

**Vale of Glamorgan
Local Service Board**
**Bwrdd Gwasanaethau Lleol
Bro Morgannwg**



Vale of Glamorgan Local Service Board

Local Service Forum

18th October 2013

Planning and Working Together

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Aims of the Conference

The purpose of the conference was to bring together representatives from a wide range of organisations that provide services in the Vale. The conference enabled stakeholders to hear about some of the projects being undertaken in partnership in the Vale and to participate in workshops encompassing a number of themes. The conference also provided an opportunity to highlight the recent work undertaken on the Unified Needs Assessment and the subsequent work that will take place to draft the new Community Strategy Delivery Plan and how feedback from the workshops will be incorporated into this.

Huw Isaac, Head of Performance and Development for the Vale of Glamorgan Council was the host for the day on behalf of the Local Service Board and Councillor Lis Burnett, Cabinet Member for Regeneration, Innovation, Planning and Transportation welcomed everyone to the conference.

Councillor Burnett emphasised that the Forum is about recognising some of the issues our residents face and how we can work together to address them along with providing an opportunity for us to reflect on what we have already achieved. This provides us with the foundations to build on; it also helps us to understand what works and what doesn't - and who needs to be involved.

It was highlighted how in the past year the LSB has undertaken a needs assessment, has held an anti-poverty event and has produced an Information and Engagement Strategy. There has been significant engagement and consultation about changes to health services through the South Wales Programme; the Fire Service has recently reviewed how it provides services in the Vale; and at the end of last year we saw the election of Police and Crime Commissioners and the end of police authorities.

Councillor Burnett emphasised that for many, life is getting more difficult, and our responsibility is to try and respond to these pressures through support, information and services and to listen to what our residents are telling us. We need to pool our information to build up an accurate picture of the diverse needs of residents so that we can develop sustainable services and target resources where there is the greatest need.

The LSB has a leadership role in providing information, listening and deciding on priorities in the difficult climate in which we must now operate and through the presentations and workshop discussions we can identify where we can make best use of our resources to provide support and services.

Conference Attendance and Format

More than ninety representatives from the public, private, voluntary and community sectors in the Vale as well as Town and Community Councils attended the conference. The day was structured around a number of presentations which highlighted some of the key developments in the Vale and the importance of working in partnership. There was also a facilitated discussion to identify examples of where partnership working has been a success in the Vale along with any barriers faced and any areas where partnership working can be implemented or improved. All delegates had the opportunity to participate in the discussion as well as a choice of attending 2 workshop sessions from 11 different workshops on offer. The workshops provided the opportunity for more focused discussions on a wide range of topics including employment skills, anti-social behaviour, dementia, children and young people and customer service



Presentations

Presentation One: The Unified Needs Assessment – Key Challenges – Huw Isaac, Head of Performance and Development, Vale of Glamorgan Council

The Unified Needs Assessment will underpin the drafting of the new Community Strategy Delivery Plan 2014-18. The aim of the needs assessment is to identify areas where performance needs to be improved and to identify any gaps in service provision. The document has been produced through the Business Intelligence Group with support from the Local Government Data Unit. All LSB partners have been involved in producing the needs assessment which is centred around the existing ten Community Strategy priority outcomes.



Huw highlighted that the Introduction and Executive Summary section identifies the key findings from the document which are:

- The impact of the aging population in the Vale and the increased demand for services
- The importance of early intervention
- The importance of recognising the gaps that exist between the most and least deprived Lower Super Output Areas within the Vale across a number of indicators
- The need to evidence impact of services

Huw also highlighted a number of findings found within the needs assessment.

- Life expectancy, healthy life expectancy and disability free life expectancy has risen in the Vale, however the inequality gap between those in the most and least deprived areas has widened and the difference in healthy life expectancy is 18.7 years for females and 20.3 years for males between the most and least deprived areas.
- Adults who reported currently being a smoker in the Vale have decreased, however the number of adults who are overweight or obese has risen.
- Residents perception of Anti-Social Behaviour levels and the number of people who perceive the use of drink and drugs as a problem within their area has risen

The importance of the Unified Needs Assessment in identifying the correct priorities for LSB partners to focus work on was emphasised.

More information and the draft Unified Needs Assessment is available at http://www.valeofglamorgan.gov.uk/en/our_council/local_service_board/Draft-Unified-Needs-Assessment-2013.aspx

Presentation Two: Poverty – is it true? Welfare Reform – is it fair? – Jane Clay, Chief Executive, Cardiff and Vale Citizen's Advice Bureau.

Jane's presentation challenged delegates to consider some of the statements frequently made by the press regarding welfare benefits and provided examples to illustrate that these statements are often not true.

Jane began by giving an overview of the situation in the Vale and highlighted that an estimated 4,311 children in the Vale of Glamorgan live in child poverty, and this is equivalent to half the population of Dinas Powys. The responsibility of eradicating poverty lies with all partners and Jane emphasised a number of key messages for delegates to consider.

