



# Our Vale

Vale of Glamorgan Well-being Assessment Summary

Consultation Draft – December 2016

## A New Opportunity

The first well-being assessment published by the **Vale of Glamorgan Public Services Board (PSB) 'Our Vale'** brings together a wealth of information about life in the Vale of Glamorgan. We have looked at lots of different data and research and worked hard to engage with residents to understand what's good about life in the Vale and what would improve local well-being. The assessment presents a real opportunity to help us to know more about our communities and the people that shape them. This assessment will inform our well-being objectives and our plan to improve the well-being of our communities now and into the future.

The publication of our first well-being assessment is just the start of an exciting journey. The **Well-being of Future Generations (Wales) Act** is the first piece of legislation of its kind and came into effect in April 2016 with the primary aim of ensuring public bodies improve the economic, social, environmental and cultural well-being of Wales. This legislation presents a real opportunity for change across public services. Working together we must seek to ensure that the needs of the present are met without compromising the ability of future generations to meet their own needs. We recognise this is a challenge but is one we are keen to embrace and

the well-being assessment is a vital tool to help us achieve this.

The Act sets out **seven national well-being goals** for Wales in order to improve the well-being of communities and achieve the Wales we want for our future generations. The Vale PSB must maximise our contribution to achieving these goals and the well-being assessment and plan will help ensure that we are able to do this and be held to account for our progress.

Goal	Description of the goal
<b>A prosperous Wales</b>	An innovative, productive and low carbon society which recognises the limits of the global environment and therefore uses resources efficiently and proportionately (including acting on climate change); and which develops a skilled and well-educated population in an economy which generates wealth and provides employment opportunities, allowing people to take advantage of the wealth generated through securing decent work.
<b>A resilient Wales</b>	A nation which maintains and enhances a biodiverse natural environment with healthy functioning ecosystems that support social, economic and ecological resilience and the capacity to adapt to change (for example climate change).
<b>A healthier Wales</b>	A society in which people's physical and mental well-being is maximised and in which choices and behaviours that benefit future health are understood.
<b>A more equal Wales</b>	A society that enables people to fulfil their potential no matter what their background or circumstances (including their socio economic background and circumstances).
<b>A Wales of cohesive communities</b>	Attractive, viable, safe and well-connected communities.
<b>A Wales of vibrant culture and thriving Welsh language</b>	A society that promotes and protects culture, heritage and the Welsh language, and which encourages people to participate in the arts, and sports and recreation.
<b>A globally responsible Wales</b>	A nation which, when doing anything to improve the economic, social, environmental and cultural well-being of Wales, takes account of whether doing such a thing may make a positive contribution to global well-being.

## About Our Assessment

Our assessment considers the state of well-being across the whole of the area and within particular communities. The assessment also considers the well-being of particular groups of people within the area, predictions of likely future trends for the area and a set of **national indicators** which have been developed to measure Wales' progress towards achieving the national well-being goals.

We recognise that good well-being can mean different things to different people and can depend on so many different factors including your age, where you live, your health or even the weather! This assessment recognises these differences and attempts to show the diversity of life in the Vale and the wide range of factors that can impact upon well-being.

A range of sources of evidence including statistical data, engagement information and academic research have been considered as part of the assessment which has provided an opportunity to capture the strengths and assets of the people and communities within the Vale of Glamorgan.

In addition to the gathering and analysing of various evidence sources the assessment has been informed by a range of engagement work undertaken with both the public and

stakeholders through the **Let's Talk engagement campaign**. A report is available providing an overview of the campaign and the key findings.



The well-being assessment is an ongoing process of continuously enhancing our evidence base and talking with our communities to ensure we have the best possible basis for well-being planning in the Vale of Glamorgan. Work will continue to enhance the assessment, engage with our residents and produce the PSB Well-being Plan. This document provides a summary of the key findings of our first consultation draft of the assessment which is structured around a number of main factors towards having good well-being:

- **Our Environment**
- **Having a Healthy and Active Future**
- **Being Part of Safe and Inclusive Communities**
- **Maximising Opportunities and Attainment**

A number of the key findings from across the assessment are highlighted later in this summary.

## What Our Assessment Told Us - The State of Well-being in the Vale of Glamorgan

When the evidence presented within our assessment is considered at a local authority level, it can be considered that the Vale of Glamorgan and its residents have a good level of social, economic, cultural and environmental well-being. Overall the Vale of Glamorgan is comparatively wealthy and many residents enjoy a high standard of living in a safe and attractive environment. However, there are areas in the Vale of Glamorgan which suffer from significant disadvantage, including high unemployment, reduced healthy life expectancy, low educational achievement and higher levels of crime. Across these various different factors it is consistently the same areas of the Vale, particularly in the eastern area of Barry, that suffer.

