itself may be a significant achievement. However we should also question whether we can do more, can we improve, can things be done differently and lead to better outcomes. The role of the LSB will be to provide this challenge and ensure that where improvements can be made, and where we can effect change, that we work together to achieve this.

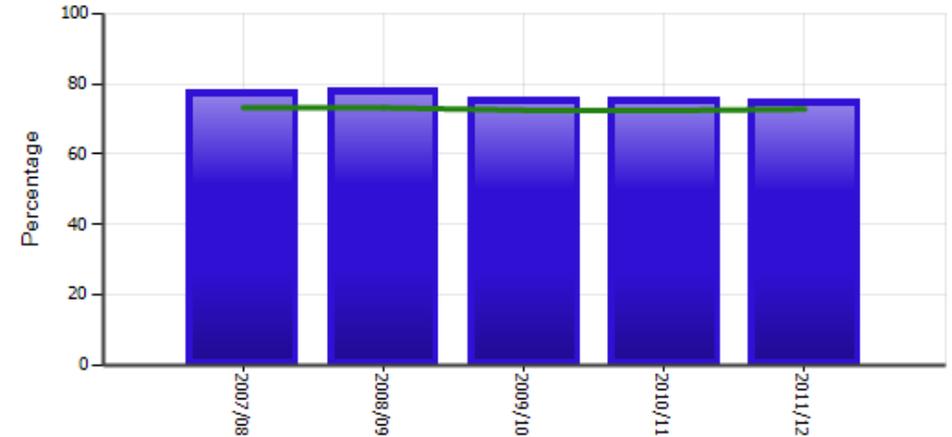
The graphs help to illustrate the direction of travel in terms of residents who are economically active, eligibility for free school meals, gross disposable income and job seekers allowance claimants.

Gross disposable household income £ per head



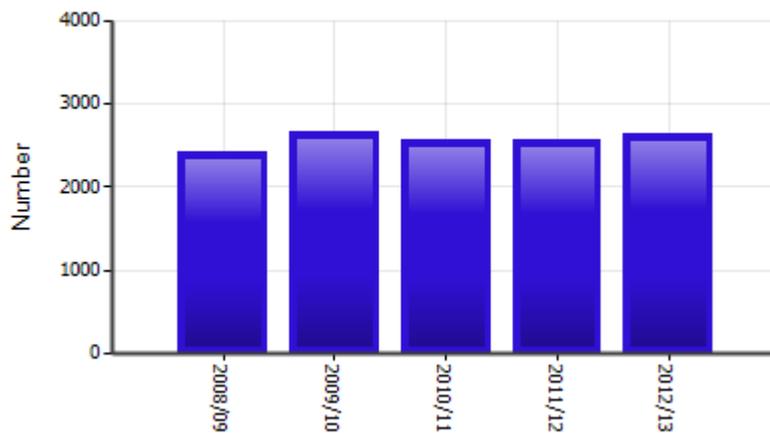
Data from Welsh Government
The green line indicates the Welsh Average

The percentage of working age residents in the Vale who are economically active



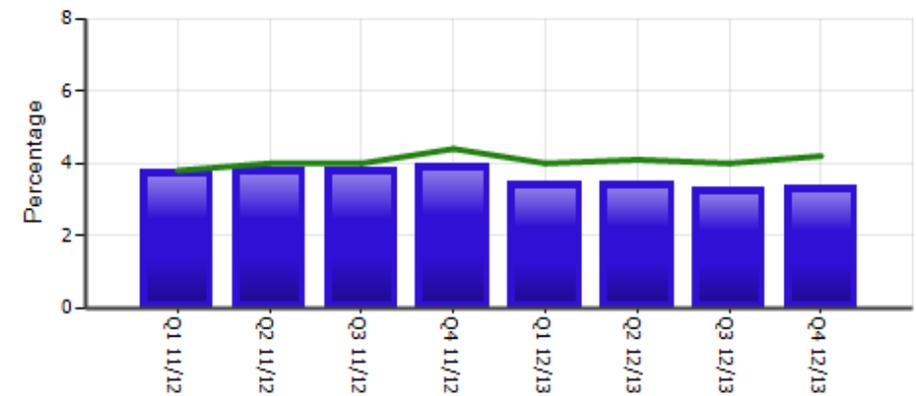
Data from Nomis Labour Market Statistics
The green line indicates the Welsh Average

Total number of children in the Vale who are eligible for free school meals



Data from Vale of Glamorgan Council

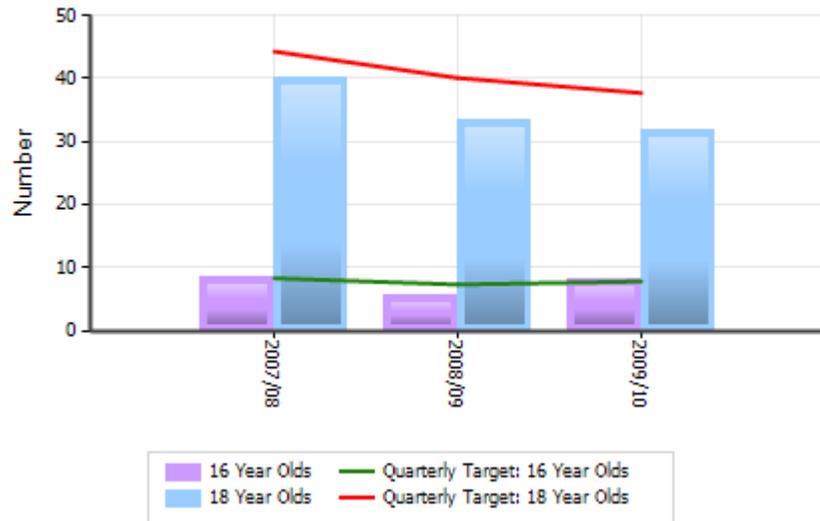
The percentage of working age residents in the Vale of Glamorgan who are claiming Job Seekers Allowance



Data from Nomis Labour Market Statistics
The green line indicates the Welsh Average

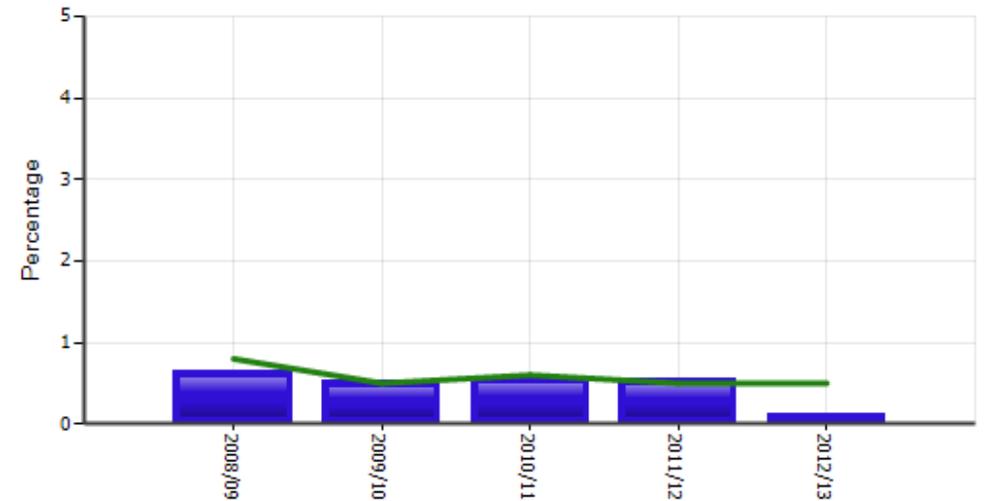
The below graphs show the reduction in the number of conceptions of under 16 and 18 year olds and the percentage of pupils aged 15 leaving full time education without a recognised qualification which has reduced from 0.55% to 0.13% .

The number of conceptions (per 1000 head of population) of under 16 and 18 year olds in the Vale of Glamorgan



Data from Public Health Wales
 The green line indicates the Welsh Average for under 16s
 The red line indicates the Welsh Average for under 18s

Percentage of pupils aged 15 leaving full time education without a recognised qualification



Data from Vale of Glamorgan Council
 The green line indicates the Welsh Average

How are we doing?

In 2012/13 there have been a number of changes which have had a direct effect on work to deliver the Community Strategy. The LSB and key partnerships have continued to adapt to meet new challenges and throughout the past twelve months there has been significant progress against all ten of the priority outcomes in the strategy and these are detailed on pages 13 to 32.

We have worked collectively to respond to the changes in the welfare system and held a number of road shows to provide information to those affected. We also held events to raise awareness amongst service providers and have established a multi-agency working group. We have also responded to a change in direction within the Communities First initiative, with the emphasis on new cluster arrangements. The Barry Communities First Cluster was one of the first to be declared during late 2012 and a key focus during 2013 will be to establish a new Cluster Board to take forward the Communities First agenda in Barry.

Another area of focus has been developing our business intelligence and we have now put in place the foundations for a sustainable approach to data analysis and having robust evidence to inform our activities. This work fits closely with the development of our performance management arrangements. Work in this area can be complex due to the number of partners providing data and performance information, the timelines for the collection of data e.g. calendar year, financial year, academic year and the timeliness of the data e.g. some data is only available every two years and the most recent data can be several years out of date. Whilst this information is important in detailing trends and building up a picture over time it does not provide a neat picture of performance over a twelve month period. We are continuing to work with partners to develop appropriate measures of performance and this will be a key piece of work as we start to develop our Delivery Plan for 2014-18. This plan will be developed with reference to the Community Strategy 2011-21, performance to date and the Welsh Government Programme for Government.

Details of progress are provided for each of the ten priority outcomes within this report but we have also undertaken an analysis of performance overall and identified some of the areas which the LSB will focus on in 13/14.

Improving **engagement** continues to be a priority for the LSB and work has progressed to develop a more joined up approach and we have begun to develop a network of officers across partners. A number of surveys have been undertaken through Vale Viewpoint, the LSB Citizens Panel, during the past year. While the results have informed a number of pieces of work, the response rates have been disappointing. The response rate to the survey in January 2013 was 34% and this was 4% lower than that for the survey in September 2012. Research into panels set up by local authorities and other public bodies in Wales has indicated that this response rate is fairly typical. In order to increase the total number of responses an ongoing process of promotion and recruitment is now underway. Innovative methods of encouraging more people to respond are also being investigated. Vale Viewpoint is just one tool being used by partners but we are keen to improve its value as a means of consultation.

A good example of increased take up of **local services** is the increase in library membership. In 2012/13 the number of library members increased by 2,059 which is a 4.3% increase. The percentage of children in the Vale population aged 15 and under who are library members also rose from 63% to 68% and the number of hits on the children's section of the Library Service web pages rose from 3,862 to 5,547. The innovative use of our libraries will continue to be explored.

