

# Vale of Glamorgan Community Strategy 2011-21

## Annual Report 2013/14

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

Llywodraeth Cymru  
Welsh Government



## → Contents

Introduction .....	4
Delivering the Community Strategy .....	5
Life in the Vale: a snapshot.....	6
How are we doing? .....	10
Moving Forward 2014-18.....	13
Priority Outcome 1 .....	16
Case Study: Citizen Engagement - Vale Viewpoint Survey.....	18
Priority Outcome 2.....	19
Case Study: Customer Focused and Accessible Services – Deaf PACT.....	22
Priority Outcome 3.....	23
Priority Outcome 4.....	26
Case Study: Tackling Social Isolation – Friendly AdvantAGE .....	30
Priority Outcome 5.....	31
Case Study: Families Achieving Change Together (FACT) .....	35
Priority Outcome 6.....	36
Case Study: Supporting Young Parents into Education.....	40
Priority Outcome 7.....	41
Case Study: Penarth Learning Community .....	45
Priority Outcome 8.....	46
Case Study: Barry Island Regeneration.....	50
Priority Outcome 9.....	51
Case Study: Anti-Social Behaviour Unit and Victim Support.....	54
Priority Outcome 10.....	56
Case Study: Maintaining Independence – Vale Community Resource Service.....	60
Abbreviations.....	61



## 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, it covers the period 2011-21 and has been supported by a three year Delivery Plan for 2011-14. This report focuses on the outcomes achieved through the delivery of the three year plan as well as some of the challenges that remain and the next steps to be taken. The ten priority outcomes contained within the Community Strategy are detailed on the back page of this document and these will continue to provide a framework for partnership activity over the next four years.

The delivery of the strategy relies on the maintenance of a strong culture of partnership working. Increasingly joint working is taking place not just within the Vale but on a regional basis and work was undertaken in 2013/14 to establish a joint Cardiff and Vale LSB. The board met for the first time in June 2014 and will complement local partnership arrangements, providing a strategic overview regarding joint working across the Vale of Glamorgan and Cardiff and a focus for exploring new opportunities.

The Vale of Glamorgan LSB will retain responsibility for community planning in the Vale and will comprise of senior representatives from the organisations listed on the inside cover of this document. The new joint LSB together with the Vale of Glamorgan LSB bring 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 our partnership arrangements also reflects priorities identified by the Welsh Government Public Service Leadership Group (PSLG). The work of the PSLG is regularly discussed and incorporated into partnership work programmes, ensuring that local, regional and national priorities are considered together with 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 actively working with colleagues in neighbouring areas.



## → Delivering the Community Strategy

Through partners 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 (UNA) was undertaken in 2011 and this was reviewed and updated in 2013. Through the LSB Business Intelligence Group we have strengthened the working relationships between analysts, researchers and consultation personnel and developed a culture of sharing expertise and resources between partners. This is evident in the updated needs assessment.

[http://www.valeofglamorgan.gov.uk/en/our\\_council/local\\_service\\_board/unified\\_needs\\_assessment.aspx](http://www.valeofglamorgan.gov.uk/en/our_council/local_service_board/unified_needs_assessment.aspx)

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. An Information and Engagement Strategy has been agreed and provides a framework for how partners work together to ensure that the voice of citizens and communities is heard and to enable our residents to have a meaningful say in the decisions that affect them.

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 we 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 overleaf 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 127,159 based on 2013 mid-year estimates. This is an increase of 6.6% since the census in 2001 and it is estimated there will be a further 7% increase by 2030. The age profile of the Vale's population is also expected to change and the number of people aged 65+ is estimated to increase from 25,010 in 2013 to 35,630 in 2030.<sup>1</sup>

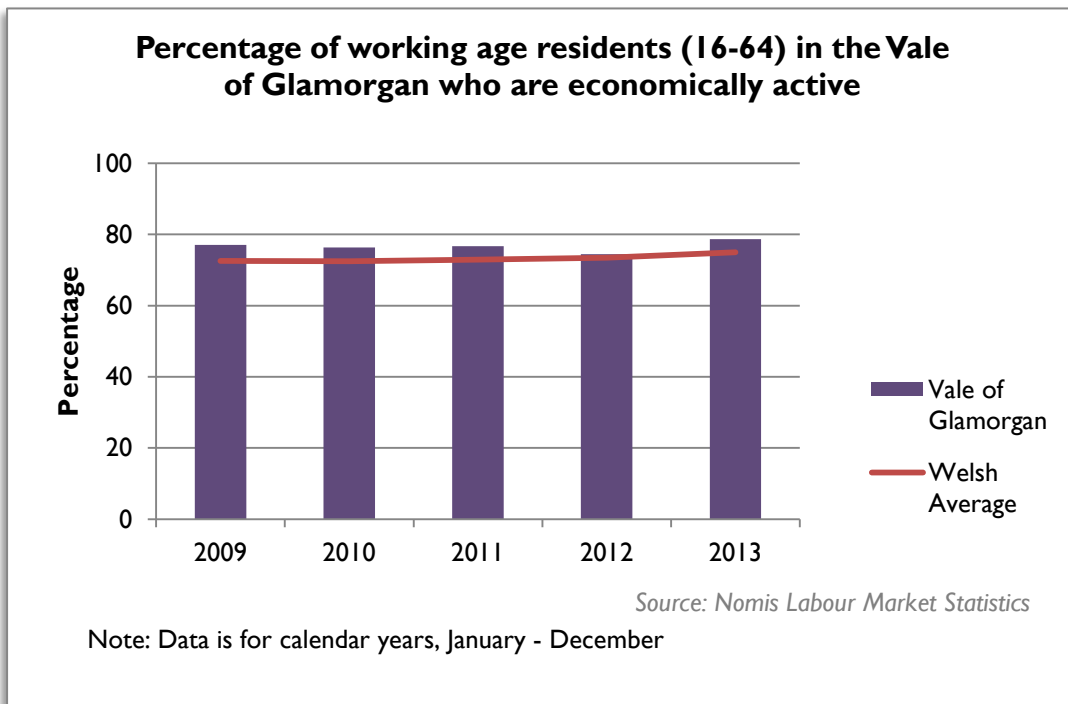
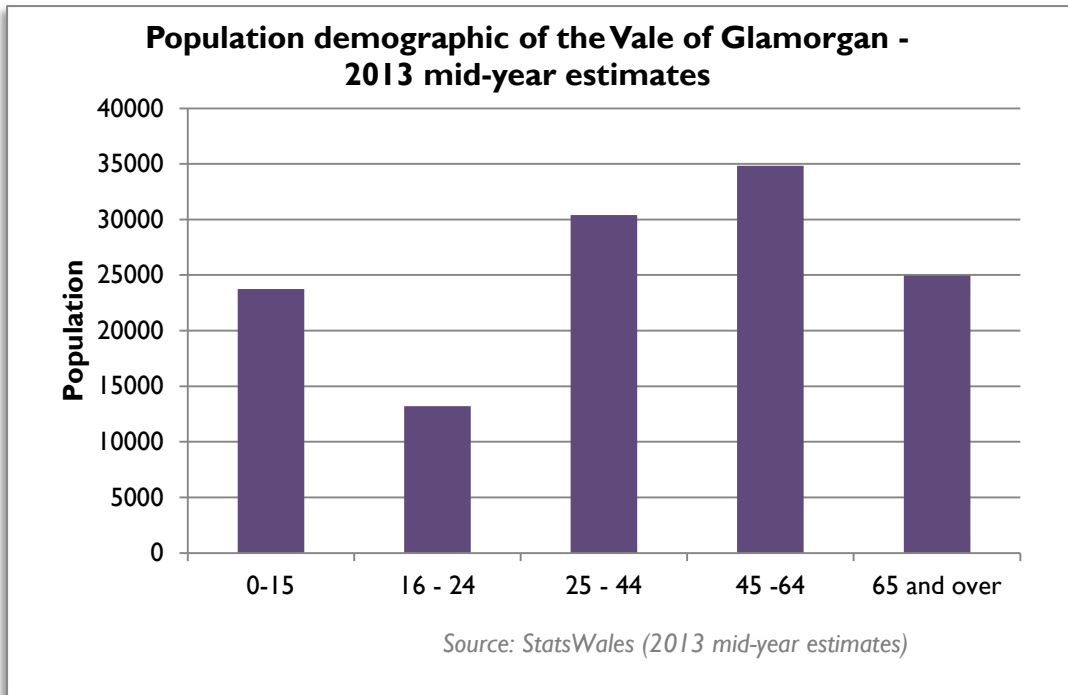
The following graphs help to provide a context against which we are planning and delivering services. It is clear from a number of the graphs that performance is fairly steady but with a small increase in the percentage of working age residents who are economically active and a decrease in the percentage of working age residents who are claiming jobseekers allowance. The number of children eligible for free school meals has also decreased from 2404 in academic year 2012/2013 to 2387 in 2013/14, this equates to 14.5% and 14.4% respectively (based on pupils of compulsory school age, 5-15).

The graph on page 9 shows that the percentage of pupils aged 15 in local authority schools who achieved the level 2 threshold including a GCSE A\*- C in English or Welsh first language and Mathematics remains consistent and is above the Welsh average. However it has been recognised that Wales often performs below England in relation to educational attainment and our clear ambition is that education outcomes in the Vale of Glamorgan are the best in Wales and match those of the most successful authorities in England with similar socio-economic profiles.

The final graph in this section shows that further work may be required regarding reducing the numbers of conceptions for under 16s and under 18s, however overall figures remain low. The role of the LSB will be to provide the necessary challenge and ensure that where improvements in services can be made that necessary changes are made.

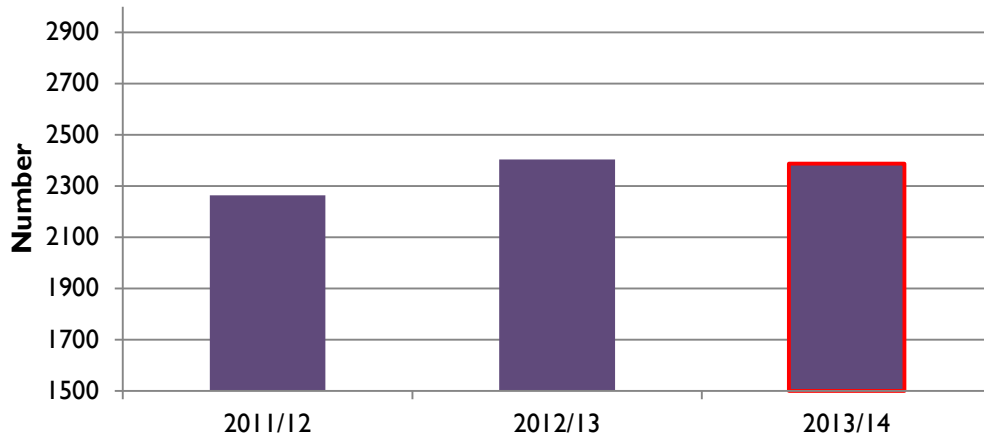
---

<sup>1</sup> Daffodil Cymru Projections





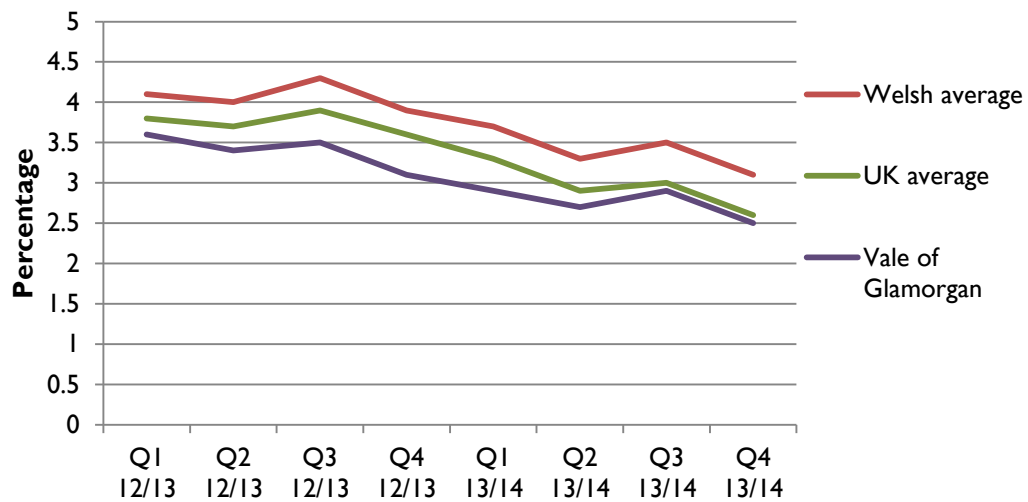
### Total number of children in the Vale of Glamorgan who are eligible for free school meals



Source: Vale of Glamorgan Council

Note: Data is for academic year

### Percentage of working age residents (16-64) who are claiming JobSeekers Allowance

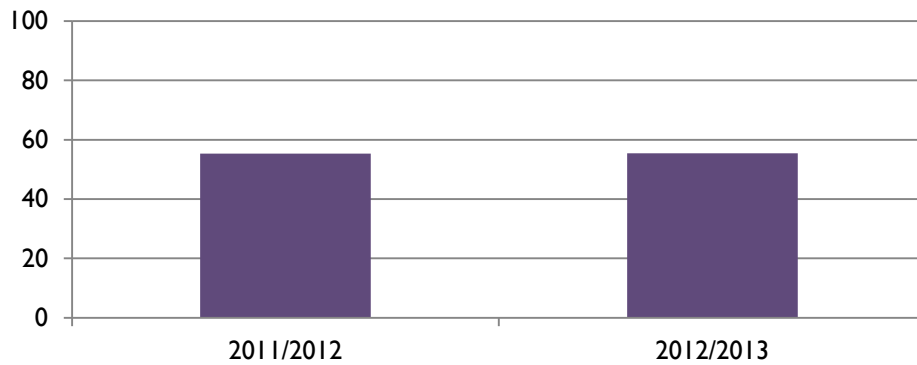


Source: Nomis Labour Market Statistics





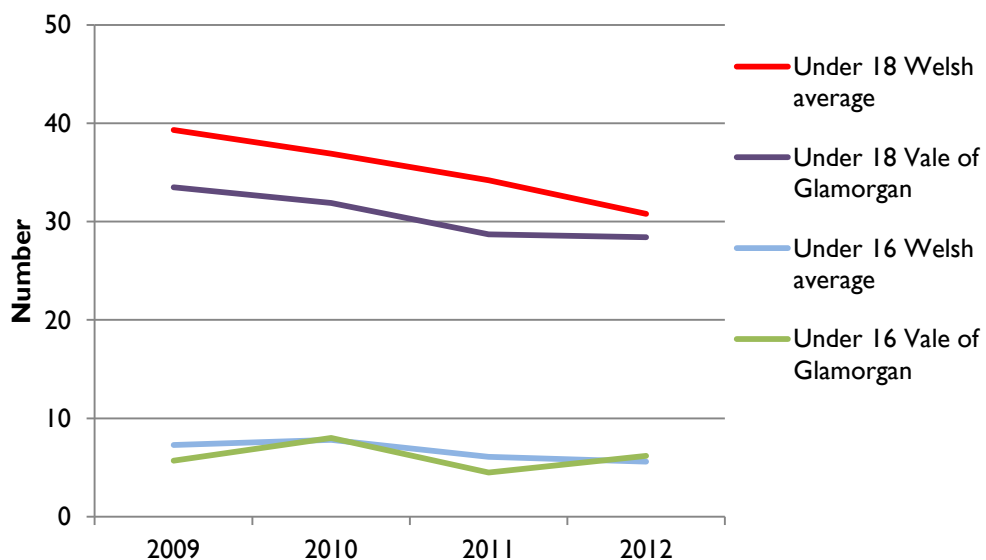
**Percentage of pupils aged 15 at the preceding 31 August, in schools maintained by the local authority who achieved the Level 2 threshold including a GCSE grade A\*-C in English or Welsh first language and mathematics**



Source: Vale of Glamorgan Council

Note: Data is for academic year

**Number of conceptions (per 1000 head of population) of under 16 and 18 year olds**



Source: Public Health Wales



## → How are we doing?

---

Since 2011 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 over the past three years there has been significant progress against all ten of the priority outcomes in the strategy and these are detailed on pages 16 - 60.

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 and also held events to raise awareness amongst service providers. Regular meetings between stakeholders also ensure the exchange of information regarding further changes in welfare benefits and the impacts for local people.

Another area of focus has been developing our business intelligence and in 2013 we completed a fundamental review of our needs assessment. This work has provided partners with comprehensive information on a range of issues and is informing how we will work together in the future. The work of the Business Intelligence Group is closely aligned to the development of our performance management arrangements. Work in this area is often 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. The decision by Welsh Government to no longer support an all Wales performance management system will also have a significant impact on how we develop future local arrangements and put in place a new system.

We are however continuing to work with partners to ensure there are appropriate measures of performance across the ten priority outcomes and to agree a set of core measures to support the new Delivery Plan.

The focus of this year's report is on 2013/14 but it also provides an opportunity to reflect on what has been achieved over the three years of the Delivery Plan. 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 2014/15.

Improving **engagement** remains a key priority for the LSB and there has been significant progress in the range of activity undertaken. We have successfully developed a more joined up approach with a network of officers across partners. A number of surveys have been undertaken through Vale Viewpoint, the LSB Citizens Panel which was established in 2012, and the results have informed a number of pieces of work. Vale Viewpoint is just one tool being used by partners but we are keen to improve its value as a means of consultation. Other engagement activities include newsletters, jobs fairs, community safety fun days and a wide range of themed events.



Community engagement is also evident in the levels of **volunteering** in the Vale. The monetary value of volunteering in the Vale in 2013/14 increased to £46,470,000 from £34,942,587 in 2012/13. This is an increase of £11,527,413.

Work has taken place to develop integrated services between the Vale of Glamorgan Council and Cardiff and Vale UHB for the benefit of **customers**. The Council's contact centre and Cardiff and Vale UHB Communications Hub share a physical and technical environment improving access to services such as GP Out-of-Hours phone lines and facilitating the sharing of information and ideas for service improvements.

Improvements have been made in how we coordinate and implement activity regarding **NEETs** (not in education, employment or training) and the implementation of the Youth Engagement and Progression Framework will support work in this area to ensure that NEET figures decrease and children and young people remain in appropriate education, employment and training. A total of 367 NEET young people were positively engaged between April 2013 and March 2014 through Communities First, Vibe Experience, G2E, Young Parents Partnership, & People Business Wales.

Following the Estyn inspection of **adult and community learning (ACL)** in 2012 which was disappointing and identified a number of areas for improvement, a new Cardiff and Vale Adult and Community Learning partnership has been established. The implementation of the post inspection action plan is on target and a strategic management group has been established.

