

**Vale of Glamorgan  
Local Service Board**  

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**Bwrdd Gwasanaethau Lleol  
Bro Morgannwg**



**Vale of Glamorgan Community Strategy 2011-21**

**Delivery Plan 2014-18**

## Members of the Vale of Glamorgan partnership



Cardiff and Vale College

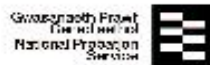


Cardiff and Vale University Health Board



National Offender Management Service in Wales

National Offender Management Service in Wales



National Probation Service



Natural Resources Wales



RWE nPower



South Wales Fire Service



South Wales Police



Vale Centre for Voluntary Services



Vale of Glamorgan Council



Wales Ambulance Service



Wales Community Rehabilitation Company



Welsh Government

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## **Introduction**

The Vale of Glamorgan Local Service Board (LSB) comprises of senior representatives from the organisations listed on the inside cover of this document. The Vale LSB is responsible for the delivery of our Single Integrated Plan, the Community Strategy 2011-21, which was informed by a Unified Needs Assessment (UNA), and outlines ten priority outcomes for the Vale of Glamorgan (Appendix A). The Community Strategy represents a coordinated approach to improving the quality of life in the Vale and was initially supported by a three year delivery plan for 2011-14. The implementation of the delivery plan through the key partnerships was closely monitored by the LSB and progress has been reported in annual reports which are available at:

[http://www.valeofglamorgan.gov.uk/en/our\\_council/local\\_service\\_board/latest\\_news.aspx](http://www.valeofglamorgan.gov.uk/en/our_council/local_service_board/latest_news.aspx)

In 2014, the LSB published a revised UNA which was an extensive exercise involving a wide range of partners and supported by the Local Government Data Unit. This needs assessment has informed the development of a new plan to support the next phase in delivering the ten year community strategy. The needs assessment and supporting information is available at:

[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)

## **Drafting the Delivery Plan**

The key themes emerging from the UNA were the importance of early intervention, the ageing population and disadvantaged communities and inequalities. An exercise was undertaken to review the key findings of the UNA, as well as future legislation and policy direction, and it was agreed that the focus for the LSB in delivering the next stage of the Community Strategy should be on tackling poverty. Existing work being undertaken through the LSB partnerships to deliver the Community Strategy priority outcomes will continue to take place and will continue to be monitored through the relevant groups using existing sets of partnership measures. The purpose of this plan is to provide a focus to LSB activities, allowing the board to monitor progress to tackle poverty in a more detailed manner, with assurances that partnership activities continue to be monitored through the appropriate channels.

The LSB has considered the Welsh Government Tackling Poverty Action Plan 'Building Resilient Communities' and has structured activities around the three themes of

- Preventing poverty
- Helping people into Work
- Mitigating poverty

Pages 9-15 set out the main areas of work that will be undertaken against these three themes. However, it should be recognised that partners are already undertaking a great deal of work to address poverty and this work will continue. The purpose of this plan is not to duplicate existing plans for specific projects which

include detailed actions and measures and are monitored through a range of mechanisms. In developing this plan, the LSB agreed a number of workstreams where they could add value in terms of raising profile, coordinating activity and committing their organisations to delivering the objectives.

### **Partnership Working in the Vale**

As stated, in addition to this plan, work is continuing to deliver the ten priority outcomes within the Community Strategy and much of this work is now embedded through agreed plans such as the Substance Misuse Action Plan and through the mature working relationships which have been established e.g. through the Integrated Health and Social Care Programme. Increasingly work is taking place not just within the Vale but on a regional basis and in June 2014, a Cardiff and Vale joint LSB was established. The joint board 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.

As of July 2014, partnership structures in the Vale have also been revised in light of the establishment of the joint LSB and the new focus of the Delivery Plan for 2014-18. Appendix B shows the new partnership structures for the Vale.

### **Monitoring Progress**

Although the focus of this plan is on tackling poverty we will still be monitoring progress across all ten of our Community Strategy priority outcomes.

To assist with this, the LSB has agreed a set of core indicators detailed on pages 6-7 and these will enable us to identify areas of concern as well as areas where significant progress is being made to deliver the Community Strategy as a whole. The Annual Report will provide an overview of the work undertaken through the partnerships to deliver each of the priority outcomes, ensuring the LSB still maintains an overview of partnership working taking place in the Vale.