The percentage of pupils aged 15 leaving full time education without a recognised qualification is continuing to reduce and **NEETs** figures have remained lower than the Welsh average. Work is being undertaken to ensure that these figures do not rise in the current economic climate. In particular work is being focused at the 16-18 age group and it is also recognised that identification of potential NEETs at an early age and taking appropriate intervention measures can be key to continuing to reduce the numbers at all age groups.

A recent Estyn inspection of **adult and community learning** was disappointing and identified a number of areas for improvement, in particular around how partners challenge service provision. An action plan is being developed with partners in response to the inspection and progress will be reported to the LSB. However, despite the findings of the inspection, satisfaction with adult education remains high at 99% and there is a solid foundation of partnership working in this area.

By working in partnership to target resources there has been a wide range of benefits to **communities** across the Vale. Through the Barry Regeneration Area, Communities First and Creative Rural Communities we have been able to improve the social, economic and environmental wellbeing of local communities. This includes the identification of £3.3 million investment in Barry Island for 2013/14, new community facilities, improvements to parks and open spaces and support for rural businesses. In addition the VCVS 'Kick Start' grants scheme has provided access to much needed small capital grants to community groups throughout the Vale.

Crime has dropped in the Vale, with a reduction of 55 incidents in 2012-13. This includes a reduction of criminal damage by 7.3% and a reduction of 17.7% of drug offences. Although there were less public engagement activities undertaken through the partnership there has been a significant increase in the promotion of community safety messages and there was an extremely successful Open Day in October 2012 which was attended by around 3,000 residents.

The Cardiff and Vale **Integrated Health and Social Care** Programme Board commissioned the Kings Fund and Welsh Institute for Health and Social Care to undertake an Integrated Services Review and provide best practice advice on the best way forward. The initial report has made a number of recommendations in terms of a way forward for integrated services across Cardiff and the Vale. The review has been the focus of activity in 2012/13 and the findings will enable further progress to be made in 2013/14.

Work has also continued to address **health inequalities** and, in particular, differences in life expectancy between the more deprived areas of the Vale and more affluent areas. Initiatives have been undertaken to promote healthier lifestyles but there is still concern about levels of obesity and healthy eating in the Vale. Another area of focus has been immunisations and figures show that of 23,843 people aged 65+ in the Vale eligible for a Flu vaccination, 16,843 patients were given the vaccination. This uptake of 70.5% is above the Welsh Average of 67.7%. Likewise the uptake for patients deemed high risk in the Vale was 52.4% which is also above the Welsh Average of 49.7%. However both fall short of the national target of 75%, meaning that there is still significant work to be done to improve uptake. The Public Health and Wellbeing Board will continue to drive forward work to address these priorities in the Vale of Glamorgan and to promote healthier lifestyles.

The report is divided into ten sections based on the priority outcomes. Each section provides information on performance and outcomes, regional work taking place, data development, challenges and key actions for 2013/14.

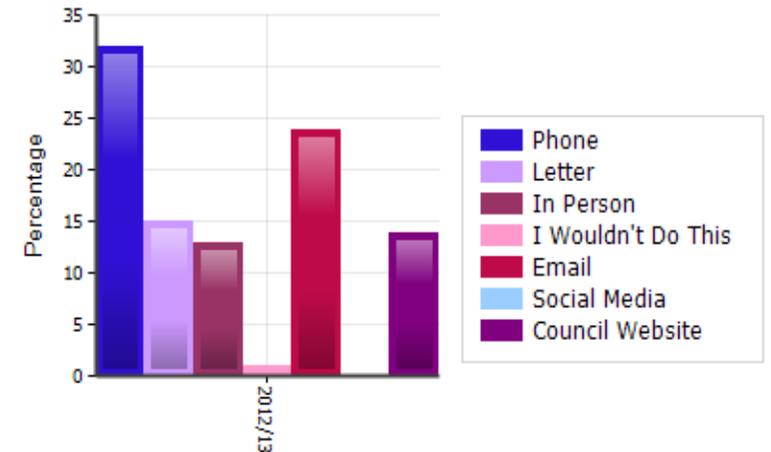
If you have any queries about this report please contact the Partnership Team on 01446 731628 or email valelsb@valeofglamorgan.gov.uk

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.

Key Achievements

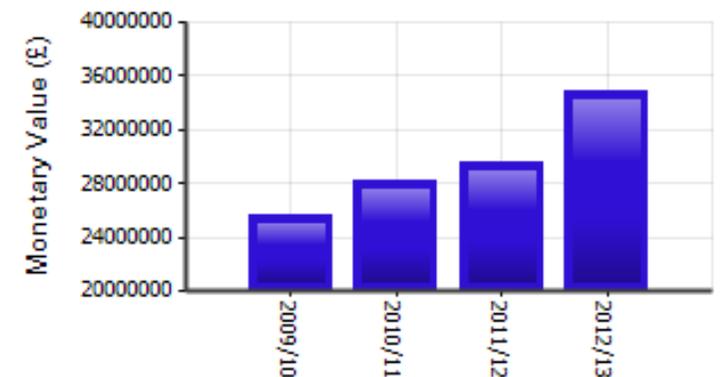
- The joint LSB citizens panel Vale Viewpoint has been used to inform a range of LSB initiatives in the Vale including improving customer contact, access to health information and developing greater support for carers.
- A detailed review of consultation incentives has taken place and will now inform an improved approach to both Vale Viewpoint member recruitment and retention and the promotion of engagement projects in general.
- Work has taken place through the Business Intelligence Group to explore the potential of aligning consultation functions of various LSB partners and an informal network of engagement practitioners has now been established.
- A number of bespoke methods have been devised to allow partners to engage with a diverse range of people including harder to reach groups. Mechanisms have been established to engage with children and young people, including the development of a new Vale of Glamorgan Youth Cabinet and Youth Mayor that will be elected in 2013. There is already an active Vale Youth Forum. To ensure older residents are equally engaged, the Vale 50+ Strategy Forum has been consulted on a range of matters and has been very active in responding to a number of consultations.
- A consultation with young carers took place in January to inform the future development of targeted services.
- The Creative Rural Communities team undertook 15 separate community consultations during 2012/13 to help inform rural development in the Vale.
- The work of the third sector in the Vale continues to be extremely valuable and the monetary value of volunteering in the Vale rose by over £6.5 million in 2012/13. There are 464 organisations who are members of VCVS, six third sector networks are supported meeting on average 4 times per annum and in 2012/13 the voluntary sector hosted 9 consultation events on topics such as falls prevention. The third sector has also developed joint working groups with Cardiff.

Resident's preferred method of responding to a consultation



Data from Vale Viewpoint Survey January 2013.

The Monetary Value of Volunteering in the Vale of Glamorgan



Data from Vale Volunteer Bureau

Regional Working

- Cardiff Council and the Vale of Glamorgan Council are working with Cardiff and Vale UHB to conduct a collaborative programme of engagement that spans 2012/13 and 2013/14 to inform development of better quality of services and services that will support the majority of, if not all, carers in the region.
- LSB partners worked together to jointly promote a number of key policy consultations affecting services in the Vale including the South Wales Programme, the SW Fire & Rescue Improvement Objectives and the Vale of Glamorgan Council Corporate Plan.

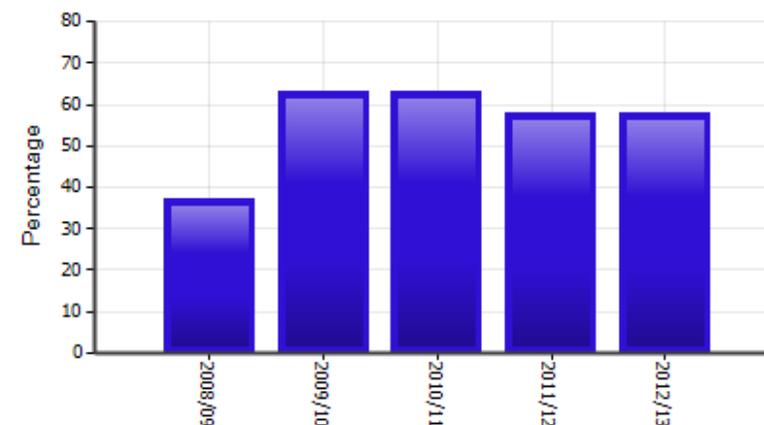
Challenges

- The development of an accurate measure of public engagement in the Vale of Glamorgan continues to be a major challenge.
- Partners need to work together to maintain levels of engagement, combine resources and use innovative approaches to reach as many people as possible across the Vale.
- The first Vale Viewpoint survey received a disappointing number of responses therefore a review of incentives currently used by other public organisations was undertaken. In order to help generate greater awareness of the panel and its activities a range of promotional materials have been purchased and a new approach to recruitment has been adopted.

Key Actions for 2013/14

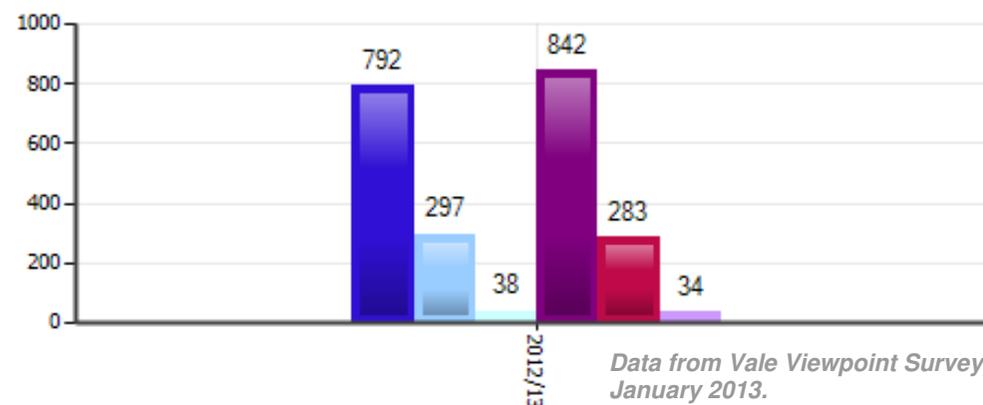
- Implementation of a new LSB Information and Engagement Strategy.
- Development of the new LSB website to enable partners to co-ordinate work and work together to access the views of a wider range of stakeholders.
- A new 'Super Survey' for young people is being developed that could be delivered through schools in the Vale of Glamorgan to enable partners to engage with children and young people on a wide range of issues.
- Continue to engage the public with the voluntary sector through the Third Sector Community Voice Consortium Project funded through the BIG lottery fund.

Percentage of Residents Who Feel They Are Able to Influence Decisions Affecting Their Local Area



Data from Vale of Glamorgan Council

Responses to Vale Viewpoint Survey



Data from Vale Viewpoint Survey January 2013.