**Communities** across the Vale continue to benefit from a range of activities and regeneration programmes. Within the Communities First area in Barry additional grants have been secured for specialised projects including distribution to community projects. This includes a £60,000 Pupil Deprivation Grant secured for local schools to promote an innovative approach to encouraging youngsters to engage with science, technology, engineering and maths. Although the Stage 1 bid (Barry: a centre of growth and opportunity) under the Vibrant and Viable Places funding was unsuccessful, the Vale will now receive a capital allocation of £1m over three years to support projects in Barry with a focus on tackling poverty through improving health, prosperity or skills. Work has also continued through Creative Rural Communities (CRC) which is currently delivering a £7.7m programme in the Vale under the Rural Development Plan (RDP) for Wales.

**Crime** has continued to drop in the Vale, with a reduction of 158 incidents in 2013/14. This includes a reduction of criminal damage by 7.3% and a reduction of 23% of drug offences. In 2013/14 there was a further drop in the number of public engagement activities undertaken through the Safer Vale partnership, however there has been a significant increase in the promotion of community safety messages through a wide range of media. Following on from the extremely successful Open Day in October 2012 which was attended by around 3,000 residents, another event was held in July 2014.

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 recommendations of this report have informed new governance arrangements which ensure strong leadership for the programme. A high level vision for the development of older people's services in Cardiff and the Vale between 2015 and 2020 has been established,



and a statement of intent regarding a 'Framework for Delivering Health and Social Care for Older People with Complex Needs' was submitted to Welsh Government in March 2014.

Work has also continued to address **health inequalities** and initiatives have been undertaken to promote healthier lifestyles but there is still concern about levels of obesity and healthy eating in the Vale. Immunisations continue to be a priority area and figures for 2013/14 show an increase in the percentage of flu vaccinations given to those aged over 65 with an increase in uptake rates from 70.5% in 2012/13 to 71.3% in 2013/14, this is above the Welsh average of 68.3%. The uptake rate for patients aged under 65 and deemed high risk in the Vale was 52.3% which is also above the Welsh Average of 51.1%. However both fall short of the national target of 75%, indicating that partners still need to do more to improve uptake.

According to statistics published by Sport Wales, the Vale of Glamorgan is officially the most sporting place in Wales. Their survey, which was conducted in 2012, showed that 49% of adults in the Vale are 'hooked on sport' (i.e. take part in sporting activity three or more times per week), compared to a national average of 39%. However figures from the 2011/12 Welsh Health Survey indicate that overall physical activity levels remain low, with only 29% of adults meeting the recommended levels.



## → Moving Forward 2014-18

---

In light of the new Cardiff and Vale LSB it has been timely to review our arrangements for partnership working in the Vale and the following diagram details the new arrangements being established. These arrangements are in response to changes in how we work and to ensure we have sufficient capacity to deliver our commitments in the Community Strategy. The new arrangements also reflect an increased focus on work to tackle poverty and the findings of the recently updated Unified Needs Assessment which identified issues of deprivation and inequalities within the Vale, the importance of early intervention and the ageing population. Work has begun on a new Delivery Plan which will encompass activities to deliver the ten priority outcomes but also a greater focus on tackling poverty. In line with the findings of our local needs assessment and the themes of the Welsh Government Tackling Poverty Plan, work will be undertaken to prevent poverty, help people into work and to mitigate poverty.



### Children and Young People's Board

The Children and Young People's Board 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.

The Board will lead on delivering the 'Preventing Poverty' strand of the Delivery Plan 2014-18.

### Welfare Reform Stakeholders Group

The Welfare Reform Stakeholders Group brings together a range of key partners to ensure a coordinated approach to tackling the effects of changes to the welfare system. The group is comprised of representatives from a number of key organisations such as the Vale of Glamorgan Council, Citizen's Advice Bureau, Cardiff and Vale Credit Union, Cardiff and Vale UHB, Registered Social Landlords, JobCentre Plus and VCVS

The group will lead on delivering the 'Mitigating the Impact of Poverty' strand of the Delivery Plan 2014-18.

### 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.

### Safer Vale

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.

### Improving Opportunities Board

The Board will focus on promoting employment opportunities and skills development for residents in the Vale. The board will link closely to the work being undertaken through Barry Regeneration, Creative Rural Communities and Communities First to ensure a joined up approach to maximising opportunities for local people.

The Board will lead on delivering the 'Helping People into Work' strand of the Delivery Plan 2014-18

### Cardiff and Vale Integrated Health and Social Care Programme

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.

LOCAL SERVICE BOARD



In July 2014, the Well-Being of Future Generations (Wales) Bill was introduced. The Bill identifies goals to improve the well-being of Wales and also puts Local Service Boards and well-being plans on a statutory footing. The Bill will have a significant impact on the work of partners and how we work together through the LSB with the aim of improving well-being.

There will also be significant changes in response to the Commission on Public Service Governance and Delivery and the subsequent white paper on reforming Local Government. The proposed changes will have an impact on the work of the LSB but partners remain committed to the delivery of services and developing innovative approaches to meet local needs.

This report is divided into ten sections based on each of the priority outcomes. Each section provides information on performance and achievements made, regional work taking place, challenges faced and the next steps for 2014/15.

If you have any queries about this report please contact the Strategy and Partnership Team by emailing

[valelsb@valeofglamorgan.gov.uk](mailto:valelsb@valeofglamorgan.gov.uk)

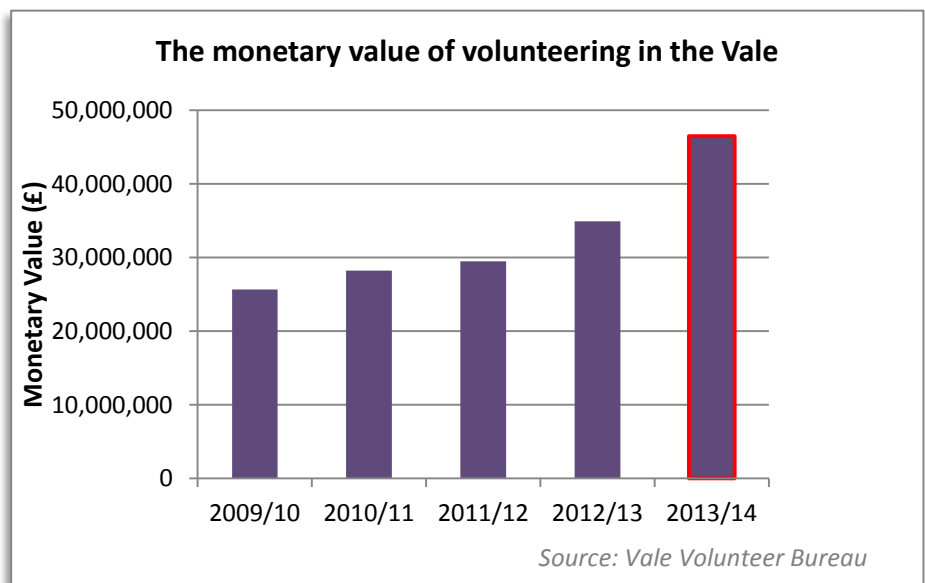


Priority Outcome 1: People of all ages are actively engaged in life in the Vale and have the capacity and confidence to identify their own needs and those of the community.

### → Key Achievements

- Partners have agreed an Information and Engagement Strategy and are increasingly working together to engage with the local community. The 'Next Steps' section details the action that will be taken over the next three years to implement a coordinated partnership approach to citizen engagement within the Vale of Glamorgan.

- The work of the third sector continues to be of significant value in the Vale. The monetary value of volunteering in the Vale continues to rise and in 2013/14 rose by £11 million. The number of volunteering hours for 2013/14 is 4,194,043 hours demonstrating the high levels of volunteering within the Vale.

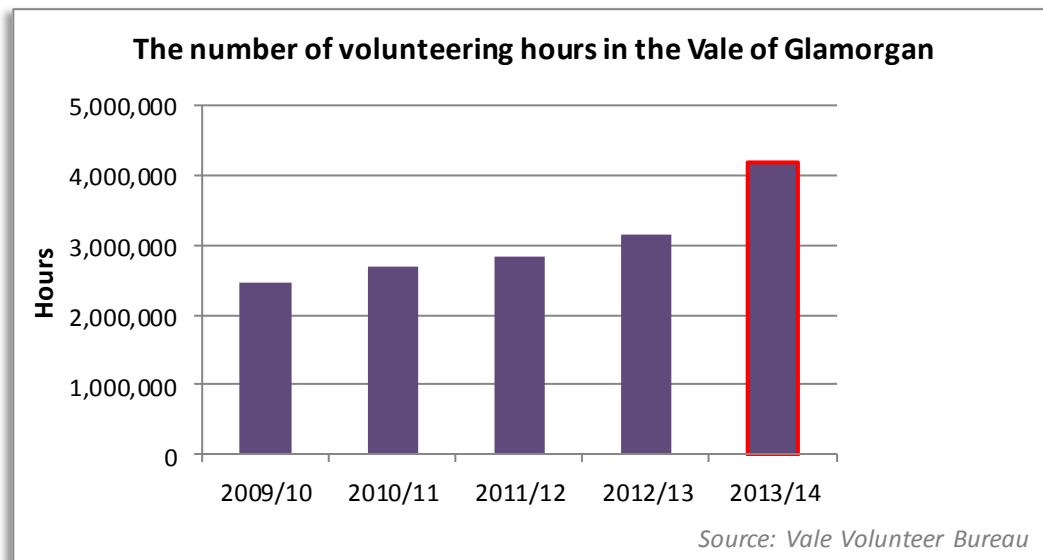


- A wide range of events have been organised including jobs fairs, money advice days, family days, community safety open days, welfare reform information events, the annual local service forum and events specifically for young people and also for the over fifties.
- The annual local service forum event in 2013 was a considerable success with regards to networking across partnerships. The large number of roundtable discussion forums provided attendees with opportunities to have a genuine impact into projects being undertaken by local partners.
- The Vale 50+ Strategy Forum (V50+SF) continues to be active across the Vale responding to consultations, organising events, attending a diverse range of training, becoming flu champions and raising awareness about how to save energy. In 2013/14, the forum played a key role in the public consultation on the Council's budget proposals as a voice for older people in the Vale.
- In 2012, over 200 young people in the Vale shared their views during Local Democracy Week to develop proposals for a Youth Cabinet and Youth Mayor and in March 2014 the official inauguration of the first ever Vale of Glamorgan Youth Cabinet took place. The seven member Cabinet will complement the work undertaken through the Vale Youth Forum which has been established for a number of years.





- A Super Survey for young people was undertaken in 2013 and included questions on a wide range of issues. 706 primary school pupils and 1478 secondary school pupils responded to the survey and this was an excellent result given that the survey was undertaken during the exam period. The results were used to inform the Unified Needs Assessment.
- A partnership newsletter is produced twice a year to highlight the range of work being undertaken across the Vale ranging from Flying Start to Creative Rural Communities activities.



#### → Regional Working

- The Cardiff and Vale UHB along with four other health boards have undertaken a lengthy engagement and consultation exercise as part of the South Wales Programme. The consultation programme has been issued with a certificate of best practice from the Consultation Institute who also provided a training session for partners on the law of consultation.

#### → 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. This will become an even greater challenge as demands on resources within partner organisations grow.
- The development of an effective method within which details of the engagement activity being undertaken by organisations in the Vale can be shared is an ongoing challenge. Establishing such a method or forum will be essential to combining resources for public engagement within the Vale.



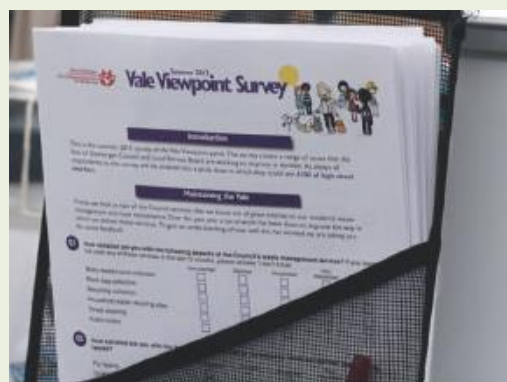
## → Next Steps

- Support the Vale Volunteer Bureau (VVB) and Vale Centre for Voluntary Services (VCVS) as they progress proposals to replace both organisations with a new organisation which will continue to deliver high quality services and support a thriving Third Sector.
- Improve the sharing of information in terms of the planning and results of engagement and consultation activities to ensure a more joined up approach.
- Development of Vale Viewpoint and increased use by partners to gauge the views from local residents about priorities and how services can be improved.
- Identify all the various communication channels available to partners within the Vale.

### *Case Study: Citizen Engagement - Vale Viewpoint Survey*

In 2012, the Vale of Glamorgan LSB Citizens Panel, Vale Viewpoint, was established in order to provide all partners with a resource from which they can gather robust data on public perceptions. The panel now consists of more than 1,000 Vale of Glamorgan residents who receive three or four surveys a year. Previous surveys have included questions about volunteering, health and wellbeing, sustainability and community safety, amongst other things. The responses to the survey can be used as an indication of public feeling in the Vale of Glamorgan and can subsequently help ensure that the services being delivered are the services that our residents desire.

For example, residents have told us that they feel volunteering has a positive impact on the community and that more should be done to promote it. As a result, the Council worked with the Vale Volunteer Bureau to further promote the range of volunteering opportunities available through providing resources to create additional promotional items. The Cardiff and Vale University Health Board have also started to develop an online portal for health information, with the topics that residents said they were interested in featuring most prominently.

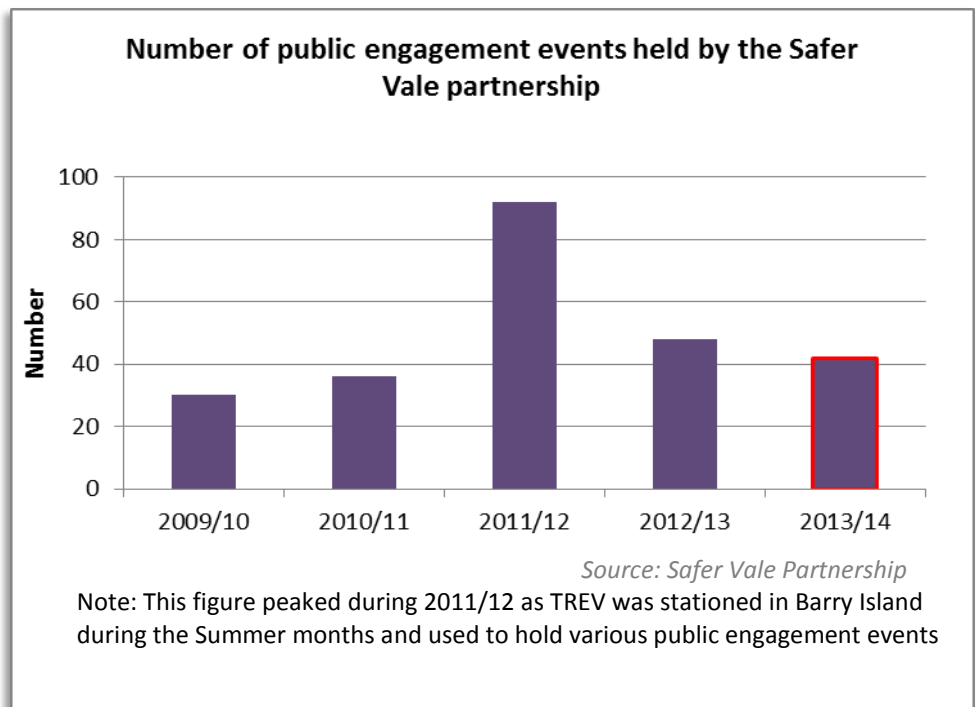




Priority Outcome 2: The diverse needs of local people are met through the provision of customer focused, accessible services and information.

### → Key Achievements

- Although there has been a slight reduction in the number of community safety engagement events held, the Safer Vale Partnership has been very successful at promoting community safety messages. Methods include the Safer Vale website, community messaging, Twitter, Bro Radio adverts, YouTube videos and TREV (The Reassurance Engagement Vehicle). In 2013/14, 130 messages were sent out to the community, an increase from 116

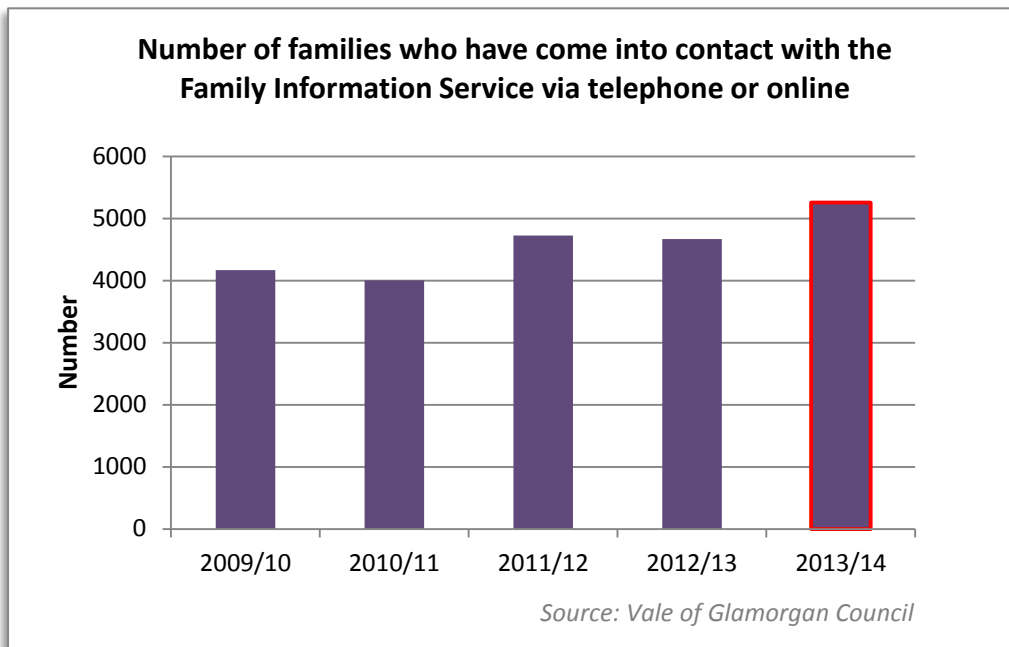


in 2012/13. 109 press releases were issued and 42 public engagement events were held. The partnership hold a database of residents signed up to receive messages through their preferred method and messages can be targeted to members in a specific area.