Since the Welfare Reform Act came into effect in April 2013 housing and council tax debt is increasing. Many people are struggling to make ends meet and often have multiple and complex debt problems. The Citizen's Advice Bureau sees desperate people who cannot manage without the use of foodbanks and the high demand for food parcels emphasises the desperate situations many people find themselves in. Although money management is important it won't solve everything as some people simply just don't have enough money. The presentation also emphasised that partners should be mindful of the danger of forgetting about in-work poverty and it is not just those on unemployment benefits who have been affected by welfare reform.

Jane then went on to address some of the common stories that are often found in the press and emphasised the following:

- It is important to remember that most of us have claimed benefits at some time, for example child benefit.
- Jane questioned whether benefits are too generous as is often claimed in the press. Research has shown that a single adult of working age only receives approximately 41% of what is generally regarded as an income sufficient to meet the cost of essentials. A couple with children receives around 60% of this.
- Recent research by the Joseph Rowntree Foundation could find no families with three generations that have never worked dispelling the myth that generous benefits mean generations of families choose not to work.
- Under claiming is a bigger issue than fraudulent claims and the latest DWP estimates show that in 2012/13 only 0.7% of benefit expenditure was overpaid due to fraud.

In conclusion Jane emphasised the importance of considering the language we use and the assumptions often made that there are those who deserve to be poor and those who don't. The issue of tackling poverty is one which must be addressed by all partners.



Poverty – is it true? Welfare Reform – is it fair?

Jane Clay
Chief Executive
Cardiff & Vale Citizens Advice Bureau



Presentation Three – Building Solutions: The Role of Housing – Hayley Selway, Head of Housing and Building Services, Vale of Glamorgan Council.

This presentation challenged delegates to consider the role housing plays across all areas and how important quality housing is to communities in the Vale. The presentation questioned whether housing should feature more prominently in the current Community Strategy Delivery Plan and whether given its importance, the strategic place of housing should be considered more.

Hayley highlighted the Welsh Government Housing White Paper 2012 which sets out the vision for “a future where everyone has a home they can afford and homelessness does not exist”. To achieve this vision it is important that the strategic links between the LSB and housing are strengthened as housing impacts on every aspect of a person’s life.

Hayley highlighted that a new set of challenges have been presented through the welfare reform changes that have taken place and the current stock profile in the Vale is not fit for purpose. £633,000 has been received to help counteract the challenges of welfare reform in terms of the stock being the right fit.



Delegates were reminded of the earlier presentation regarding poverty and the links between housing and all other aspects of life were emphasised. It was highlighted that partners need to understand the wider role of housing providers, not just as a landlord but also an enabler and a facilitator.

Simon Morris, Director of Development for Newydd Housing Association talked about a number of partnership projects, the community benefits arising from these and how a number of areas in the Vale have been transformed through these projects. He also used examples to show how difficult to let and manage properties have been turned around.

Katherine Manders talked about her experience of going through the homelessness process and the support and advice she had received. Katherine emphasised the difference the support she received at a difficult time had made in terms of improving her life and how it became a life changing experience.

Hayley concluded by again emphasising the role housing plays and how Katherine’s story shows how the support services she received changed her life. However people fall through the net if we don’t get it right and it is important all partners continue to recognise the important role housing plays.

Presentation Four: NEET Strategy & the Engagement and Progression Framework – Andy Borsden, Principle Youth Officer, Vale of Glamorgan Council.

This presentation focused on the Vale of Glamorgan NEET (Not in Education, Employment or Training) Strategy and how partners can help support the implementation of the Welsh Government Engagement and Progression Framework.

Andy emphasised the importance of early intervention to reduce the number of NEETs and that a range of partners need to be involved in order to effectively deliver the NEET Strategy and reduce figures. The aim of the strategy is “to ensure as many young people as possible make positive career decisions on leaving school so reducing the number of young people in the Vale of Glamorgan over the age of 16 who are not in education, employment or training” and the scope of the strategy includes children and young people from the age of 11 to 24. The presentation showed how currently in the Vale of Glamorgan 83% of young people aged 16-18 are in education, employment and training (EET), 7.4% are engaged with Careers Wales or are seeking opportunities in EET, 3.1% are at risk of dropping out, 0.9% are not known to Careers Wales, 0.6% are not available to seek EET and 4.2% are out of Wales.



Also linked to reducing the number of NEETs is the Welsh Government Engagement and Progression Framework and although Local Authorities have a primary leadership responsibility to deliver the framework, the approach is not set in stone and the involvement of other partners and stakeholders is also critical for its implementation.

Andy explained that there are six parts to the framework:

- **Early Identification** – Early identification of those at risk of becoming NEET through analysis/ intelligence. This requires a co-ordinated approach from partners and the development of effective early identification systems from all stakeholders.
- **Brokerage** – Targeting lead workers to support those most at risk of disengagement.
- **Provision** – Ensuring the correct support is provided in a joined up way by identifying the right level of support to be provided by the right person at the right time through stronger mapping of existing provision and targeting new provision at unmet needs.
- **Tracking Progress** – Strengthening school and Local Authority tracking pre-16, strengthening tracking during the transition to post-16, from 16-18 and at 18 plus.
- **Employability** – Strengthen employer engagement to ensure the young person has the necessary employment skills or provide further provision if needed.
- **Accountability** – Measuring the success through performance data. Welsh Government will hold local authorities and partners to account regularly for implementation of the framework.