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

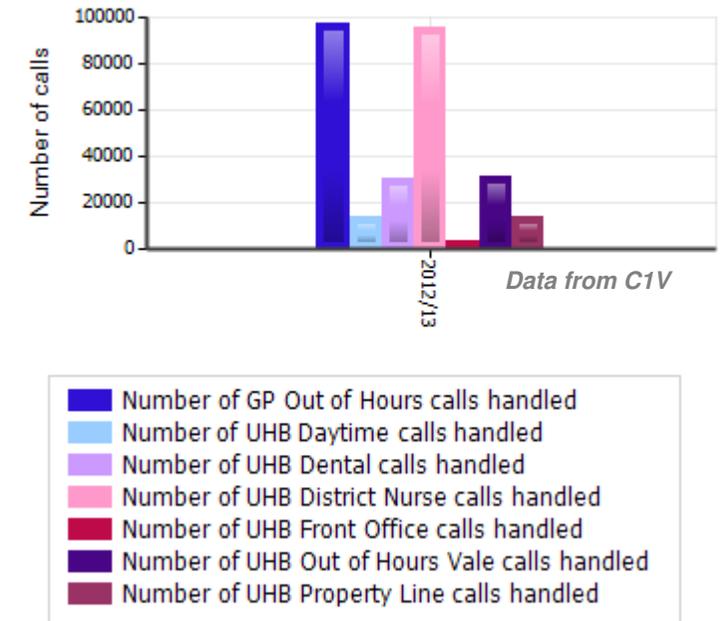
Key Achievements 2012/13

- New Customer Feedback Software enables customers to provide feedback at the end of calls to the Council Contact Centre via an automated system and there is potential for the software to be rolled out to other services.
- Additional workspace has been created at the Council Contact Centre for GPs to use at weekends in order to improve the out of hours service offered to customers.
- A series of roadshow style events have been held to provide local people with advice, support and information on a range of topics linked to welfare reform.
- Cadoxton House provides a 'live link' facility for the Vale; a court link direct to Cardiff Magistrates which enables vulnerable clients to give evidence in a non-threatening and secure environment.
- A new discrimination advice service was launched with the Citizens Advice Bureau, extending the opening hours and increasing access to advice on discrimination.
- A VCVS Membership Directory has been produced which provides information regarding a wide range of voluntary organisations active in the Vale and what volunteering opportunities are available. VCVS have also produced a Carers' Directory copies of which are available in all hospital wards and GP surgeries. The directory is also used by NHS Direct and GPs.
- More innovative approaches to how information and advice are provided have been developed through the increased use of social media, community messaging and family fun days, VCVS for example send twice weekly e-bulletins to over 500 recipients.

Regional Working

- The South Wales Programme is made up of five Health Boards working with the Welsh Ambulance Service to create safe and sustainable hospital services for people living in South Wales and South Powys. Partners from across the region have worked together to ensure residents are fully consulted on the proposals and to consider the implications of proposed changes.

Number of University Health Board Calls Handled at the Contact Centre by Call Type

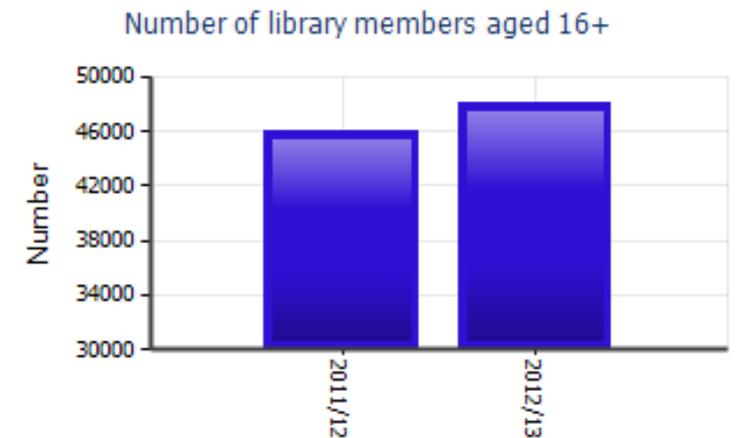


Challenges

- In recognition that some issues require a more focused geographical approach and that in some instances work should take place at a community level, three area groups were established in the Vale in 2011. However following a review of progress they have been disbanded and will be replaced with a more targeted Task and Finish Group approach ensuring the right memberships to focus on a specific issue within the locality. Groups will be established on the basis of identified need and to deal with any issues not already dealt with through an existing group, thereby avoiding duplication and ensuring the correct expertise are deployed to provide the best outcome for local people.
- A challenge exists across all partners to improve the levels of customer service provided in the current economic climate.

Key Actions for 2013/14

- The Council's Customer Service Strategy will be reviewed along with the Channel Strategy with a view to creating one cohesive document on customer service best practice that can be shared with partners.
- Customer Service feedback software roll out to other areas will be investigated including the Integrated Health and Social Care Line at C1V and Council Tax.
- Centre managers for health and social care centres will undertake education sessions with vulnerable and ethnic groups on accessibility and/ appropriateness of services.
- Funding has now been approved for an Implementation Officer to drive forward the strategy and vision of the Communications Hub. This will be a joint post between the Council and the UHB.
- The potential for libraries to issue concessionary travel passes is also being explored along with the possibility of third sector organisations distributing items such as recycling bags to provide customers with more options on where to access services.
- Communities First are working with a number of partners such as Newydd Housing Association to provide IT access and training to welfare benefits claimants to ensure residents have the necessary skills and IT access to manage welfare reform changes, which will be implemented during 2013 including the new online system used to apply for benefits through Universal Credit.
- The Unified Needs Assessment will provide up to date information to inform partnership activities and ensure service provision is focused on the areas where there is most demand.



Data from Vale of Glamorgan Council

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

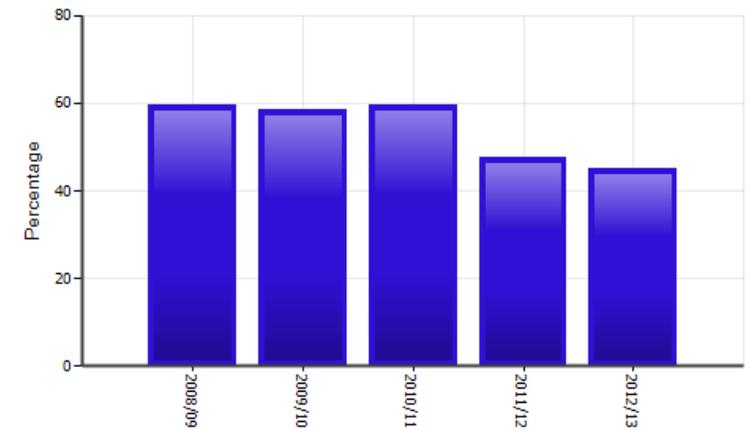
Key Achievements 2012/13

- The Greenlinks community transport programme which previously only covered rural areas has expanded and now operates over the whole of the Vale. The scheme now includes several designated routes alongside the pre-book service.
- Good progress has been made on the provision of cycle paths within Barry, Penarth and Rhose as well as within the rural Vale. Examples include a comprehensive shared cycle/footway on Port Road, Barry and the ongoing Pont-y-Werin links at Penarth (Dingle Park and Penarth Heights).
- Successful bids for Welsh Government ARBED funding have enabled approximately 500 homes in the Castleland Renewal area to be considered for energy efficiency measures. Work with Warm Wales has resulted in 300 energy performance surveys being completed that will result in an 'energy map' of the area being confirmed in 2013/14.
- Although customer satisfaction with recycling, whilst excellent at 94% has slightly reduced from 97%, recycling rates have improved. In 2012/13, the percentage of waste recycled was 54% and the percentage going to landfill (currently 45%) is reducing.
- Five beaches in the Vale of Glamorgan received awards as part of the Keep Wales Tidy coastal awards, Penarth Marina achieved blue flag status for clean bathing water, Cold Knapp and Southerndown achieved the Green Coast award and Jackson Bay and Whitmore Bay achieved the seaside award (resort).

Regional Working

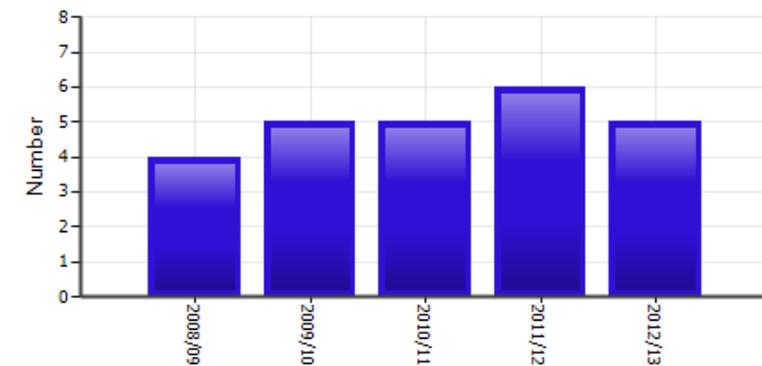
- The Natural Resources Wales (NRW) came into being on the 1 April 2013, with the Forestry Commission Wales, Countryside Council for Wales and Environment Agency Wales coming together as one new body. This will bring with it significant opportunities in the future both locally and more widely across Wales.
- The Viridor regional waste facility is under construction and should be completed during 2015. The scheme is expected to bring significant financial savings for all local authorities involved and help improve recycling rates.
- Work is taking place with Cardiff Council to improve public transport services across the region and the potential to operate a bus service linking Penarth and Cardiff Bay via the Barrage is being explored.

Percentage of municipal waste collected by local authorities sent to landfill



Data from Vale of Glamorgan Council

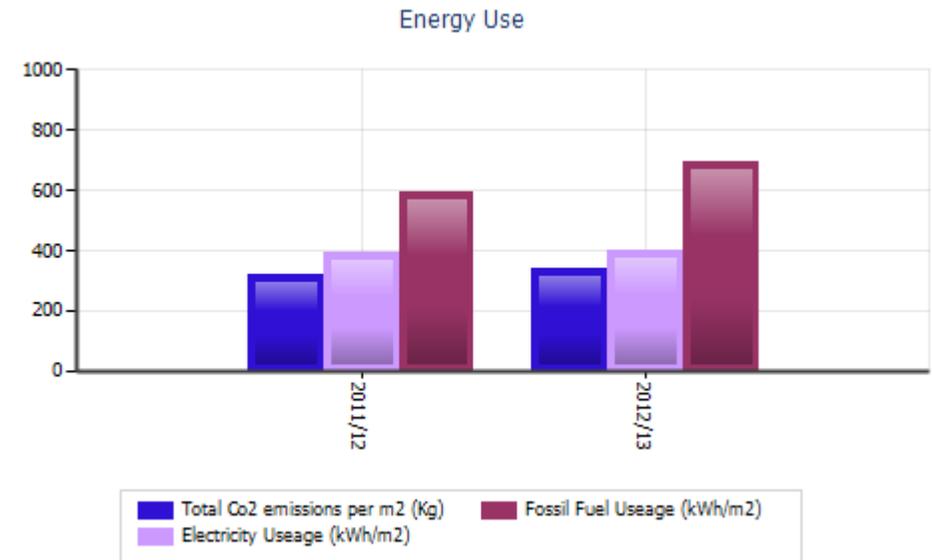
The number of national coastal awards obtained for Vale beaches



Data from Vale of Glamorgan Council

Challenges

- Partners continue to individually raise awareness about sustainability but the scope for a more coordinated approach will be explored.
- A new challenge will be to prepare for the requirements of the proposed legislation from Welsh Government's Sustainable Development Bill.
- There has been an increase of 3.7% in carbon emissions per m² from the Council, Cardiff and Vale UHB, Fire Service and South Wales Police buildings in the Vale. This is disappointing in light of initiatives undertaken to reduce energy and we will continue to work together to identify how energy savings can be achieved.
- Reductions in transport grants has led to changes in bus services, particularly in the rural Vale and services will need to be further reviewed, this will impact on access to services for all partners.



