



**Vale of Glamorgan  
Local Service Board  
Unified Needs Assessment  
Introduction & Executive  
Summary**

**December 2013**

**Produced by the  
Business Intelligence Group**

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# Introduction

## Background and approach to the unified needs assessment

The Vale of Glamorgan Community Strategy Delivery Plan 2011/2014 outlined planned activity to deliver the strategic aims and objectives contained within the Community Strategy 2011-21, the Single Integrated Plan for the Vale of Glamorgan. To ensure that the strategic priorities which were identified and agreed upon for inclusion in the Community Strategy were based on a comprehensive consideration of all available evidence the LSB commissioned the Local Government Data Unit Wales to produce a unified needs assessment.

The unified needs assessment 2011 built on the individual needs assessments which had previously been undertaken or commissioned by the strategic partnerships in the Vale of Glamorgan. The unified needs assessment replaced the individual assessments and reduced duplication of effort and resources, within and across statutory partnerships<sup>1</sup>.

A new delivery plan will be produced in 2014 and it is proposed that it is once again informed by a new needs assessment and a sound and robust evidence base.

In June 2012 an LSB Business Intelligence Group was formed to strengthen the analytical capability of the LSB and to develop the skills and knowledge to undertake needs assessments internally. To help develop the required analytical intelligence capacity, the Data Unit has been working with the group to implement a work programme which includes a training needs analysis, capacity building events, identification of best practice, audit of current available data and its use and a data development action plan to address data gaps/development areas agreed for focus in the LSB annual report.

It was agreed that the new needs assessment is structured around the existing priority outcomes in the Community Strategy and that the Business Intelligence Group would undertake the assessment with support from the Data Unit.

The recent Welsh Government discussion paper on the Sustainable Development Duty and Collaborative Working places an increased emphasis on unified needs assessments. In particular, there is a direction from Welsh Government that future assessments should include evidence and research from 'what works best' in designing actions to address specific needs and improve outcomes. Additionally there is an increasing recognition that analysis of need at a local authority wide level is insufficient to establish the distribution of inequality or vulnerability at the community level. There is a requirement consequently to collect and analyse datasets at a far more granular level than has previously been the case which will pave the way towards more targeted area based approaches to service provision as advocated by Welsh Government.

The unified needs assessment will therefore include the 'story behind the data', and an evaluation of whether action undertaken as part of the

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<sup>1</sup> With the exception of the Community Safety partnership where the introduction of Police and Crime Commissioners in Wales means that local arrangements will be established by the PCC to decide if this needs assessment or one produced by the PCC will take precedence.

2011/2014 delivery plan has been successful in contributing to achieving the priority outcomes. In addition, where possible, the needs assessment has included data at sub local authority level in order to identify disparity of need at the community level.

## Methodology

As mentioned in the previous needs assessment there is no single indicator that could be regarded as a comprehensive measure of any of the ten outcomes contained within the Community Strategy. Consequently a number of proxy datasets have been identified which allows an assessment to be made on the position in the Vale of Glamorgan and an indicative understanding of the extent to which the outcomes are being met.

There are a number of overlaps between facets of the outcomes and therefore certain datasets will often act as a measure for more than one outcome. It was highlighted in the previous needs assessment that the datasets used only provided a partial picture. This was the case in certain outcome areas more than others where data quality and availability was variable.

The starting point for this need assessment was a 'refresh' of the datasets used in the previous needs assessment. However consideration was also given to whether there were more appropriate datasets which could now be used to measure the outcomes as a result of any changes in increased data quality and/or data availability.

In addition, regard was given to the Shared Purpose – Shared Delivery guidance published by the Welsh Government which asked for needs assessments to include more low level data and more qualitative information, especially from sources such as surveys and evaluations. This change in emphasis was intended to make need assessments more detailed in their content and contain more local information.

It is intended that the datasets used in this unified needs assessment are the most relevant to measure the position in the Vale of Glamorgan and they will be built into a reporting tool within InfoBase Vale so that regular refreshes of the data can be carried out automatically and allow the LSB to develop an on-going and dynamic needs assessment process as envisioned by Welsh Government in Shared Purpose, Shared Delivery.

In order to provide support to the Business Intelligence Group in producing the needs assessment the Data Unit devised a template to be completed for each priority outcome so that the document would have a standardised structure. The template included a section for a review of datasets included in the previous needs assessment and inclusion of additional datasets. There was a section for analysis of the datasets to identify trends in the data and an assessment of drivers for any highlighted trends. The next section of the template looked for evidence of the extent to which any services or interventions being delivered by the LSB was attributable to any trends through an evaluation of the impact of existing services.

This is in line with Shared Purpose – Shared Delivery guidance which asks LSBs to produce a summary report once a year, which should include information about the delivery of the planned priorities and outcomes, and the plan's effectiveness over the previous year.

Whilst acknowledging the setting of outcome measures is challenging, it is only through the use of a set of appropriate outcome measures that LSBs are able to quantify the impact of their single integrated plans and supporting actions, and identify what is working and what isn't.

It is recognised some priorities will require long-term solutions and the guidance recognises that, in these instances, impact might not be evident within 12 months. In addition, ascribing cause and effect to specific outcomes can be difficult, and external factors beyond the control of the LSB can impact on priorities.

The LSB will need to agree outcome measures for the priorities that can show short-term and long-term impact.