Discussion – Improving Partnership Working

The aim of the session was to seek views on how well organisations work together in the Vale and within the region and to consider whether we are making the most of opportunities to share resources, knowledge and experience. Delegates were asked to consider a number of questions including where working in partnership brought benefits for service users/local residents, what are the success factors where partnership working has been successful and what are the barriers that need to be overcome to improve partnership working. From the feedback session a number of common themes emerged.



A number of success factors were identified including:

- Good relationships that exist between partners and the importance that the same people continue to attend meetings where trust has been established.
- Partners must continue to be honest with each other to identify achievable common goals.



- Partners understand aims that are not shared and are aware of each other's boundaries and remits which allows common ground to be identified.
- Partnership working enables partners to access and engage with more service users in general.
- The number of partners engaged is a good achievement as the private, public and third sectors all bring different knowledge and experience to the table.

- Partnership working has reduced duplication and has resulted in improving the quality of services, the provision of joined up services and has possibly reduced costs.
- There is good commitment/buy-in from senior figures and a clear understanding of what is desired/ needed from partnership working.

Delegates also identified a number of barriers that need to be overcome to improve partnership working.

- One of the greatest challenges to partnership working identified by delegates was information and data sharing. There are issues around how data is captured, stored and accessed as well as how/when it is passed between partners. There is also a lack of knowledge among partners of what data is available.

- A number of challenges also exist around funding as organisations are often in competition with each other and therefore need to be honest and transparent. Flexibility is also needed to pool budgets and resources, particularly now due to the funding cuts facing the public sector. It was also suggested that a mechanism should be in place to ensure partners are aware of any external funding bids such as BIG lottery fund projects being submitted to potentially avoid a bid being submitted for a service that another partner is aware already exists and is working effectively.
- Partners need to be aware of services in neighbouring areas not just the Vale of Glamorgan.
- There can be a perception that services are working well but partners need to go back to the community and gain their views on whether services are working more.
- The community should be considered as being part of a partnership and it should be recognised that there is a future role for the community in general to play as organisations' resources diminish
- Smaller communities often don't benefit as they do not have the support or strength to be included in partnership working. Smaller groups/organisations must be seen as part of the solution and, to ensure they are joined up in partnership working, should be provided with the support to do so.
- Partners should be more innovative in who is joined up in partnership and tap into the private sector more.
- Communication within partner organisations, particularly larger ones can often be a barrier just as much as communication between organisations.



Workshops

Dementia Supportive Communities in the Vale

Dr. Suzanne Wood, Consultant in Public Health, Cardiff and Vale UHB began by giving participants in this workshop a description of dementia and a number of facts about the illness including the fact that dementia prevalence increases exponentially with age. Given the aging population found in the Vale of Glamorgan, the number of people predicted to suffer from dementia is expected to rise considerably over the next 20 years.

The general principles of identifying and caring for a person suffering with dementia that partners should take were given including taking a person centred care approach, treating the person with respect and dignity and taking preventative steps at an early stage to try and reduce the numbers suffering from dementia through making every contact count. Participants were also reminded that timely detection often leads to a better quality of life for the individual with dementia and their carers and if a client shows possible signs/symptoms of dementia partners should signpost the person to their GP.

The concept of 'Dementia Supportive Communities' was introduced and participants were advised that a dementia supportive community is one in which people with dementia are empowered to have high aspirations and feel confident, knowing they can contribute and participate in activities that are meaningful to them. Attributes of a dementia supportive community include accessible community activities, practical support to enable engagement in community life, consistent and reliable travel options, easy to navigate environments and respectful and responsive businesses.

It was emphasised that all partners can play a part in making the Vale a dementia supportive community. It was advised that the inaugural meeting of the Barry Dementia Supportive Community work stream had taken place in September and priorities of where to focus action now need to be set.

Participants were therefore asked to take part in an exercise to identify areas for prioritisation and where the focus should be. Participants identified the following as the priorities for providing support, raising awareness around identifying a person with dementia and areas where the community needs to be more dementia supportive:

- Carers
- Faith communities
- Housing associations
- Shops and businesses

The feedback from the discussion will be fed back into the workstream and for more information on Dementia Supportive Communities contact Dr. Suzanne Wood at Suzanne.wood@wales.nhs.uk.

Dementia Supportive Communities in the Vale



Dr Suzanne Wood
Consultant in Public Health
18 October 2013

Supportive Communities around Wyn

Cheryl Williams, Principal Health Promotion Specialist, Public Health Wales introduced 'Supportive Communities around Wyn', a project aiming to increase the access of older people to a range of multi-agency advice and practical support to help them remain living independently in their homes. The project primarily focuses on the social factors which impact upon health and wellbeing and Barry is one of the two pilot areas for the project. This workshop explored the background to the project, and gave participants an overview of how it will take shape over the coming months. Participants were then given the opportunity to feed in their thoughts and ideas around the project and were asked to discuss two questions:



What do you think is important to help older people live independently for longer?