Data is for all buildings where floor space (m²) is known and is collected from partners by the Vale of Glamorgan Council

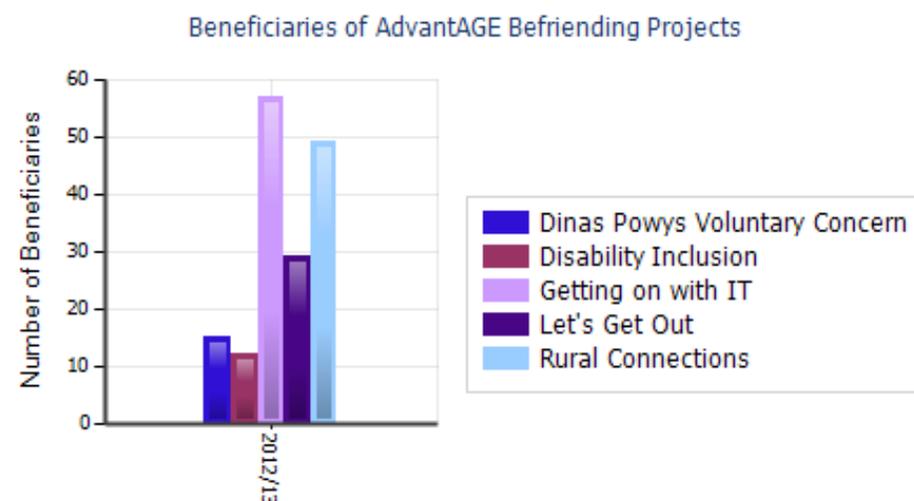
Key Actions for 2013/14

- Produce a sound Local Development Plan as a framework to shape and promote beneficial, appropriate and sustainable growth in the Vale.
- A review of supported bus services will be undertaken to reflect pressures on the subsidised bus service budget.
- Develop flood management plans and flood reduction and alleviation schemes in accordance with the requirements of the Flood and Water Management Act.
- The potential of an intergenerational project will be explored to help raise awareness about sustainable development.
- A new branding /sense of place project is being developed via Creative Rural Communities to help protect and promote the Heritage Coast.

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.

Key Achievements

- Friendly AdvantAGE led by Vale Centre for Voluntary Services offers a range of befriending services to reduce loneliness and isolation and improve the wellbeing of people including carers aged 50+. At the end of its first year the project has reached 182 individual beneficiaries exceeding its target of reaching 100 beneficiaries and had over 50 volunteers.
- In 2012/2013 2,046 people over fifty enrolled on Vale community adult learning courses, learning new skills and acquiring qualifications.
- There has been an increase in the number of over fifties with TeleV or TeleV+. In particular the number of active users of TeleV+ has risen from 30 to 104 since 2011/12.
- The Wyn Campaign which aims to help people who are frail and elderly maintain independence has enabled the development of more effective and more efficient services where the citizen is increasingly at the core of service planning, design and delivery.
- Support is provided to the Vale 50+Stategy Forum which continues to be extremely active and a voice for older people in the Vale. The Forum produces a newsletter 'The Herald' twice a year and with the help of a volunteer from the Vale Volunteer Bureau has launched a new website.
- Partners have worked with the Forum on a range of events through the year to highlight issues around elder abuse, rogue traders, active ageing and health and wellbeing issues.
- There are now five established Forum cluster groups including a visually impaired group in Penarth. Work is being undertaken to ensure groups and events are more accessible to wider forum membership and the general public.



Data from Vale Centre for Voluntary Services

Regional Working

- An integrated discharge service has been brought in to place to ensure arrangements are more seamless for those with complex care needs. This is based at Llandough and the Heath hospitals and is being organised with Cardiff and Vale University Health Board and both the Vale of Glamorgan and Cardiff Councils.

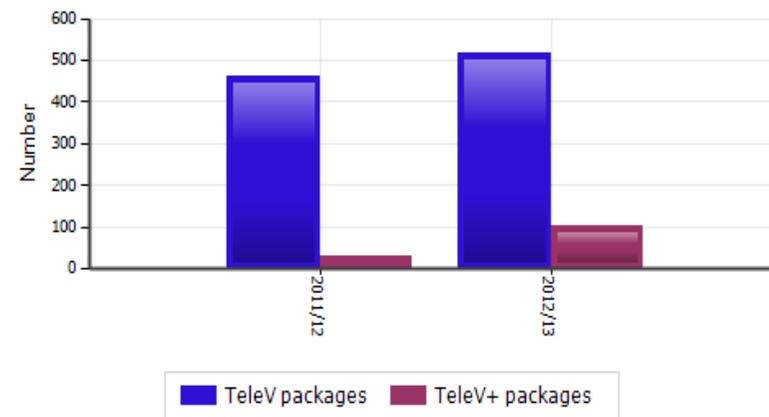
Challenges

- The Vale of Glamorgan Council has signed the Dublin Declaration on Age Friendly Cities and Communities. Partners will work together to ensure the Vale is an age friendly environment.
- Supporting the Vale 50+Strategy Forum to make links in Communities First areas, care settings and isolated areas in order to enable previously isolated groups to engage in consultation processes.
- Providing appropriate services to meet the health and social care needs of an ageing population and recognising that many older people are still working and wish to develop new skills or need support to assist them in caring for a family member.

Key Actions for 2013/14

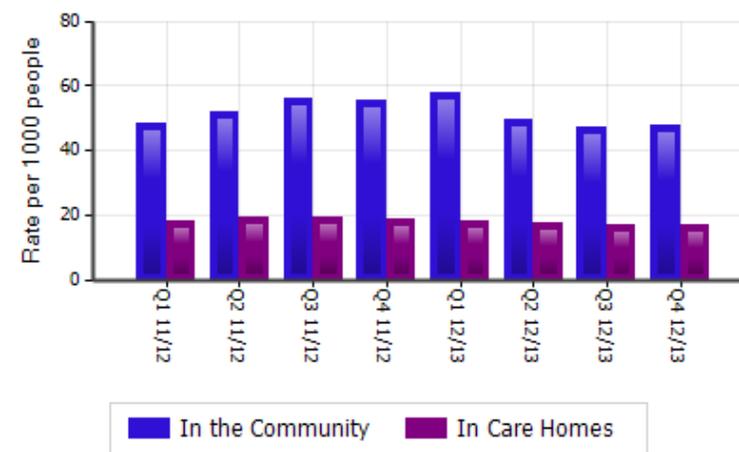
- Partners will work together to deliver Phase Three of the Welsh Government's Older Peoples Strategy.
- Work will be undertaken across all sectors to deliver a preventative, community approach to supporting older people to live as independently as possible, including people with dementia related illness.
- We will increase the availability of reablement and rehabilitation services that help older people experiencing a crisis via the Wyn campaign
- Events will be held in 2013 to raise awareness about elder abuse and also to discuss end of life issues. Events in the Autumn will be organised focusing on health and well being and promoting flu immunisation and awareness around falls prevention.
- The Vale 50+Strategy Forum will be supported to develop an intergenerational initiative linked to the memory lane stories project, integrating young peoples IT and digital experience.

Number of TeleCare packages provided to over 50s



Data from Vale of Glamorgan Council

Rate of older people (aged 65+) supported in the community or care homes



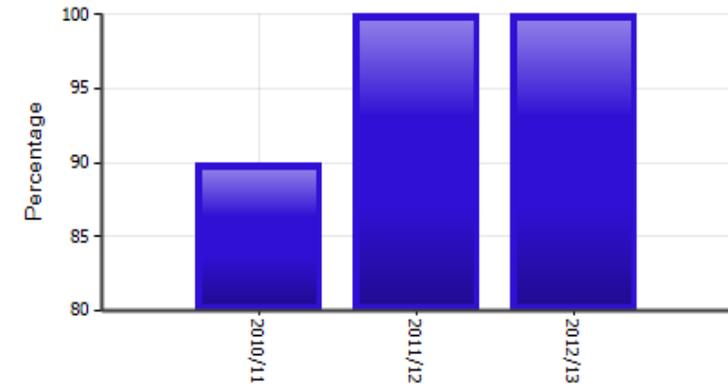
Data from Vale of Glamorgan Council

Priority Outcome Five: 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.

Key Achievements

- The Family Information Service (FIS) continue to respond to family needs. They received 2,221 enquiries to the service either over the phone, email or during outreach, an average of 185 enquiries per month for 2012/13. This is a 38% increase on the previous year, 8 schools achieved the FIS School Certificate of Achievement and the FIS achieved the NAFIS Families First Quality Award.
- 70 Families have received enhanced support from the FACT Team (Families Achieving Change Together).
- 384 young people undertook an episode of counselling and this equated to 1,921 individual sessions, with females accounting for 60% of those accessing the service. Satisfaction levels with the service have remained high.
- Plans to expand Flying Start and increase the number of children accessing services have been approved by Welsh Government. This will see the original 627 children eligible for a Flying Start service increase annually to 1,099 by 2014-15.
- The Out of Schools Childcare grant supported 2 Welsh Medium settings to develop childcare places, 4 out of school providers were supported to create new places, 47 children received an assisted childcare place (children in need) and 33 children benefited from a place for a child with a disability.
- 364 coaching / umpiring course spaces have been attended by community and school based coaches and volunteers. These range from sports specific courses such as Tennis Leaders through to generic courses such as First Aid and Safeguarding & Protecting Children.
- A number of events have been held to celebrate and recognise young people's achievements including the Looked After Children celebration and Youth Awards.
- The Citizen Advice Bureau delivered an awareness raising event on Welfare Reform. The event was attended by 120 delegates who learnt more about the changes and discussed likely implications for families.
- The number of first time entrants to the Youth Justice System remains low.

Percentage of young people who express satisfaction with the counselling service



Data from Vale of Glamorgan Council

Regional Working

- A Business Case is being developed to consider the options and benefits of a joint Vale and Bridgend Youth Service.
- The Families First team are participating in a national group which has been established to share good practice and developments for the Team Around the Family (TAF) and Joint Assessment Family Framework (JAFF).

