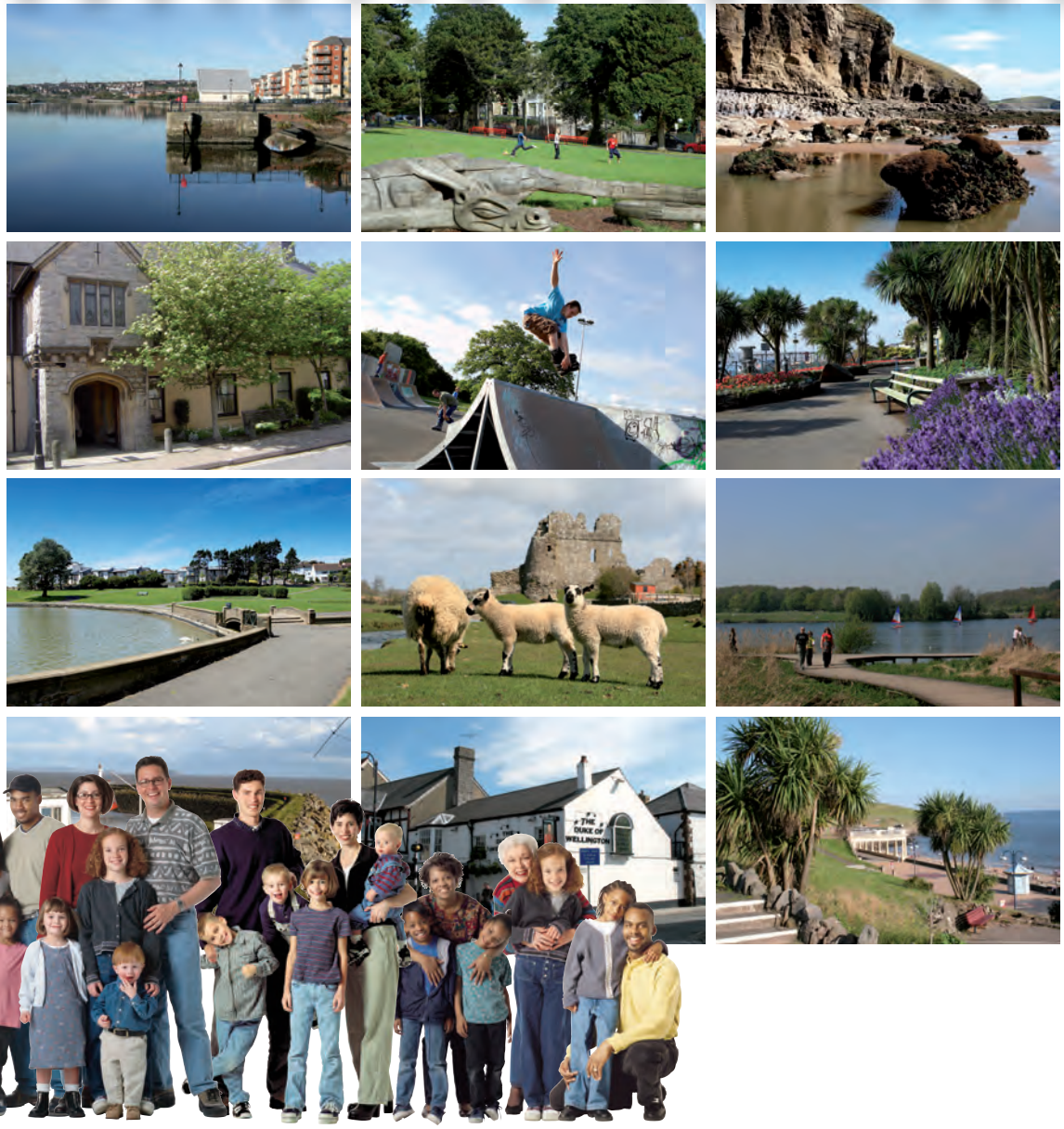
# The Vale of Glamorgan

# Community Strategy

# 2011-2021

## EXECUTIVE SUMMARY




**'Planning and Working Together'**

## Members of the Vale of Glamorgan partnership

Abertawe Bro Morgannwg University Health Board

Cardiff and Vale College

Cardiff Airport

Cardiff and Vale University Health Board

Countryside Council for Wales

Environment Agency Wales

South Wales Fire Service

South Wales Police

University of Wales Institute Cardiff

Vale Centre for Voluntary Services

Vale of Glamorgan Council

Welsh Government

Windsor Gardens, Penarth

Low tide on the Heritage Coast

Harvesting the crop, Wick

**The Community Strategy considers how the Vale will look in the future and how that vision of the Vale can be achieved. It seeks to ensure that organisations active in the Vale are focused on providing quality services to residents, visitors and businesses. The Community Strategy represents a coordinated approach to improving the quality of life in the Vale.**