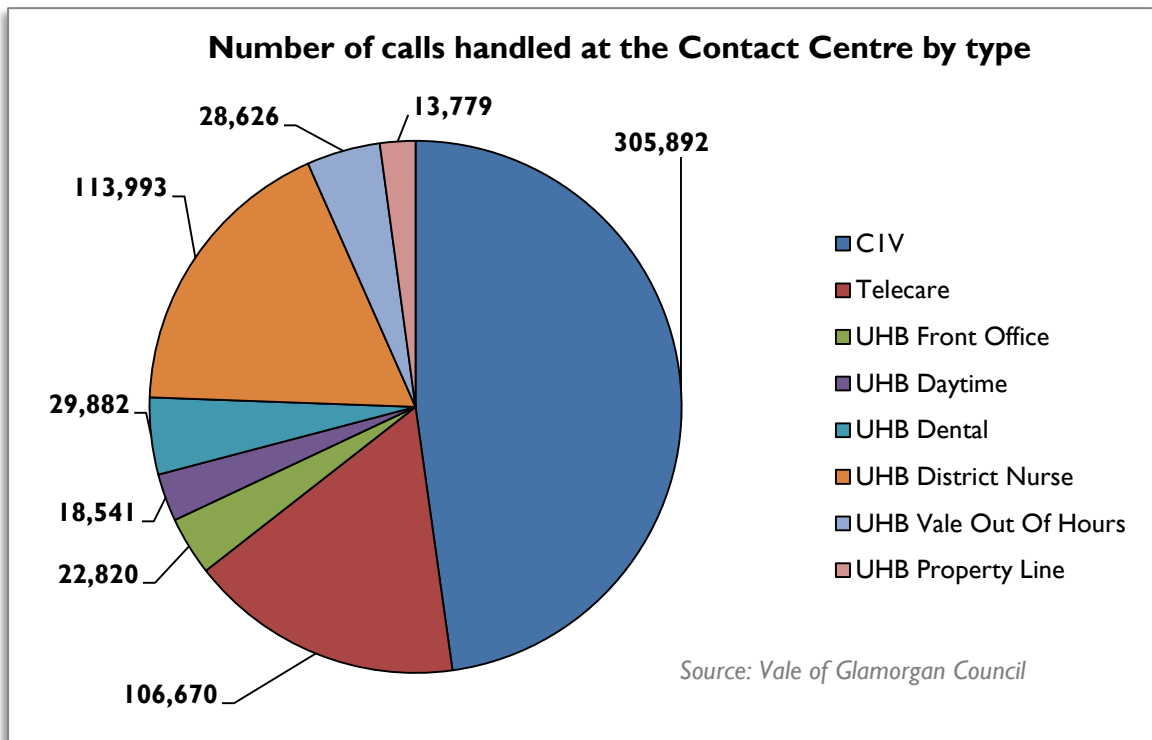
- The Vale of Glamorgan Deaf PACT (Partnerships and Communities Together) meetings have been running successfully now for over a year. The meetings are well attended with members bringing community related concerns to the table to allow the Vale of Glamorgan Council, Police and partners to address issues that are affecting the deaf community.
- The Cardiff and Vale UHB have undertaken extensive consultation regarding changes at Llandough Hospital and listened to the concerns raised regarding transport as well as providing a wider range of services and information within the Hospital.
- A series of roadshow style events and Money Advice days have been held to provide local people with advice, support and information on a range of topics linked to welfare reform.



- Partners continue to provide support to the Armed Forces community in the Vale of Glamorgan. Councillors and Council officers are actively engaged with partner organisations and the Cardiff and Vale UHB's Armed Forces Forum is a multi-agency strategic group aimed at ensuring that all related issues are mainstreamed and connected to the Clinical Services Strategy. Regular Armed Forces Covenant meetings between the Council and organisations representing all sections of the armed forces community have also been established.
- Help and support continues to be provided to the Armed Forces Community through the Council's contact centre and up to date information relating to the covenant and other armed forces community issues can be accessed by registering for an email bulletin via the Vale Connect service. In addition, the Council has assisted two schemes to successfully gain funding from the Community Covenant Grant Scheme.
- The Family Information Service (FIS) continue to respond to families' needs. In 2013/14, 2012 direct enquiries were received by the service either over the phone, by email or during outreach. The FIS website pages also received 35,864 hits during this period.



- The Council continues to develop integrated services with the Cardiff and Vale UHB for the benefit of customers. The Council's contact centre and Cardiff and Vale UHB Communications Hub share a physical and technical environment delivering savings for both organisations. Integrated and shared services continue to be developed in order to deliver greater operational efficiency and resilience.
- GP Out-of-Hours services have been integrated with the Telecare Monitoring service to provide an improved response for customers. New technologies are being exploited to develop shared Podiatry services and Integrated Sexual Health services which are improving access for customers and delivering efficiency improvements.



#### → Regional Working



- Increasingly partners are looking to co-locate teams to improve services and reduce costs. Examples of shared premises include Cadoxton House which is a Community Resource Centre, the Justice Team at Barry Police Station, and the Integrated Family Support Service at the Council's offices in Wenvoe. GPs are also located at the Council's contact centre which is the base for the Cardiff and Vale Out-of-Hours service.

#### → Challenges



- Partners have produced a Unified Needs Assessment which highlighted a number of issues including an ageing population, deprivation and inequalities and the importance of early intervention. Partners will need to work together to develop a sustainable approach to addressing these challenges.
- A challenge exists for all partners to maintain levels of customer service despite reductions in the availability of resources and the need to review how services are delivered.



→ Next Steps

- The Vale Locality Team has developed a business case to fully integrate locality social care, housing and health teams/services. Joint working across health and social care already exists via the Council's 'first point of contact' centre. The proposed new model will build on the existing arrangements and ensure all locality health and social care services are accessed via the Customer contact centre acting as a single point of contact for all enquiries and referrals.
- The introduction of shared telephony services between the Cardiff and Vale UHB Communications Hub and Contact OneVale has improved customer access to services and will reduce overall costs.
- Through Communities 2.0 'Get the Vale Online' project, a digital inclusion strategy will be developed to improve both access to the internet and the skills of users in the Vale of Glamorgan.
- Work is being undertaken with a range of partners to develop proposals regarding a Housing One Stop Shop. The Housing One Stop Shop will be a customer focused housing service; providing a wide range of housing advice and housing options. The service will also respond to the need to reconfigure the existing housing advice service to meet the changes in upcoming housing and homelessness legislation.

***Case Study: Customer Focused and Accessible Services – Deaf PACT***

The Vale of Glamorgan Deaf PACT meetings have been running successfully now for over a year. The meetings are well attended with members bringing community related concerns to the table to allow the Vale of Glamorgan Council, Police and partners to address issues that are affecting the deaf community.

One positive outcome resulting from the meetings relates to the request for more police staff and officers to learn British Sign Language (BSL) so that members of the local police force are able to communicate better with members of the deaf community within the Vale. One of the attendees at the meeting who is a qualified BSL Trainer agreed with the assistance of a BSL Interpreter to teach BSL free of charge to a group of staff from South Wales Police. The course ran for a 10 week period and was attended by front desk staff, PCSOs (Police Community Support Officers) and police officers from across the Vale.

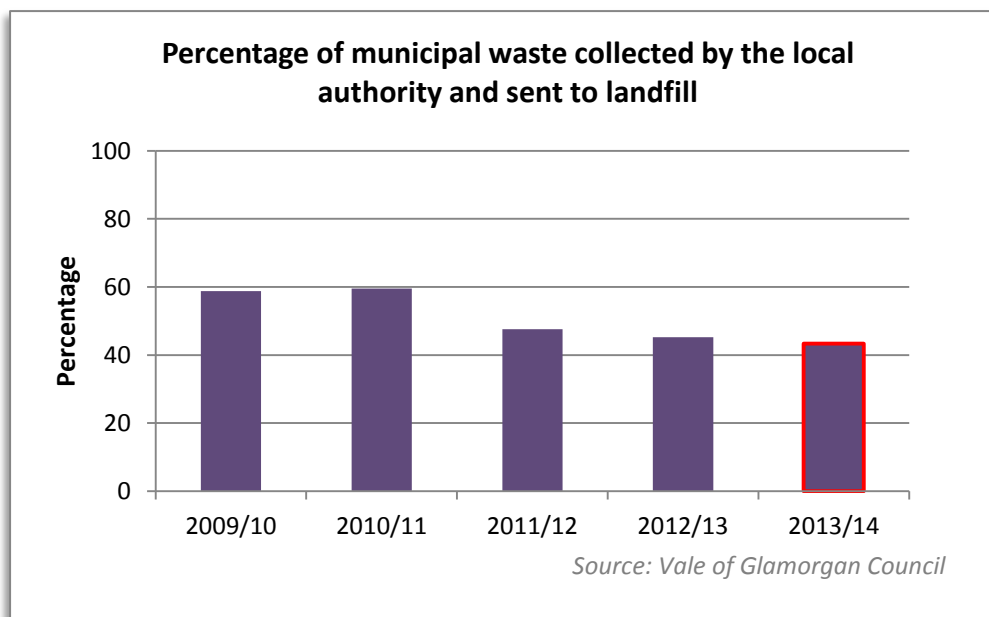
Officers attending the course found the experience invaluable and the course will allow them to have basic conversations with the deaf community when wishing to report an incident. Attendees at the Vale Deaf PACT meeting were supportive of the course and pleased that more officers will be able to communicate with members on a basic level.



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

→ Key Achievements

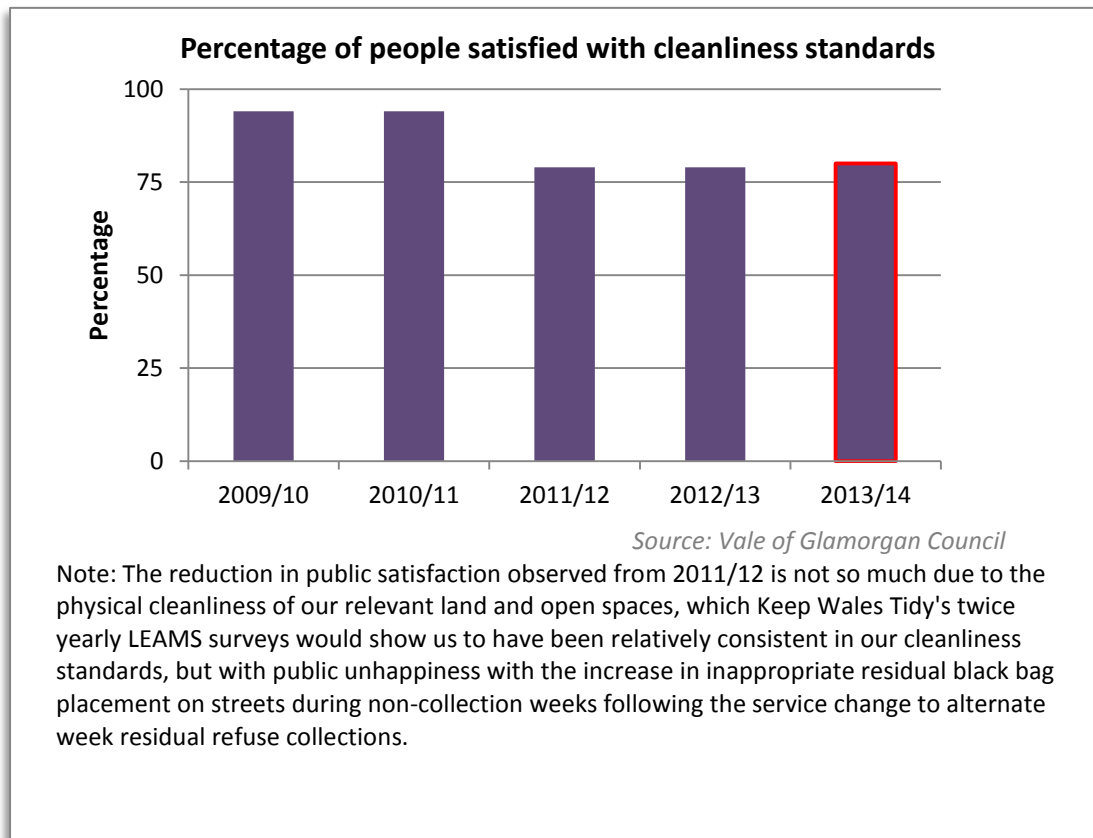
- Recycling rates within the Vale of Glamorgan remain high. The percentage of waste recycled for 2013/14 has increased to 55% and the percentage going to landfill has reduced to 43% from 45% in 2012/2013.



- The Greenlinks Community transport service has continued to develop and carries 600-650 passenger journeys per month using 3 vehicles. In 2014, a further vehicle was added to the Greenlinks fleet and the creation of new hybrid routes has also enabled an 'on-demand' service within areas of the rural Vale.
- In partnership with key stakeholders including regulators, the Council has a comprehensive Shoreline Management Plan in place. The Plan details strategic management arrangements for the coastline for the next 100 years including maintenance of the existing sea defences in their current position, with upgrades to counter climate change and sea level rise as necessary.
- The number of beaches in the Vale of Glamorgan receiving national coastal awards has remained the same at 5 and work is continuing to ensure that the Vale's coastline remains a valuable asset for the area to be enjoyed by residents and visitors.



- The percentage of resident's satisfied with cleanliness standards in the Vale remains consistent with 79% of resident's satisfied in 2012/13 and 80% satisfied with standards in 2013/14.



- In 2013/14 Creative Rural Communities funded three new/improved public footpaths and created new sections of the National Cycle Network Route 88 which is being rolled out over a number of years. CRC also funded and supported nine community grown food projects in the rural Vale.
- In 2013/14 additional funding was secured from Welsh Government to offer approximately 250 home owners help with improving the energy efficiency of their homes. A further £400,000 of Welsh Government funding was secured to offer loans to empty property owners to help them return the property to beneficial use.





## → Regional Working

- 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.
- The Vale of Glamorgan and Cardiff Councils with support from other local authorities and housing associations across Wales launched “Cyd Cymru” a collective energy buying scheme. Cyd provides an opportunity to change the way residents buy energy and to address the issue of rising fuel prices. There have been two switches to date involving 1,500 households across Wales and the average savings per household is £180.

## → Challenges

- The Well-being of Future Generations (Wales) Bill will present a challenge for a number of partners as they will need to demonstrate compliance with new legislative requirements for sustainable development to be at the heart of what they do and for sustainable development to be the central organising principle.
- Partners are continuing to work together to monitor carbon emissions and share good practice to improve energy efficiency and reduce fuel bills.

## → Next Steps

- Promote sustainable development ensuring that sustainability factors are taken into account in decision making.
- The Council will work with stakeholders and continue to develop flood management plans and flood reduction and alleviation schemes in accordance with the requirements of the Flood and Water Management Act. The Council will also continue to implement the flood risk management programme, targeting available funding at high risk areas.
- Raise awareness amongst staff and the public to reduce energy use and our carbon footprint including how we travel and to be more sustainable.

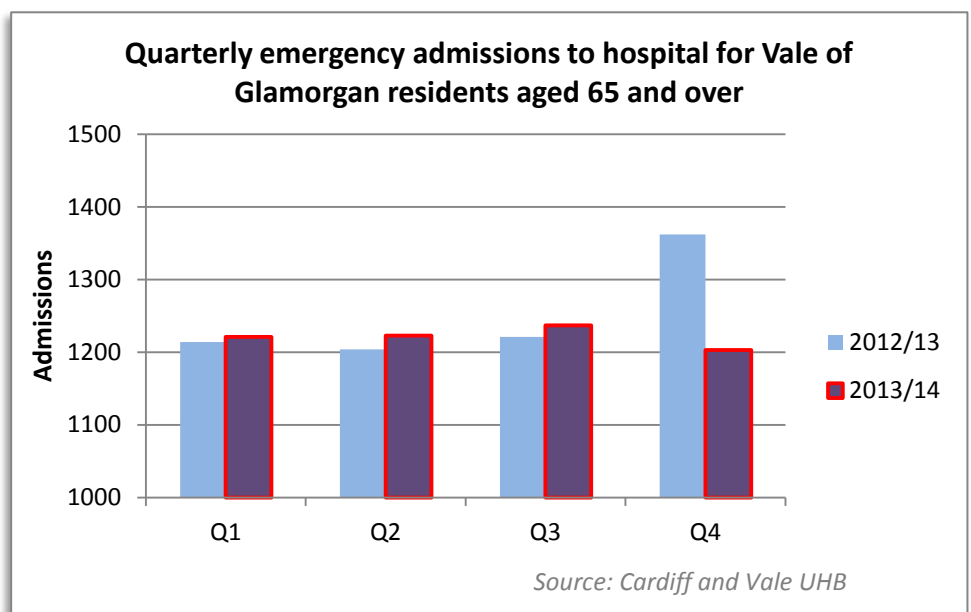


Priority Outcome 4: Older People are valued and empowered to remain independent, healthy and active. They have equality of opportunity and receive high quality services to meet their diverse needs.

→ Key Achievements

- The Vale Community Resource Service (VCRS) brings together community services from health, social care and the third sector in one team. The team's primary focus is to increase levels of independence of older people through reablement and rehabilitation. The service enables hospital discharge to take place and also reduces hospital admissions.

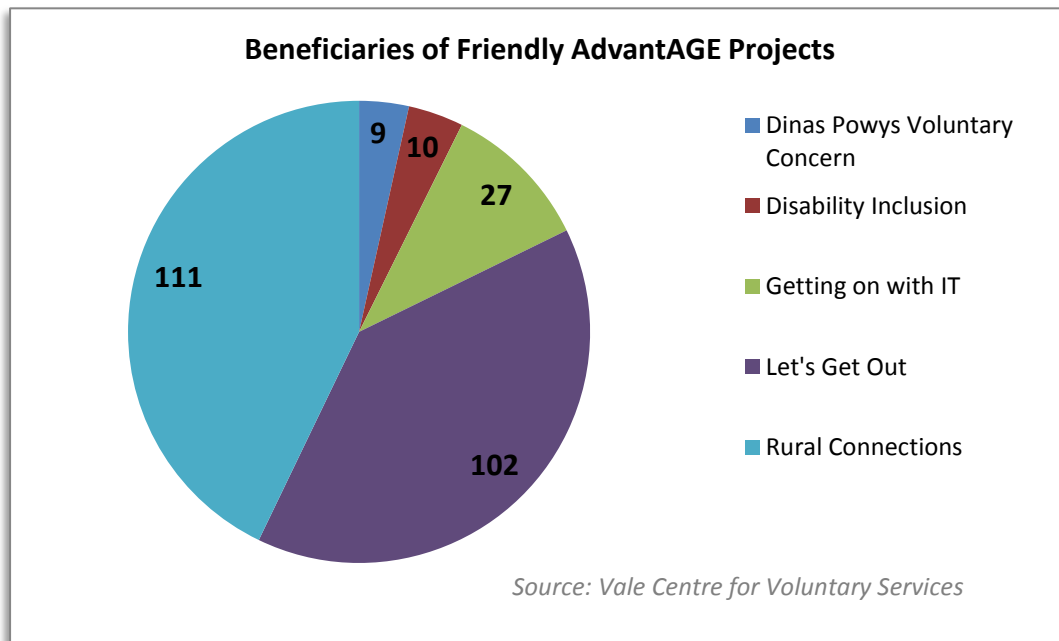
- Performance indicators show positive changes in returning and maintaining service user independence. Examples include: admissions to a care home direct from acute hospital have decreased and discharge to usual place of residence has increased. The VCRS can demonstrate significant progress in supporting people to become more independent with 31% of service users reaching full independence following intervention.