The inequality gap in healthy life expectancy is a cause for concern for the PSB, and areas with the lowest healthy life expectancy correlate to those that are most deprived as identified through WIMD 2014 and are predominantly located in areas within the eastern part of Barry such as Gibbonsdown, Castleland and Buttrills. These areas also have higher levels of obesity, higher smoking levels and higher alcohol-specific mortality rates.

In general young children in the Vale have a good level of well-being although even at a young age, outcomes for children in these same areas of Barry are less desirable than those of their peers demonstrating the importance of experiences in the early years and of the health and well-being of the mother both before, during and after pregnancy.

Low crime rates were seen as a positive aspect of life in the Vale although area differences can be observed with higher crime rates in more deprived areas. Although many areas of the Vale experience low crime rates, the effects when incidents do occur on the well-being of those in the area should not be underestimated.

Findings of our engagement campaign showed that people were generally very positive about life in the Vale and feel they have strong networks of friends and neighbours to rely on. In general people are engaged in community life although those in the most deprived areas, who it can be suggested we need to engage with more, were less likely to participate with lower levels of volunteering and voter turn out rates in these areas. People in the Vale were also less likely to agree that people from different backgrounds got on well together than the average across Wales. Hate crime incidents have steadily increased and the further impact on community cohesion from events such as the EU referendum result are as yet unknown.

Members of the PSB were concerned with the affordability of housing and the need to ensure local people, especially young people, are not priced out of the communities within which they grew up. They recognised the potential of unsatisfactory/ overcrowded housing on a range of factors such as health and educational attainment.

Overall the Vale of Glamorgan is an area with good levels of educational attainment with higher than average incomes and employment rates. However, again there are clear areas particularly in the Eastern part of Barry where educational attainment is lower and this can be linked to lower incomes and levels of employment.

In order to ensure our population are given the best possible chance to maximise their opportunities having a good education is of upmost importance. Education acts as the key foundation for the economic success of not only individuals but of the area as well.

Education acts as a foundation for employment which offers a high level of protection against poverty, and particularly against deep and persistent poverty (and also contributes directly to well-being). The same areas within the Vale of Glamorgan experience deeply entrenched norms of lower educational achievement, lower employment rates and lower incomes and the influence of socio-economic factors in the early years can be crucial in determining the life chances and opportunities of our future generations.

One of the major challenges is helping our residents not just obtain employment but sustaining that employment which leads to in-work progression helping to secure a better future. The Vale's location could be considered one of its greatest assets in maximising the economic well-being of our residents and the area. The Vale is part of the Capital City Region and five priorities have been identified for economic growth: connectivity, digital, innovation, skills, business support and regeneration. A number of infrastructure projects will help support economic growth in the Vale and wider region including, the Great Western mainline electrification, Cardiff Capital Region Metro and the Cardiff Airport and St Athan Enterprise Zone.

It could be suggested that the Vale is in a unique position to help residents maximise their opportunities. The Vale is an area with good transport links into Cardiff which provides a wealth of economic and cultural opportunities, but is also an area with a rich natural environment as one of its greatest assets.

The natural environment attracts visitors further enhancing the area's economy but also provides a range of well-being benefits to residents. Throughout our engagement campaign the Vale's natural environment was consistently highlighted as one of our biggest assets with residents valuing the positive affect the environment has on their well-being. The sustainable use of our natural assets can be seen as essential in how we plan to improve the well-being of our future generations.

The following SWOT analysis identifies the relative Strengths, Weaknesses, Opportunities and Threats for the Vale of Glamorgan based upon the findings of the assessment.

### Strengths

- A diverse natural environment which is valued by residents and contributes to high levels of participation in sport in addition to other well-being benefits
- Young children have higher than average levels of development
- Decreasing levels of obesity for both adults and children although this is still too high to protect the health of our future generations
- Residents are generally very positive about the Vale as a place to live with the natural environment and good neighbours the most valued assets
- A relatively engaged population with higher than average voter turn-out rates and good volunteering levels
- Lower crime rates compared to other areas of Wales
- High levels of educational attainment which continue to increase including increasing attainment levels for pupils eligible for free school meals
- Low levels of school leavers who become NEET
- Higher than average incomes although large disparities do exist within the county
- Close proximity to Cardiff offering residents a range of cultural and economic opportunities
- Increasing levels of Tourism with a large economic impact in the Vale

### Weaknesses

- Clear inequalities between the 'haves' and the 'have nots' often masked by local authority level statistics
- A lower than average sense of belonging to the area
- The largest inequality gap in healthy life expectancy in Wales for females
- High levels of alcohol consumption particularly by older people in rural areas
- Although crime rates are low particularly in rural areas the impact on well-being may be greater when crime does occur
- Green spaces may not always be found in the areas where they are needed most to have a positive impact on well-being
- Lower than average levels of woodland cover
- The environmental benefits of peat are not being realised and appropriate management is needed to secure its carbon store
- Engaging with harder to reach groups still proves challenging and new innovative ways to reach all of our population must be considered
- A risk of isolating those in rural areas who find it difficult to access services
- A lack of data in relation to a number of equality groups to better understand the needs and assets of all of our population