Several practical examples were given of the services that often contribute a large way to enabling people to remain independent such as:

- Access to reliable handymen to carry out both small and large jobs.
- Care and Repair services were highlighted as being very important to allow older people to remain living independently.
- Help from refuse collectors to put bins out, although it was considered that awareness of this service was low and needs to be improved.

It was agreed that the above ways of providing support all go a long way to helping people to remain independent and that the multi-agency approach being undertaken through the Barry pilot area for the project is needed. Participants were then asked:

How can awareness and information regarding both these and other services/facilities can better reach older people?

- Milkmen can signpost older people to services
- Community library volunteers to signpost
- Domiciliary care staff to signpost
- Collate a database of registered carers
- Designated supermarket helpers could be trained to signpost people
- Benefits staff could be trained to signpost people at appointments
- A magnetic calling card with contact details for a number of important services could be given to older people.

Another suggestion was that a signposting trial could be arranged with the fire service to ask extra questions at smoke alarm fitting appointments etc. to determine whether people require support/advice and the fire service could then signpost to where they can find it. All the points raised will be fed back to the multi-agency 'Wyn' subgroup. For more information on the 'Supportive Communities around Wyn' project please contact Cheryl Williams at cheryl.williams9@wales.nhs.uk.

Identification of Essential Skills for 18 Plus

This workshop was jointly hosted by June Jenkins, Head of Essential Skills, Cardiff and Vale College, Amy Davidson, Partnership Manager, Jobcentre Plus and Nisha Shukla Learning and Skills Partnership Co-ordinator, Vale of Glamorgan Council. The session began by looking at the definition of essential skills, which in simple terms is “the level of communication, literacy, numeracy and ICT required for success in education, work and life in general.” Participants were advised that literacy and numeracy skills are assessed on a scale from Entry Level 1 to Level 4. Many were surprised to hear that 12% of the adult population in Wales have literacy skills below level 1 and 51% have numeracy skills below level 1, according to a survey conducted in 2010.



Participants were given a sheet of questions to answer to test their numeracy skills in order to help them understand how a person may feel when placed on the spot and how having poor numeracy skills may impact on a person's life.

Participants were then asked to consider two questions regarding ways to improve the literacy and numeracy skills of the adult population in the Vale.

Question 1: How can we identify potential learners?

- Identify employees in certain areas. For example, catering services staff who struggle to complete documents as this could be a barrier to promotion to positions where they need to complete a food ordering form.
- Employees who make excuses for not bringing in forms or completing them, or taking them home for someone else to complete.
- People who are unable to fill in housing benefit forms
- People making excuses such as they've forgotten their glasses, and taking someone else with them to complete forms.
- Using a screening and assessment tool that addresses literacy and numeracy
- Identify what the triggers are and pick up on cues that disguise literacy and numeracy level
- First Moves screening tool

Question 2: How can we encourage more people to engage in literacy and numeracy classes?

- Raise awareness of the fact that a high percentage of people struggle with literacy and numeracy skills to reassure learners they are not alone
- Embed more practical experiences such as field trips/work that incorporate literacy and numeracy through fun, and isn't so apparent e.g. offer a workshop in the library such as flower arranging, or gardening

- Improve the marketing of essential skills and the reasons why essential skills are needed
- Provide one-to-one online support
- Identify clients through colleagues from Communities First and Flying Start
- Manage expectations and set realistic targets for learners
- Deliver learning in appropriate venues rather than in schools as some find this off putting
- Celebrate achievements and success stories
- Approach organisations to deliver essential skills courses to groups of staff
- Families learning together programme

Other comments made by participants included that the 'Digital Age' is a barrier to improving literacy and numeracy skills as people often just need to click an electronic form rather than fill it in by hand.

It was agreed that to improve essential skills a multi-agency approach is needed and partners need to be mindful of recognising any 'triggers' that may indicate a person has a low level of literacy and numeracy skills. It should also be recognised that it is difficult to identify one solution to improving essential skills as the needs of a person age 16 will differ substantially to the needs of a person aged 50+.

Feedback from the discussion will be considered by the Essential Skills subgroup. For more information contact Nisha Shukla at nshukla@valeofglamorgan.gov.uk

Early Identification of Social and Emotional Difficulties



This workshop was facilitated by Ruth Ferrier, Lead Professional Officer, Inclusion and Access, Vale of Glamorgan Council. The workshop focused on a toolkit that has been devised to help identify pupils who may experience social and emotional difficulties at an early stage. The project was developed through an initiative around emotional wellbeing funded by Welsh Government and is a joint project with Bridgend Council.

The project builds on work developed by a professor from Brighton and uses an online assessment of wellbeing which children complete. This enables three areas to be reported on:

- "My School" looks at the interaction of teachers and pupils and feeds back on areas for development and misinterpretation between pupils and teachers
- "My Feeling" focuses on how pupils feel about school
- "My Class" focuses on the interaction amongst the pupils.

From the assessment, graphs can be developed to represent levels of interaction between pupils and isolation of certain pupils in the class. Various pupils can then be identified and targeted with specific support.

The workshop then looked at a number of graphs representing identified classes and discussed the type of young people in the class and the issues they may have presented, based on their positioning within the graphs.

The toolkit is currently being used in approximately 80% of schools in the Vale and several other Local Authorities have expressed an interest in adopting the tool.