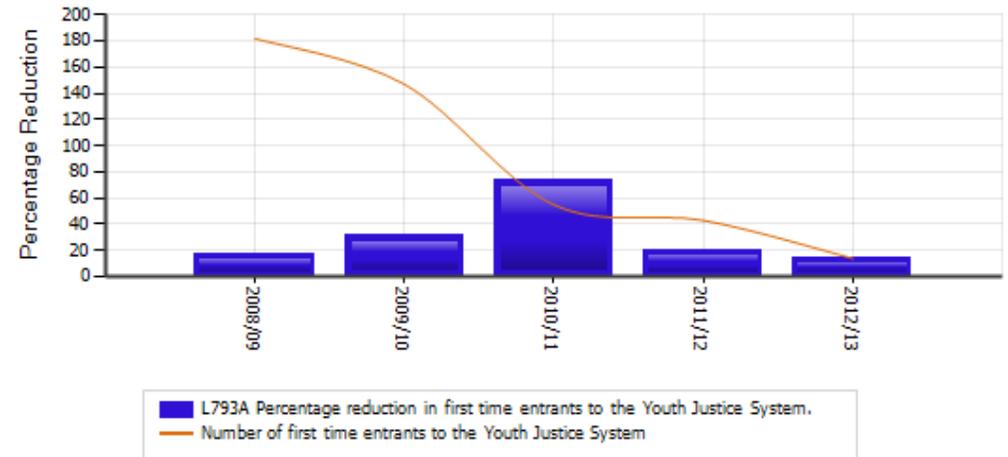
Challenges

- The restructuring of a number of partner organisations and different regional projects has impacted on how some activities will be delivered. The partnership will need to rethink the original approach on a number of activities to ensure identified needs are met, effective use of resources and to reflect a more regional and integrated approach to service delivery.
- There has been a drop in the current number of registered child-minders, further research is required to confirm if this is a result of economic factors. The full Child-Care Sufficiency Audit conducted during 2013-14 will help identify if this is a trend and the influencing factors.

Key Actions for 2013/14

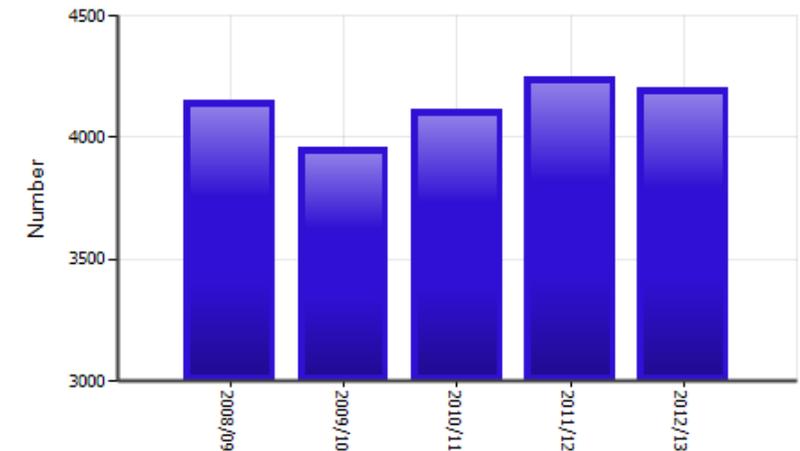
- Ensuring that the development of Families First and the expansion of Flying Start and Communities First are complementary and aligned to priorities identified as part of the wider child poverty agenda and form a cohesive and robust approach to tackling the determinants and consequences of child poverty.
- Development of appropriate child care provision where parents want it.
- Development of the Families First Workforce and supporting schemes in the disability strand of Families First, ensuring they are responsive to the needs of children and young people

Percentage reduction in first time entrants to the Youth Justice System



Data from Vale of Glamorgan Youth Offending Service

Number of registered childcare places available to children in the Vale of Glamorgan



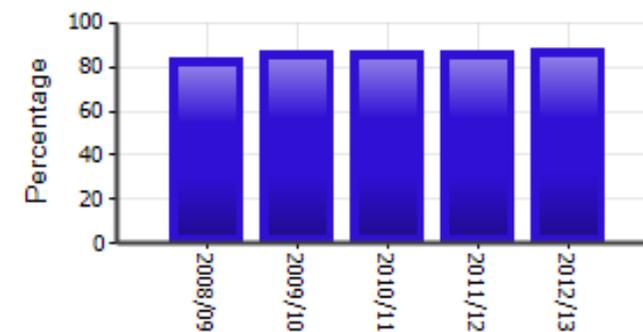
Data from Vale of Glamorgan Council

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.

Key Achievements

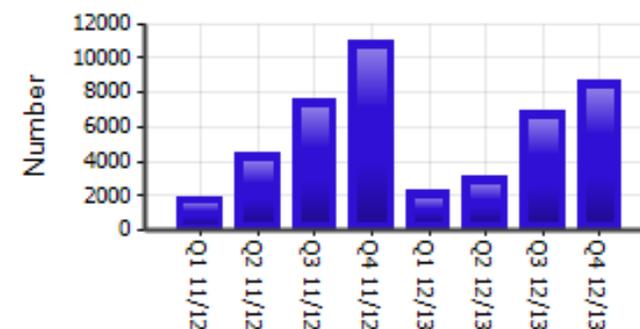
- The total number of pupils gaining success in collaborative college courses significantly increased from 87% in 2011, gaining full or partial accreditation at Level 2, to nearly 97% in 2012. Overall, the performance of pupils aged 14-16 on college-based Learning Pathways courses has met targets and the percentage of post-16 college leavers successfully gaining a qualification rose to 86%.
- There has been a percentage increase in both primary (increase of 0.75% to 94.54%) and secondary school pupil attendance (increase of 1.5% to 92.81%) as a result of more targeted provision.
- The introduction of the Careers Wales 5 Tier Model of Engagement is being used to undertake monthly monitoring of the fluctuations in young people's current status. In May 2013, 121 (5.9 %) young people aged 16/17 were registered NEET with Careers Wales and 1,839 (89.4%) were engaged in ETE.
- The Post 16 Learning Coach undertakes direct work with young people at risk of becoming and who may be NEET and has helped reduce overall NEETs figures on both a monthly and annual basis. There has been a reduction from 6.8% in 2008 down to 3.9% in 2012.
- In 2012, Careers Wales destination data for Year 11 showed that post-16 participation in education and training rose from 86.8% to 87.6% (85% for the region).
- 204 participants in total have accessed support via the Genesis2 project team with 54 participants achieving a qualification. 23 participants have now entered work or further learning.
- Putting Families First provides a holistic approach to supporting parents through school settings and currently 18 primary schools offer the service and provide around 228 informal engagement opportunities each term for vulnerable parents.
- Customer satisfaction with adult education remains high at 99% although there has been a drop in enrolments in lifelong learning opportunities from 1,1058 in 2011/12 to 8,754 in 2012/13.

The percentage of year 11 pupils who continue in full time education



Data from Careers Wales Destination Survey

Number of enrolments on Lifelong Learning Opportunities



Data from Vale of Glamorgan Council

Regional Working

- Vale 14-19 work went regional in 2012 and is now part of the Central South Network (Cardiff, Merthyr, RCT and Bridgend). A Regional Network Development Plan is in place which includes a set of shared priorities, performance indicators and targets. Work on the labour market has been commissioned for the region. The Network is standardising planning processes and sharing practice across the region such as NEETs and vocational courses.

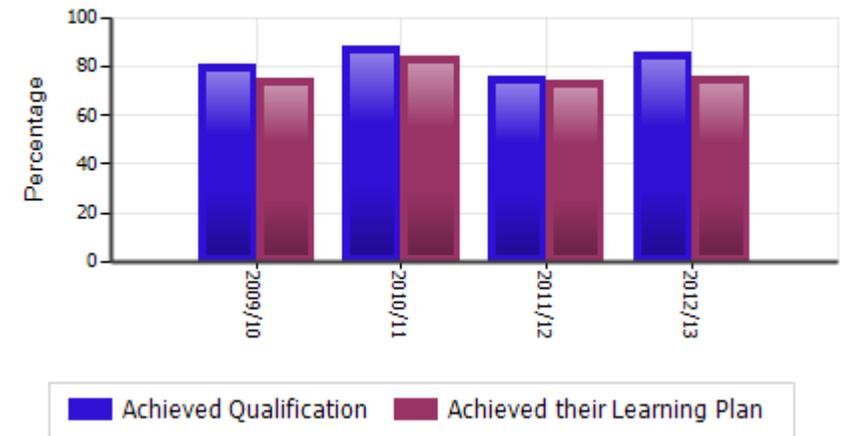
Challenges

- The Vale could see a reduction in its funding for 14-19 work if Welsh Government assess the need and redistribute funding according to deprivation.
- The increase in the age range of NEETs from 18 to 25 by Welsh Government presents challenges around establishing a baseline and allocating appropriate resources to coordinate a range of solutions across this broader age range.
- The Estyn inspection of Adult and Community Learning identified a number of areas for improvement which will need to be addressed.

Key Actions for 2013/14

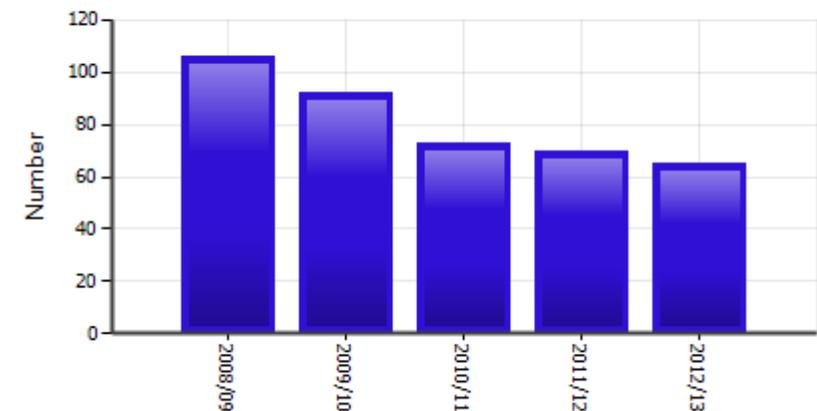
- The involvement of local businesses in mentoring, promoting and supporting entrepreneurship will be progressed. The Cardiff and Vale College is part of the Gazelle Group which focuses on bringing entrepreneur leaders together to promote a new generation of social and commercial entrepreneurs and they will play an important role in taking this forward with local students.
- Identification of appropriate resources to co-ordinate work on NEETs across the age ranges.
- Implementation of the Post Inspection Action Plan following the Estyn inspection of Adult and Community Learning and a review of structures to ensure they are fit for purpose.
- Development of links with existing and future regeneration projects and investment to provide access to good quality, sustainable training and employment opportunities.