- In 2013/14 1,900 people aged over fifty enrolled on Vale adult community learning courses, learning new skills and acquiring new qualifications. Although this is a reduction on the figure for 2012/13, this age group continue to be keen to learn new skills and gain qualifications.
- The Vale 50+ Strategy Forum has recruited a number of groups in order that they can gain a wider viewpoint, and these include: Penarth Blind Club, Barry Stroke Group, the Castaways Group and 4 Newydd supported housing complexes along with a number of luncheon and other social clubs.
- A number of events were held in partnership with the V50+SF including events on World Elder Abuse day, and an annual multi-media Gwanwyn arts festival event in support of Adult Learners Week. In 2013, a question time debate was held on end of life and palliative care which was well attended.



- The V50+SF worked in partnership with the Council, NEST, Cardiff and Vale Public Health Team, Vale Volunteer Bureau and Age Connects promoting winter health and well-being campaigns via Bro Radio interviews. The interviews focused on immunisation, health through warmth, volunteering and ageing well and provided a range of advice on staying healthy in the winter.
- Friendly AdvantAGE led by VCVS offers a range of befriending services to reduce loneliness and isolation and improve the wellbeing of people including carers aged 50+. In 2013/14 there were 148 referrals for the different projects and currently 88 individuals are receiving one to one interventions from Friendly AdvantAGE. Training and computer access courses are offered to residents of care homes and sheltered housing schemes and to date they have had 47 beneficiaries.



→ Regional Working

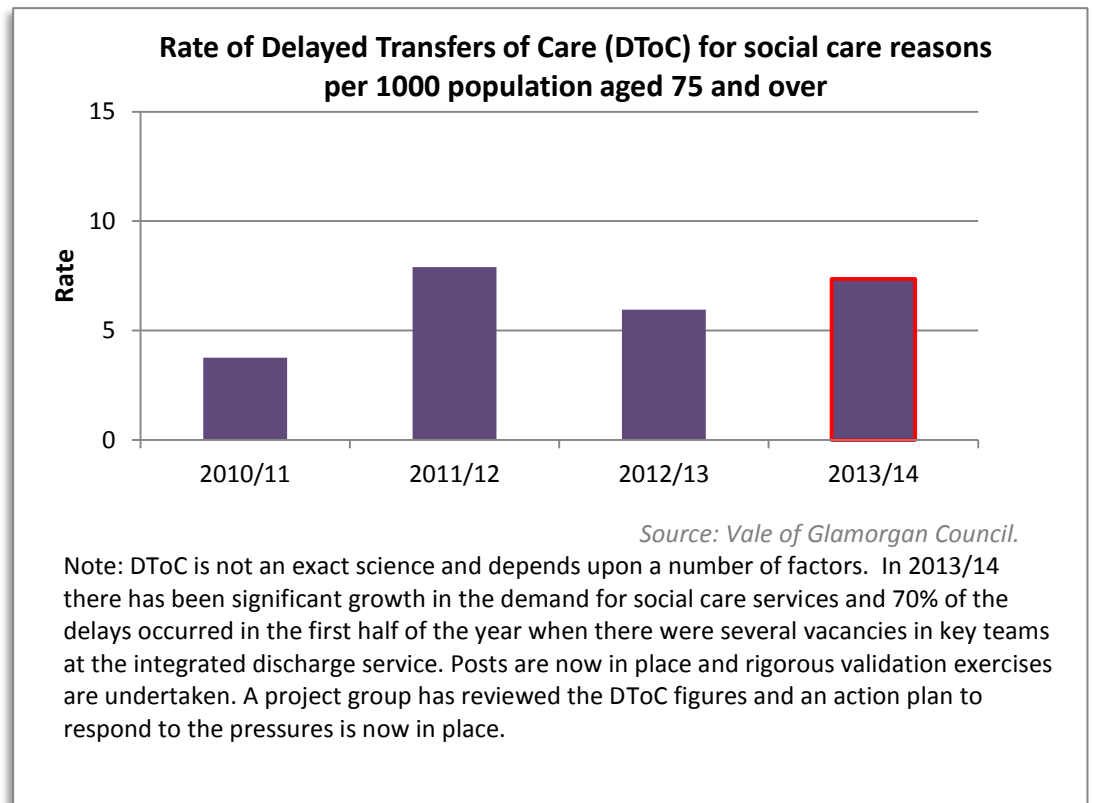
- The 'Framework for Older People: Cardiff and the Vale of Glamorgan 2014-2019' has been developed by partners to set out the framework for services for older people. There are six themes within the framework which are: to live as healthy and fulfilling a life as they can in old age; information, support, resources and advocacy; timely assessment; informed and guided care; co-ordinated health and local authority services; quality assured value for money long-term care and support options.
- The Cardiff and Vale Area Planning Board commissioned a research project which was delivered by the Wallich Clifford Homelessness Charity to identify the level of alcohol use and misuse amongst over 60s across the Cardiff and Vale area. Results included some respondents reporting high levels of alcohol consumption on a regular basis, 17.7% of the sample of 288 people were found having medium to high hazardous alcohol use (according to frequency and quantity). 3.5% of respondents were judged to be needing referral to



specialist services for diagnostic evaluation and treatment according to their responses to the survey questions.

## → Challenges

- It is predicted that the number of people aged 65 and over will increase by almost 50% between 2013 and 2033. The UNA has identified that the increasing ageing population is likely to result in an increased number of people suffering from chronic health problems such as heart disease and strokes and it is likely there will be an increase in the number of people receiving injuries from falls and suffering from dementia.



- The Vale of Glamorgan Council has signed the Dublin Declaration on Age Friendly Cities and Communities.

Partners will need to continue working together to ensure the Vale is an age friendly environment and meet the different needs of an ageing population.

## → Next Steps

- Develop actions within the Older Peoples Framework for 2014-2019 including the following actions which encompass the themes of the framework;
- Develop a range of preventative and accommodation solutions to support older people at times of crisis (e.g. hospital discharge) or in response to the emerging physical requirements of older people. This will include developing third sector partnerships and social enterprise opportunities and creating a specialist accommodation team to work closely with health and social care professionals in developing appropriate housing responses for older people at the point of hospital admission and discharge. Existing sheltered accommodation will be reconfigured as 'very sheltered', to straddle the spectrum of current older people's accommodation options.



- Transforming dementia services is a project which will focus on reviewing existing dementia services across the Vale of Glamorgan with a view to developing more of a reablement ethos to link with the implementation of the draft Cardiff and Vale Dementia 3 Year Plan.
- Undertake a range of health improvement interventions and public health campaigns to raise awareness amongst the over 50s regarding the importance of flu immunisations, health checks, falls and fractures prevention. This would include developing falls prevention exercise opportunities, providing more opportunities for physical activity for older people, and developing interventions to raise awareness of high alcohol consumption amongst older people.
- Roll out the Supportive Communities around Wyn initiative, ensuring older people have access to support and information on a range of topics which will enable them to remain living independently in their own homes.
- Partners will, following further guidance from Welsh Government work together to deliver the action plans being developed nationally to deliver Phase Three of the Welsh Government's Older Peoples Strategy.
- The Cardiff and Vale Area Planning Board supports the conclusion that further research should be commissioned to explore the present barriers to engagement of older people with alcohol services, and whether age-appropriate services would be viable and beneficial for older problem drinkers.



### **Case Study: Tackling Social Isolation – Friendly AdvantAGE**

The 'Friendly AdvantAGE' programme is a partnership project comprising of the Vale Centre for Voluntary Services, Cardiff Third Sector Council, Age Connects Cardiff and the Vale, Scope Cymru and Dinas Powys Voluntary Concern. The project exists to reduce the social isolation of older people in Cardiff and the Vale of Glamorgan and uses a combination of staff and volunteers to befriend and reach out to isolated people and encourage them to become more involved with their families, friends and communities.

Through the disability inclusion strand of the project a number of interviews took place with beneficiaries of the project and the volunteers who support them and an account of one such interview is provided below (names have been changed for confidentiality reasons).

#### **James, Sarah and Lucy**

James is a former University professor who was previously an active person, running four times a week and taking part in half marathons. Due to suffering a stroke, James is no longer able to read and suffers difficulties with walking and speaking. James and his volunteer Lucy spend two hours together a fortnight and have a varied schedule. When they are together, Lucy and James do different activities that include going for walks, to cafes and to the cinema. Lucy volunteered after having been retired for 18 months prior to spending 20 years working with disabled people: *"I felt I had skills that I could offer to somebody. That was quite important to me but the benefits to me are huge, I have enjoyed working with James"*.

Before Lucy became a part of James' life, he was entirely reliant on his wife Sarah to take him out and about. At times Sarah found it difficult taking care of him when they were outside the house which meant that *"he could do nothing really except watch television"* (Sarah). Additionally James has *"a carer who comes every morning for three quarters of an hour to help him wash and dress except on Sundays"* (Sarah). The introduction of Lucy has not only been good for James himself but his wife Sarah has also greatly benefited: *"I was actually able to go out and do things and not worry about leaving James at home for the first time"*. Sarah says *"having Lucy take James out is like a little ray of light. Lucy comes and collects him. She can get him in the car. She can take the responsibility and it's a total relief for me"*. Lucy and Sarah have both noted there has been improvement in both James' walking and speech capabilities since going out with Lucy.

Volunteering for the project has also been beneficial for Lucy; *"it just amazes me because I don't feel I give much time and it amazes me when James and Sarah say the difference it makes to them...I feel I have a relationship with James and Sarah where I can talk to them about my life and my family as much as I would expect James to talk about his family"*.

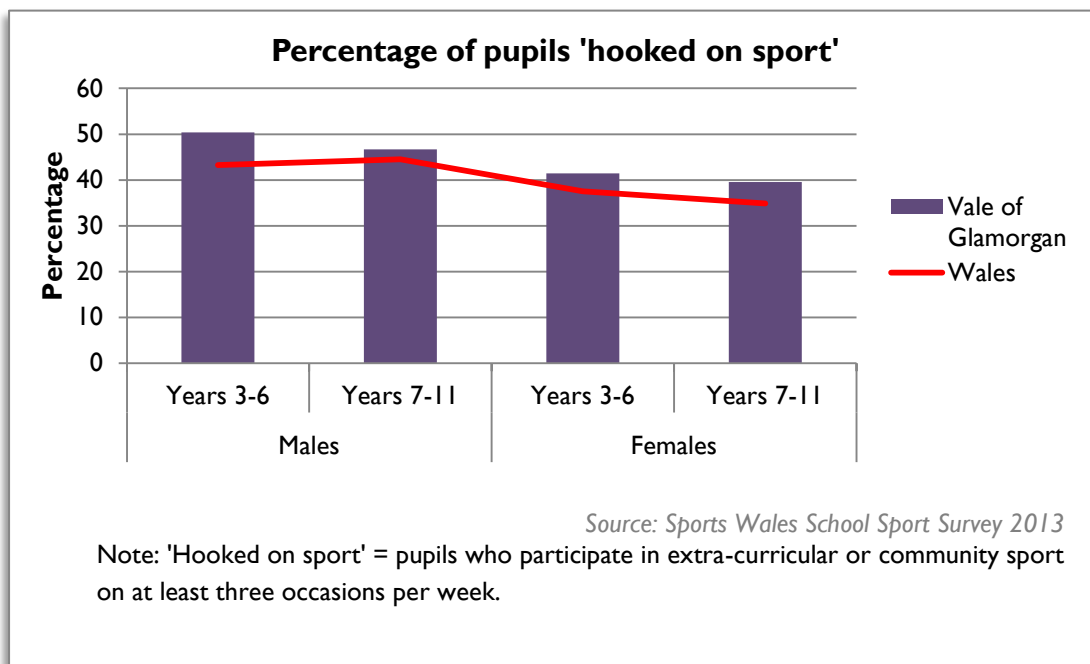
Source: Friendly AdvantAGE project evaluation undertaken by Welsh Institute for Health and Social Care, University of South Wales.



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.

→ Key Achievements

- The Flying Start and Families First Joint Management Board has ensured that Flying Start expansion plans have been approved and are progressing well; this has seen 1,099 children receiving a service between April 2013 and March 2014. Three major capital projects in Holton Road School, the Flying Start Family Centre and Colcot Primary School have been approved and progress made in planning and building. Flying Start has also gained green status in its recent review highlighting that Welsh Government have no concerns in relation to its progress.
- The Families First plan was approved in November 2013 and is delivering 11 effective projects. Since 2012/13 there has been an increase of 57% in the number of families benefiting and an increase of 80% in the number of children and young people benefiting from Families First services.



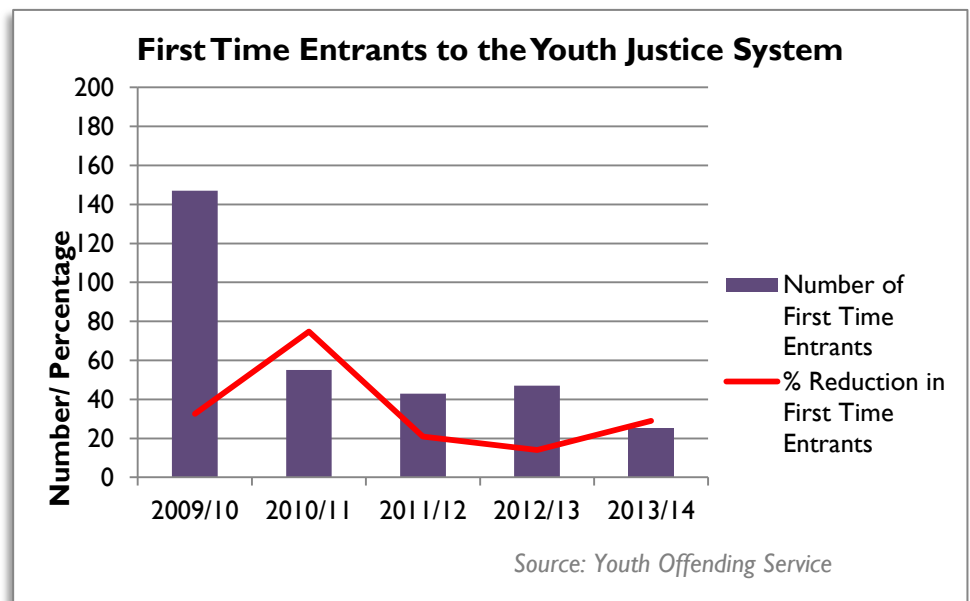
- The School Sport Survey undertaken in 2013/14 highlighted that the Vale of Glamorgan was ranked joint 2nd across Wales for the 'Hooked on Sport' target, indicating that 44% of children and young people aged 7-16 participate in sporting activity at least three times a week.
- For academic year 2012/13, 46 of the 47 Vale primary and special schools participated in Dragon Sports, delivering a total of 3,238 extra-curricular Dragon Sport sessions. In total there were 10,315 Dragon Sport registrations, an increase of 12% compared to 2011/12 and



95% of these registrations were by children who had participated on five or more occasions demonstrating their continued involvement in the programme.

- Between April 2013 and March 2014, 39 schools took part in National Standards Cycle Training with 974 pupils obtaining level 1 and 720 obtaining level 2. More than 750 children also took part in Child Pedestrian Training during 2013/14.
- Through the C-card project, in 2013/14 1223 young people have benefited from sexual relationship education sessions in 4 youth centres and 7 mainstream secondary schools. Over 550 young people are registered and regularly using the C-card outlets. Significant progress has also been made to deliver the project within special schools.
- From April 2013 to April 2014, 379 young people have benefitted from an episode of schools-based counselling. This accounts for 1,558 individual client sessions. From a sample of 85 evaluation sheets collected by counsellors, approximately 95% of clients either strongly agreed or agreed that they felt more able to cope at school since having counselling, that their relationships with friends have improved, that their relationships with teachers have improved and that their relationships with family have improved.
- Between April 2013 and March 2014, 69 families moved on to a successful outcome following an intervention with FACT (Families Achieving Change Together), the Vale of Glamorgan's Team Around the Family (TAF). The FACT Team has also developed its Information Sharing Protocol (ISP) which has been approved by the WASPI (Wales Accord on the Sharing of Personal Information) Team.
- The Citizen Advice Bureau received 68 referrals direct from the FACT Team during 2013/14, an increase of 62% in referrals from 2012/13. From the interventions made, the total benefit gains for these families equalled £135,335.76.

- In 2013/14, over 400 workers in the childcare sector have attended 25 Courses in areas such as Paediatric First Aid, Health and Safety, Food Safety, Child Protection and all 5 modules of Foundation Phase training.



- The percentage of first time entrants within the Youth Justice System continues to reduce as agencies work in partnership with the Youth Offending Service (YOS). In 2013/2014, the YOS worked with 49 children and young people referred to them





for a prevention/early intervention programme. These young people accessed interventions which included one to one and group work around problem solving, consequential thinking, self-esteem, anti-social behaviour and anger awareness. In addition to working with statutory and voluntary agencies to deliver interventions and ensuring the child's needs were met when leaving the service, 113 young people were also in receipt of a Triage diversionary activity.

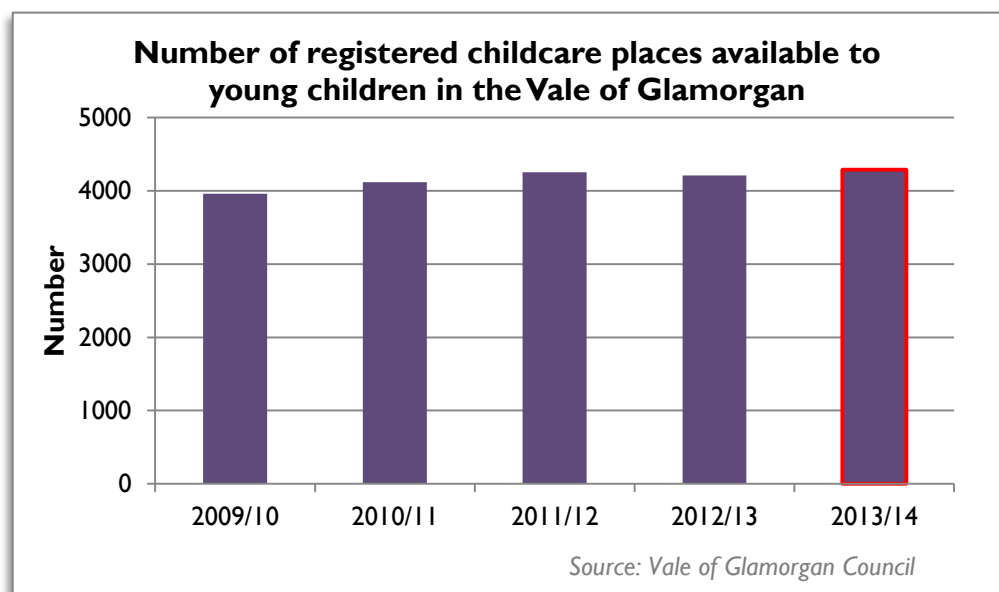
- All schools in the Vale of Glamorgan participate in the Healthy Schools Scheme. Currently 3 schools have achieved Phase 1 (and are working towards Phase 2), 2 schools have achieved Phase 2 (and working towards Phase 3), 3 have achieved Phase 3, 16 have achieved Phase 4, 39 have achieved Phase 5 and 4 have achieved the National Quality Award (NQA).
- The Millennium Volunteering Programme has proved to be a great success with young people 14-25. Through this programme 49 young people were issued with a 50 hour certificate; while 37 achieved a 100 hour certificate and 16 went on to receive their 200 hour award of excellence.

