

# Our Vale - Our Future



## Executive Summary

Consultation Draft

**‘Our Vale Our Future’** is the Vale of Glamorgan Public Services Board’s (PSB) first Well-being Plan and represents a significant change in how partners are working together to improve services in the Vale of Glamorgan.

This plan is a statement of the PSB’s commitment to improve local well-being today and for future generations. The plan details our vision for 2050 and the actions we will take over the next five years and which are the first steps towards achieving our shared vision for the Vale of Glamorgan.

## **Our 2050 Vision for the Vale**

Everyone will have a sense of belonging and be proud to be part of the Vale, recognising their contribution to the success of the region and Wales. Our impact on the environment, both local and global, will be understood, and public services, communities and businesses will work together to protect the environment and our natural resources for the benefit of current and future generations. The Vale will be an area of optimism and aspiration, where we work together to ensure that young people achieve their individual ambitions and are supported through the early years, childhood and teenage years. The positive attributes of our ageing population will be recognised and respected and the contribution of older people to the vibrancy and resilience of the Vale will be valued. Residents of all ages and backgrounds will participate in community life, helping to shape services and taking pride in the area they live in. Working together for the benefit of current and future generations will be the norm, and residents will have confidence in the services they receive and in their ability to effect change to improve the economic, environmental, social and cultural well-being of the area. Educational and health inequalities will be a feature of the past as we work together for a Vale where everyone has access to the services and support they need to live healthy, safe and fulfilling lives.

## Working together

'Our Vale', the Vale of Glamorgan PSB is comprised of senior representatives from the following organisations:

- **Cardiff and the Vale University Health Board (UHB)**
- **Cardiff and Vale College**
- **Community Rehabilitation Company**
- **Glamorgan Voluntary Services (GVS)**
- **National Probation Service**
- **Natural Resources Wales**
- **South Wales Fire and Rescue Service**
- **South Wales Police**
- **South Wales Police and Crime Commissioner**
- **Town and Community Councils Representation**
- **Vale of Glamorgan Council**
- **Welsh Ambulance Services NHS Trust**
- **Welsh Government (WG)**

The PSB was established as a result of the Well-being of Future Generations (Wales) Act 2015 and we are committed to working together to deliver **Our Vale – Our Future**. This is a five year plan and provides the framework for our partnership activities over the 2018-2023 period. The plan details our four objectives for improving well-being and the actions we will take to achieve them.

**Our four well-being objectives are:**

To enable people to get involved, participate in their local communities and shape local services	To reduce poverty and tackle inequalities linked to deprivation
To give children the best start in life	To protect, enhance and value the environment

In agreeing our four objectives we have considered the range of information within our well-being assessment<sup>1</sup> and work already in place locally and regionally. The PSB is

<sup>1</sup> [http://www.valeofglamorgan.gov.uk/en/our\\_council/Public-services-board/Increasing-our-Evidence.aspx](http://www.valeofglamorgan.gov.uk/en/our_council/Public-services-board/Increasing-our-Evidence.aspx)

confident that in achieving these objectives we can influence a wide range of activities and services across the Vale. We can make a positive difference to the social, economic, environmental and cultural well-being of residents and visitors and over the life of the plan we will maximise our contribution to the national well-being goals.

The national Well-being Goals are detailed below. While our four objectives focus on making a positive difference locally, we will also be working together to ensure our activities are contributing to the national goals and are helping to improve well-being across Wales.

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

## Improving local well-being – making life better

As well as our overarching vision for the Vale for 2050, we have developed a statement of where we want to be in 2050 for each of our four objectives. The following few pages detail the actions that we will be taking forward over the next five years as we work towards our vision for 2050. These activities will provide the building blocks for achieving our overarching vision for the Vale. More information about our objectives and how the plan has been developed are detailed in the full version of the Plan.<sup>2</sup>

---

<sup>2</sup> [www.valeofglamorgan.gov.uk/lets-talk](http://www.valeofglamorgan.gov.uk/lets-talk)

## Objective 1 – To enable people to get involved, participate in their local communities and shape local services

The PSB has recognised the importance of ensuring all our residents are engaged with and feel part of our communities to bring about a range of well-being benefits.