The main focus of this workshop was to inform partners of the toolkit and more information is available from Ruth Ferrier at RSFerrier@valeofglamorgan.gov.uk.

Valuing the Environment

The workshop, hosted by John Harrison, Area Environment Manager West for Natural Resources Wales, challenged participants to consider how we can maximise the Vale's natural assets.

John introduced the workshop by highlighting how LSB partners all interact with the environment in different ways and therefore all have a responsibility to both protect and enhance the Vale's natural environment. John referred to the Draft Unified Needs Assessment and highlighted how chapter three contains a number of datasets regarding priority outcome 3 of the Community Strategy – "Vale residents and organisations respect the local environment and work together to meet the challenge of climate change." In general, the Vale performs well in relation to this outcome and is above the Welsh average levels of recycling rates, fly tipping is reducing in the Vale and energy consumption has reduced. However a small number of indicators are not improving and John particularly highlighted the issue that bathing water quality has reduced.



John then asked participants to consider what they would suggest the Vale's greatest natural resource to be along with what natural resources are often taken for granted. John also asked participants to consider where there may be opportunities for LSB action to maximise the opportunities arising from natural resources.

Responses included:

- The coastline may be considered the Vale's greatest asset but is also taken for granted by many. The coastal pathway could be enhanced by providing links into towns and increasing public awareness of the path.
- Archaeological and heritage sites in the Vale are an asset which should be maximised.

- It was suggested that the Vale's industrial heritage should also be maximised and considered a resource and John highlighted the example of Blaenavon where an industrial heritage site has become the area's best asset.
- Participants suggested that using the sea as a recreational facility is an untapped asset in the Vale and the dock could be used for water sports to be enjoyed by both residents and visitors to the Vale.
- More could be done to use the Vale's natural environment as a marketing asset.
- The issue of car parking charges was discussed and it was highlighted that residents may be put off visiting sites such as Porthkerry park due to the charges. It was suggested that more awareness raising could take place so residents are aware of why the charges are in place, particularly highlighting how the money collected is reinvested in the maintenance of such sites so that they can continue to be enjoyed.
- The wider benefits of enjoying the natural environment were discussed such as the health benefits and it was suggested the LSB should look at how residents can move around the Vale and access places such as parks and beaches in a way that benefits their health such as via cycle tracks. A cycle track linking Cardiff and the west of the Vale was suggested.

John thanked the participants for their useful suggestions on how we can develop and use natural resources in the Vale in a better way. John also highlighted the challenge to ensure residents and visitors enjoy the Vale's natural assets but not damage them is a responsibility which lies with all LSB partners and the discussions that had taken place would therefore be fed back to the LSB.

For more information about Natural Resources Wales or the issues raised contact John Harrison at john.harrison@naturalresourceswales.gov.uk.

Understanding Anti-Social Behaviour

This workshop was facilitated by Sergeant Julie Madoc-Smart and Mike Hawkes, Anti Social Behaviour Co-ordinator, South Wales Police. The aim of this workshop was to discuss the definition of anti-social behaviour (ASB) and for participants to understand their role in assisting their client group in reporting or dealing with ASB.



Participants were divided into two groups to discuss a number of scenarios and consider what is and what isn't classified as ASB. The two groups then fed back on the discussions that had taken place. Examples of what is considered anti-social behaviour included noise disturbances such as playing loud music and behaviour that causes alarm and distress. Participants also identified behaviour that could be mistaken by some as being ASB but isn't such as teenagers leaving college and waiting for buses, playing ball games in the street and estate management issues such as car parking disputes.

The reporting of ASB was then discussed and an overview of the four stage escalation process for ASB referrals was given.

Stage 1 – A letter will be sent out to the individual's parent/guardian explaining that they have been identified as causing ASB and advising of the reported behaviour.

Stage 2 – If the individual continues to engage in the behaviour that they have been reported for at stage 1, a face to face meeting is arranged between the individual and their parent/guardian, ASB staff and any other relevant partners.

Stage 3 – If the ASB continues then an Anti-Social Behaviour contract is signed and agreed.

Stage 4 – If the contract is breached at any time, an application is made for an Anti-Social Behaviour order, which may include exclusions from certain places, curfews, or other restrictions to prevent any further ASB.

Participants asked whether at stage 1 when the letter is issued, if there is an opportunity for the individual or their parent/guardian to speak to the police regarding the incident. It was advised that a phone number is provided on the letter although very few people do phone.

For more information on Anti-Social Behaviour please contact the Safer Vale partnership at safervale@valeofglamorgan.gov.uk.

EPIC (Education, Prevention, Intervention in the Community) Programme



This workshop was delivered by Kay Quinn from Atal y Fro, an organisation dedicated to the elimination of domestic violence. Over the last three years, the organisation has worked in partnership with the All Wales Probation Service to develop and deliver the EPIC Programme – a wrap-around package of services aimed at the whole family including abusive partners. The aim of this workshop was to provide participants with an overview of all the elements of the programme, the impact and outcomes.