This Community Strategy covers the period 2011 – 21 and builds on the previous Strategy whilst incorporating a number of key partnership plans and strategies. As a result of this integration it is more comprehensive and more detailed than previous strategies. It includes the Children and Young People's Plan, the Health, Social Care and Wellbeing Strategy, the Community Safety Strategy which are all three year strategies (2011 – 2014) and the Older People's Strategy. The incorporation of key partnership strategies and plans into one strategy helps to remove duplication and confusion across partnerships, improve public services and represents a better use of resources.

The Strategy does not detail all the activities being undertaken to improve services and the quality of life in the Vale. It does however provide a vision and a framework for the next ten years and highlights the key issues being addressed across all areas of the Vale.

The Vale of Glamorgan Local Service Board (LSB) acts as the overarching strategic partnership responsible for community planning and is supported by five strategic partnerships;

- **Children and Young People's Partnership**
- **Learning and Skills Partnership**
- **Regeneration Partnership**
- **Safer Vale Partnership**
- **Health, Social Care and Wellbeing Partnership**

The Community Strategy also includes the Older People's Strategy and reflects the Local Development Plan and activities being undertaken as part of the Communities First programme.

Our vision for the Vale is a place:

- that is safe, clean and attractive, where individuals and communities have sustainable opportunities to improve their health, learning and skills, prosperity and well being, and
- where there is a strong sense of community in which local groups and individuals have the capacity and incentive to make an effective contribution to the future sustainability of the area.

Partners have identified ten priority outcomes for the Vale and the Community Strategy details how these will be achieved.

Local Service Forum event discussion

Local Service Forum event talk

Tranquillity at Cadoxton Lakes

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

**Lead Partnership: Local Service Board**

We want to ensure that local people are actively engaged in their communities, that potential is recognised and there is an increased awareness about the voluntary sector and their contribution to the local community.

We will work together to:

- Engage with local people and develop initiatives to reach those who are disengaged.
- Consult with local people on the issues that concern them.
- Support voluntary organisations and work with them to build capacity and raise awareness.

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

**Lead Partnership: Local Service Board**

We want to improve customer experience and access to services. By working together we will provide more coordinated services and will deliver equality, convenience, choice and ease of access.

We will work together to:

- Provide a consistent and positive customer experience.
- Develop libraries as public contact points and explore the potential of other public buildings.
- Consult with customers to ensure we are providing the right services in the right way.

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

**Lead Partnership: Local Service Board**

We want to ensure a good future for the Vale and to protect and improve the environment. The Vale has a natural environment of outstanding quality but there are also significant pressures from urban areas, agriculture and industry.

We will work together to:

- Reduce pollution and the risk of flooding.
- Reduce the proportion of waste sent to landfill and increase our waste recycling rates. ▶

Castleland, Barry

County Library, Barry

The Heritage Coast

- Reduce energy use and carbon emissions.
- Ensure major developments meet environmental and energy standards.
- Increase public access and understanding of the natural environment and the importance of behaving sustainably.

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

**Lead Partnership: Local Service Board**

We want older people to be empowered, to have a voice and to participate in improving local services. We will continue to work with the Older People's Strategy Forum to ensure older people have the confidence, information and support to maintain their independence and make positive lifestyle choices.

We will work together to:

- Enable older people to experience happy, healthy and active lifestyles.
- Raise awareness of age discrimination.
- Enable older people to be safe and to be free from isolation and poverty, including fuel poverty.
- Foster greater respect between generations and develop projects to bring older people and children and young people together.
- Ensure older people have the confidence, information and support to make positive lifestyle choices.

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

**Lead Partnership: Children and Young People's Partnership**

We want to ensure that the interests of children and young people are reflected in the services we provide. We want children and young people to be respected and valued and for organisations to effectively engage with them and deliver services which will improve their quality of life.

We will work together to ensure every child has;

- A flying start in life with better access to information, family support and services including childcare.
- Access to a wide range of education and learning opportunities and is able to achieve their potential.

Keeping fit...

...and having a good time after

Climbing wall challenge

- A life, free from abuse, victimisation and exploitation and has the best possible physical, emotional and mental health.
- Access to play, leisure, sporting and cultural activities.
- Respect, and has their race and cultural identity recognised and is listened to.
- A safe home and a community that supports their physical and emotional wellbeing.
- A life not disadvantaged by poverty as services are more coordinated and families and carers including young carers are supported.