### → Regional Working

- An emotional and mental health regional group has been established across Cardiff and the Vale to explore outcomes and performance measures for current service provision and future reporting.
- The South East Wales European Social Fund (ESF) competitiveness region is working together to develop ideas for projects linked to supporting young people to find education, employment or training opportunities.

### → Challenges

- As the restructure of partnerships and organisations continues in line with reduced resources, there remains a challenge to ensure a clear focus on the broad range of needs of children and young people and that partners continue to ensure a joined up, multi-agency approach to dealing with those who are at risk of, or are, not in education, employment and training.
- A challenge exists to continue to





develop early years work following the Childcare Sufficiency Assessment and in light of Welsh Government expectations, parents' expectations and resources available to take this forward.

- Delivering expected outcomes following the enactment of the “Wales: a Place Where Children Can Play” draft statutory guidance to local authorities on securing sufficient play opportunities for children in their areas.

#### → Next Steps

- More fully align Families First, Flying Start and Communities First performance outcomes with Welsh Government's Anti-Poverty agenda and consider how projects can complement each other and avoid duplication.
- Continue to work with partners to maintain and establish provision that engages and supports children, young people and their families, whilst maintaining a broad range of services.
- To work within the Cardiff and Vale University Health Board footprint to develop joint performance outcomes for services supporting emotional and mental health wellbeing.
- Develop a raft of supportive projects through ESF and other funding streams that support the current and future engagement of young people at risk or not in education, employment and training.
- Continue to develop appropriate childcare provision where parents want it.



### *Case Study: Families Achieving Change Together (FACT)*



M is 14 years old and had a number of concerns at referral to the FACT team; including high levels of anxiety that were preventing him from leaving the home and interacting with other young people. M was receiving 6 hours of one to one tuition in the home every week as M had a very negative attitude towards school and said that he would never go back. M was also still sleeping in his mother's bed due to levels of anxiety and needed to be near her at all times. This had been the situation for many years.

From the initial meeting with M it was agreed that he would have weekly support with a Social Care Officer (SCO) to try to increase his confidence to leave the house without his mother, as well as helping him open up about his feelings and worries. M engaged well in the one to one sessions, and they slowly moved their sessions to take place in the community, involving confidence building trips to places M was interested in during quiet periods. M was also given the opportunity to attend a 10 week emotional intelligence based youth group (EI Group), and was supported in the lead up to this. M attended the EI group, and after the first session felt confident enough to return, as well as access the mini-bus with the other young people both to and from the group. Once this group finished, M was offered the opportunity to attend a 6 week media based youth group and engaged in this really well.

FACT also started to hold multi-agency meetings, linking in with the family, M's tutor, staff from the out of school tuition team, and also the Comprehensive that M was still registered to. Through these meetings, action plans were developed to help M move forward and develop a more positive attitude to school. Further ways to support M's learning were also agreed, with M's mother having a more active role in supporting him with his homework. The support worker from the EI group was also made available to offer two hours per week one to one sessions to build on the self-esteem work already taking place.

The tuition sessions were moved out to take place in the community to help with M's socialisation and over time some sessions were able to be held in the school itself. M was also encouraged to attend a meeting with the head of the school to discuss his options, with the support of his sister.

During the time that FACT was involved with the family, the possibility of an ASD diagnosis was being explored. Towards the end of the involvement, M received an ASD diagnosis and FACT referred M to a youth group for young people with such a diagnosis. This also meant M could access further resources and support specific to his diagnosis.

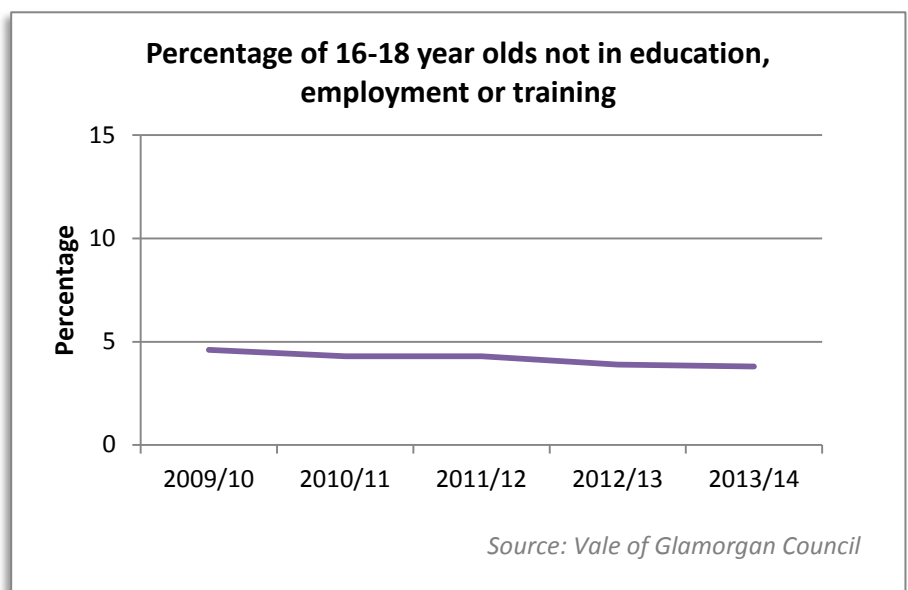
The SCO also supported M's parents in terms of them being able to understand some of the resources and support techniques that had been used with M, such as using a worry box. At the point of closure, it was agreed that education staff would still meet with M's mother once a term to monitor progress, as the family did not want the good links to end and reported that they found the meetings very useful. M was no longer sleeping in his mother's bed, and better family routines were in place. The family were also planning a holiday which is something that had always been difficult in the past.



**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.**

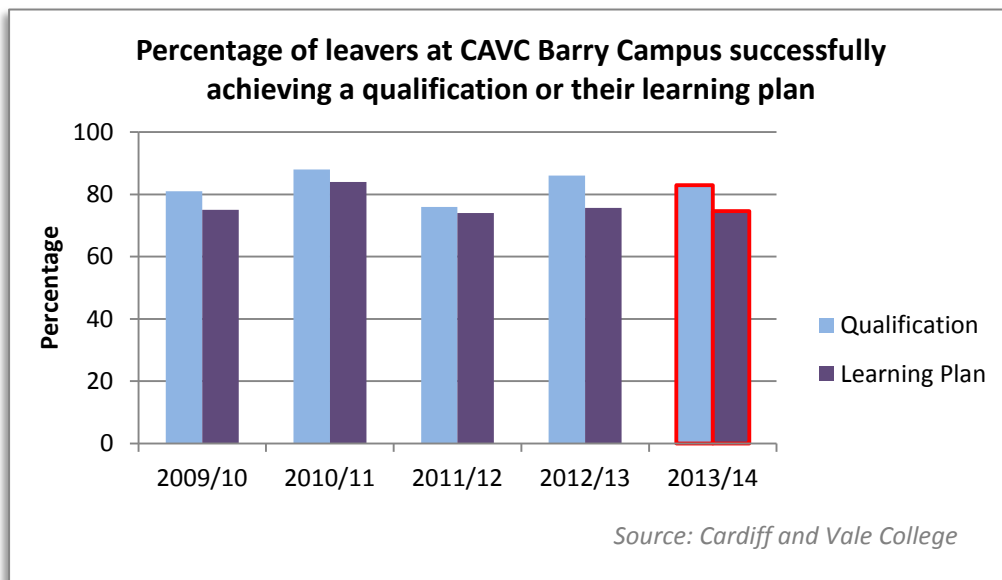
### → Key Achievements

- The Youth Engagement and Progression Framework (YEPF) Early Identification model has been developed, to be rolled out in schools and implemented by September 2014. Mapping of current available provision has taken place and approximately 50 services for NEET young people in the Vale identified. The mapping gives an analysis of gaps in provision, particularly for 18-25 year old NEET young people, and one of the three Adult Community Learning key priorities is to target 18-25 NEETs on various courses.
- From April 2013 to March 2014, a total of 367 NEET young people were positively engaged through Communities First, Vibe Experience, G2E, the Young Parents Partnership and the People Business Wales.
- The Work Programme, delivered in the Vale by the Council on behalf of the Department for Work and Pensions (DWP), engages 16-25 year olds and 25 year olds plus into employment. Since 2011 there have been 1,700 referrals to the programme, of which 120 were young NEET people, of these 60 young people have entered employment. In 2013/14 there were a total of 470 referrals, 32 of these were NEET referrals, of which there have been 29 job starts.
- In 2013/2014, the VVB Step Forward Project targeted at those over 25 who are unemployed interviewed in excess of 150 people and referred 125 into volunteering placements.
- Within schools, there has been improved performance in attainment at all key stages (KS). The Vale has performed well on many measures related to KS2 and performance on the Core Subject Indicator (CSI) went up to 88% for academic year 2012/13; this is the highest it has been. KS3 has shown significant progress since 2012 and at KS4 the proportion of pupils achieving five GCSEs grade A\*- C including English/Welsh and Maths is 0.9% above the Welsh average.
- Although pupil attendance declined to 94.17% attendance in primary schools it has increased to 93.38% attendance in secondary schools in 2013/14.





- The Cardiff & Vale Adult & Community Learning Post Inspection Action Plan is on target and collaboration with partners has improved, along with attainment figures. The ACL partnership is now well placed for future Estyn inspections with a monitoring visit anticipated in Autumn 2014, followed by a full re- inspection the following year.
- In 2013/14, during ‘apprenticeship week’ events took place to raise awareness and promote apprenticeships amongst employers and Careers Wales will hold a Jobs Fair for schools in September 2014.
- Cardiff and Vale College (CAVC) have a £10million apprenticeship programme in place. The College are also aiming to expand the Gazelle Group and there are plans to record data on the number of learners who have started up a business as a result of the Gazelle Group. The College are also coordinating a number of work experiences for students, and employability sessions are being delivered prior to work placements commencing.



### → Regional Working

- Vale of Glamorgan Youth Services and Bridgend Youth Services held joint annual awards to recognise the outstanding achievements and contributions made by young people when accessing youth services, as well as the participation of young people in their local communities.
- Duke of Edinburgh award regional training for British expeditions has been provided in collaboration with Cardiff, Bridgend, Rhondda Cynon Taf (RCT) and Merthyr.
- The Vale is working within the Central South Consortium to develop a regional approach to 14-19 pathways, a Coordinator works closely with heads/deputies of schools to implement improvement and development plans to meet learner’s needs. A business plan for a 14 -19

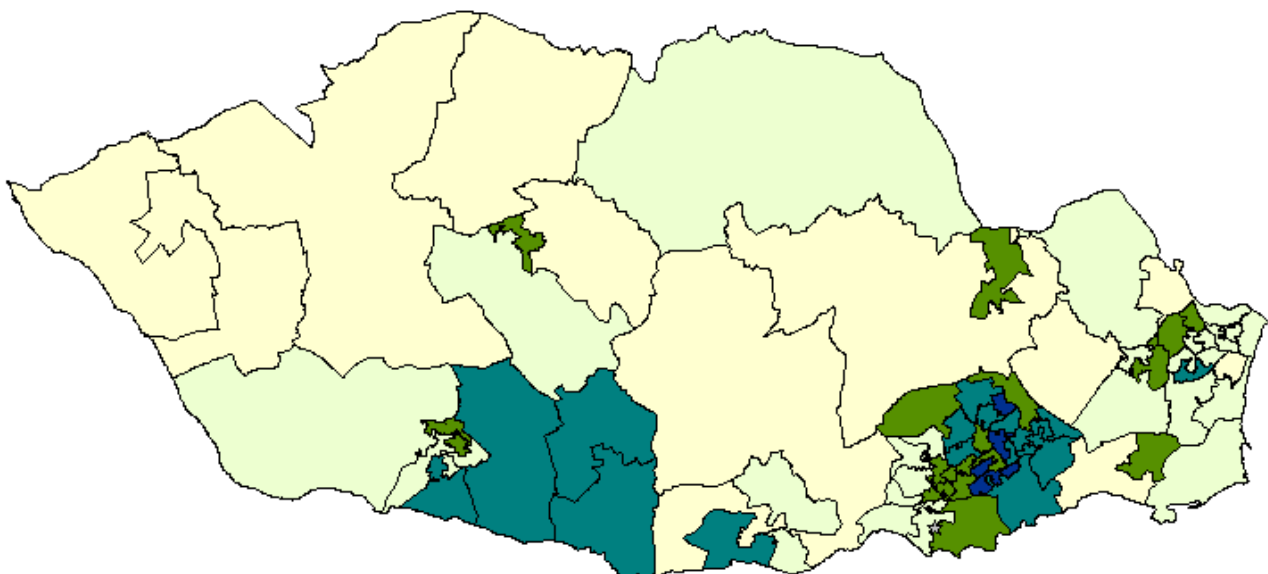


regional network is also being developed by coordinators across the 5 local authorities in the Central South Consortium (Vale of Glamorgan, Merthyr, RCT, Bridgend and Cardiff).

→ Challenges

- Funding remains a challenge particularly to reduce the number of NEETs aged 16-24 in response to the Youth Engagement and Progression Framework.
- For 2013/14, figures show that 3.8% of 16-18 year olds in the Vale were identified as NEET, this is 0.1% above the Welsh average.

Percentage of pupils achieving Core Subject Indicator (CSI) by LSOA – Key Stage 4



© Crown copyright and database rights 2013 Ordnance Survey 100023424

© Hawlfraint y Goron a hawliau cronfa ddata 2013 Arolwg Ordnans 100023424

Percentage of KS4 pupils achieving Core Subject Indicator (CSI) by LSOA  
CSI = GCSE grade A\* - C in English or Welsh First Language, Mathematics and Science

80 to 100	(12)
60 to 80	(26)
40 to 60	(18)
20 to 40	(18)
0 to 20	(5)



- Despite above average educational attainment at a local authority level, this masks significant variations in pupil attainment. In particular, some areas which are mainly (but not all) in Barry do poorly compared to the Welsh average. This will inevitably have an effect on the life chances of children in these areas. Residents in deprived areas will need a greater level of support in future if they are to have similar opportunities and life chances compared to other parts of the Vale of Glamorgan. Improvements in these areas, will also lead to an improvement in overall Vale of Glamorgan figures as compared to the best in Wales and help to match those of the most successful authorities in England with similar socio-economic profiles. A number of projects have been set up in such areas through Communities First to support families to be engaged in their children's education, promote family learning in the early years and support young people transitioning from primary to secondary school.

#### → Next Steps

- Implement the Youth Engagement & Progression Framework to significantly sustain a reduction in the number of NEETs. A YEPF action plan has been approved by Welsh Government, roles and responsibilities have been identified and work in 2 schools for early identification has begun.
- Roll out the YEPF Early Identification model in all schools, and support the YEPF officer to broker between schools and provision to meet the needs of young people.
- Implement proposals for the allocation of lead workers under the YEPF.
- Complete mapping of services for NEETs under Welsh Government guidance to work towards meeting the youth guarantee.
- Vale Volunteer Bureau will commence data recording in the new financial year of NEETs aged 16-25 who have taken up volunteering opportunities and progressed further into volunteering employment, education or training. This data will be shared at the NEETs strategic group every quarter.
- Deliver the Cardiff and Vale Adult Community Learning Post-Inspection Action Plan.



### *Case Study: Supporting Young Parents into Education*

B was referred as a prospective student to the Partnership for Young Parents (PYP) during September 2012, when she was 17 years old, with a new-born baby and living in the parental home. B agreed to join the PYP's education section as soon as the baby was 6 weeks old (babies are only able to access the crèche after 6 weeks of age) and B was also assisted with her application for an Education Maintenance Allowance. B enrolled at PYP education in October 2012 and in June 2013 achieved level 2 qualifications in Maths and English and Level 1 in ICT. B also achieved certificates for a Nurturing Programme and Language and Play courses.

Despite a number of difficult circumstances in her home life, B was encouraged to maintain her place at the PYP. The PYP worker referred B to a 'Get Cooking' course and 'Handling Children's Behaviour' course through Flying Start and provided information on 'Pop In and Play'. This was to encourage B to continue to be involved in her community whilst also gaining valuable skills, the baby also benefitted from being able to continue to access crèche facilities. B attended and completed both groups.

Through contact with the PYP, B has also been supported with her applications for Income Support, Child Tax Credit and Child Benefit, SureStart Maternity grant and Healthy Start Vouchers and with the setup of a bank account as she hadn't previously had one. In March 2013, B received a request from the Inland Revenue for a full break down and evidence of financial circumstances 'spot check'. The PYP worker submitted a letter to the Inland Revenue on B's behalf to explain the missing paperwork, which B was unable to provide and assisted B to gather the evidence she was able to provide. The Inland Revenue accepted and allowed B's continuation of claims.

B was also living in a household where there was domestic violence. The domestic violence was not directed at B, but it was not a healthy environment for her and the baby. This resulted in a referral to the Social Services 15 plus team, where at B's request the PYP worker liaised with the social worker. B was also supported through Atal y Fro.

B was offered a place at Ty lolo homeless hostel in October 2013 and the support worker liaised with Ty lolo staff in order that B had the equipment needed to move in, as B did not own any bedding etc. In January 2014, B was designated a property through the Homes4U letting scheme and the PYP worker assisted B with the set-up of utilities/payment plans and accessing Track 2000, the paint scheme and the Discretionary Assistance Fund once B's tenancy commenced.

In early 2014, the PYP worker collected and supported B to attend a Cardiff and Vale College open evening. B has applied for the 'Access to Health Sciences' course, with the long term aim of studying Pharmacy at University level, and has applied for a place for baby in the Cardiff and Vale College crèche. B feels that as she is now settled, she is in a good position to return to full time education through her CAVC course starting in September 2014.





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.