### Opportunities

- Building on success in relation to high levels of development in the early years to raise life-chances
- Regeneration projects continuing to increase levels of tourism and build the Vale brand
- Promote the sustainable use of natural assets particularly to increase play opportunities for children
- Of those who are economically inactive in the Vale, a higher than average level do want a job
- A range of infrastructure and regeneration projects will further support economic growth in the Vale and wider region such as the Capital City Region and the Cardiff Airport Enterprise Zone
- Residents are concerned about the effects of climate change, recognise it as a serious issue and a collective responsibility that we must all work together to minimise
- Residents are digitally active and new digital communities and networks exist that can be used to engage with those who have previously been harder to reach
- Continue work being undertaken through the Integrated Health and Social Care Partnership with regards to taking a 'locality' approach to provide health and social care services within the community

### Threats

- Long term economic impacts of the EU referendum result are unknown, residents of the Vale are concerned about this
- Climate change and the impact of natural disasters
- High house prices which may become unaffordable to local people and the impact this has on a feeling of belonging and community cohesion
- The impact of further welfare reforms increasing the divide between those in the most and least deprived areas
- An increased demand for services due to an ageing population at a time of financial austerity
- Linked to an ageing population particularly in rural areas an increased risk of social isolation due to concerns around transport links in rural communities
- The largest projected increases in jobs available in 2025 are in the residential care and restaurants/mobile food service industries which are traditionally associated as being lower paid jobs and often part time employment
- Threats from rising fuel prices and natural disasters associated with climate change on commuters, the highest proportion of residents commute via car and concerns have been raised over poor road conditions
- The impact of Adverse Childhood Experiences on life chances with high levels of harmful behaviours concentrated in the most deprived areas

## Our Journey Continues...What will we do next?

The PSB has identified a range of broad themes to consider in more detail as part of the next phase of undertaking the well-being assessment. Based on the evidence presented we have identified that in order to ensure the well-being of our future generations, we must work to:

- Ensure young children have a good start in life and prevent Adverse Childhood Experiences
- Tackle inequalities linked to deprivation, focusing on a range of issues which are more acute in some of our more deprived communities. This provides an opportunity for a place based approach and builds on some of the PSB's existing work.
- Protect and enhance and value the environment as one of our greatest assets to ensure the natural resources of Wales are sustainably maintained, enhanced and used now and into the future.
- Improve our engagement with our communities, utilising existing networks and being more innovative including the promotion of volunteering.

It is recognised that these are quite broad themes and we will need to consider the best way to approach the more detailed exploration of these topics as part of the next 'response' stage of our analysis and development of our Well-being Plan.

This will involve undertaking a more detailed analysis of programmes and projects already working in these areas, some of which have been touched upon in our more detailed evidence reports. By better understanding the work that is already taking place the PSB can consider how we can collectively take action. As part of this work we want your views on whether these are the right areas of focus to move forward with.

Our immediate next steps will involve continuing to enhance and develop the range of products that will comprise our well-being assessment. This will include improving our knowledge base with the addition of a range of further evidence where available and these areas have been highlighted within each section of the assessment. We will also work to develop our 'response' analysis in the areas identified above which will include a more in-depth and evaluative approach to analysing the state of well-being in the Vale of Glamorgan.

We will work to develop a suite of products so that the assessment consists of a range of products including:

- An overview document
- Four detailed evidence reports – 'Having a Healthy and Active Future', 'Being Part of Safe and Inclusive Communities', 'Maximising Opportunities and Attainment' and 'Our Environment'.

- Community Area Profiles which will include key findings from the assessment for the Vale as a whole and each of the three community areas – Barry, Eastern Vale and Western Vale.
- Summary reports showing age group profiles and series of ‘pen portraits’
- A detailed report on the findings of the ‘Let’s Talk’ engagement campaign.
- A data directory providing details of where the evidence set out within the assessment can be accessed in more detail if required

We will need to consider how we ensure the well-being assessment is not a one-off exercise and remains an ongoing process with a dynamic resource available to ensure an up to date evidence base remains available.

We will also need to continue to engage with our population and ensure a continuous dialogue develops with our communities through the Let’s Talk campaign. We will consider more innovative ways in which we can do so in order to avoid consultation fatigue and reach a wider cross section of our population including those who have previously been considered harder to reach.