In addition to the annual report, a specific report detailing the progress within the poverty workstreams will be reported to the LSB twice a year, this will include the poverty measures detailed on pages 15-16 alongside the evidence gathered through the meetings of the groups. The updates from this process will be fed back to the LSB regularly and information will form the core of our Annual Report.

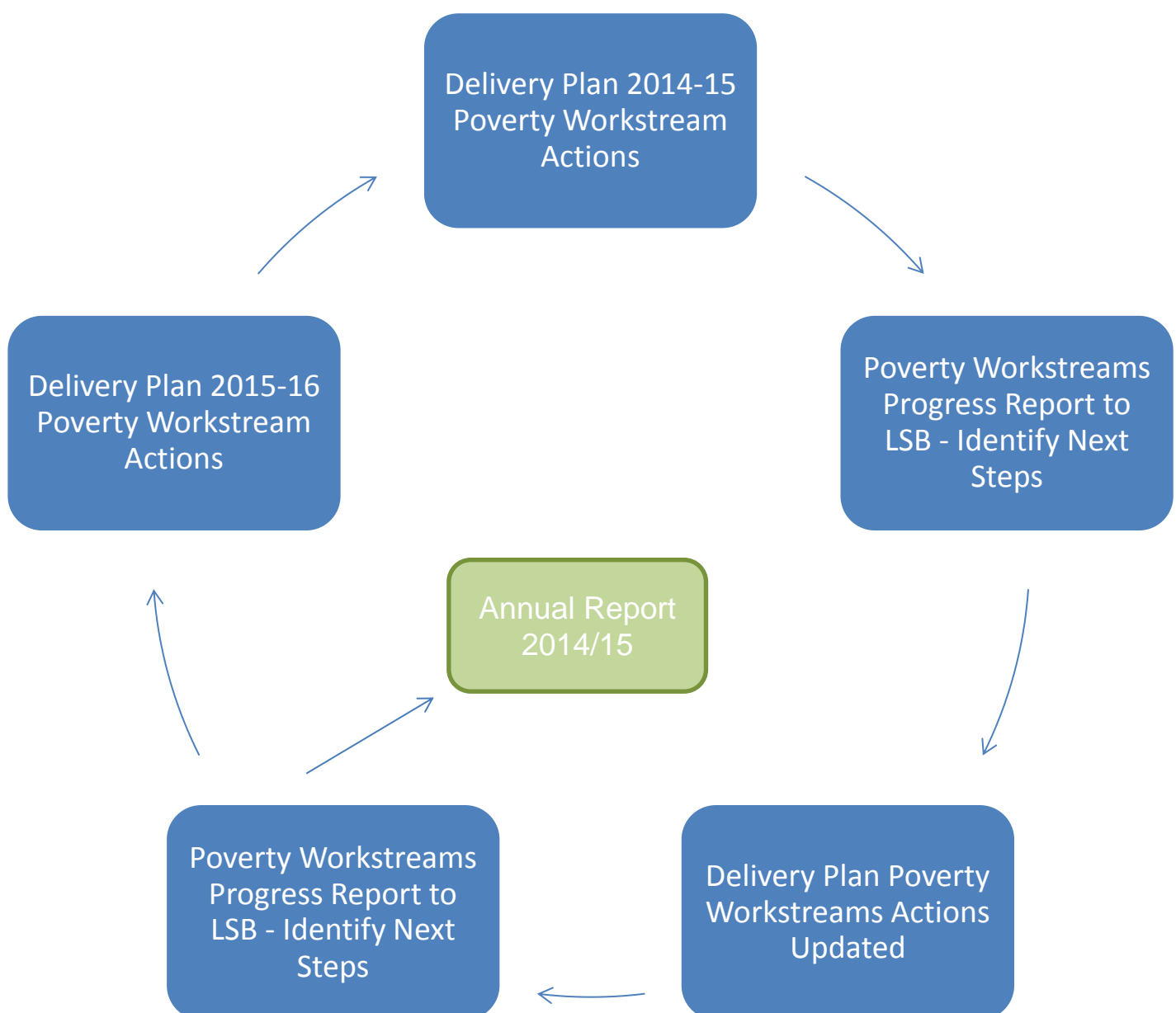
In developing this plan, the LSB has also taken account of the proposals in the Wellbeing of Future Generations (Wales) Bill and the Wellbeing Goals. We are confident that we are already working hard to achieve these goals and reference is made to relevant goals being addressed through activity within this plan. However, as stated earlier, the content of this plan should not be viewed in isolation to the wide range of activities that are undertaken through for example Safer Vale or the Children and Young People's Board and these are all contributing to the achievement of these wellbeing goals.