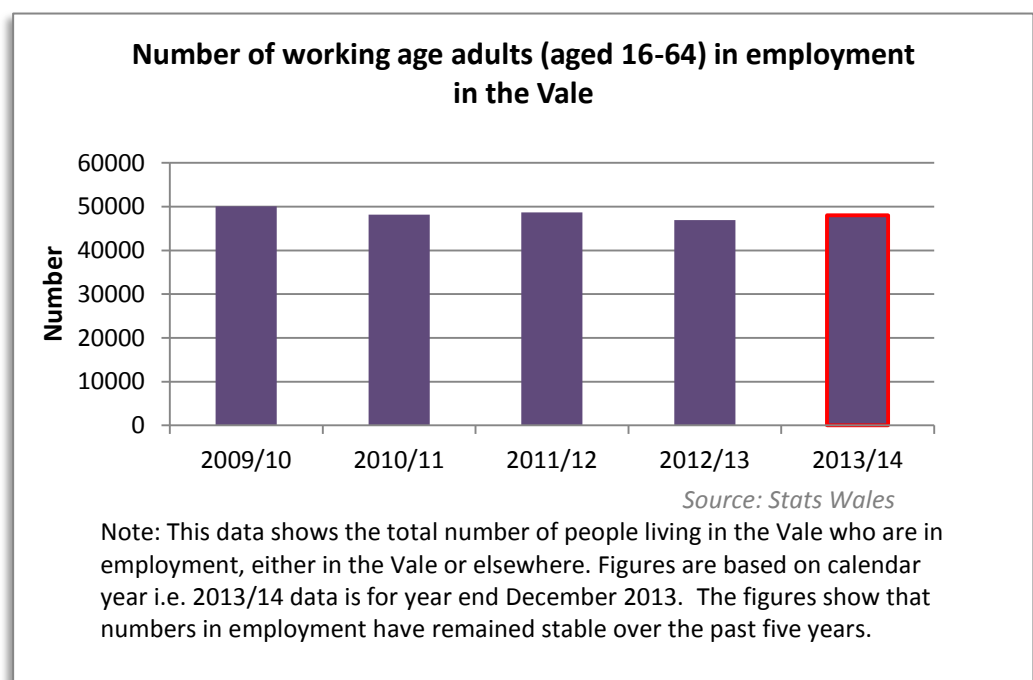
#### → Key Achievements

- A Communities First Cluster has been established covering around a third of the population of Barry. The Communities First team have worked with schools to utilise the Pupil Deprivation Grant to provide targeted interventions focussing on science technology, engineering and maths.
- The Communities First team have also developed appropriate strategies for engaging with young people to reduce NEETs and have supported children in need and their families to engage positively with schools to improve attendance and attainment. Communities First have also established the first Tackling Poverty Small Fund scheme, providing small grants to community groups.
- Through Communities First, a Community Wellbeing project has been delivered in Barry, supporting over 1400 people to lose weight, give up smoking and achieve healthier lifestyles. The project focuses on empowering individuals to make a sustainable behaviour change in respect of their health and wellbeing. The project has enabled significant changes for individuals within the themes of Healthy Eating, Physical Activity, Smoking Cessation, Mental Wellbeing and Reducing Risky behaviour in terms of drugs/ alcohol and sexual health.
- Findings from the Community Wellbeing Coaches project show that from April 2013 to March 2014; over 90% of clients now feel more confident about cooking a fresh meal and also eat fresh fruit and vegetables on a daily basis, 88% of clients have reported an increase in the amount of physical activity they take part in after accessing the project; 87% of clients report feeling better able to cope in respect of their mental health; 84% have reported either stopping or reducing their smoking levels post-intervention and 90% of clients now feel more able to seek help in terms of reducing risks connected with their alcohol/drug use or unsafe sexual behaviour.
- Success has been achieved through working in partnership with major employers such as Admiral Insurance and in March 2014, 1,100 local people attended a Jobs Fair. In 2013/14, 100 Communities First clients completed employment related courses and 12 Communities First clients were supported to secure employment.
- In July 2013, an anti-poverty event was held to raise awareness of influencing themes that contribute to generational poverty, to challenge all partners about what they can contribute and to agree some joint anti-poverty priorities. More than seventy delegates attended the event which was organised through the LSB as a partnership event between the Vale Children and Young Peoples Partnership and Save the Children.



- ‘Inspiring the Vale Bursaries’ led by Creative Rural Communities has been re-opened to provide assistance to young people looking to implement their ideas for businesses or community enterprises. The budget for the grant scheme is being provided by a charitable foundation and will provide 20 or more grants at up to £3,000 each for young people up to the age of 30 living in the Vale. The project was originally run between 2008 and 2011 and supported 23 new businesses, many of which continue to grow and now employ staff of their own.
- The focus of spend during the last year (2013/14) of the Barry Regeneration Area Programme has been on Barry Island and the renovation of the eastern shelter and promenade. A £3.3 million regeneration project is underway and when complete will see the creation of a range of facilities for residents and visitors to the area.
- Work in the Castleland Renewal Area has continued and in 2013/14 £1.3 million was invested in the area. During 2013/14, 327 home owners were offered improvements to the front of their homes under the Facelift Programme, and 316 homes were completed equalling a take up by 97% of owners. Additional funding from Welsh Government was also secured to offer approximately 250 home owners help with improving the energy efficiency of their homes. A total investment of £1,760,847 has been made in the area to improve living conditions.
- To support community facilities in the Castleland Renewal Area, private investment was sourced for the external refurbishment of the 5<sup>th</sup> Barry Sea Scout Hall on Holton Road to enable its use to be extended to the local community.
- In July 2013, Welsh Government announced the Council would receive indicative funding for area renewal activity in the three year period 2014/15-16/17. The Council has also approved a budget of £1.5m to support the regeneration of Upper Holton Road with the aim of renewing the fabric of the front elevation of the buildings; improving the visual impact of the street; and, improving the availability of affordable accommodation.

- The Council delivers the Work Programme on behalf of the DWP and works with local employers to ensure that employment opportunities benefit local,





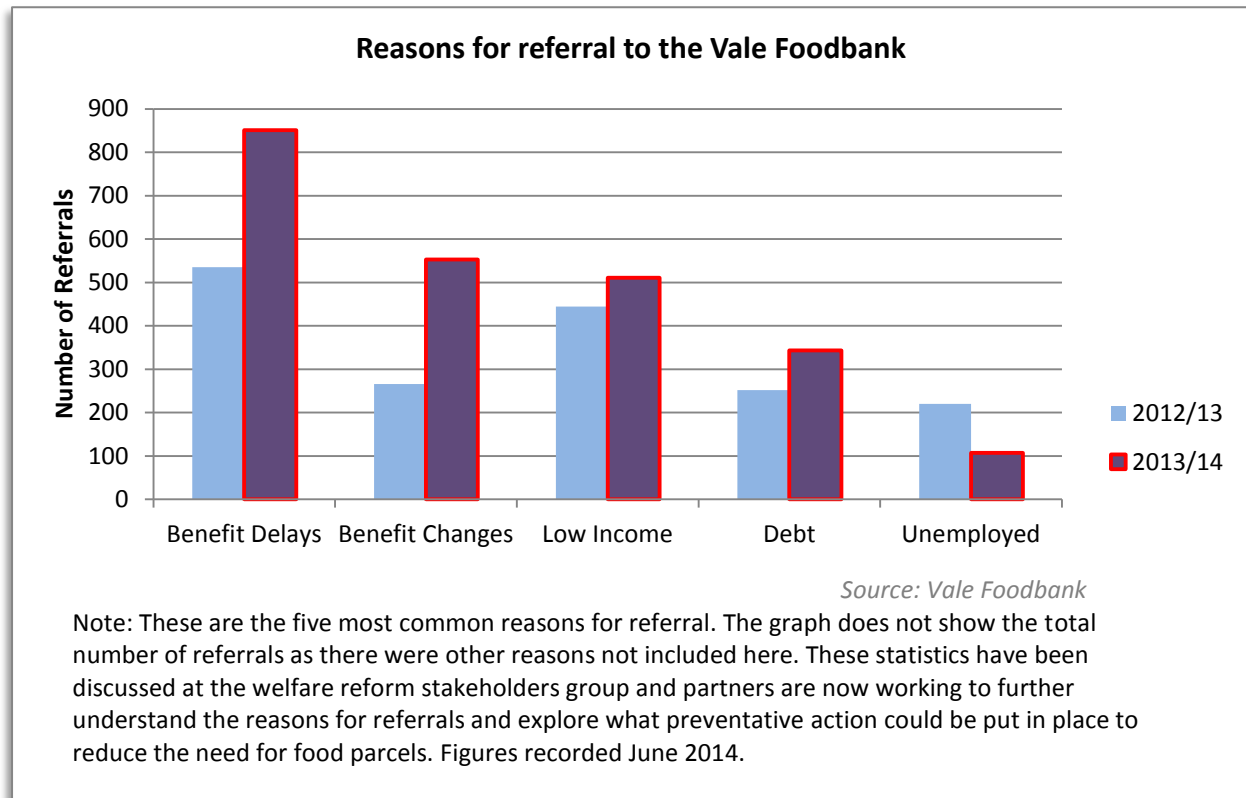
long-term unemployed individuals. In 2013, around 200 such people entered employment through this programme.

#### → Regional Working

- The Communities First teams in the Vale and Cardiff, and further afield across South Wales regularly share good practice and exchange details of initiatives and outcomes being achieved.

#### → Challenges

- As the three years of funding for the Barry Regeneration Area has ended this presents a challenge in terms of sustaining an improvement programme, managing expectations and seeking alternative funding streams to maintain momentum.
- A challenge remains to meet the demand for affordable housing, an issue faced across Wales. In April 2013, there were 2,495 people waiting for affordable housing, however during 2012/13 only 276 properties became available. There is also a significant need for new affordable homes to be built. The Vale of Glamorgan's Local Housing Market Assessment and Rural Affordable Housing Need Survey (2010) identified the need for an additional 915 units of affordable housing (social rented or intermediate housing) per year, of which 250 per year should be located in the rural Vale of Glamorgan (outside of Barry and Penarth). The number of affordable homes built each year does not meet the identified need, however in response to the increased demand for smaller properties due to welfare reform, Welsh Government made additional funds available and Newydd Housing Association and the Council were successful in securing funds to convert the Marine Hotel on Barry Island into 20 new homes.
- Partners must continue to ensure a joined up approach is taken to help residents overcome the effects of changes to the welfare benefits system. Work has taken place through the welfare reform stakeholder group to ensure partners worked together when the initial changes came into effect in April 2013 and work must continue in light of the further changes to be made, including the introduction of Universal Credit. The Vale Foodbank is continuing to receive high demand for food packages and since October 2011, 7136 people have been fed including 2737 children aged under 16 (figures as of June 2014). High demand for these food packages emphasises the need to continue working together to provide help such as budgeting advice to residents.



#### → Next Steps

- Work in partnership to implement actions contained within the framework for the future of the Town Centres of the Vale of Glamorgan to promote investment and improve their vitality and attractiveness.
- Work with partners to build on the legacy of the Barry Regeneration Area Programme by promoting further regeneration in the town.
- Complete the existing Rural Development Plan and promote a new Rural Development Plan.
- Work with the local community to implement the Castleland Renewal Area.
- Support long term unemployed people into employment through mentoring, training and job search assistance and provide additional support to unemployed people in Communities First areas including confidence building, CV and interview skills training and job fairs.
- A new Local Housing Strategy for the Vale of Glamorgan is planned for Autumn 2014; this will inform the direction of the housing service over the next 5 years, including how to improve the supply of affordable housing. There is expected to be an increase in affordable housing delivered in 2014-15, including the Golau Caredig ExtraCare scheme in Barry and the developments on the old Magistrates Court site in Barry and the Marine Hotel on Barry Island.



### *Case Study: Penarth Learning Community*

The Penarth Learning Community Project, part of the Council's 21st Century Schools programme, is a £50 million project which will create two new schools, a replacement of the current St. Cyres School and the provision of a new special education needs facility (SEN) Ysgol Y Deri in Penarth, replacing 3 existing schools.

The two schools will be co-located in one building allowing for integration where appropriate and the building will be a base for local health board staff and children's services staff, putting the pupils at the heart of service delivery. A respite centre for Ysgol y Deri will also be built in a separate building on the site to give pupils a sense of 'going home for the day'.

The site will become a community hub by providing a sensory pool which can be used by groups such as the elderly during the evenings; a 3G sports pitch and a 100m all-weather running track. Internal sports provisions and outside teaching spaces, including a wildlife garden and allotments, will also be established.

Within Ysgol y Deri there will be a cafe at the school, run by the pupils, who will be able to learn the skills of the workplace and train as baristas. There will also be an area for parents with tea and coffee facilities, where parents will be welcome any time of day. In addition, facilities for older pupils include a fully kitted out flat for developing life skills, plus a normal teaching kitchen and an industrial kitchen for teaching catering. St Cyres School features a large sports hall, dance studio and hall with retractable seating for 250 people, as well as a recording studio and amphitheatre.

Another unique feature includes a trampoline fitted into the floor of the school hall for Ysgol Y Deri pupils. The floor will fold back and the trampoline will rise from a storage area underneath meaning valuable time in these sessions isn't used hoisting pupils onto the trampolines. This will be the first school in the whole of the UK to have this facility and the planners had to go to Denmark to find it.

Pupils at the existing schools have been involved from the beginning of the project and a number of pupil ambassadors have been appointed. The ambassadors visit the site regularly and report back on progress to their fellow pupils throughout the construction phase. Pupils have also taken part in work experience and workshops all relating to the project including sustainability lessons.

Through targeted training and recruitment 5,000 person weeks employment have been created through the project. 180 people who were previously unemployed have gained employment and the project team are also trying to ensure that money spent on the project is put back into the community by hiring local sub-contractors and buying materials locally. To date, more than £20,000,000 has been spent with companies and suppliers within a 25 mile radius of the project.

Also through the project, 46 apprentices have been taken on, a large number under the Construction Skills and Welsh Government-sponsored Y Prentis scheme which employs apprentices on behalf of the industry and rotates them through hosted placements within construction companies. Rotating apprenticeships allows young people to gain a variety of skills helping them further their careers and enhance their chances of gaining employment.

The project is a unique example of partnership working and phase 1 is due to be completed in October 2014, with demolition and completion of the external pitches in October 2015.





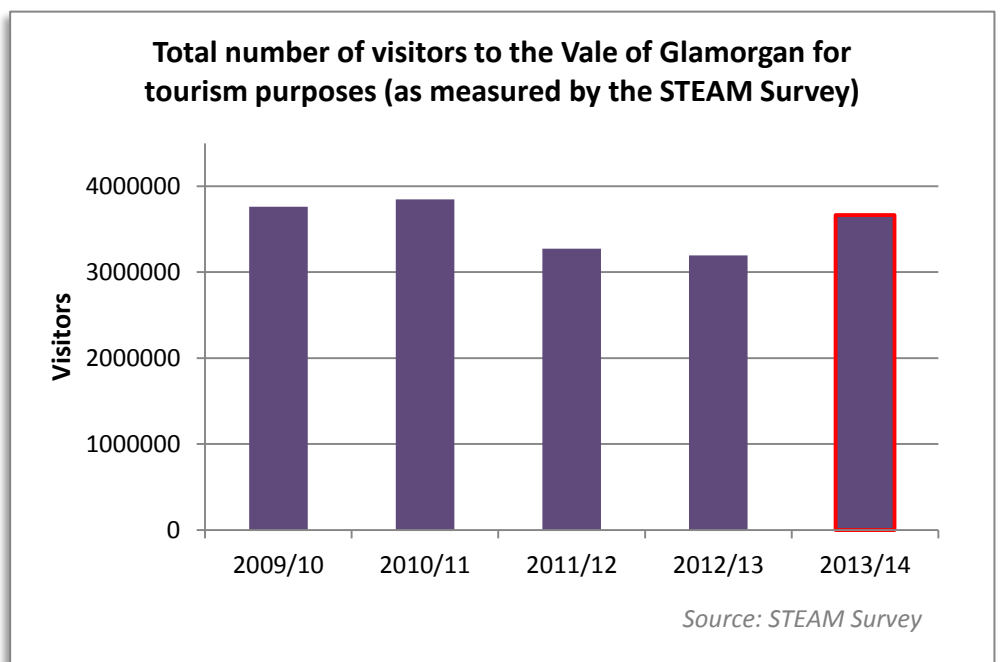
Priority Outcome 8: The Vale maximises the potential of its position within the region working with neighbours for the benefit of local people and businesses, attracting visitors, residents and investment.

→ Key Achievements

- Creative Rural Communities has delivered a £7.7m programme in the Vale under the Rural Development Plan for Wales (2007-2013) and this is due to complete in December 2014. CRC focuses on building capacity in communities to address their own needs and aids investment in tourism and community infrastructure. More than 70 rural tourism businesses were advised during 2013/14.
- In 2013/14, 18 community facilities received grant aid and two play areas were improved through Creative Rural Communities.
- The Wales Coastal Path is open and the Vale of Glamorgan section complete. Further improvements took place in 2013/14, with more planned for 2014/15, and through CRC additional links have been developed with tourist facilities such as new campsites being established.

- Consultation and engagement with local stakeholders has informed a draft Destination Action Plan (DAP) which will help promote tourism across the Vale.

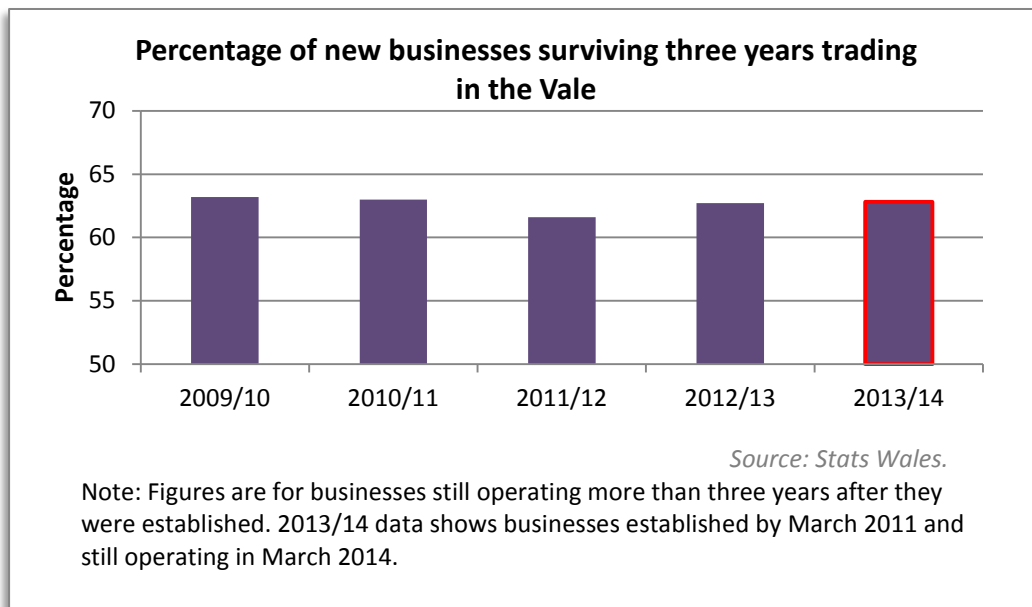
- The 2013 STEAM survey showed that the number of visitors to the Vale of Glamorgan during the year for tourism reasons was 3,663,000. This



equates to a 14.7% increase in the number of visitors from 2012. The estimated revenue from these visitors amounted to £195.94 million, a 14.2% increase from 2012 and employment supported directly and indirectly by tourism amounted to 2938 full-time equivalents.