In doing so, the well-being assessment will form a robust evidence base from which the PSB can develop its Well-being Plan, identifying collective and deliverable actions to contribute to the national well-being goals and maximise the well-being of communities in the Vale of Glamorgan.

A summary of the key findings from across the assessment is presented in the following sections.



## Assessment Summary

### Our Population

The population of the Vale of Glamorgan as per 2015 mid-year estimates based on 2011 Census data was just under 128,000. Of these, approximately 51% are female and 49% male.

The Vale has a similar age profile of population as the Welsh average with 18.5% of the population aged 0-15, 61.1% aged 16-64 and 20.4% aged 65+. Population projections estimate that by 2036 the population aged 0-15 and aged 16-64 will decrease. The Vale has an ageing population with the number of people aged 65+ predicted to increase and be above the Welsh average by 2036. Daffodil Cymru<sup>1</sup> projections estimate that by 2035, there will be a 130% increase in the number of people in the Vale of Glamorgan aged 85+, with the number of males 85+ predicted to increase by 180% and the number of females by 104%.

Currently, the percentage of the Vale's population reporting activity limitations due to a disability is one of the lowest in Wales.

2.8% of the Vale's population reported being of a non-white background and 6% of the overall population reported being non-UK born. The Vale had a negative internal migration balance in 2015; internal migration refers to people moving between UK countries. In the Vale more people moved to other UK countries than moved into the area from UK countries.

With regards to the Welsh language only 3% of residents report being able to speak Welsh fluently, with 87% not being able to speak any Welsh. The remaining 10% had varying degrees of Welsh language speaking ability. Of the small proportion of the population who can speak Welsh, 25% reported using Welsh on a daily basis.

---

<sup>1</sup> <http://www.daffodilcymru.org.uk/>

## Our Communities

For the purposes of this Well-being Assessment and to assist us to gain a better understanding of the well-being of our communities within the Vale of Glamorgan we have considered the area as a whole and also split the county in to three community areas – Barry, the Eastern Vale and the Western Vale. These areas reflect how services are currently planned and delivered by partner organisations within the PSB.

<u>Western Vale</u>	<u>Barry</u>	<u>Eastern Vale</u>
St. Bride's Major	Dyfan	Dinas Powys
Llandow/Ewenny	Gibbonsdown	Sully
Llantwit Major	Court	Llandough
Cowbridge	Cadoc	Cornerswell
Peterston-Super-Ely	Illtyd	St. Augustine's
St Athan	Buttrills	Stanwell
Rhose	Baruc	Plymouth
Wenvoe	Castleland	

Community profiles for each of these communities and the Vale as a whole have been produced to accompany the assessment. The profiles provide information with regards to key statistics for the area and the range of assets, services, projects and strategies that exist within the Vale. [\(Hyperlink when available online\)](#)

## Our Environment

One of the Vale's greatest assets is the **natural environment** and throughout our engagement campaign the importance of the natural environment to our residents' well-being was clear. The environment underpins all aspects of life and is essential to our residents and the area's well-being.

As outlined, in order to assess well-being within the Vale of Glamorgan we have divided the findings of our assessment into key areas for well-being both now and in the future – **Having a Healthy and Active Future**, **Being Part of Safe and Inclusive Communities** and **Maximising Opportunities and Attainment**.

The environment we live in is an essential part of all three of these aspects of well-being and throughout these sections of the assessment it is evident that links to the environment cannot be underestimated. It is therefore essential that we value and protect the environment in order to ensure the well-being of our future generations. A range of key information in relation to our environment is outlined below.

### Assets

- 27 sites of Special Scientific Interest (SSSIs), 1 Special Protection Area, 3 Special Areas of Conservation and 1 RAMSAR site. (2013)
- 740 listed buildings over 100 Scheduled Ancient Monuments, 39 Conservation Areas, 18 areas included in the Register of Landscapes of Historic Parks and Gardens and 2 areas on the Register of Landscapes of Historic Interest in Wales. (2013)
- Our rivers, lakes, estuaries, coastline and beaches provide us with important natural benefits, many of which contribute to the well-being of local communities and the wider population. Natural benefits include access to drinking water, clean rivers and seas for recreation and relaxation.
- There are a wide variety of habitats in the Vale and several nationally important grassland SSSIs within the Vale and areas of high biological diversity.
- Greenspace and trees can contribute to physical and mental well-being but are not always located close to the people who need them most.
- Our experience and interaction with landscape can have a positive effect on health and wellbeing.
- The Vale of Glamorgan Deposit Local Development Plan 2011 - 2026 sets out the vision, objectives, strategy and policies for managing growth and development in the Vale of Glamorgan whilst protecting and enhancing the environment.