This plan is to be viewed as a dynamic document and will be regularly reviewed and updated as progress is made and in response to new policy initiatives or evidence

(as shown in the following diagram). The LSB Business Intelligence Group will also play a critical role through ensuring that the needs assessment is kept up to date and any significant changes are reported to the LSB in order to ensure the plan reflects the needs of the community.

A diagram showing the various components which contribute to the monitoring and implementation of the Community Strategy 2011-2021, including this plan, is shown in Appendix C.

### **Annual Cycle**



## Community Strategy Core Indicators

The proposed list of 'core indicators' has been developed to provide a core list of measures that will be reported to the LSB.

The list has been developed to provide an overview on progress in delivering the Community Strategy as a whole. The majority of these core indicators are also monitored through mechanisms such as the partnership boards and this is shown in the table, along with which of the Community Strategy priority outcomes the indicator is relevant to.

LSBs will be required to report on a set of indicators being developed to support the Well-being of Future Generations (Wales) Bill. It is anticipated that these will be published by Welsh Government in 2016 and the Community Strategy Core Indicators will then be reviewed to ensure the National Indicators are included, along with any of the indicators which are still considered relevant at a local level to monitor the Vale's Community Strategy.

Ref. Number	Core Indicator	Reported to..	Priority Outcome
CS/CI1	Percentage of residents who feel they are able to influence decisions affecting their local area.	Business Intelligence Group	1
CS/CI2	The monetary value of volunteering in the Vale of Glamorgan.	LSB	1
CS/CI3	Total Co2 emissions per m2 (Kg) for LSB partners.	Asset Management Group	3
CS/CI4	Percentage of municipal waste sent for reuse/ recycling/ composting.		3
CS/CI5	Quarterly emergency admissions to hospital for Vale of Glamorgan residents aged 65 and over	Health and Wellbeing	4, 10
CS/CI6	Percentage of young people aged 16-18 not in employment education or training.	CYPB	5, 6
CS/CI7	Number of JSA claimants aged 18-24	CYPB	5, 6, 7
CS/CI8	Number of registered childcare places available to young children in the Vale of Glamorgan.	CYPB	5
CS/CI9	Percentage of all pupils of compulsory school age eligible for Free School Meals.	CYPB	5, 7
CS/CI10	Percentage of successful outcomes of the priority group learners for ACL.	Improving Opportunities	6
CS/CI11	Percentage of pupil attendance in primary and secondary schools.	CYPB	5, 6
CS/CI12	The 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.	CYPB	5, 6
CS/CI13	Percentage of economically active people who are unemployed	Improving Opportunities	7, 8
CS/CI14	Rate of new active businesses per 10,000 working age population.	Improving Opportunities	8
CS/CI15	Total number of visitors to the Vale of Glamorgan	Improving	8

	for Tourism purposes (as measured by STEAM survey).	Opportunities	
CS/CI16	Rate of all offences per 1000 population	Safer Vale	9
CS/CI17	Number of incidents of domestic abuse	Safer Vale	9
CS/CI18	Anti Social Behaviour : Percentage of stage 1 that go on to require a visit. Percentage of stage 2 that go on to be issued an Acceptable Behaviour Contract. Percentage of stage 3 that go on to be issued an ASBO/CRASBO.	Safer Vale	9
CS/CI19	Rate of first time entrants to the youth justice system per 100,000 population	CYPB	5, 9
CS/CI20	Rate of delayed transfers of care for social care reasons per 1000 population aged 75+.	Health and Wellbeing	4, 10
CS/CI21	Percentage uptake of seasonal flu vaccine among under 65s in at-risk groups.	Health and Wellbeing	10
CS/CI22	Uptake of 3 in 1 teen booster by age 16.	CYPB	5, 10
CS/CI23	Percentage uptake of MMR 2 immunisation	CYPB	5, 10
CS/CI24	Percentage of low birth weight live births.	Health and Wellbeing	10
CS/CI25	Rate of under 18 conceptions (per 1000 females aged 15-17)	CYPB	5, 10
CS/CI26	Percentage of adults reported being obese or overweight (BMI $\geq$ 25).	Health and Wellbeing	10
CS/CI27	Percentage of adult population who 'smoke daily or occasionally'.	Health and Wellbeing	10
CS/CI28	Life Expectancy/ Healthy life expectancy/ Disability free life expectancy	Health and Wellbeing	10
CS/CI29	Rate of alcohol-specific hospital admissions (person-based per 100,000).	Health and Wellbeing	10
CS/CI30	Rate of adult suicide.	Health and Wellbeing	10
CS/CI31	Number of referrals into drug and alcohol services.	Safer Vale	9, 10