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

**Lead Partnership: Learning and Skills Partnership**

We want to meet the learning needs of people of all ages. We want to work with employers to ensure people have the right skills and can access employment and opportunities for further education and employment.

We will work together to:

- Raise standards, extend choice and improve outcomes for learners.
- Develop and sustain appropriate learning opportunities.
- Deliver transformational change to meet the Learning and Skills Measure and extend joint working between schools, colleges and other providers.
- Reduce the number of individuals, children and young people who are not in education, employment and training (NEET).
- Engage adult learners of all ages to improve skills, support regeneration and remove barriers to learning and employment.

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

**Lead Partnership – Regeneration Partnership**

We want to take forward an integrated approach to regeneration which is about people and places. The Vale of Glamorgan is in a unique position in terms of existing public and private sector investment opportunities. Significant public sector investment is being made available through various regeneration programmes such as Barry Regeneration Area (2010-2013), Vale of Glamorgan Rural Partnership – Business Plan 2 (2011-2013), Communities First, Castleland Renewal Area (2010-2022) and the Welsh Housing Quality Standard.

Mixing music...

...and learning about stained glass

Never too old to learn

We will work together to:

- Maximise opportunities to increase investment and employment opportunities.
- Sustain vibrant communities and break the cycle of deprivation, improving economic growth and housing and increasing community cohesion.
- Maximise our potential as the 'Green Lung' of South East Wales, increasing tourism whilst protecting our natural assets.

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

**Lead Partnership – Regeneration Partnership**

We want to develop our role within the South East Wales 'City Region' and play a key role in the regional economy. The Vale is located in the major population centre of Wales with access to wider areas in the UK and internationally.

We will work together to:

- Invest in the local infrastructure and improve access to and within the Vale.
- Assist local people to access employment opportunities within the region.
- Implement a tourism action plan to attract more visitors.
- Explore opportunities for joint working with organisations and partnerships in neighbouring areas.

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

**Lead Partnership – Safer Vale Partnership**

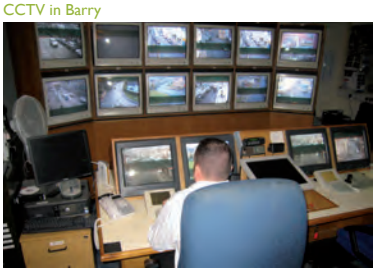
We want an environment where people can live, work and visit free from crime and disorder and the fear of crime. In 2010 - 11 there was a 5.2% reduction in all crime compared to 2009 - 10. The strategic assessment and consultation have identified the following priorities.

We will work together to:

- Make the Vale of Glamorgan a safe place to live, work and visit, free from crime and the fear of crime.
- Reduce the level of violent offences and alcohol related violent offences.
- Reduce the level of serious acquisitive crime and criminal damage.
- Reduce the impact of domestic abuse on victims, families and the wider community and ensure that help and support are available.
- Reduce the impact of substance misuse in communities.
- Integrate offender management.

A nice cup of tea

CCTV in Barry



TREV in action - Safer Vale Display Vehicle

- Prevent terrorism.
- Reduce the impact of anti social behaviour.

**Priority Outcome 10:** Health inequalities are reduced and residents are able to access the necessary services, information and advice to improve their wellbeing and quality of life.

**Lead Partnership: Health, Social Care and Wellbeing Partnership**

We want to significantly improve the health and wellbeing of citizens, reduce inequities in health and deliver high quality, citizen focused services. We will also focus on improving the provision, quality, integration and sustainability of 'overlapping services'. The following priority areas were identified through the health needs assessment.

We will work together to:

- Promote health and reduce health inequities.
- Enable older people to live as independently as possible.
- Improve the health and wellbeing of vulnerable adults and children.
- Support appropriate care in the community, delivering services at a locality/neighbourhood level.
- Ensure better joint working between health and social care.
- Improve service user experience and that of family and carers.

A three year delivery plan supports the Community Strategy and provides more detail about the outcomes we are working to achieve and how we will do it, including who will be responsible and the timeframes for delivery.

More information about this Strategy can be found at www.valeofglamorgan.gov.uk/communitystrategy.

If you have any queries please ring the Corporate Partnership Team on 01446 731628 or ValeLSB@valeofglamorgan.gov.uk

Harvest time in the Vale

Jackson's Bay, Barry Island

Italian Gardens, Penarth