Percentage of leavers at Barry Campus who gained a qualification or successfully achieved their learning plan



Data from Cardiff and Vale College

Number of year 11 leavers known not to be in education, employment or training (NEET)



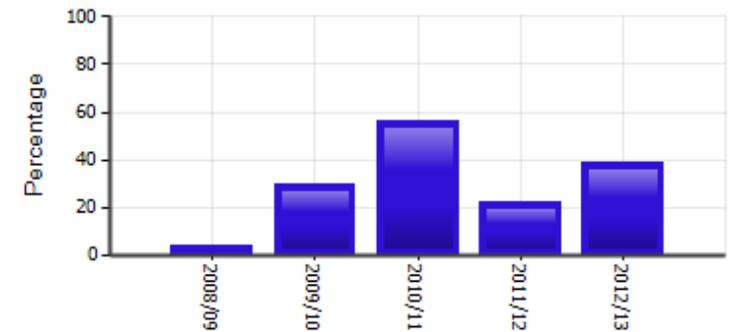
Data from Careers Wales Destination Survey

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.

Key Achievements

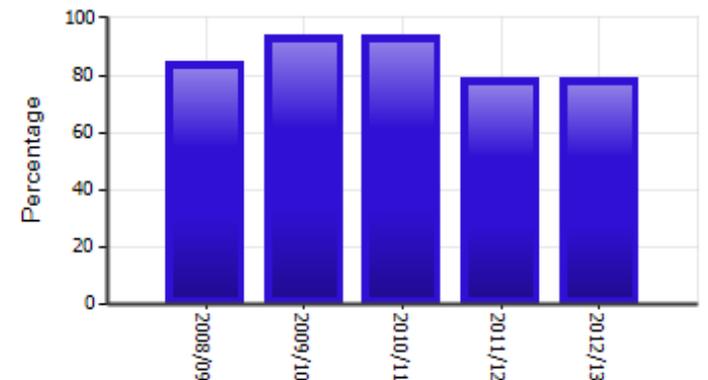
- Creative Rural Communities are assisting rural businesses. New campsites have been developed along the Heritage Coast resulting in 5 new temporary/permanent camping sites in the rural Vale. A grant fund to help farming families diversify is experiencing considerable demand and nine farm businesses have been supported in the provision of horse related facilities and tourist and visitor accommodation.
- Thirteen community facilities have benefited through the Creative Rural Communities programme and grant aid has been provided to 6 new or improved play areas and open spaces. Through the Barry Regeneration Area funding various parks and open spaces have been improved and improvement works have been undertaken to the Gibbonsdown Children's Centre. VCVS's Kick Start grant scheme has provided funding to 37 local groups including 12 community facilities.
- 406 dwellings have taken up the offer of assistance in the second year (2012/13) of the Castleland Renewal Area facelift programme in Barry. Additional HMO licensing has been agreed for the area and will be implemented from 1st July 2013. In addition 50 spaces on landlord training have been offered to help improve the private rented sector.
- The percentage of affordable housing units has increased from 2011/12 and in 2012/13 was 38.75% of all additional housing units provided in the year.
- Funding has been secured for a new Communities First 'Cluster' for Barry, covering a much increased geographical area. Work has continued to improve levels of employment and a Jobs Fair in March 2013 was attended by over 1100 job seekers and 27 local and national employers hosted stalls.
- The 'Summer Skills' project undertaken in partnership with Newydd Housing Association supported 48 people from Communities First areas to gain free accredited training to enable them to progress into employment e.g. via achieving a Food Safety Certificate, which enabled participants to apply for jobs in the catering trade.
- The percentage of people satisfied with cleanliness standards has remained the same but is still below 2010/11 figures. Work will continue to improve levels of satisfaction.

The number of additional affordable housing units provided during the year as a percentage of all additional housing units provided during the year



Data from the Vale of Glamorgan Council

Percentage of people satisfied with cleanliness standards



Data from the Vale of Glamorgan Council

Regional Working

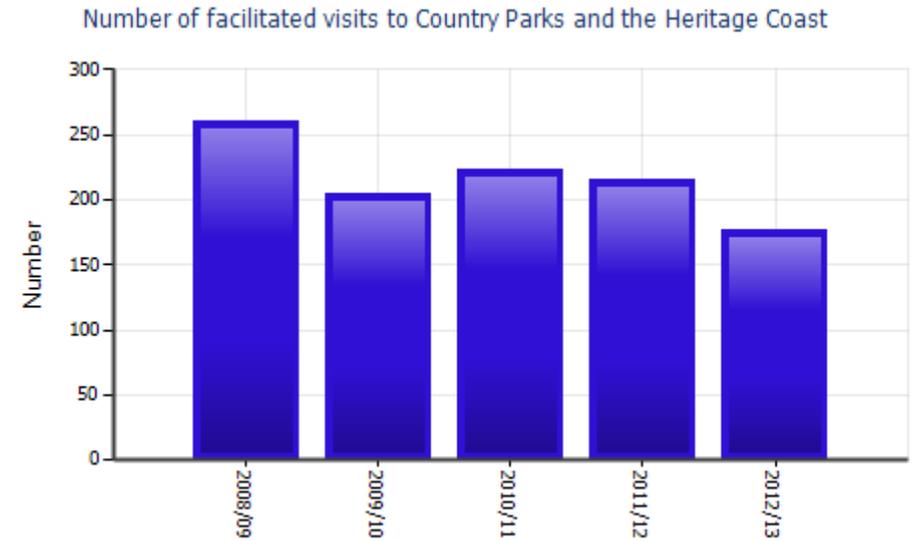
- The Communities First programme requires a regional Board based on the Cardiff and Vale footprint. Discussions are taking place with colleagues in Cardiff and the Welsh Government on how this regional tier will operate.

Challenges

- During 2013/14 partners from across the private, public and third sectors will work together to prepare a bid for capital funding through Vibrant and Viable Places a new regeneration framework for Wales launched by the Welsh Government in March 2013. This will be undertaken while finalising the implementation of the final year of funding through the Barry Regeneration Area programme.
- Educational visits to the Heritage Coast decreased for 12/13, primarily due to many visits being cancelled due to adverse weather conditions and a misconception amongst the public that Cosmeston Medieval Village was closed. New management is in place and educational visits are being offered throughout the year and it is hoped that take up will now increase. Educational visits to Cosmeston Lakes have seen a slight increase since 2011/12.

Key Actions for 2013/14

- Establish and implement a new Barry Communities First Cluster to deliver improved health and wellbeing of people living in the Communities First area.
- Maximise opportunities from the Barry Regeneration Area programme and the Creative Rural Communities programme.
- Work with the local community to implement the Castleland Renewal Area.
- Work with partners to finalise and implement the Vale of Glamorgan Town Centre Framework to guide future investment and regeneration and increase the use of local town centres.
- Work with partners from across the private, public and third sectors to prepare a bid for capital funding through Vibrant and Viable Places.



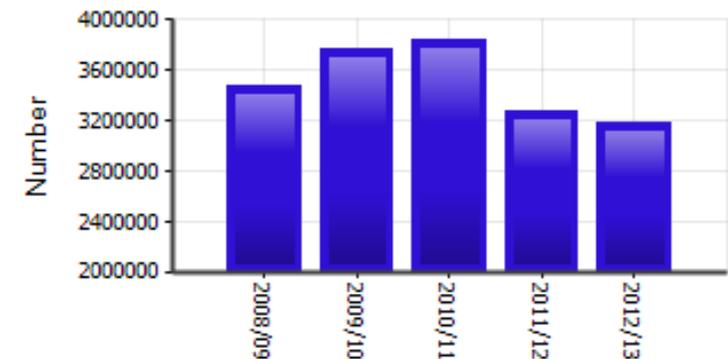
Data from Vale of Glamorgan Council

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.

Key Achievements

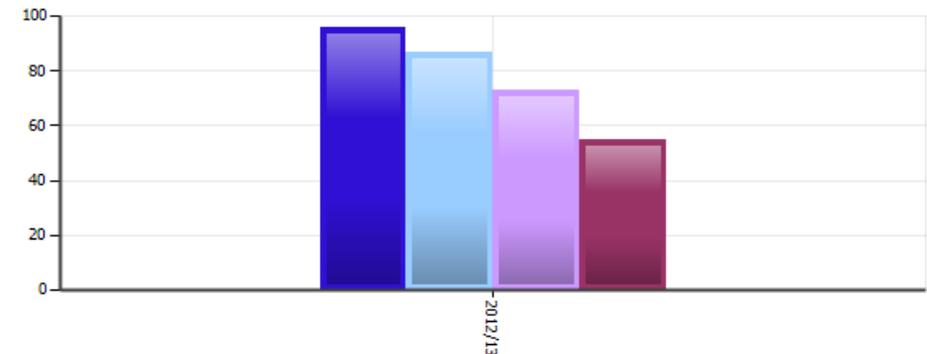
- New opportunities in the Vale have been created through the establishment of the St Athan Enterprise Zone and securing an extension to include Cardiff Airport and the surrounding land in the Zone. New jobs have also been created at the Enterprise Zone as a result of private investment.
- Dyffryn House was transferred to the National Trust in January 2013, securing a long-term future for the site and multimillion-pound reinvestment programme. Visitor numbers to Dyffryn are expected to more than double during the next 10 years as a result of the arrangement.
- Initial works have started on site for the Gileston by-pass to facilitate business access to sites at Aberthaw and St Athan. This will be further progressed in 2013/14.
- Although tourism figures for the Vale slightly decreased from 3,274,000 in 2011/12 to 3,193,500 in 2012/13, expenditure from tourists in the Vale rose from £176.26 million to £176.72 million.
- The National Eisteddfod was held in Llandow in August 2012 and visitor numbers reached 138,000 for the week. Partners worked together to ensure the event was a success and this demonstrates that the Vale is a good venue for major events.
- A document entitled “Setting the Scene” has been produced which has been approved as the basis for consultation and the commencement of the Barry Island master planning process.
- Creative Rural Communities has implemented several projects that have led to the retention and creation of jobs in 2012/13. 57 projects in all have been supported totalling £1,075,000

Total Number of Visitors to the Vale of Glamorgan for Tourism Purposes (as measured by STEAM survey)



Data from STEAM Survey

Percentage of businesses participating in the Tourism Matters or Visit Vale+ projects that agree with the following due to the support received:



- The product we produce/ service we provide is better
- The business is more likely to be successful
- The business is more likely to grow (increase turnover or number of employees)
- The business is more likely to grow quicker (increase turnover or number of employees)

This data is taken from a report by Wavehill Ltd. commissioned by the Vale of Glamorgan Council Rural Partnership in 2012 to evaluate Axis 3 and 4 activities funded as part of Business Plan 1 of the Rural Development Plan 2007-2013.

Regional Working

- Work is undertaken with partners in neighbouring areas to promote tourism, maintain and develop an appropriate transport infrastructure for the region and to support economic development.
- Participation in the South East Wales Transport Alliance (Sewta) which consists of the ten South East Wales Local Authorities working alongside other key stakeholders such as public transport operators, stakeholder groups and Sustrans on matters relating to transport policy and implementation.