## Poverty Workstreams

### Preventing Poverty

<p><b>What do we want to do? <i>Align Families First, Communities First and Flying Start programmes to help children, families and communities to escape poverty</i></b></p> <p><b>Senior Reporting Officer: Phil Evans (Director of Social Services, Vale of Glamorgan Council)</b></p> <p><b>Monitored through the Children and Young Peoples Board and Poverty Alignment Group</b></p>	
<b>What do we want to do?</b>	<b>Who will be involved?</b>
Map services provided by the three programmes in terms of service type, customer group, geographical area and partners	Programme Leads for Communities First, Flying Start and Families First
Collate information regarding current monitoring and reporting frameworks including timeframes	Programme Leads for Communities First, Flying Start and Families First
Explore opportunities for joint training across the three programmes	Programme Leads for Communities First, Flying Start and Families First
Explore opportunities for a more joined up approach to engagement and information provision across the three programmes	Programme Leads for Communities First, Flying Start and Families First
Support the embedding of team around the family approaches.	Programme Leads for Communities First, Flying Start and Families First
Work with Head Teachers to explore options to maximise how the Pupil Deprivation Grant could be utilised to fit with other intervention programmes	Director of Learning and Skills (VoGC) and Programme Leads for Communities First, Flying Start and Families First Headteachers
Ensure that all three programmes link closely with public health priorities for the Vale and help to address health inequalities.	Programme Leads for Communities First, Flying Start and Families First Cardiff and Vale Public Health Team
<p><b>What will success look like?</b></p> <ul style="list-style-type: none"> <li>• Child poverty is tackled in a more co-ordinated way</li> <li>• Improved and better co-ordinated services targeting identified areas and families for maximum impact for children and young people</li> <li>• A reduction in health inequalities, improved access to services and improved financial capability in Communities First areas</li> </ul>	
<p><b>Which Welsh Government Well-Being Goals will we contribute to?</b></p> <ul style="list-style-type: none"> <li>• A healthier Wales</li> <li>• A more equal Wales</li> <li>• A Wales of Cohesive communities</li> </ul>	
<p><b>Which of our core indicators will these actions contribute to?</b></p> <ul style="list-style-type: none"> <li>• CS/CI6 - Percentage of young people aged 16-18 not in employment education or</li> </ul>	

training.

- CS/CI9 - Percentage of all pupils of compulsory school age eligible for Free School Meals.
- CS/CI11 - Percentage of pupil attendance in primary and secondary schools.
- CS/CI19 - Rate of first time entrants to the youth justice system per 100,000 population
- CS/CI23 - Percentage uptake of MMR 2 immunisation
- CS/CI24 - Percentage of low birth weight live births.
- CS/CI25 - Rate of under 18 conceptions (per 1000 females aged 15-17)

## Helping People into Work

**What do we want to do?** *Improve opportunities for employment and skills development to improve access to jobs that can be a route out of poverty and to a better quality of life.*

**Senior Reporting Officers:** Rob Thomas (Director of Development Services, Vale of Glamorgan Council) and Kay Martin (Vice Principal, Cardiff and Vale College)