- Coasts and seas provide jobs, food and opportunities for recreation, energy generation and enjoyment of wildlife, landscape and cultural heritage.
- Animals, plants and other organisms and their habitats play many functional roles in ecosystems and the processes which underpin food production, clean water and pollination.
- Woodland and trees help regulate our climate, provide income and jobs, store carbon, contribute to reducing flood and low river flow risk, safeguard soils, improve air quality, reduce noise and regulate pests and diseases. Woodlands cover only 8.2% of the county which is below the Wales average of 14%.
- Outdoor recreation can make a significant contribution to physical health and mental well-being.
- Access to countryside, water and green space close to where people live is increasingly important, providing health, economic and social benefits.

## Challenges

- Nine of the Vale LSOAs are within the 10% of most deprived LSOAs within the environment domain of the Wales Index of Multiple Deprivation. This is the domain where the Vale has the most LSOAs in the 10% most deprived LSOAs in Wales.
- Carbon emissions increased from 2009 to 2013. The average Co2 tonnes per resident in 2013 was 10.1 tonnes compared to 9.6 for Wales.
- There is a need to reduce our ecological footprint per person and as organisations.
- Flooding is the most frequent type of natural disaster and the communities at highest risk from flooding are Cowbridge, Dinas Powys and parts of Barry. Llantwit Major is also at risk.
- The UK Climate Change Risk Assessment highlights a number of key risks for Wales that have implications for the Vale of Glamorgan. These include, reductions in river flows and water availability in summers but also increases in flooding. Other risks include changes in coastal evolution, increases in the risk of pests and diseases and changes in soil conditions and biodiversity.
- Potential rises in sea levels as a result of climate change may pose a threat to our coastal environment as well as towns and villages situated on the coast.
- Air quality complies with regulations to protect human health and meets the relevant air quality objectives but will continue to be monitored.

## What you told us and how should we respond?

- Engagement undertaken at events has highlighted that the local environment is important to residents who value proximity to and access to the countryside/seaside and greenspaces.
- According to the Let's Talk survey the majority of respondents do not believe their environmental well-being will improve over the next five years.
- Engagement also highlighted that for many people litter/cleanliness and dog mess are issues in the Vale.
- Our environment is an asset but how do we ensure that we recognise and respect its value and contribution to different services?
- Residents are concerned about climate change and believe it is the responsibility of organisations and individuals, how should the Public Services Board respond to risks associated with climate change?

DRAFT

## Having a Healthy and Active Future

This section of the assessment focuses on having a healthy start in life, healthy behaviours and will take into account the findings of the population needs assessment once available. This section considers our position in relation to achieving the following national well-being goals: a More Equal Wales, a Healthier Wales and a Resilient Wales. A range of the key findings from this section of our assessment are outlined below.

### Life Expectancy and Mortality Rates

- Although the Vale ranks highly for overall life expectancy (4<sup>th</sup> highest in Wales for males and 5<sup>th</sup> highest for females), when considering healthy life expectancy the Vale does not rank as highly. For healthy life expectancy in males the Vale ranks 9<sup>th</sup> of 22 local authority areas, and in females the Vale ranks joint 8<sup>th</sup> for the 2010-14 period.
- When considering life expectancy, the biggest differences can be observed between deprivation fifths as opposed to gender particularly in relation to healthy life expectancy. Males in the least deprived LSOAs in the Vale experience 20.9 more years of life in good health compared to those in the most deprived LSOAs.
- The difference is even starker for females with those in the least deprived LSOAs experiencing 23.4 more years of life in good health compared to those in the most deprived LSOAs.
- This inequality gap in healthy life expectancy for females in the 2010-14 period is the largest observed across Wales which is a cause for concern and an area which requires further analysis.
- The Vale has a relatively healthy older population overall.
- The Vale has a statistically significantly lower mortality rate than the Welsh average for all ages.
- There is a higher mortality rate for under 75s in the Barry area compared to other areas of the Vale.

### A Healthy Start

- Young children across the Vale show good levels of development in relation to health behaviours.
- The percentage of women who report drinking alcohol and smoking during pregnancy across Cardiff and the Vale is low compared to other health board areas. Although the number of women who report using other substances during pregnancy is also low, the percentage who report to have stopped using these substances during pregnancy was 0% in 2014/15. Further analysis would be needed to determine whether this is attributed to data collection methods or not.
- In 2015/16 the percentage of Foundation Phase children reaching the expected development outcome or above across all areas of development was the highest across the Central South Education Consortium Area and was the 2<sup>nd</sup> highest in Wales behind Monmouthshire.