The workshop advised participants that 'EPIC' is a whole family approach and focuses on helping the family to 'stay together safely or part amicably'. Early Intervention is a key component of the programme and as soon as a referral is received by Atal y Fro (from whatever source – including from a family itself), they will call together the agencies who need to be involved, to put together a 'package' of support for the whole family, initially for a six week period and then reviewed and a longer term plan put together. Throughout this period Atal y Fro work with the whole family providing one to one support for the victim, their partner and any children involved.

The importance of raising awareness was also highlighted as a key component of the program and in particular the educational work undertaken in schools. As part of the program, Atal y Fro have been delivering training programs to schools (pupils & teachers) & communities within the Vale; focusing on healthy relationships, stereotypes, bullying, disability, sexual relationships and domestic violence. Each session is delivered within the school setting and is age appropriate, with evaluation and feedback. The emphasis of the

work is to ensure children are aware of different types of abuse, power and control in a relationship and that they know how and where to get help and support.

The purpose of this workshop was to inform participants of the program and for more information contact Atal y Fro at info@atalyfro.org.

Employment skills - proposing a model of good practice around maximising community benefits from local construction projects.

The aim of the workshop was to present examples of best practice in meeting the needs of project managers, employers/contractors and potential employees in the Vale of Glamorgan relating to construction projects and was delivered by Colin Davies, Barry Communities First Cluster Team Manager and Jane Wade, Operational Manager for Property, Vale of Glamorgan Council.

A presentation was given on the project currently being undertaken by Newydd Housing Association to redevelop Barry Magistrates Court into 52 affordable houses and flats along with retail units. The presentation showed how the project was brought together through the BETH (Benefits, Employment, Training and Housing) networking group and that targeted recruitment and training contract sub clauses have created four apprenticeships for local people through Cardiff and Vale College. The project is an example of how good relationships and communication between partners can create opportunities for local people.

A second presentation was given on the Penarth Learning Community Project, 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) in Penarth. The project is a good example of partnership working and children's services will be based at the site along with a community liaison officer. It is hoped the site will become a community hub by providing a hydrotherapy 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. Through targeted training and recruitment 3156 person weeks employment will be created through the project as a contractual clause. 105 people who were previously unemployed have gained employment through the project and the project team are also trying to ensure as much as possible that money spent on the project is put back into the community by hiring local sub contractors and buying materials locally.



Participants were asked to consider the presentations and identify any other opportunities to maximise the benefits from construction projects or any barriers which may need to be overcome.

Suggestions included:

- The projects are a very good example of how partnership working maximises benefits for the community and a template to follow for any future projects would be useful.
- There is a challenge that legislation cannot specify that the employment opportunities created must go to local people. It is therefore important that we engage with private sector companies and create good relationships in the hope that employment will be given to local people on a goodwill basis by private developers. This is particularly important due to the large number of developments and smaller construction projects undertaken by the private sector.
- It also needs to be easy for the private sector to know how to make links to employ local people and this is based on having trust and close personal relationships at the top level.
- It was also suggested there may be scope for the Local Authority or Welsh Government as landowners to specify employing local people as a planning condition when selling land and it was asked whether this would be legal and something the Vale of Glamorgan can take the lead on implementing.

For more information on the Penarth Learning Community please contact Jane Wade at jlwade@valeofglamorgan.gov.uk

Improving Customer Experience

This workshop was delivered by Tony Curliss, Operational Manager for Customer Relations, Vale of Glamorgan Council and Dave Vining, Head of Strategic I.T, Vale of Glamorgan Council. The purpose of this workshop was to highlight how through joint working and the innovative use of technology we can improve customer experiences. The session began by asking participants to discuss the various aspects of providing good customer service and a number of points were identified.



Participants agreed that it is important to define who the customer you are providing the service to is and to recognise that customers can be both internal staff and staff from external organisations as well as members of the public. Other aspects of providing good customer service that were identified included resolving requests for information and queries through initial contact when possible, providing timely services, keeping promises, keeping the customer informed throughout the process, treating them with good manners and respect, having good knowledge of the subject matter, ensuring the customer is aware of who to contact should they have any queries and that the customer is satisfied with the eventual outcome.

A discussion then took place on the challenges and barriers faced when providing good public services. Participants identified the problem of increasing demand and expectation from customers in the current climate of reducing resources. It was also identified that people are sometimes unsure who to contact and that it will become increasingly important that customers can contact organisations through a diverse range of channels, particularly

self service channels. The negative perception of call centres was also identified as a barrier.

It was highlighted how the challenge of a reducing budget can prompt collaboration between partners and the joint delivery of services. An overview was therefore provided on a number of case studies where resources had been shared to provide better customer service so that participants in the session could learn lessons from the examples given.

The first example given was the collaboration between the Vale of Glamorgan Council and Cardiff & Vale UHB regarding the use of the C1V Contact Centre. It was highlighted how this had reduced start up costs, allowed the UHB access to specialist contact centre technology and maximised the return of investment on the technology. The benefits brought to the public were also highlighted. For example having clinicians based at the contact centre allows the public to speak to a GP at evenings and weekends which improves the service offered to customers and also decreases demand on other services such as A&E departments.