**Monitored through the Improving Opportunities Board**

<b>How will we do it?</b>	<b>Who will be involved?</b>
Promote digital access and literacy with particular reference to deprived areas and hard to reach groups	Communities 2.0 Steering Group Digital Champion (VoGC) Communities First Learning and Skills (VoGC)
Put in place an exit strategy for when funding for Communities 2.0 comes to an end	Communities 2.0 Steering Group Digital Champion (VoGC) VCVS
Implement the prosperous communities element of the Communities First plan	Communities First
Support long term unemployed people into employment through mentoring, training and job search assistance.	Communities First Development Services (VoGC) DWP
Provide additional support to unemployed people in Communities First areas including confidence building, CV and interview skills training and job fairs	Communities First
Develop links with existing and future regeneration projects and investment inc. Communities First and CRC to provide access to good quality, sustainable training and employment opportunities	Development Services (VoGC) Communities First CRC Barry Regeneration Board
Promote access to new investment in the Enterprise Zone	Development Services (VoGC) Welsh Government
Identify and monitor major capital funds including ESF to increase employment opportunities	Development Services (VoGC)
Engage with adult learners of all ages to improve skills and remove barriers to learning and employment	Cardiff and Vale College Learning and Skills (VoGC) Cardiff and Vale Adult Community Learning Partnership (CAVACLPL)
Promote apprenticeships across partners and other major employers.	Cardiff and Vale College
Establish links between employers and training & learning providers and carry out surveys to identify skills needs, and what skills deficiencies there are.	Careers Wales Learning and Skills (VoGC) DWP
Develop an employer engagement strategy to ensure a number of agencies aren't targeting the same employers.	Careers Wales DWP Cardiff and Vale College
Work with partners and the local community to implement	Development Services

projects in Barry funded through the Welsh Government Tackling Poverty Fund.	(VoGC)
Work with local stakeholders on joint action for town centres, including place boards and exploration of business improvement districts.	Development Services (VoGC)
Implement the Youth Engagement & Progression Framework (YEPF) to significantly sustain a reduction in the number of NEETs.	YEPF Group Learning and Skills (VoGC) Cardiff and Vale College Children and Young Peoples Board
Work with schools to address variations in educational attainment across different areas of the Vale and to develop a better understanding of how poor performance in some geographical areas of the Vale can be addressed.	Learning and Skills (VoGC) Headteachers Children and Young Peoples Board
Improve the performance of pupils in receipt of Free School Meals in all Key Stages.	Learning and Skills (VoGC) Headteachers Children and Young Peoples Board
<b>What will success look like?</b> <ul style="list-style-type: none"> <li>• The number of economically inactive adults (working age) is reduced</li> <li>• Regeneration projects across the Vale create new local job opportunities</li> <li>• Increased and more sustainable employment opportunities</li> <li>• Local people are able to access employment opportunities within and outside of the Vale of Glamorgan</li> <li>• The number of young people defined as NEET is reduced</li> <li>• All children and young people identified as being at risk are supported</li> <li>• Suitable learning opportunities are provided to re-engage young people who are NEET</li> </ul>	
<b>Which Welsh Government Well-Being Goals will we contribute to?</b> <ul style="list-style-type: none"> <li>• A prosperous Wales</li> <li>• A healthier Wales</li> <li>• A more equal Wales</li> <li>• A Wales of cohesive communities</li> </ul>	
<b>Which of our core indicators will these actions contribute to?</b> <ul style="list-style-type: none"> <li>• CS/CI6 - Percentage of young people aged 16-18 not in employment education or training.</li> <li>• CS/CI7 - Number of 17-24 year olds in the Vale of Glamorgan registered as unemployed with JobCentre Plus.</li> <li>• CS/CI10 - Percentage of successful outcomes of the priority group learners for ACL.</li> <li>• CS/CI12 - The 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.</li> <li>• CS/CI13 - Percentage of economically active people who are unemployed</li> <li>• CS/CI14 - Rate of new active businesses per 10,000 working age population.</li> </ul>	

## Mitigating Poverty

**What do we want to do?** *Improve the advice and support available for Vale residents experiencing financial and housing difficulties enabling them to maintain a suitable standard of living and to find a route out of poverty.*