## Substance Misuse and Smoking

- Alcohol consumption across the Vale of Glamorgan and Cardiff and Vale UHB area for adults is higher than levels observed elsewhere in Wales. Levels of binge and very heavy drinking are highest in the more affluent areas of the Vale particularly rural areas in the Western Vale.
- The percentage of adults who report being a smoker in the Vale of Glamorgan is one of the lowest rates in Wales, however following a period of this percentage decreasing, latest data shows smoking rates have increased slightly in the Vale. Levels of smoking are far higher in the East of Barry than other areas of the Vale, these LSOAs correspond to those considered to be most deprived as according to WIMD 2014.
- The top 3 most prevalent substances used in Cardiff and the Vale of Glamorgan continue to be alcohol, cannabis and heroin with alcohol by far the most prevalent substance.
- The number of males referred to substance misuse services is consistently higher than the number of females.
- Drug related deaths have increased in the Vale of Glamorgan and tackling this is a key responsibility of the Area Planning Board (APB).

## Obesity/Healthy Eating

- Overall the level of obesity in the Vale of Glamorgan is decreasing for both adults and children.
- However inequalities can be observed within the Vale of Glamorgan with the more deprived LSOAs around Barry displaying a higher number of adults who are overweight or obese.
- Differences can also be observed across age groups and should the current status quo continue, by 2025 77% of males aged 45-64 in Cardiff and the Vale of Glamorgan will be overweight or obese.
- The percentage of adults consuming five or more portions of fruit and vegetables daily in the Vale of Glamorgan is slightly lower than the Welsh average but has increased in recent years.
- The percentage of reception age children (4 to 5 year olds) who are overweight or obese in the Vale of Glamorgan has decreased in recent years and is the lowest in Wales. Again there are also higher levels of children in the Barry area who are overweight or obese compared to other parts of the Vale.
- Consumption of fizzy and sugary drinks by children in Cardiff and the Vale of Glamorgan is higher than in other areas.
- Young people commented that food prices were high which can affect their ability to make healthy choices; older respondents did not raise this issue.

## Physical Activity and Play

- The Vale has an active population with a higher than average percentage of adults 'hooked on sport' and participating more than three times a week.
- Time is the biggest barrier to increased participation in sport for both adults and children.
- There is a less clear link between deprivation and lower levels of physical activity whereas there is a much stronger link for other health behaviours such as higher levels of obesity.
- The natural environment plays an important role in keeping Vale residents active, particularly in relation to the Western Vale where adults are likely to use their natural environment to keep physically active as opposed to visiting a leisure centre or gym.
- More children in the Vale have participated in water based activities compared to the Welsh average.
- The use of natural assets and increasing communities understanding of the need to widen the areas where people perceive children can play and what 'play' really means is seen as essential in future planning of provision.
- More facilities and activities for children and young people was a common issue during the engagement.

## What have you told us and how should we respond?

- The most important factor residents said contributed to having good mental and physical well-being were the built environment and natural environment and access to health services.
- A number of social housing tenants in Barry commented on mental health services being important in helping maintain good levels of well-being.
- Good access to health care services and GP appointments was seen as one of the most important factors to keep fit and healthy with residents commenting that they would like better access to their GP.
- How should members of the Public Services Board work together and with the community to address the many issues which contribute to us having a healthy and active future?
- Should we pay particular attention to a particular age group, community or area in the Vale of Glamorgan?



## Being Part of Safe and Inclusive Communities

This section of the assessment focuses on housing, community safety, volunteering and resilient communities, and considers our position in relation to achieving the following national well-being goals: a Prosperous Wales, a More Equal Wales, a Wales of Cohesive Communities, a Wales of Vibrant Culture and Thriving Welsh Language, a Healthier Wales and a Globally Responsible Wales. A range of the key findings from this section of our assessment are outlined below.

### Housing

- The majority of households, 72.5%, own their own home and the average house price is one of the highest in Wales. But how affordable is housing in the Vale for young people?
- The number of households renting privately has more than doubled from 4,033 households in 1991 to 8,379 in 2011.
- The percentage of overcrowded households is 3.86%, which is lower than Wales at 5.53%. There is a wide range between the lowest (0.0% in 'Illtyd 1') and the highest (12.2% in 'Gibbonsdown 2') LSOAs.
- The number of households affected by the spare room subsidy has been steadily decreasing since the 2012 welfare reforms were first introduced however more information is needed to understand the reasons for this.
- The findings of the Let's Talk survey showed that the majority of residents were either very or fairly satisfied with the quality of their homes.

### Community Involvement

- The Let's Talk survey showed that having a say in decisions is very important to Vale residents which may explain why voter turnout rates are high, despite this, few reported believing that they are actually able to influence decisions.
- Levels of political engagement varies markedly across the Vale of Glamorgan.
- People valued having good neighbours and opportunities to be involved in different groups.
- 73% of Vale residents agreed that people from different backgrounds got on well together, below the 79.6% Welsh average and the 3<sup>rd</sup> lowest in Wales.
- The percentage of people who report volunteering formally in the Vale of Glamorgan is broadly in line with the Welsh average. However, when considering those who report volunteering informally the Vale showed one of the highest percentages across Wales.
- Residents in the Western Vale are more likely to volunteer followed by the Eastern Vale.
- Age and social isolation were concerns raised regarding future social wellbeing in the survey responses and by 2035 it is predicted that approximately double the number of females aged 65+ will be living alone compared to males.