- The transfer of Dyffryn House to the National Trust was completed in January 2013 and Penarth Pier Pavilion refurbishment completed in October 2013. Restoration work to the pier involved a complete revamp of the pavilion, with facilities such as a cinema, exhibition spaces, and a restaurant being created. In April 2014 the pier was named pier of the year by the National Piers Society.
- The National Eisteddfod was held in Llandow in August 2012. Partners worked together to ensure the event was a success demonstrating that the Vale is a good venue for major events.
- Works for the Gileston by-pass will be completed by the end of 2014 and will enhance the access to the Enterprise Zone.
- The Council have worked with Welsh Government and the Waterfront Consortium to bring forward the Barry Waterfront scheme, with particular emphasis on negotiations for a new road link to the island and the approval of several planning applications for residential development.
- In February 2014, the Vale of Glamorgan Town Centres Framework was adopted. It establishes a vision to make Holton Road, High Street and Broad Street in Barry along with Cowbridge, Llantwit Major and Penarth town centres more attractive and successful destinations to be enjoyed by residents, workers and visitors.



### → Regional Working

- A new City Region Board has been established for the Cardiff Capital Region which includes the Vale and will be charged with looking at key projects for the region. It is crucial that key projects in the Vale of Glamorgan are debated at this Board to build on recent successes such as the regeneration of Barry Island and the designation of the Enterprise Zone.



- A collaborative bid for Assisted Area status with Cardiff and Newport has been successful and St Athan, Rhoose and Peterston Super Ely wards have been included in the new Assisted Areas Map. The map identifies areas where businesses can receive higher levels of government support for investment in jobs up to 2020. The inclusion of the St Athan and Rhoose wards will facilitate investment in the Enterprise Zone, whilst the Peterston Super Ely ward includes the major business site at junction 34 of the M4 motorway.
- A decision has been made by Welsh Government to cease funding to the Regional Transport Consortia from April 2014, with contact now being made to local authorities direct. This will have a significant impact on how the Council has engaged on transport issues at a regional level and will require a greater focus on engagement with Welsh Government officials and Ministers.

### → Challenges

- An approved Local Development Plan (LDP) will provide a framework to shape and promote beneficial, appropriate and sustainable growth in the Vale. The challenge is to meet a range of needs across the Vale including health, employment, housing and environmental issues. Consultation has already been undertaken along with a health impact assessment.
- Agreeing a Development Framework (or master plan) for the St Athan-Cardiff Airport Enterprise Zone in order to increase interest and also guide potential investors.
- In March 2013, the Council's Cabinet approved a 'Setting the Scene' framework for consultation and to provide a basis for taking forward a master plan for Barry Island. Work on the master plan has been delayed as work has focused on implementing the regeneration project relating to the Eastern Promenade. Negotiations have continued with regard to the future of the funfair site and the Nell's Point site has been marketed by the Council. Work on the master plan will continue in 2014/15.
- New themes are emerging under the new Creative Rural Communities programme including delivering non statutory services in innovative ways and energy generation at a community level. Therefore, it is likely that CRC will take a slightly different direction in the next programming period from 2014-2020.

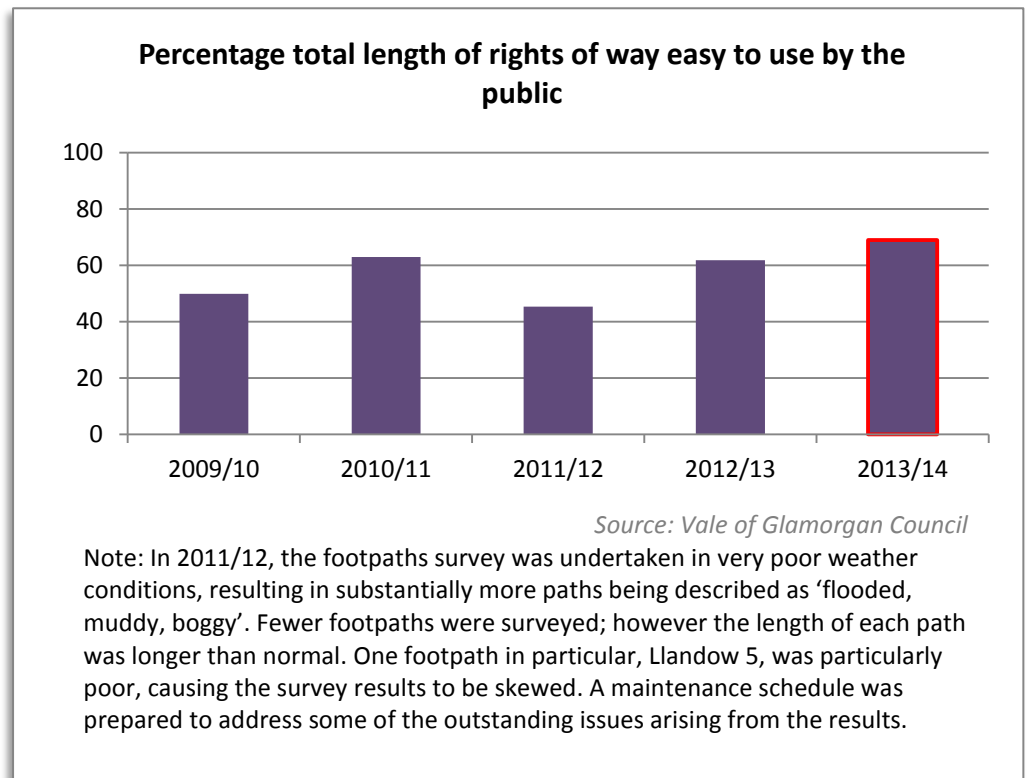
### → Next Steps

- The formation of a Local Area Group (LAG) on behalf of the 10 rural wards of the Vale in order to deliver the LEADER element of the 2014-20 Creative Rural Communities programme and to develop a new Local Development Strategy for 2014-2020.
- Work with partners to develop a programme of projects through the Vibrant and Viable Places Programme (Tackling Poverty Fund) capital allocation of £1m over three years to support projects with a focus on tackling poverty in Barry.





- Develop the Community Infrastructure Levy in tandem with the LDP to provide for the infrastructure needs of the Vale, including necessary transport and health infrastructure.
- Develop, in consultation with residents, businesses and the wider community, a master plan for Barry Island, to include enhancements to the public realm and the use of land at Nell's Point for leisure purposes.
- Work with partners to implement a Destination Action Plan to build on the Tourism Strategy and to maximise the role of the Vale as a visitor and tourism destination.





### *Case Study: Barry Island Regeneration*

In 2013/14, the focus of spend for the Barry Regeneration Area Programme has been on Barry Island. The creation of a 'meanwhile use car park and events space' at Nell's Point has been completed and refurbishment of the Eastern Shelter is underway. When complete, the improvements will provide a pleasant environment for residents, business owners and visitors and will include:

- The creation of viewing platforms and ramped stepped access;
- New footpath links to the Eastern Promenade from Nell's Point, incorporating access to the roof of the Eastern Shelter;
- The former changing rooms, which have been vacant for many years, will be converted into new toilet facilities;
- Two sets of twelve brightly coloured beach huts will be constructed in two distinct zones and public consultation will take place to ask residents how they feel the huts should be used. It is intended that a 12 month trial period to 'pilot' the beach huts will take place to test as many ideas as possible;
- New public art in the form of a 'Barry Island/Ynys y Barri' traversing wall and water mist feature in the shape of ammonite fossils will be built on the promenade to sit below a covered events area;
- New lighting and other additional 'added value' enhancements across the Island including new paving.

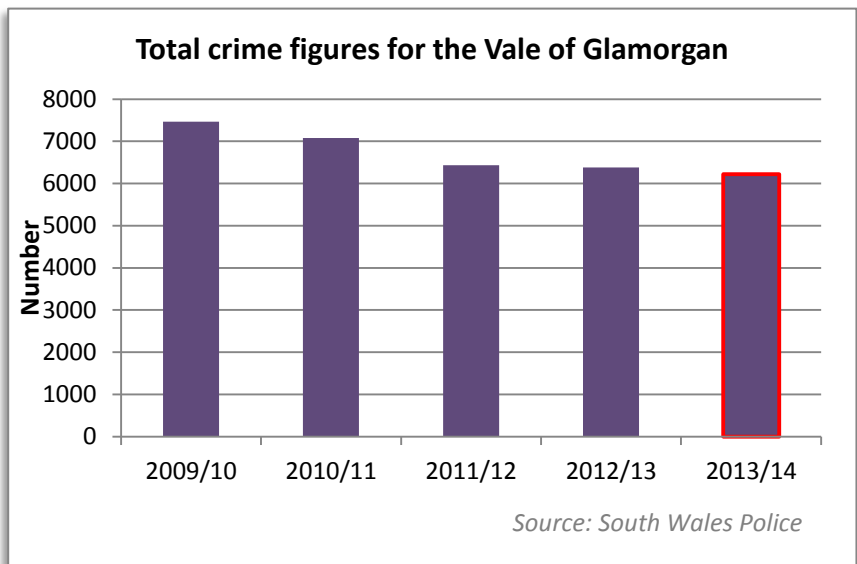




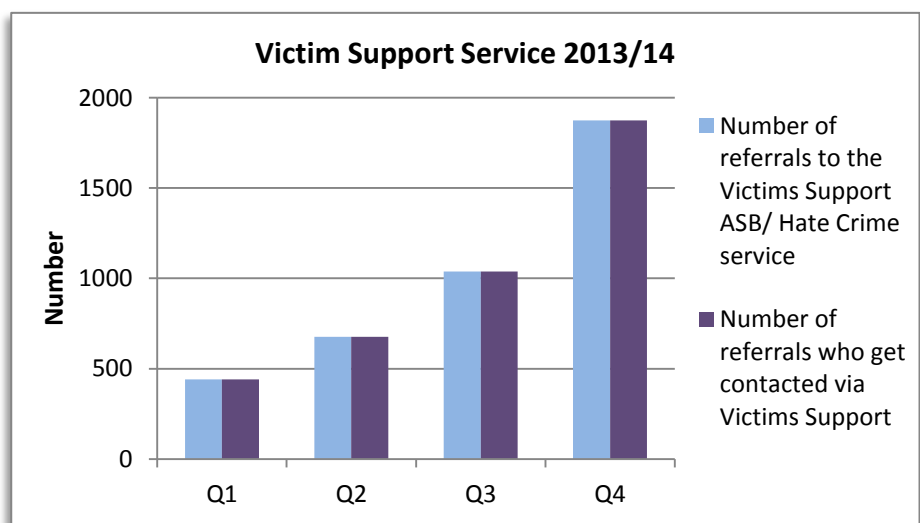
Priority Outcome 9: Residents and visitors are safe and feel safe and the Vale is recognised as a low crime area.

→ Key Achievements

- All offences across the Vale of Glamorgan dropped by 2.5%; with a reduction of 158 incidents from 2012/13 to 2013/14. Overall the Vale of Glamorgan has below average levels of offences for all crime types and the lowest number of crimes per 1000 population across the whole the South Wales Police Force area. In 2013/14, there was an increase in recording of certain crimes such as sexual offences, and the increased confidence of the public to report these types of crime can be seen as positive and highlights the impact initiatives such as the Sexual Assault referral Centre (SARC) are having.



- Working as part of the Anti-Social Behaviour Unit (ASBU), the Victims Champion has ensured contact has been made with every victim of ASB and Hate Crime in 2013/14 (1,874). The support offered includes emotional and practical support and also provides information on developments with the case. There are currently 12 volunteers supporting the unit and the service is continuing to be improved in a variety of ways, including enhancing information sharing and data collection.



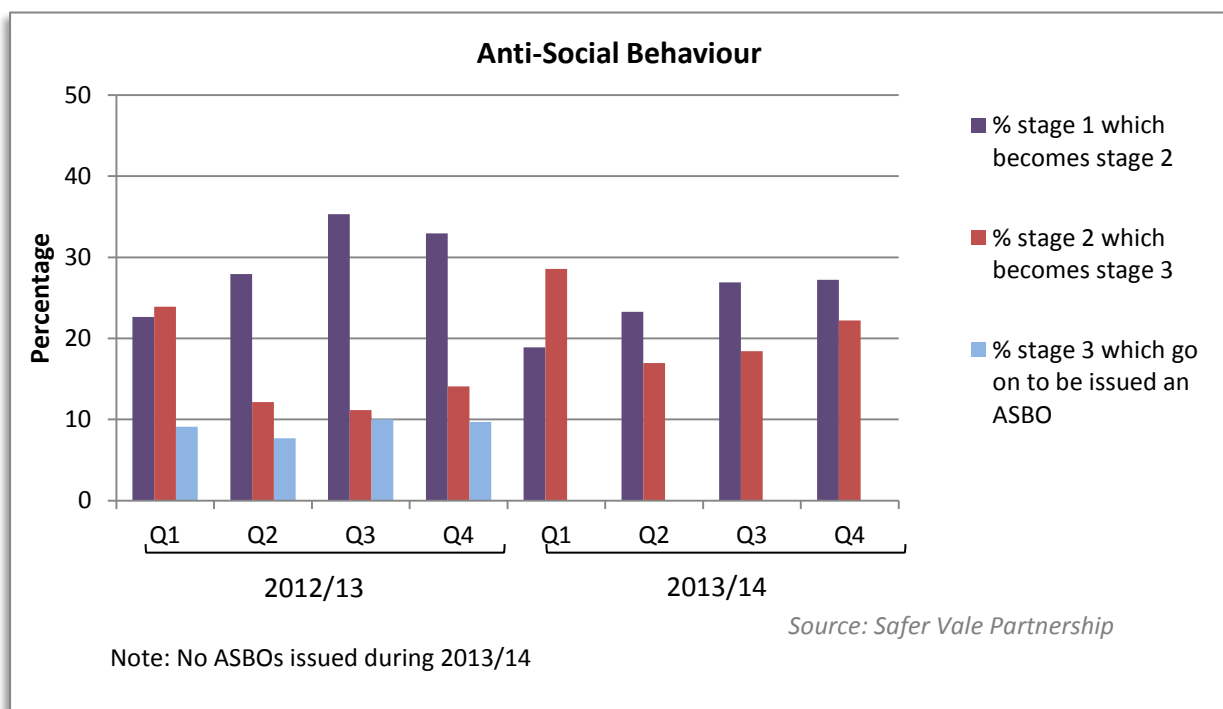
Source: Safer Vale Partnership

Note: This is a new PI for 2013/14 - establish baseline. Figures are cumulative.

- During 2013/14 a new Tier I substance misuse service was developed, to incorporate five organisations which were all providing some level of education,

awareness raising and training around substance use and misuse. The Universal Services package is led by Public Health Wales, and is a multi-agency approach to delivering Tier 1 interventions across Cardiff and the Vale.

- Commissioning has taken place for two new, Tier 2 substance misuse services including a Throughcare, Aftercare and Recovery Service, which should improve the number of successful treatment closures by enabling service users to leave structured support with additional support available for those who need it. The Open Access service will provide an initial route into treatment for people who may not be as comfortable going directly into the more formal treatment service provided by E-DAS.
- Up2U, a substance misuse service for under 18s, had a launch event in the Vale in December 2013, highlighting referral mechanisms and how they will interface with existing services.
- Safer Vale co-ordinated Prevent training which took place at Station 20 in Barry Fire Station. The training was to enable people to identify the signs of radicalised behaviour in others and what can be done to prevent it. The training day saw a number of different partners attend and give positive feedback.
- Safer Vale has collated a library of all statutory agency domestic abuse work place policies to ensure consistency across agencies in how domestic abuse is managed.
- The Integrated Offender Management team have now been located at Barry Police Station for approximately 18 months and this multi-agency approach has allowed 60 individuals in the Vale to be identified as the most prolific offenders.



- Although there has been an increase in overall reported ASB, intervention by the ASBU and other agencies has meant that no ASBOs were applied for in 2013/14.



## → Regional Working

- Safer South Wales Action group (SWAG) have created a suitable performance framework with appropriate indicators which can be used to measure overall progress in tackling the 5 key priorities established in the Safer South Wales planning day for the PCC.
- Established through the Regional Collaboration Fund, the Sexual Assault Referral Centre delivers services for victims of sexual violence in Cardiff and the Vale of Glamorgan. The centre brings together a number of agencies to uniquely provide interview facilities, forensic investigation, healthcare and psychological and social support all on one site. An out of hours paediatric SARC service for children and young people has also been delivered to Gwent, Cwm Taf and Swansea.

## → Challenges

- The Vale is continuing to experience an increase in neighbour disputes. These disputes are often complex and difficult to solve and take considerable staff time to try and resolve. Task and finish group meetings have increased and the use of mediation is being explored. Most disputes occur over parking issues and the Safer Vale partnership is working with colleagues in Highways and the Police in relation to this. The numbers of neighbourhood disputes are also now being recorded as part of the partnership's performance measures framework.
- The recording of domestic abuse data remains a challenge. Data can be unreliable in terms of the time it is released and the actual data recorded, and this is leading to targets that have been set by the partnership having to be reset or discontinued.
- Police data being reclassified is a challenge although, as of quarter 3 2013/14, issues have been resolved. Police colleagues have given assurances that data is now more robust.
- Despite low overall crime figures, the number of dwelling burglaries in 2013/14 has increased by 16% on the same period from 2012/13. A task group has been set up to tackle the issues and work has been ongoing across the Vale to target burglary. This has included a footprint leaflet which contains information on keeping your premises secure and contact information for the crime prevention officer, Crime Stoppers and Neighbourhood Watch. The leaflet was put through open windows and open doors by local PCSOs to demonstrate how next time it could be a burglar.

## → Next Steps

- Domestic abuse police reported incidents have undergone a change in how they are recorded. In the future, incidents will be collected on an automated system which will ensure that information is more accurate. Work on improving awareness and data collection from different agencies is progressing.
- A draft service specification for an enhanced criminal justice service has been written and is currently being consulted on with existing service providers to see how this will fit in with



current delivery across Cardiff and the Vale. This service should represent an increase in service delivery for those leaving prison and residing in the Vale of Glamorgan, this was previously only available to residents of Cardiff.

- Work will continue to maintain low levels of ASB and reduce the number of neighbourhood disputes by effective partnership working and early engagement.
- Safer Vale will put in place appropriate arrangements in response to new ASB legislation once agreed by Welsh Government.
- Partners will continue to engage with residents and promote community safety messages through a variety of mechanisms.
- Partners will continue to develop and implement interventions to reduce the levels of alcohol and substance use which are both contributors to crime and anti-social behaviour
- A number of agencies will work together to collect quality data on domestic abuse linked to 10,000 Safer Lives and minimum service standards being promoted across Wales.

### *Case Study: Anti-Social Behaviour Unit and Victim Support*

A case was brought to the team through a referral submitted by the local policing team as a neighbour in a block of 6 flats was experiencing noise nuisance from his direct neighbour above. The ASB stage 1 warning letter was sent to the perpetrator from the Anti-Social Behaviour Unit based within the Safer Vale partnership, and contact was made with the victims by the Victim Champion to offer support.