Another example given was the potential for community and voluntary organisations to stock official recycling products. Previously, access to stock was limited to a few venues which caused access problems for customers to obtain a product that is in high demand. Recycling products have already been rolled out to libraries across the Vale and the potential for other venues to stock the products is being explored. The benefits of having these products available at more locations for the public were outlined including making the materials more readily available within rural areas and therefore reducing the need to travel. Benefits for the organisations stocking the products were also outlined including increased visitors to the premises, a greater opportunity to promote services and products to a wider audience and also that a contribution from the sale of items will go towards funding the work of the voluntary/community organisation. It was also highlighted that this initiative may increase recycling rates in the Vale and help towards meeting the Council's targets.

It was emphasised that these are just two examples where collaboration between LSB partners has improved customer service and participants were informed that the LSB Customer Contact Group would hold a workshop session based on the discussions had.

For more information contact Tony Curliss at TCurliss@valeofglamorgan.gov.uk.

Focusing Priorities for Children and Young People

This workshop was delivered by Mark Davies, Children and Young People's Partnership Manager and the aim of the session was to highlight the data available to the partnership regarding children and young people and to explore where any gaps exist in the current Delivery Plan to consider when drafting the next Delivery Plan.

The session began by highlighting the data contained within the draft Unified Needs Assessment and advised participants of a number of the findings from the document. It was emphasised that from the indicators used to assess the position in the Vale in respect of achieving outcomes related to young people, it would appear that the Vale of

Glamorgan is performing, in most cases, either better than the Welsh average or only very marginally less so. However there is clear disparity of performance at the sub local authority level some of which has been able to be identified more easily than others.

Taking the findings of the needs assessment forward into drafting the new Community Strategy Delivery Plan, a number of areas can be identified for actions. These include the cross cutting issue of deprivation, a need to equalise gaps in educational attainment and health inequality, to ensure interventions are targeted at the earliest possible opportunity and the importance of evaluating impact to see what works well.

Participants were reminded that when drafting actions for the new Delivery Plan based on the needs assessment findings, it is important that a number of performance indicators are also identified to measure the impact. Therefore participants were given a list of the current indicators used by the Children and Young People's Partnership along with a list of potential indicators that data exists for.

Participants were then asked to consider where any gaps may exist in terms of actions contained in the existing Delivery Plan and with regards to collecting/monitoring of data..

Several areas where it was suggested a gap exists included:

- Information on cultural activities and young people e.g. arts and libraries
- Access to outdoor space and use of the natural environment for activities such as walking and cycling for children and young people
- Safer environments with regards to traffic calming measures
- Training on safety in the home
- Foodbanks

Feedback from the discussion will be fed back to the partnership to consider how we may address these gaps when drafting the next Delivery Plan

For more information on the work of the Children and Young People's Partnership contact Mark Davies at MDDavies@valeofglamorgan.gov.uk.



Conclusion

Huw Isaac thanked everyone for attending and for their contributions to the day and highlighted a number of key points which had arisen.

One of the key themes from the day was that more can be achieved by working together and that the right people need to be involved. The morning discussion on improving partnership working had emphasised that good relationships have been established between partners in the Vale and there is good commitment and buy in from a senior level. These relationships are essential for the challenging times now faced in delivering public sector services and only by working together can resources be maximised to provide the best outcomes for residents in the Vale. One of the greatest challenges to partnership working identified by delegates was information and data sharing. There are issues around how data is captured, stored and accessed as well as how/when it is passed between partners. There is also a lack of knowledge among partners of what data is available and the Local Service Board will need to play a leadership role in ensuring this challenge is overcome.

Huw concluded that despite the challenging times ahead there is a great deal to be positive about and again thanked everyone for their participation in making the event a success.

Next Steps

The issues raised during the day will be considered by the relevant partnerships and assist them in taking forward their priorities when drafting the new Community Strategy Delivery Plan 2014-18. All of the workshops focused on areas of work within the Community Strategy that can make a difference to the social, economic and environmental wellbeing of the Vale and improve the quality of life for local residents. The Local Service Board will continue to monitor progress across all of these projects and ensure that the views expressed at the Forum are taken into account in the planning of new services and service improvements alongside the findings of the Unified Needs Assessment.



Conference Feedback

Delegates were asked to complete evaluation forms and overall the responses were very favourable.

The most popular presentation was 'Poverty – is it true? Welfare Reform – is it fair?' delivered by Jane Clay, Chief Executive of Cardiff and Vale Citizen's Advice Bureau. 57% of respondents rated this presentation as very good, while the remaining 43% rated it as good. 97% of respondents rated the three other presentations delivered at the conference as either very good or good.

There was positive feedback for all the morning workshops with 100% of all those who completed the feedback forms rating them as either very useful or useful with the exception of 'Supportive Communities around Wyn' where 1 respondent did not give the workshop a rating. 'Early Identification of Social and Emotional Difficulties' was the highest rated morning workshop with 80% of respondents rating it as very useful, while 20% rated it as useful.

Again, feedback for the afternoon workshops was very positive with 100% of respondents rating them as either very useful or useful. The most popular workshop was 'Focusing Priorities for Children and Young People' with 29% of respondents attending this session. The highest rated workshop was on the 'EPIC (Education, Prevention, Intervention in the Community) Programme' with 80% of respondents rating it as very useful, while the remaining 20% rated it as useful.