## Community Safety

- The percentage of children in need where domestic abuse is a parenting factor in the Vale of Glamorgan was the highest in Wales (51%) at March 2015 and further research would be needed to understand the reasons for this. (Children in Need Census, Welsh Govt.)
- The overall rate of offences in the Vale has consistently been below the Welsh average. A lack of crime was highlighted as one of the positives during the engagement although anti-social behaviour was raised as an issue.
- 7 LSOAs in the Vale of Glamorgan are in the top 10% most deprived LSOAs in Wales according to the WIMD 2014 Community Safety Domain.
- In the Barry area, Castleland 2G observed the highest rates of crime across a number of indicators including rates of violent crime, criminal damage and ASB. This area includes Holton Road and is the location of many shops, cafes, Barry leisure centre, the Council Civic Offices and areas of open space.
- The rate of violence against the person offences has increased in recent years in the Vale although a similar trend is also observed in other areas of Wales. Large increases have particularly been observed in areas of Barry such as Dyfan (a 72% increase in 2014/15 compared to 2013/14). In addition there has also been an increase in possession of weapons offences in this area and some other parts of Barry, although overall numbers remain small.
- Hate crime incidents have been increasing in recent years with the conversion rate between incidents and those that are classified as crimes also increasing.
- Total fire incidents slightly increased in the Vale between 2014/15 and 2015/16.
- Responses to the community safety questions in the well-being survey were overall very positive.

## What have you told us and how should we respond

- Having a say in decisions is very important but the number of people believing they can influence decisions is low.
- In general residents have reported that they feel safe in everyday life but as might be expected, people feel less safe after dark. A lack of crime was highlighted as one of the most positive things about living in the Vale of Glamorgan; however, older people in particular felt anti-social behaviour was an issue in their area.
- The percentage of residents who rated their life satisfaction as 7 out of 10 or above was slightly lower than the Welsh average but throughout the Let's Talk engagement campaign residents have been very positive.
- Community and group interaction and friends and neighbours are seen as important for well-being.
- What are the assets in our communities that we need to build on and how do we improve how we engage with our local communities?

## Maximising Opportunities and Attainment

This section of the assessment focuses on education, employment, business, culture and tourism, and considers our position in relation to achieving the following national well-being goals: a Prosperous Wales, a More Equal Wales, a Wales of Cohesive Communities, a Wales of Vibrant Culture and Thriving Welsh Language, a Healthier Wales and a Resilient Wales. A range of the key findings from this section of our assessment are outlined below.

### Education and Skills

- International evidence suggests the biggest opportunities for changing life chances lie in the pre-school years, although action at every stage of a child's life is important. The percentage of 4-5 year olds reaching the expected outcome or above in the Foundation Phase was 91.2% in 2015/16, the second highest in Wales.
- Overall, standards have improved in all key education performance indicators and in nearly all cases the rate of improvement has been greater in the Vale than the Wales average. School attendance remains in the top quartile of performance in Wales for both secondary and primary schools.
- While overall the Vale of Glamorgan performs well for KS4 pupils achieving the Level 2 threshold when compared to others in Wales, levels of attainment vary greatly across the county.
- In the Vale of Glamorgan 11.8% of primary and secondary school pupils are eligible for free school meals.
- In all the main performance indicators across all phases, the performance of pupils entitled to free school meals has improved since 2012, albeit not always at the same rate as their peers.
- The percentage of year 11 pupils who become NEET continues to decrease year on year and remains below the Welsh average for 2015-16. The Vale has performed well at all age groups for 2015/16.
- The success rate for adult and community learning courses for priority learners in the Vale of Glamorgan was 86% in 2014/15.
- Qualification levels for those aged 16-64 in the Vale are above the Welsh average.
- There are a range of projects being undertaken to improve digital skills and digital access across the Vale of Glamorgan.

- Average weekly earnings in the Vale are higher than the Welsh and UK average but differences in income can be observed within the Vale of Glamorgan. Median household incomes in Barry are significantly lower than areas of the Eastern and Western Vale.
- Across Wales 17% of the population are experiencing income deprivation compared to 14% in the Vale. At LSOA level Dinas Powys 1 had the lowest percentage experiencing income deprivation (4%), compared to Gibbonsdown 2 with the highest at 41% - more than double the Wales figure.
- Areas of the Vale which observe the lowest household incomes are also those with the lowest employment rates.
- Of those who are economically active in the Vale 74% are in employment, slightly higher than the Welsh and UK average. 4% are unemployed which is lower than the Welsh and UK averages. Of those who are economically inactive in the Vale 28.2% want a job, slightly higher than the Welsh and UK average.
- The average cost of a nursery place or after school club is lower than the British average but childminder costs are higher.
- The Let's Talk survey results showed that the majority of respondents felt their economic well-being would decrease over the next 5 years.