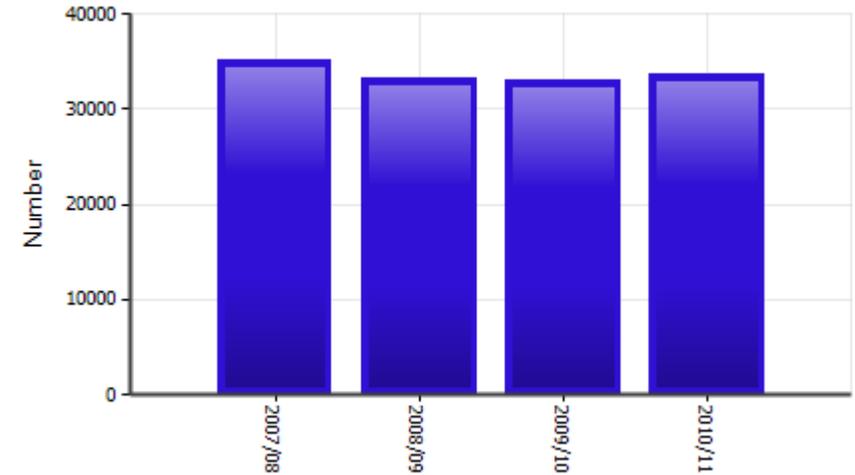
Challenges

- A replacement Deposit Draft Local Development Plan (LDP) will provide a framework to shape and promote beneficial, appropriate and sustainable growth in the Vale. The LDP had previously reached deposit stage and included a number of new employment opportunities, including 'Gateway Wales', a new employment site at Cardiff Airport with a new rail link into the airport itself. The challenge is to meet a range of needs across the Vale including employment, housing and environmental issues.

Key Actions for 2013/14

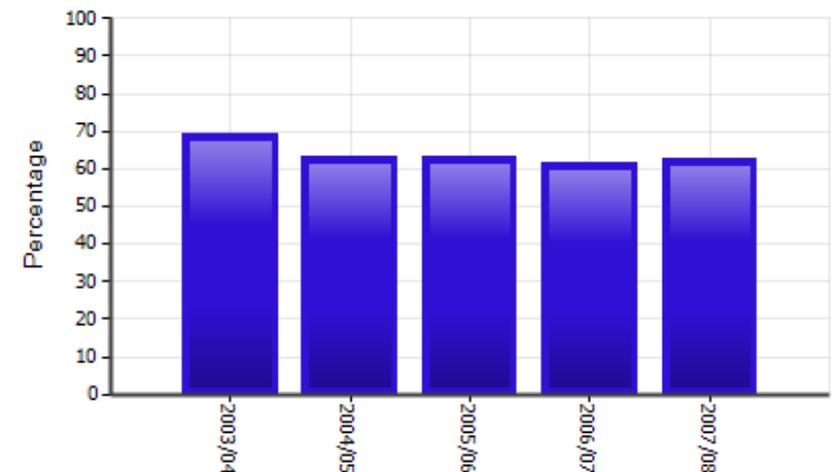
- Key targets from the tourism strategy (2011-2015) have been taken forward into a destination action plan for 2013-15 and a cross-section of stakeholders and interested parties will participate in the drafting of the document in 2013.
- Maximise opportunities from the St Athan-Cardiff Airport Enterprise Zone.
- Commence the Barry Island master planning process for completion in 2014/15 and use "Setting the Scene" as the basis for consultation.
- Continue work to develop a Community Infrastructure Levy which will provide for the infrastructure needs of the Vale, including necessary transport infrastructure.

Number of employee jobs in the Vale of Glamorgan



Data is taken from StatsWales and figures are the most up to date available as of 31/03/2013

% of new businesses surviving three years trading in the Vale



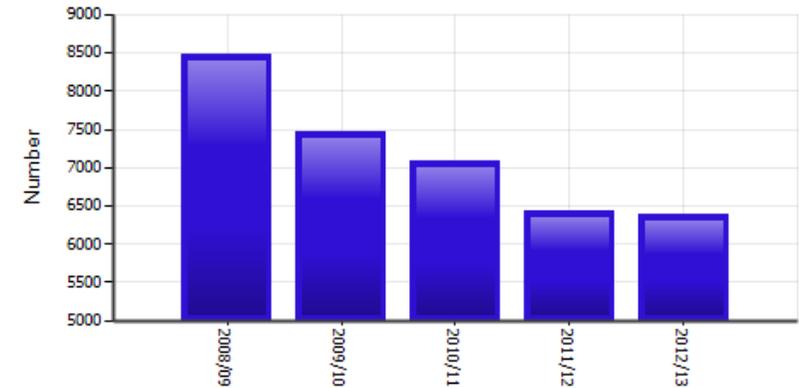
Data is taken from StatsWales and figures are the most up to date available as of 31/03/2013. The graph shows the date businesses were established. Therefore 2007/08 figures show businesses that were established by March 2008 and were still operating in March 2011.

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

Key Achievements

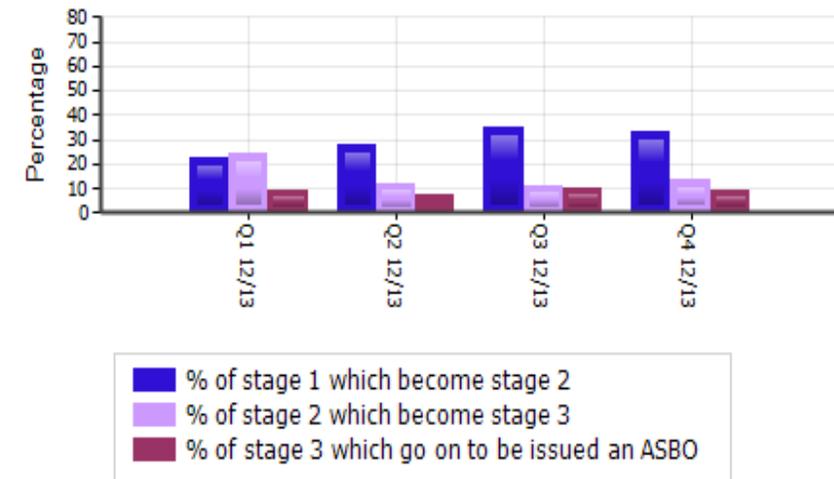
- The Safer Vale Partnership has been very successful at promoting community safety messages using the Community Messaging facilities which include the use of Twitter, email and leaflet drops. The target that was set this year was 40 messages and 116 messages were sent out.
- All offences across the Vale of Glamorgan dropped by 0.9% with a reduction of 55 incidents in 2012-13 which included a reduction of criminal damage by 7.3% and a reduction of drugs offences by 17.7%.
- With ongoing work from voluntary agencies, such as Atal y Fro, the number of repeat domestic abuse incidents in the Vale had reduced by 63% in 2012/13 based on data to Q3. Repeat victims account for 3.6% of all domestic abuse occurrences reported to the police. The method of recording data changed part way through the year and therefore Q4 information has not been included.
- A Needle Safety campaign was implemented across the Vale. This campaign targeted young people, the community as a whole, and service users. Partners from Safer Vale, the Youth Service and Inroads all worked together on the campaign
- A new service within the ASB unit is the Victims Champion. The unit is now victim led and the victim needs are put first. Since June 2012, 776 victims of Hate Crime and ASB have been contacted and 10 volunteers have been recruited to assist the unit who offer valued support.
- During Quarter 3 the APB Substance Misuse Support Team carried out tendering interviews for a new tier 2 Children and Young Persons Drug and Alcohol Service which was the first of its kind in the Vale, the successful candidates, Barnardos and Inroads, were informed and commenced a three month start up during Quarter 4.
- Safer Vale held their first Open Day on 7th October 2012. The Open Day was an event where 14 agencies and 25 services who work in partnership demonstrated how they work to provide a safer place to work, live and visit for the community. Approximately 3,000 residents attended the event and feedback was very positive.

Total Crime Figures for the Vale of Glamorgan



Source: South Wales Police

The percentage of people who receive an initial warning who continue to engage in anti-social behaviour



Data from Safer Vale Partnership

Regional Working

- The Cardiff and Vale Substance Misuse Commissioning Strategy has completed a period of consultation and is due for publication in the first quarter of 13/14. Alcohol runs as a theme throughout the strategy which has 4 main areas; Public Health and Communities, Treatment and Support for Adults, Children and Young People and Criminal Justice.

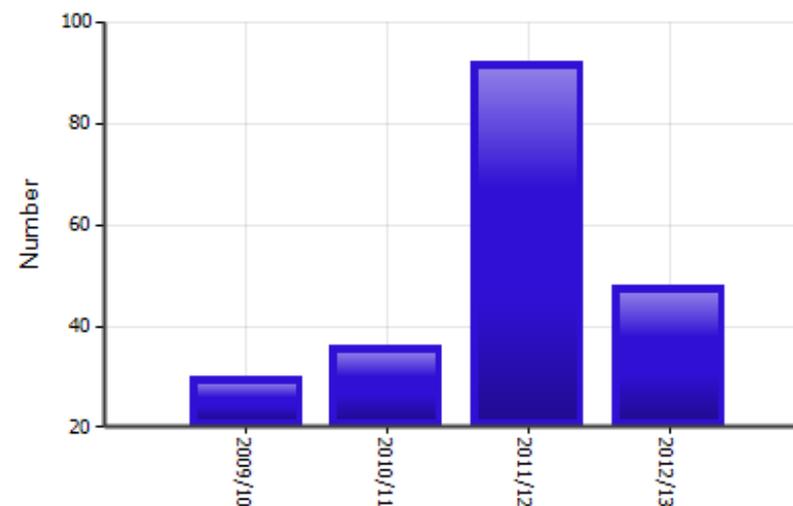
Challenges

- Although Barry has seen a 2.4% reduction in crime, the rural Vale and Penarth has seen a rise of 1.5%. This can be attributed to a rise in burglaries in the rural Vale and Penarth of 21% (a total of 134 occurrences compared to 110 in 2011-12).
- The Vale is experiencing an increase in neighbour disputes. These disputes are often complex and difficult to solve and take considerable staff time to try to resolve. Task and finish group meetings have increased and the use of mediation has been explored. Reports have been logged and have been continually monitored and figures will be collected for 13/14.
- Police data being reclassified and recorded under different titles can lead to targets that have been set by the partnership having to be renamed or discontinued and this can make monitoring of trends over time more difficult.

Key Actions for 2013/14

- In 2011/2012 a project which involved stationing TREV at Barry Island resulted in a particularly high figure for public engagement. This project was not repeated in 12/13 due to a lack of funding but a bid has been successful within South Wales Police to run this project over the summer months of 13/14 linked to an increase in events in the area.
- To maintain low levels of Anti Social Behaviour and reduce the number of neighbour disputes by effective partnership working and early engagement. Partners will also respond to new ASB legislation and consider how new developments like community triggers are managed.
- The Vale Alcohol Strategy was launched in 2012 and work will continue to monitor progress on reducing alcohol and substance misuse.
- Levels of crime in the rural Vale and Penarth will be monitored closely through the work of the Integrated Offender Management Group who will work together to prevent and deter criminal activity.
- Establishing robust data on domestic abuse linked to 10,000 Safer Lives and minimum service standards being promoted across Wales.