### By 2050 we want the Vale to be a place where:

Everyone across the Vale has their voice heard, has the opportunity to get involved in shaping local services and is confident that they are listened to and can see the difference that their involvement has made. Public engagement is joined up between public and third sector services, and partners have adapted engagement methods to respond to the changing needs of our communities. People find it easy and convenient to communicate with us as we make the most of advances in digital technology but still recognise the value of face to face contact. We all have a better understanding of the assets within our communities and the unique characteristics of each community whether they are place based, age related or a community of interest. People from all backgrounds and of all ages have the opportunity to participate in community life, take part in designing and delivering solutions to local issues and are empowered to work together to identify and prevent issues that affect them - locally, nationally and globally. Levels of volunteering in the Vale have continued to rise and greater capacity and confidence has led to increased levels of participation in less affluent areas. The wide-ranging benefits of being involved in community life are realised with increased involvement helping to improve health and well-being, make communities more cohesive and reduce loneliness and social isolation.

### To achieve our vision for 2050 we will begin by:

- Adopting the [National Principles for Public Engagement in Wales](#).
- Researching best practice in engagement and community participation within Wales, the UK and internationally to develop new approaches suitable for local implementation
- Supporting and promote volunteering opportunities for staff and residents of all ages.
- Producing a toolkit for partners to make sure our engagement activities are more joined up.
- Working with the local community to identify and develop a project within one of our most deprived communities which involves the community right at the start to determine what is needed and the best solution.
- Developing our understanding and knowledge about our local communities and how we can encourage more people to get involved in their community.
- Working with staff and people working in the community e.g. sports coaches and volunteers to identify needs, raise awareness and signpost to services e.g. dementia, domestic abuse, isolation/loneliness.
- Building on the experience of local time banking schemes and those in neighbouring areas to explore the potential of a Vale wide/regional time banking scheme.

## Objective 2 – To reduce poverty and tackle inequalities linked to deprivation

The PSB has recognised that in order to achieve the National Well-being Goals for Wales it is important to reduce the inequalities that exist between our communities.

### By 2050 we want the Vale to be a place where:

We have worked with local communities to create a more equal Vale of Glamorgan and to break inter-generational patterns of poverty. We have built on community assets, strengthening the resilience of our communities and empowering people to overcome the deeply entrenched norms of deprivation found in some areas. Healthy life expectancy in deprived areas has increased and the gap between these and other areas of the Vale has closed. A person's chance of leading a healthy life is the same wherever they live and whoever they are. Health inequalities in deprived areas reduce as we work with the community to decrease levels of obesity and smoking and increase healthy eating and physical activity. Crime levels have reduced and all children have a good start in life. The built and natural environment has improved and the well-being benefits of spending time outdoors and improved standards of housing are realised across the Vale. Educational attainment has improved and people have the skills to gain and progress in to employment as a route out of poverty. The PSB has worked with partners across the region to ensure the Capital City Region has created benefits for all of the Vale's communities.

### To achieve our vision for 2050 we will begin by:

- Undertaking further engagement, research and analysis regarding inequalities between our least and most deprived communities to understand how we can tackle the challenges and reduce inequalities.
- Working with organisations such as food banks, debt advice services and other projects in the community, to improve access to services, information and support.
- Promoting healthy behaviour and changing how we work to make sure our messages reach everyone, and in particular older people, young people and those in more deprived areas.
- Working with local residents to identify and deliver an environmental project in one of our more deprived areas to help improve community participation and well-being.
- Building on Communities First activities and work undertaken through programmes such as Flying Start, Families First and Supporting People to develop a more co-ordinated approach to tackling poverty across the Vale.
- Developing new opportunities for work experience, placements, apprenticeships and skills development linked to future job opportunities.
- Working with partners including Registered Social Landlords to tackle fuel poverty.
- Considering how we can improve the environment and encourage outdoor play in some of our more deprived areas through transport improvement schemes and street closures for play.

## Objective 3 – To give children the best start in life

The PSB has highlighted that ensuring all children have the best start in life is a critical area for collective action and an area where we can build on our strengths to make a real impact.