**Senior Reporting Officer:** Hayley Selway (Head of Housing and Building Services, Vale of Glamorgan Council)

**Monitored through the Financial Inclusion Group**

<b>How will we do it?</b>	<b>Who will be involved?</b>
Raise awareness about the impact of welfare reform with staff and residents including delivery of the Families First funded project 'Raising Awareness of Welfare Rights'	Financial Inclusion Group Citizens Advice Bureau
Monitor an agreed Universal Support Delivered Locally Initiative	DWP Financial Inclusion Group
Work with residents to ensure they are receiving correct benefit entitlements and to develop their budget/financial management skills	DWP VoGC Council CAB Financial Inclusion Group
Develop proposals to provide a customer focused housing (plus) advice and options service through a hub and spoke model	Housing and Building Services (VoGC) Housing Forum
Utilise information gathered regarding use of foodbanks and reasons for referrals to inform a better understanding of need and possible interventions.	Citizens Advice Bureau Foodbank Financial Inclusion Group
Promote schemes and projects to help reduce energy costs and fuel poverty including Cyd Cymru	Financial Inclusion Group Property Services (VoGC) Development Services (VoGC) Housing Forum
<b>What will success look like?</b> <ul style="list-style-type: none"> <li>• People are well informed about benefits and financial choices</li> <li>• Families are aware of and supported to access benefits</li> <li>• Children and young people live in more energy efficient homes with adequate warmth for health and comfort</li> <li>• Customers receive a seamless customer experience irrespective of the range of organisations involved in delivering a service</li> <li>• Customers are able to access relevant and timely information, including by electronic self-service, enabling them to make informed choices</li> </ul>	
<b>Which Welsh Government Well-Being Goals will we contribute to?</b> <ul style="list-style-type: none"> <li>• A prosperous Wales</li> <li>• A healthier Wales</li> <li>• A more equal Wales</li> <li>• A Wales of cohesive communities</li> </ul>	
<b>Which of our core indicators will these actions contribute to?</b> <ul style="list-style-type: none"> <li>• CS/CI9 - Percentage of all pupils of compulsory school age eligible for Free School Meals.</li> <li>• CS/CI28 - Life Expectancy/ Healthy life expectancy/ Disability free life expectancy</li> </ul>	

## Poverty Workstream Measures

A list of poverty measures is proposed to support the monitoring of the poverty workstreams. These measures offer a more focused tool to support the groups and officers tasked with taking the workstreams forward. Where possible they are directly linked to actions outlined in the workstreams, however, as many measures cut across the streams the full set of measures will be reported back to each group.

The proposed list is designed to be amended and reviewed over time due to changing priorities and the availability of data. The data will form part of the progress reports presented to the LSB twice a year.

Indicator Codes	Indicator Title
POV01	Percentage of working age population who are economically active
POV02	Percentage of children aged 4 to 5 years who are overweight or obese
POV03	Percentage of people who have never used the internet
POV04	The number of job opportunities created and filled by the Jobs Growth Wales scheme
POV05	Number of local individuals gaining training and employment through targeted recruitment and training in Council construction projects
POV06	Percentage of children leaving care at age 16 with no qualifications
POV07	Percentage of Flying Start children reaching developmental milestones at age 3
POV08	Percentage vacancy rate for retail units in town centres
POV09	Percentage of the work programme referrals that could achieve a job outcome that did
POV10	Number of people given 3 day emergency support by a food bank
POV11	Number of Discretionary Assistance Fund awards made
POV12	Average weekly earnings
POV13	Percentage of people in employment who work under ten hours a week
POV14	Percentage of the working age population with no qualifications
POV15	Percentage of working age people who are claiming Job Seeker's Allowance
POV16	Percentage of JSA claimants claiming for over 12 months
POV17	The number of changes of circumstances which affect customers' entitlement to Housing Benefit (HB) or Council Tax Reduction (CTR) within the year.
POV18	Percentage of Year 11 school leavers known not to be in employment, education or training
POV19	Percentage of Year 13 school leavers known not to be in employment, education or training

POV20	Number of people registered on work based learning schemes
POV21	Number of mortgage possessions
POV22	Percentage of households in which there is no employment
POV23	Number of decisions taken on homelessness
POV24	Number of households with dependent children who are statutory homeless
POV25	Number of Vale of Glamorgan LSOAs within the top 10%, 11-20% and 20-30% most deprived in Wales (according to WIMD overall deprivation rank)

## Appendix A – Community Strategy 2011-2021 Priority Outcomes

1. People of all ages are actively engaged in life in the Vale and have the capacity and confidence to identify their own needs as individuals and within communities.