The Local Service Forum was seen as successful, well organised and worthwhile by a high majority of those who provided feedback. Many commented that the conference had covered a good range of topics and organisations in attendance took a lot away from the event. Many also highlighted the great networking opportunity that the day provided. One of the recurring opinions highlighted in the 'future suggestions' section was that there should be more time for the workshop sessions and less presentations.



List of Attendees

Name	Organisation
Morgan Bellamy	Remploy
Janine Bennett	Cardiff and Vale College
Andrew Borsden	Vale of Glamorgan Council
Shan Bowden	Penarth Town Council
Debbie Boyle	Barry Training Services
Mark Brace	Police Crime Commissioners Office
Dan Brookman	Careers Wales
Dave Brown	Cardiff and Vale Credit Union
Lynsey Brown	Wales Probation Trust
Councillor Lis Burnett	Vale of Glamorgan Council
Lance Carver	Vale of Glamorgan Council
Phil Chappell	Vale of Glamorgan Council
Kathryn Clarke	Vale of Glamorgan Council
Jane Clay	Cardiff and Vale Citizen's Advice Bureau
Helen Cocks	Communities First Board Member
Councillor Roydon Collier	Llandough Community Council
Amber Constant	Vale of Glamorgan Council
Tony Curliss	Vale of Glamorgan Council
John Cushen	Cardiff and Vale Parents Federation
Amy Davidson	DWP
Mark Davies	Vale of Glamorgan Council
Colin Davies	Vale of Glamorgan Council
Sian Davies	Vale of Glamorgan Council
Councillor David Davies	Llandough Community Council
Linda Donovan	Cardiff and Vale UHB
Denise Dyer	Vale of Glamorgan Council
Dave Edwards	Vale Centre for Voluntary Services
Dean Emson	Save the Children
Ruth Ferrier	Vale of Glamorgan Council
Jan Fox	Wales and West Housing
Councillor Chris Franks	Vale of Glamorgan Council
Meredith Gardiner	Vale of Glamorgan Council/ Cardiff and Vale UHB
Deborah Gibbs	Vale of Glamorgan Council
Lynette Glover	Wales and West Housing
Sian Griffiths	Public Health Wales
Carolyn Griffiths	Wales Probation Trust
Kate Gronow	Jane Hutt's Office
Jamie Grundy	Cardiff Metropolitan University
Bob Guy	Vale of Glamorgan Council
Paula Ham	Vale of Glamorgan Council
Carol Harris	Remploy
John Harrison	Natural Resources Wales

Name	Organisation
Sian Harrop Griffiths	Cardiff and Vale UHB
Mike Hawkes	South Wales Police
Michell Hiller-Foster	Cardiff and Vale College
Will Hills	The People Business Wales
Francesca Howorth	Vale of Glamorgan Council
Laura Humphrey	Wales Probation Trust
Councillor Guy Ingram	Llantwit Major Town Council
Huw Isaac	Vale of Glamorgan Council
Barbara Jackson	Cardiff and Vale College
June Jenkins	Cardiff and Vale College
Mike Jones	Vale of Glamorgan Council
Rob Jones	Vale of Glamorgan Council
Richard Jones	RAF St. Athan
Dave Knevett	Vale of Glamorgan Council
Jenny Lewington	Vale of Glamorgan Council
Anne Marie Little	MOD St. Athan
Shelley Lloyd	Vale of Glamorgan Council
Carys Lord	Vale of Glamorgan Council
Katherine Manders	
Julie Madoc-Smart	South Wales Police
Deborah Maule	Vale of Glamorgan Council
Simon Morris	Newydd Housing Association
Helen Moses	Vale of Glamorgan Council
Trina Nealon	Public Health Wales
Maureen Neave	Vale of Glamorgan Council
Beverly Noon	Vale of Glamorgan Council
Gary Osborne	South Wales Police
Phil Pinches	South Wales Fire&Rescue Service
Sue Poole	Police Crime Commissioners Office
John Porter	Vale of Glamorgan Council
Gareth Powell	Vale of Glamorgan Council
Linda Pritchard	Vale Centre for Voluntary Services
Kay Quinn	Atal Y Fro
Sara Reid-Danks	Newydd Housing Association
Emily Rose	Cardiff and Vale UHB
Natalie Sargent	Vale Volunteer Bureau
Hayley Selway	Vale of Glamorgan Council
Nisha Shukla	Vale of Glamorgan Council
Pam Toms	Vale of Glamorgan Council
David Vining	Vale of Glamorgan Council
Lynda Wallis	Vale 50+ Strategy Forum
Joe Walsh	Vale of Glamorgan Council
Chris Walton	Wales and West Housing
Ron Walton	Vale 50+ Strategy Forum
Peter Welsh	University Hospital Llandough
Rose Whittle	Cardiff and Vale UHB

Name	Organisation
Becky Wickett	Vale of Glamorgan Council
Dave Williams	Vale of Glamorgan Council
Cheryl Williams	Public Health Wales
Luke Windsor	Vale of Glamorgan Council
Suzanne Wood	Cardiff and Vale UHB