Number of Safer Vale Public Engagement Events Held

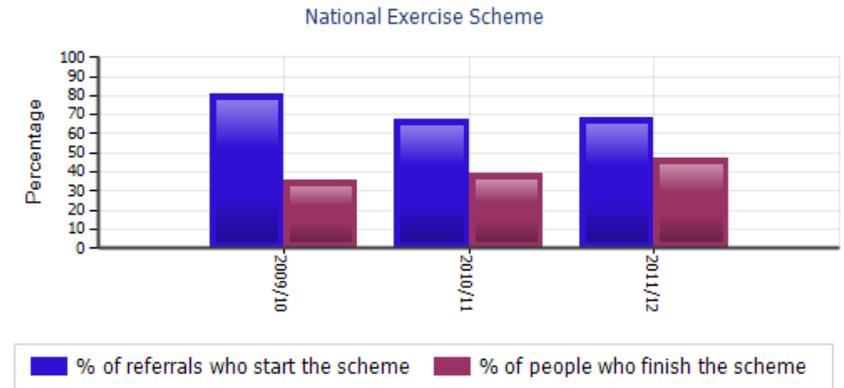


Note: This figure peaked during 2011/12 as TREV was stationed in Barry Island during the summer months and used to hold various public engagement events. In 2012/13 the Police have used TREV as an office; therefore performance on this measure has dropped.

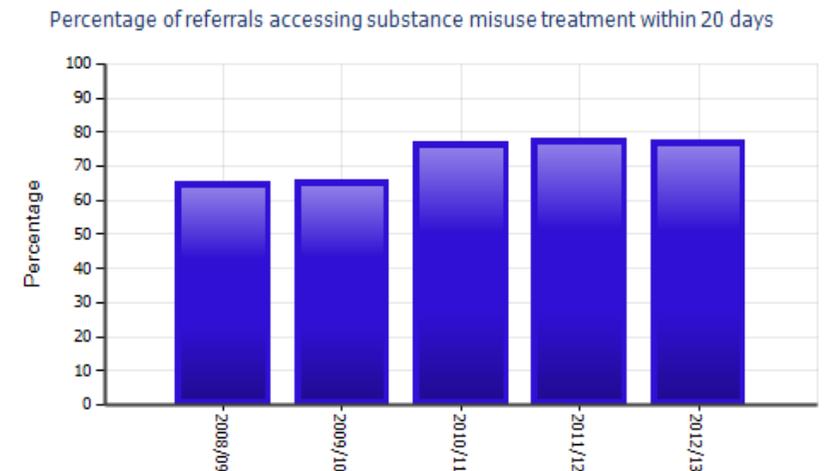
Priority Outcome 10: Health inequalities are reduced and residents are able to access the necessary services, information and advice to improve their wellbeing and quality of life.

Key Achievements

- The establishment of the Vale of Glamorgan Community Resource Team has strengthened integrated working between social, third sector and health care colleagues for Vale residents in their community.
- Joint managers have been established for mental health and learning disabilities across Cardiff and the Vale of Glamorgan leading to a more integrated approach to service delivery, reducing bureaucracy and improving continuity of care.
- The Cardiff and Vale Directory of Services for Carers was produced by Vale Centre for Voluntary Services and Cardiff 3rd Sector Council to promote support, advice and information for carers.
- A high level of success has been maintained against the Key Performance Indicator target for substance misuse of no more than 20 days between referral and accessing treatment. The slight fall in this figure may be due to the new Single Point of Engagement (EDAS) which has had to embed itself within existing structures. In 2013/14 the target will be to maintain and improve on this with a number of new services being commissioned.
- The first smoke free playground was launched in Iolo Park in Barry. Children were actively involved in the promotion of the initiative and participated in a poster campaign to encourage no smoking within the play area. There has been positive feedback from local residents.
- The Vale is a Heart Borough and in 2012/13 a number of local events including a Jingle Jog at Christmas were undertaken with the British Heart Foundation. These events, along with health promotional materials in all council offices, libraries and leisure centres help raise awareness about heart disease and how to prevent it.
- Through the Making Every Contact Counts initiative training has been provided to both third sector and Council staff to enable them to spread awareness of key health issues through their daily contact with members of the public.



Data from Public Health Wales



Data for the Vale of Glamorgan only.

Data taken from Cardiff and Vale Substance Misuse APB Annual Report

Regional Working

- Colleagues from the Vale of Glamorgan Council, Health, Cardiff Council and third sector partners are working closely to consider how to improve our ability to work together across traditional boundaries. The Kings Fund and Welsh Institute for Health and Social Care have been commissioned to undertake an Integrated Services Review and provide best practice advice on the best way forward.

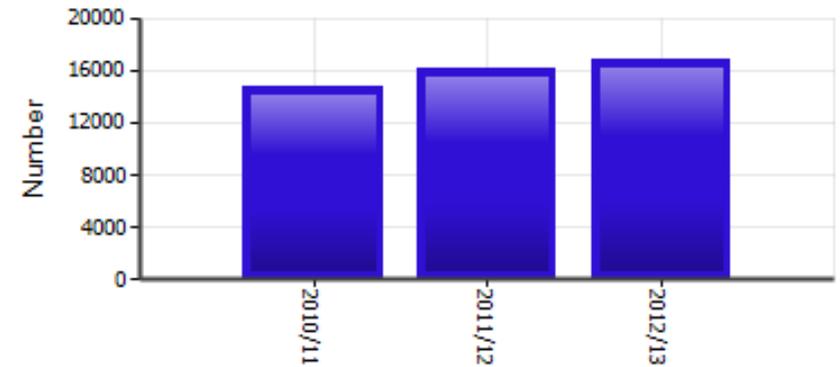
Challenges

- As with many areas across Wales, the Vale population continues to show a concerning trend regarding increases in obesity levels and a reduction in healthy eating. Action plans regarding both Food and Physical Activity have been refined for 2013-14.
- Whilst flu immunisation rates have increased they are still below the national target levels, particularly for those in 'at risk' groups. Plans to specifically promote the jab to key groups are being prepared for the coming flu season and innovative schemes such as the third sector 'Flu Friends' initiative should continue to be developed.
- Current projections regarding changing age demographics within our population continue to cause concern. Partners will continue to strive to match resources to meet those needs.

Key Actions for 2013/14

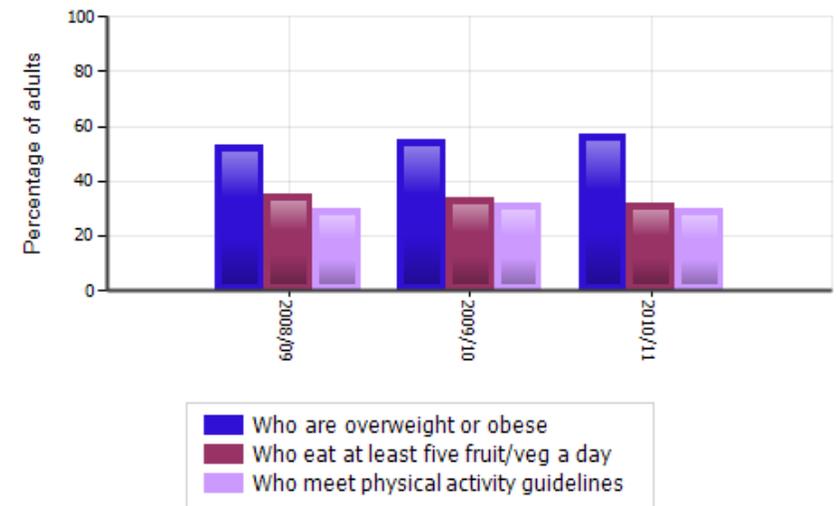
- To take forward actions arising from the Integrated Services Review.
- Support the development of dementia-supportive services as part of the wider Older Peoples workstream.
- Continue the roll out of primary and secondary-level preventative plans, ensuring a focus on addressing inequalities.
- Continue the implementation of Healthy Vale Communities.

The number of Flu vaccinations given to patients in the Vale aged 65+



Data from Public Health Wales

Obesity, Food and Physical Fitness for Adults in the Vale



Data from Public Health Wales

Data Development

The Local Service Board recognises the importance of using robust performance management arrangements to ensure that the correct priorities have been identified for the Vale. We also recognise that in some areas the availability of up to date, reliable, consistent data which reflects performance against the actions identified in the Delivery Plan is lacking. The Local Government Data Unit has been commissioned to explore how we can develop data in a number of areas where there is a lack of performance indicators. Each of the key partnerships has been consulted on which areas they feel work should be focused on to develop performance measures during 2013/14. The following areas have been identified:

- Improving data on engagement in line with a more coordinated approach to partner engagement .
- Data on how partners engage with children and young people.
- Ensuring systems are in place to report on the national indicators for Families First set by Welsh Government.
- Putting in place systems for Communities First performance indicators.
- Child poverty measures.
- Agreement of measures to monitor actions addressing population health issues ahead of the release of nationally coordinated population health statistics
- Baseline evidence to inform the ‘Vibrant and Viable Places’ bid,
- Evidence for the Destination Action Plan.

Work has already commenced on a refresh of the Unified Needs Assessment to inform the development of the Delivery Plan 2014-18 which will underpin the implementation of the next stage of the Community Strategy 2011-21. This will also provide the opportunity to identify areas for data development and to consider new performance measures to more accurately measure performance and whether outcomes are being achieved. With this in mind the focus of work in 2013/14 will be to lay foundations for a more robust performance management framework for 2014/18 with more confidence in the data available and a greater understanding of how it can support our work.

Abbreviations

APB	-	Area Planning Board
ASB	-	Anti-Social Behaviour
BIG	-	Business Intelligence Group
BRA	-	Barry Regeneration Area
C1V	-	Contact 1 Vale
FACT	-	Families Achieving Change Together
FIS	-	Family Information Service
HMO	-	House in Multiple Occupation
IOM	-	Integrated Offender Management
LDP	-	Local Development Plan
LGDU	-	Local Government Data Unit
LSB	-	Local Service Board
NAFIS	-	National Association of Family Information Services
NEET	-	Not in Education, Employment or Training
NRW	-	Natural Resources Wales
PSLG	-	Public Sector Leadership Group
RCT	-	Rhondda Cynon Taff
SIP	-	Single Integrated Plan
TREV	-	The Reassurance Engagement Vehicle
UHB	-	University Health Board
V50+SF	-	Vale 50+ Strategy Forum
VCVS	-	Vale Centre for Voluntary Services
VVB	-	Vale Volunteer Bureau

COMMUNITY STRATEGY PRIORITY OUTCOMES

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.