### By 2050 we want the Vale to be a place where:

Every child in the Vale is provided with the best possible start in life regardless of where they live. The health of children has improved and rates of low birth weight babies, childhood obesity and poor oral health have decreased across the Vale and particularly within areas in Eastern Barry. Investment in the first 1000 days has resulted in long lasting positive impacts creating individuals, families and communities that are resilient, safe and confident. Children continue to perform highly in the foundation phase with the attainment gap narrowing between those entitled to Free School Meals and those who are not across all ages. Children are protected from Adverse Childhood Experiences with the root causes prevented and a strong support system in place for those with complex needs.

### To achieve our vision for 2050 we will begin by:

- Using the findings of the First 1000 Days pilot to challenge and inform early years provision in the Vale, exploring what partners can do to improve services for parents and young children.
- Developing new approaches to improving parenting skills including linking activities to play and the natural environment.
- Developing a better understanding of the effect of Adverse Childhood Experiences (ACEs) to ensure people are protected, support systems are in place and the causes of ACEs are prevented.
- Reviewing our services and working together to identify how all partners can help give all children the best start in life.
- Reviewing how our different organisations work together to deliver statutory and preventative services for children and young people.
- Recognising the role played by adults in children's lives and explore how we can work together to provide the right support and preventative services for adults who may otherwise be at risk of losing their home or entering the criminal justice system through for example domestic abuse, poor mental health or anti-social behaviour.

## Objective 4 – To protect, enhance and value the natural environment

The PSB recognises that the environment is one of our greatest assets. There is a need to take collective action to protect, enhance and value our environment now and for future generations.

### By 2050 we want the Vale to be a place where:

There is a shared understanding about how valuable our natural resources and the local environment are and how they contribute to our well-being. Our global responsibility to protect and enhance the environment for future generations is understood across all sectors and across our communities. The Vale is an area where the public sector shows strong leadership and manages its estates sustainably. There is an understanding about the environmental impact of how services are delivered and accessed and the need for this to be minimised. The whole community are involved in protecting and enhancing our natural assets and we have developed a better understanding of what motivates sustainable behaviours. There are increased rates of active and sustainable travel and recycling, improved air and water quality and a lower ecological footprint for the Vale. Interventions are in place to help prevent, manage and mitigate the long-term impacts on the Vale of extreme weather events caused by climate change. The whole community has access to green spaces, value these places and contribute towards maintaining them so everyone can realise the benefits of having access to a diverse environment and landscape, rich in wildlife. The opportunities of a high quality natural environment as the Vale's biggest asset are realised which benefits both residents and visitors; sustainable tourism is promoted and contributes to enhanced cultural and economic well-being in the area.

### To achieve our vision for 2050 we will begin by:

- Delivering on a joint commitment to:
  - explore opportunities to reduce our carbon impact by looking at the energy we use
  - review how we manage our open spaces to protect and enhance our environment
  - minimise flood risk and water pollution
  - understand and mitigate our impacts on air quality
- Promoting walking and cycling for staff and customers and providing facilities to enable active transport choices. This work will be undertaken in conjunction with the Capital City Region.
- Working with the Capital City Region to promote and facilitate more sustainable travel within the Vale and across the region and where necessary influencing and lobbying transport providers for better public transport options.

- Reviewing public land assets and maximising their potential for community use and value as an environmental resource.
- Developing a better understanding across our organisations of environmental issues, and the impact of how we work/deliver services.
- Working with local businesses and industry to maximise the economic benefits of our environment e.g. through tourism and agriculture whilst taking steps to minimise negative impacts and seek opportunities to enhance the environment of the Vale.
- Exploring how procurement policies and practice can support the local economy and protect the local environment.

## Making a difference

We believe that in delivering the above commitments we can improve local well-being and make a positive difference to people's lives. Our four well-being objectives interlink and it is clear that many of the actions in our Plan will help to deliver more than one of our objectives and will contribute to a number of the national well-being goals. This plan is not intended to detail every activity that partners will undertake and it is not intended to duplicate work that is already being progressed through other partnership arrangements, for example the Capital City Region and work to integrate health and social care services across Cardiff and the Vale.

This plan is a commitment from all partners to work together and with the local community to improve our economic, social, environmental and cultural well-being. **Our Vale – Our Future** will provide the foundation for future plans and activities that will enable us to achieve our 2050 vision for the Vale.

More information about the work of the Public Services Board and the consultation on the draft Well-being Plan can be found at [www.valeofglamorgan.gov.uk/lets-talk](http://www.valeofglamorgan.gov.uk/lets-talk)