## Economy and Employment

- A number of infrastructure and regeneration projects will help support economic growth in the Vale and wider region including the Cardiff Airport Enterprise Zone.
- The Vale is part of the Capital City Region and five priorities have been identified for economic growth: connectivity, digital, innovation, skills, business support and regeneration.
- When considering the projected change in jobs by industry in 2020 compared to 2014, the biggest losses are projected to be in public administration and defence, and the manufacture of plastics industries. The largest projected increases in jobs are predicted to be in the residential care and restaurants and mobile food service industries
- Attractiveness of places is recognised as one of the most important factors to help businesses thrive.
- The Vale of Glamorgan had the highest rate of businesses reaching 5 years trading in Wales.
- The percentage of working age people claiming Job Seekers Allowance has increased and is now in line with the Welsh average. This is attributed to the Welsh average falling rather than the rate in the Vale significantly increasing. The highest percentages of working age people claiming JSA can be found in Barry and in St. Athan in the Western Vale. The percentage of JSA claimants who are aged 17-24 in the Vale has previously been in line with the Welsh average but began to increase above average in September 2015.
- The Vale has a lower than Welsh average percentage of workless households and children living in workless households.
- The percentage of working aged people aged 50+ in employment is higher in the Vale than the Welsh average.

- A higher proportion of Let's Talk respondents identified arts and cultural activities as fairly or very important than those who said these activities were not important.
- The total number of visitors to the Vale of Glamorgan for tourism purposes continues to increase. Since the STEAM Tourism report was first produced in 2003 to 2014, there has been an 18.2% increase in visitors. In addition, there has been a 65.9% increase in the economic impact of tourism in the Vale of Glamorgan during this time period and a 17.5% increase in total employment supported by the tourism industry.
- Our engagement highlighted the Vale's proximity to Cardiff and the cultural opportunities the capital city brings as an asset.
- The National Survey for Wales showed that when considering whether residents have participated in arts events, visited historic places or visited a museum in Wales, the Vale ranked highly compared to other areas in Wales.
- The Vale has a lower percentage of residents who can speak Welsh than the national average.
- Let's Talk respondents were asked to consider how important a range of aspects were to them including religion, arts and culture, sport, Welsh language and Welsh culture and heritage. Welsh language was the issue that most respondents felt was not important at all and the issue that least respondents thought was fairly or very important. However Welsh culture and heritage was identified as being fairly or very important to a high number of respondents.

## Transport

- Objectives in the Vale's Local Transport Plan which complements the Local Development Plan include: increasing the number of cycle trips, increasing the number of park and ride spaces and users, reducing congestion and improving air quality at strategic junctions and improving accessibility to bus services.
- In response to the Active Travel (Wales) Act 2013 the Council is seeking to address the transport issues in areas of inactivity within the Communities First cluster area in Barry as well as other centres of population. In rural locations where Active Travel Schemes cannot be achieved, community transport and bus service provision will be promoted to support improvements in accessibility for the more vulnerable user groups.
- There are a number of community transport services in the Vale including the Greenlinks service.
- The metro vision for the capital region is for a multi-modal rapid transit network integrating all transport modes offering the passenger a single ticket 'turn up and go' experience. The metro project has been allocated £62 million for planning work and delivery of other improvements to public transport in the region.
- Transport was often raised as a topic during the engagement undertaken for the assessment. Respondents wanted improvements to public transport in particular the frequency of buses and trains in rural areas although some felt there were good services. The condition of roads and pavements was also a frequently raised issue.
- There are 58,800 working residents in the Vale of Glamorgan. 28,500 residents work in the area and 30,300 commute out of the area. 14,300 people commute into the area. The majority commuting out of the area work in Cardiff and much smaller numbers are commuting to Bridgend and Rhondda Cynon Taf.

## What have you told us and how should we respond?

- The Let's Talk survey showed most respondents were satisfied with their job but there were differing experiences in terms of training opportunities.
- Access to, and costs of, public transport are a concern.
- The percentage of residents using the internet has increased but there are differences - 95% under 55 using the internet but only 54% of over 55s do.
- The natural environment is recognised as one of the Vale's most attractive features and greatest assets.
- Participation by residents in arts events, visits to historic places and museums ranks highly compared to other areas in Wales.
- How do we maximise opportunities for different age groups and communities?
- What is the role of culture and the environment in maximising opportunities?

DRAFT