The situation was escalated to a stage 2 as referrals from the police relating to noise nuisance by the tenant and his visitors, whom had little concern for the other residents within the block, were continuing to be received. With a further escalation to a stage 3 and the housing provider being involved, the referrals were then tied into the tenancy agreement, due to the nature and level of the noise and annoyance now all 5 residents of the block had become affected.

Task and finish group meetings were held to ensure the victims best interests and safety were being met. The situation was also discussed monthly at the Problem Solving Group meetings. The partners involved were South Wales Police Neighbourhood Policing Team, Wales and West Housing Association, Vale of Glamorgan Council Legal Department, Cardiff and Vale Mental Health Services and the ASBU.

The safety of the victims became a real priority for the partnership, as they had now experienced a fire and flooding from their neighbour's property. With a further escalation from intimidation to the victim from the perpetrator, police operations began to stop and search visitors to the flats who were known associates of the perpetrator.

Agencies now working together included the Fire Service, Housing Provider, Police, Victim Support, Drug Counselling, Mind, Environmental Health and Legal Services. The ASB process continued to stage 4 (ASBO / CRASBO) during a dramatic escalation of events. ...



### Case Study Continued...

... The perpetrator was eventually arrested and charged and served a prison sentence of 12 weeks with a CRASBO attached, during which time eviction proceedings were started against the tenancy to remove the perpetrator from the building. During incarceration the tenancy was revoked, and the housing provider regained possession of the flat. The damage was repaired, and the direct victim was offered a transfer to a bungalow, as the impact had been so great. The victim has now been successfully relocated, and there have been no further problems within the block.

The case took over a year to get to court, and the amount of work involved from the partner agencies was vast and immeasurable. This is a positive example of how partnership working is done in the Vale of Glamorgan, and is promoted as best practice across South Wales, as without the holistic approach and disseminating of tasks from the partners best placed to deliver those services, it is doubtful that the end result would have been as favourable.

#### **Victim Statement:**

*“My wife and I came to hear about victim support through the police, who put us in contact with the Victim Champion, after informing them of our situation. We were having a terrible time with our neighbour who regularly threatened us with physical and verbal abuse.*

*He also caused flood damage to our flat numerous times, to name but a few issues. The Victim Champion became a frequent visitor to our home, due to the amount of trouble we were having and the effect it was having on our health and wellbeing. There were times when we couldn't see the light at the end of the tunnel but the champion was a huge support in getting us through it.*

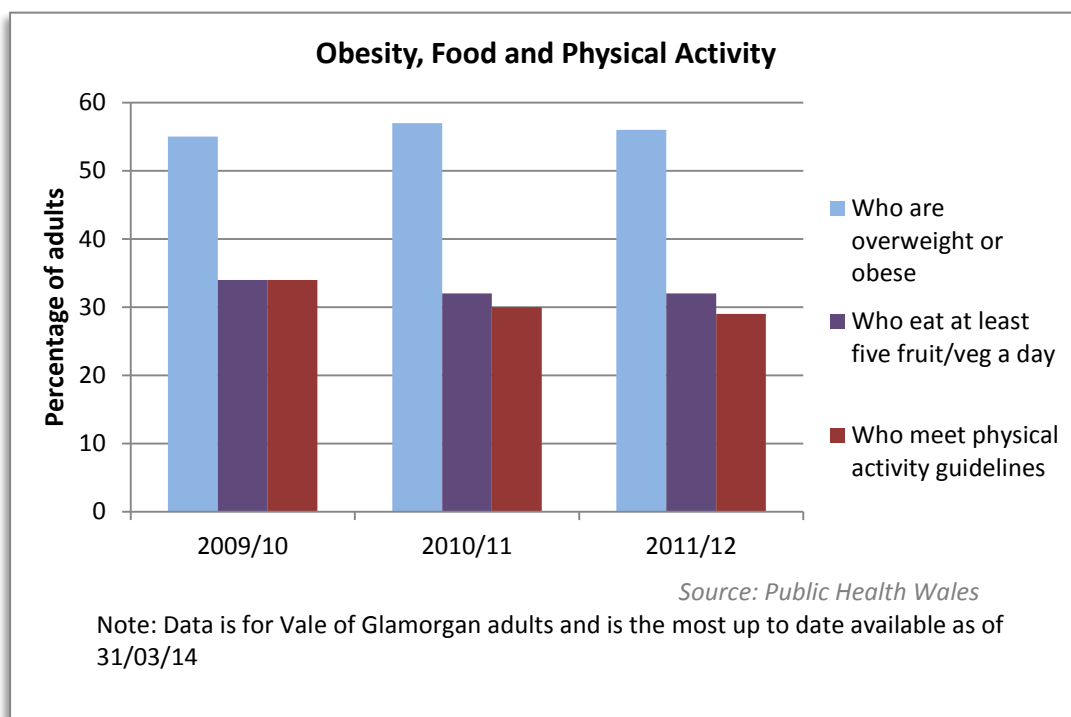
*Without the support of Victim Support and the police we would not have got our life back on track. We would highly recommend them to anyone as they were a huge support to us. Having not been to court before the Victim Champion was extremely helpful, guiding us through the process. We did not realise how much work was done until we needed them.”*



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

- ‘Making Every Contact Count’ training has started, allowing staff from a range of backgrounds to be trained to improve awareness of health messages with clients about the key lifestyle factors of smoking, alcohol, physical activity, eating well and immunisations.
- Across 4 secondary schools, 598 year 8 pupils took part in ‘Shakedown’ – a smoking prevention programme which aims to reduce the uptake of smoking in young people. Over 22 workshops were held, with 84% of pupils reporting that they found the workshops ‘informative and enjoyable’. 2 schools received ‘ASSIST’, a peer led education programme relating to tobacco control as part of core Public Health Wales delivery, funded by Welsh Government.
- The Tobacco Free Strategic Plan has been successfully implemented across the Vale of Glamorgan and all enclosed children’s playgrounds are now ‘smoke free’ with signage displayed at the entrance/gates.
- The Vale of Glamorgan Food and Physical Activity Action Plan has been reviewed and re-focused for 2014/2015 to reflect agreed changes in need, evidence, guidance and local focus. The food related actions include an increased focus on food poverty, deprivation, workplaces, and increasing the numbers of the population engaged in healthy eating. Physical activity related actions include an increased focus on addressing health inequalities by

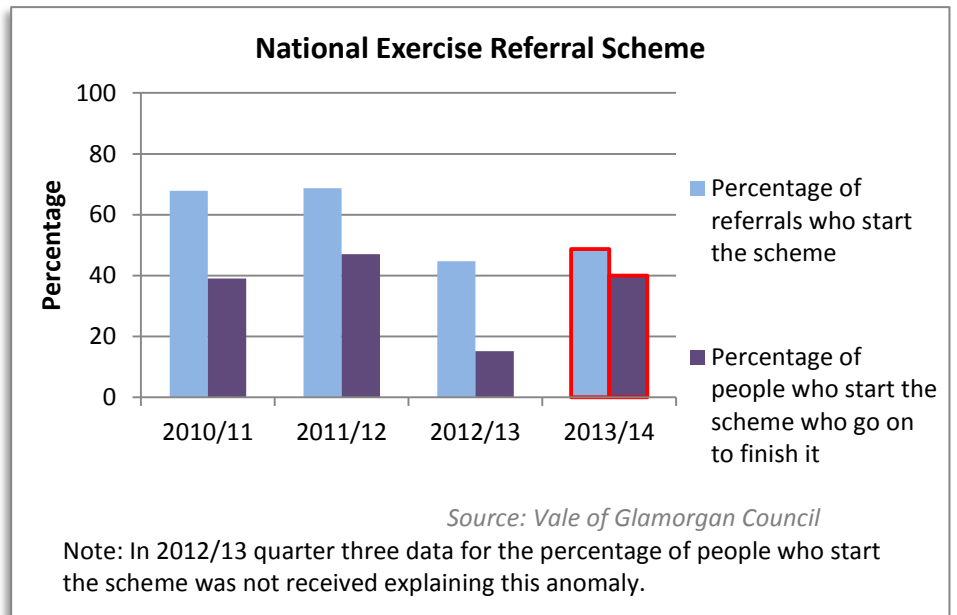






ensuring local environments encourage active living and physical activity opportunities are available for all, increased opportunities for walking and cycling, and encouraging opportunities for brief interventions to promote physical activity.

- A recent Sports Wales Survey shows that adults in the Vale of Glamorgan are the most sporting in Wales. Similarly, schoolchildren within the Vale of Glamorgan are some of the most physically active in Wales.



- The Vale of Glamorgan has pledged to work with the British Heart Foundation over a five year period to raise awareness of heart disease and how to prevent it. A heart-shaped 8km walk has been developed within Porthkerry Country Park to raise awareness of the initiative.

- The percentage uptake of MMR2 immunisation by age 5 increased from 88.2% (Oct-Dec 2012) to 91.8% (Sep-Dec 2013), while uptake of the first dose of MMR among teenagers increased from 90.8% to 92.3% over the same period. It is likely that much of this increase was in response to the large outbreak of measles which affected the Swansea area between November 2012 and July 2013.

- A draft Dementia Action Plan is in place and the inaugural meeting of the Dementia Taskforce has taken place with actions for year one of the three year plan on track. Dementia Supportive Communities Friends Champions Training took place in May 2014 and will be cascaded in the Barry area.

- The co-location of the Vale Community Resource Service in Barry Hospital has facilitated closer working between social services, health and third sector colleagues, working to provide a co-ordinated response to the needs of individuals in the community.

- Improved, integrated access to health and social care community services has started with the development of a proposed joint communications hub. This will be funded through the Intermediate Care Fund in 2014/15 and the evaluation used to determine how to deliver the service thereafter.

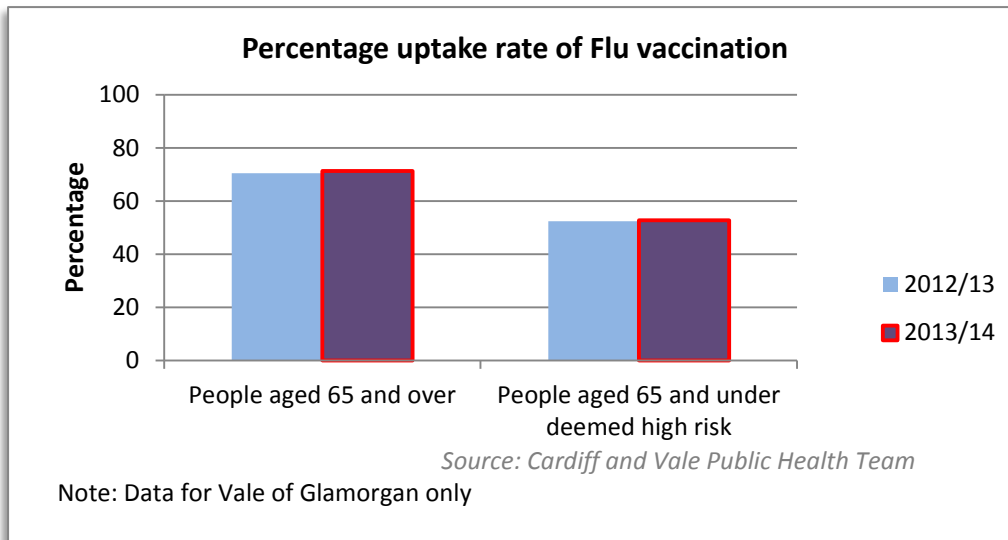


## → Regional Working

- Following a study by The Kings Fund and Welsh Institute for Health and Social Care, the Integrated Health and Social Care Programme has been re-configured to increase the scale and pace of work towards integration of health and social care services across Cardiff and the Vale. The structure now includes a Commissioning Unit to manage the delivery of numerous workstreams to enhance service capacity and delivery within the community.
- Established through the Regional Collaboration Fund, the Alcohol Treatment Centre in Cardiff is a unique, nurse led centre working with partners from across Cardiff and the Vale to address alcohol related injury and disorder in Cardiff City Centre on a Friday and Saturday night. Street pastors have been deployed across the city to assist in taking patients to and from the unit, freeing up ambulance service resources. The centre also allows police officers to stay in the city centre rather than transport patients to A&E. In 2013/14, 1,235 individuals were diverted away from A&E easing the pressure on these services and 291- less than 25%- were referred on to A&E based on clinical need. Collection of 'last drink data' has taken place to be shared with police and licensing teams in Cardiff and the Vale and wristbands have been used to signpost patients to support for drug and alcohol use. This is in addition to direct referrals into substance misuse services from the centre.
- The Cardiff and Vale Directory of Services for Carers was produced by Vale Centre for Voluntary Services and Cardiff Third Sector Council to promote support, advice and information for carers.

## → Challenges

- Welsh Government has issued a tier 1 Smoking Cessation target to health boards. Five percent of smokers must have set a quit date, with 40% quitting at four weeks. At present, levels of smokers engaging in smoking cessation services is low in the Vale of Glamorgan when compared with the rest of Wales, and GPs are not routinely referring to services. Additionally, data collection is restricted and working with primary care practitioners, this will be a priority moving forward.
- As with many areas across Wales, the Vale population continues to show a concerning trend regarding increases in overweight and obesity levels (adults 57% and 25% of children aged 4-5 years) and a reduction in healthy eating (32% of adults currently report eating at least 5 portions of fruit and vegetables a day).
- Physical activity levels remain low at 29% of the population meeting the recommended levels.
- Current projections regarding changing age demographics and inequalities within our population continue to cause concern.



- Whilst flu immunisation rates have increased, they are still below the 75% national target levels, particularly for those in 'at risk' groups. In 2013/14, the uptake rate of flu immunisations for people aged over 65 in the Vale of Glamorgan was 71.3% and the uptake rate for those aged under 65 and deemed high risk was 52.8%. Uptake of MMR, while improving, still needs to increase further to minimise the risk of outbreaks of measles in the Vale.

#### → Next Steps

- Continue the roll out of primary and secondary-level preventative plans, ensuring a focus on addressing inequalities.
- Establish a Food Charter for the Vale of Glamorgan.
- Work to form an agreement with GPs to supply data relating to smoking cessation to inform the tier 1 target.
- Continue the implementation of tobacco prevention programmes aimed at young people subject to funding.
- Deliver activities identified within the Vale of Glamorgan Food and Physical Activity Action Plan 2014-2015.
- Ensure the delivery of Intermediate Care Fund and Regional Collaborative Fund priorities regarding health and social care provision.
- Improve housing provision and associated assistive technology in 2014/15 through approved Intermediate Care Funding.



### *Case Study: Maintaining Independence – Vale Community Resource Service*

Mrs. Weeks has suffered with spinal problems and chronic back pain for much of her life – in fact since the age of 5 when she first started going to hospital for physiotherapy sessions 3 days a week. There have been various instances throughout her life when she has been unable to walk, and various diagnoses as to what the underlying problems might be. Mrs. Weeks has visited numerous hospitals over time and has tried to help herself at home to keep life going in between those times.

Most recently, events came to a head in April 2013 when Mrs. Weeks fell in her hallway. She remembers feeling dizzy and then falling away from her zimmer frame. This was the latest of a number of similar falls. After spending a night in A&E, Mrs. Weeks returned home with strong painkillers “which knocked me out – I seemed to be out of it for most of the first few weeks back home”. In fact Mrs. Weeks appears to have been in bed for the majority of those 2 weeks.

Then one day, Phil the physiotherapist arrived. “That was the first time I felt anyone was interested in me. My husband was getting thin and ill with worry.” The physiotherapists provided Mrs. Weeks with a frame to get out of bed, an elevated toilet seat and a seat for the shower. “It was their first visit - I thought, ‘well they’re lovely!’”.

“They’d tell me what to do, they didn’t pull me out of bed. They trained me so I wouldn’t fall. They don’t touch you, they don’t walk you in... they tell you how to do it and make you do everything yourself. They were marvellous. I had carers come in – 2 in the morning and 2 at night. If someone holds you up and plonks you down on the toilet and things like that, well you don’t learn. We’d have a laugh – they’d come upstairs and tell me what the downstairs and garden looked like. They seemed to watch all the time to see what I could and couldn’t do.”

Mr. Weeks said, “Enfys, the Occupational Therapist – she was wonderful – she sorted Barbara out and wouldn’t let her give in. The physios gave her all the exercises to keep her legs moving. They helped such a lot – took quite a lot off my shoulders – especially in the mornings and evenings. Barbara is quite a private person – she didn’t really want me taking her to the toilet. I can’t think of any people who could have done more for us. Mentally as well, they chatted with you – they were friendly.”

Mrs. Weeks agrees: “they give me a little bit of independence. They give me a little bit of confidence back. Giving me the kit, that helps with independence but being told how to use them... that’s what makes the difference. If I hadn’t had them, I would have stayed in my bed forever. They don’t treat you as if you’re a lump of meat that you’ve got to get up and brush down. While they’re here, it’s as if a friend has come to see you”.

In his last visit, Phil the physiotherapist was able to walk with Mrs. Weeks around her garden – and she’s done it herself on numerous occasions since then. Mr. Weeks has noticed that she hasn’t needed to take so many pain killers recently, and that his wife hasn’t fallen as often.





## → Abbreviations

ACL -	Adult Community Learning	ASBO -	Anti-Social Behaviour Order
ASBU -	Anti-Social Behaviour Unit	BSL -	British Sign Language
CAB -	Citizen's Advice Bureau	CAVC -	Cardiff and Vale College
CRASBO -	Criminal Anti-Social Behaviour Order	CRC -	Creative Rural Communities
CSI -	Core Subject Indicator	DAP -	Destination Action Plan
DToC -	Delayed Transfer of Care	DWP -	Department for Work and Pensions
E-DAS -	Entry into Drug and Alcohol Services	ESF -	European Social Fund
FACT -	Families Achieving Change Together	FIS -	Family Information Service
G2E -	Graduating to Enterprise	ISP -	Information Sharing Protocol
KS -	Key Stage	LAG -	Local Area Group
LDP -	Local Development Plan	LSB -	Local Service Board
NEET -	Not in Education, Employment or Training	PACT -	Partnerships and Communities Together
PCC -	Police and Crime Commissioner	PCSO -	Police Community Support Officer
PSLG -	Public Service Leadership Group	PYP -	Partnership for Young Parents
RCT -	Rhondda Cynon Taf	RDP -	Rural Development Plan
SARC -	Sexual Assault Referral Centre	SCO -	Social Care Officer
STEAM -	Scarborough Tourism Economic Activity Monitor	SWAG -	Safer South Wales Action Group
TAF -	Team Around the Family	TREV -	The Reassurance Engagement Vehicle
UHB -	University Health Board	UNA -	Unified Needs Assessment
V50+SF -	Vale 50+ Strategy Forum	VCRS -	Vale Community Resource Service
VCVS -	Vale Centre for Voluntary Services	VVB -	Vale Volunteer Bureau
WASPI -	Wales Accord on the Sharing of Personal Information	YEPF -	Youth Engagement and Progression Framework
YOS -	Youth Offending Service		

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 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.