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

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

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

5. Children and young people in the Vale are well informed and supported to access a broad range of quality services that enable them to take full advantage of the life opportunities available in their local communities and beyond.

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

7. The underlying causes of deprivation are tackled and the regeneration of the Vale continues, opportunities for individuals and businesses are developed and the quality of the built and natural environment is protected and enhanced.

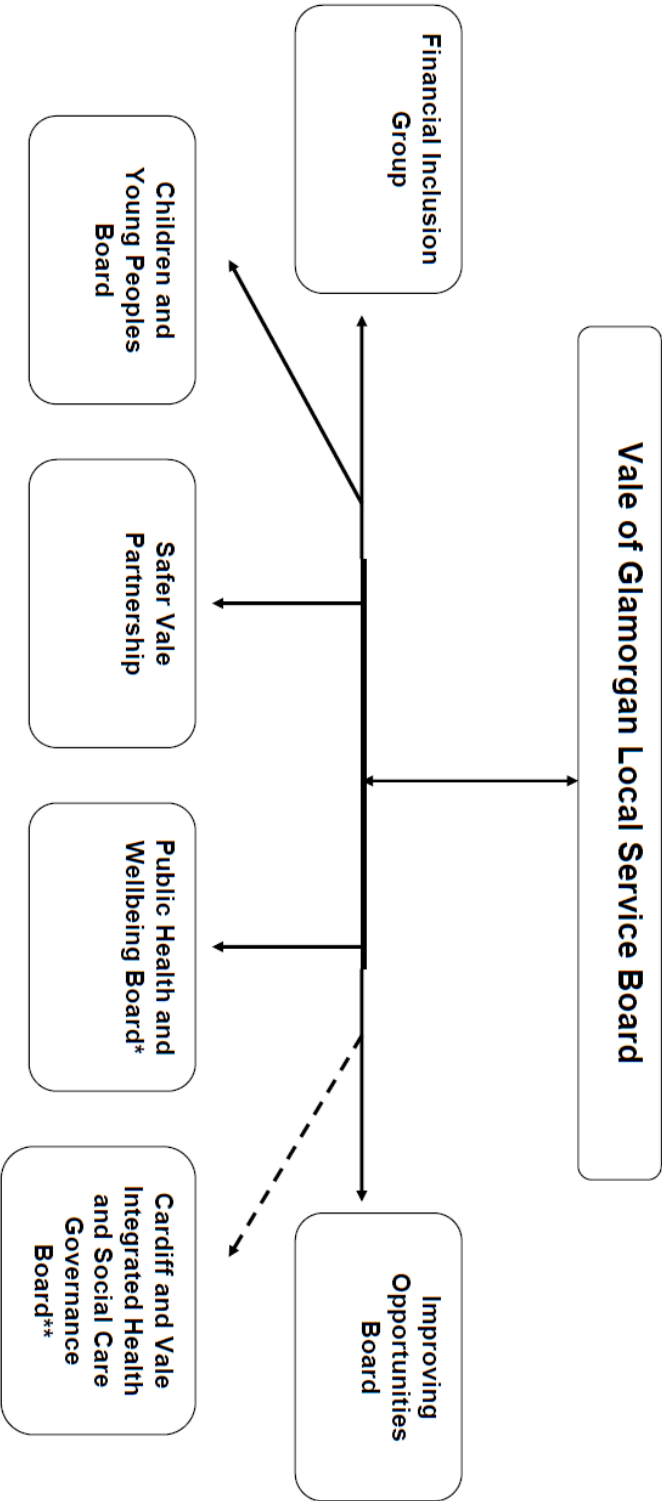
8. The Vale maximises the potential of its position within the region working with neighbours for the benefit of local people and businesses, attracting visitors, residents and investment.

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.



Appendix B – Vale LSB Partnership Structures



\* Proposals to merge the Public Health and Wellbeing Board with the equivalent in Cardiff are being implemented. The new group will report to the Cardiff and Vale LSB.

\*\* Cardiff and Vale Integrated Health and Social Care Programme has a clearly defined governance structure involving elected members, board members and officers. The Board will also report to the Cardiff and Vale LSB.

## Appendix C – Vale LSB Community Strategy Implementation and Monitoring Components