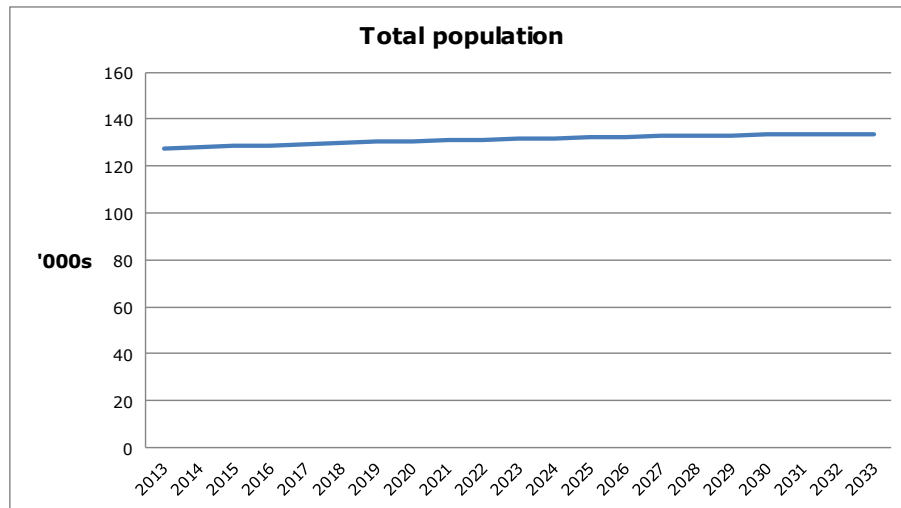
As part of the drafting of the unified needs assessment the Business Intelligence Group looked at any gaps in service provision which had been identified and any data development issues which would improve knowledge and understanding. Further work to develop data in these identified areas will take place through the group's future work programme.

It is also recognised that the analysis contained within this needs assessment makes comparisons with the Welsh average for a number of datasets. It has been agreed that part of the Business Intelligence Group's future work programme will also involve examining ways in which we can begin to compare the Vale of Glamorgan's performance to English averages and other European countries as the Welsh average performance often falls below this.

## General demography

At the time of writing, figures based on the 2011 Census estimate the population of the Vale of Glamorgan to be approximately 126,800 people. Based on the most recently available population projections from 2011, it is estimated that the overall population of the Vale of Glamorgan will increase by 4.7% between 2013 and 2033. This equates to a 6,038 person projected increase.

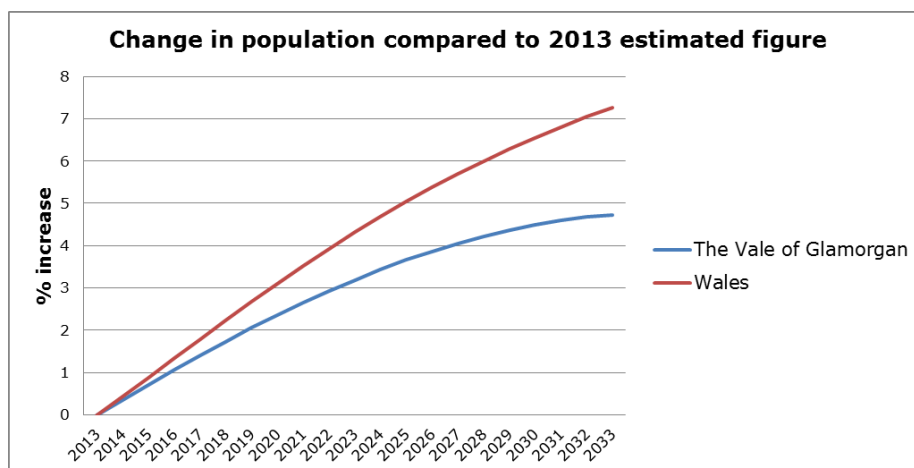
**Figure 1: Population projection, Vale of Glamorgan, 2013-33**



Source: Local Government Data Unit ~ Wales

This is slightly lower than the national projected population increase during this period which is estimated to be 7.2%.

**Figure 2: Projected change in population compared to 2013 figure, Vale of Glamorgan.**

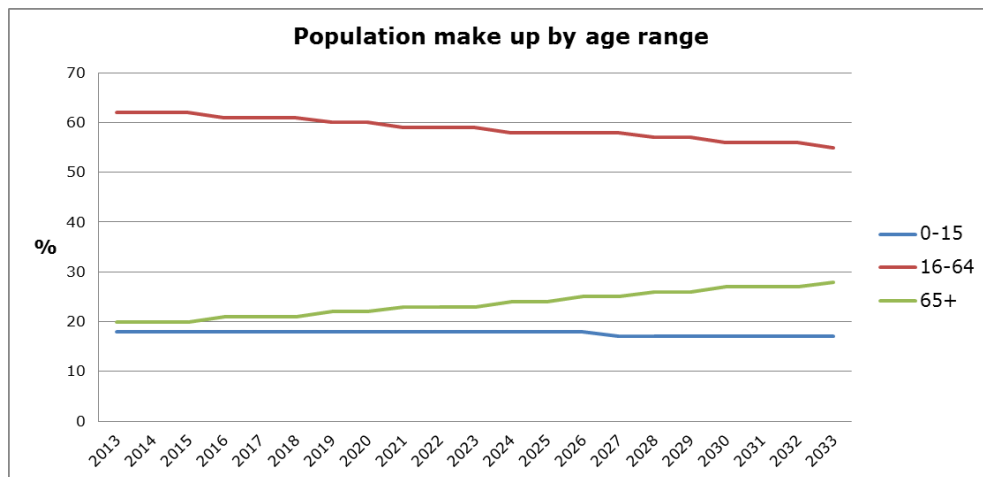


Source: Local Government Data Unit ~ Wales

The increase in population both nationally and locally is attributable to an ageing population. Whilst the overall number of 0-15 year olds and 16-64 year olds is projected to decrease by 1% and 7% respectively, the number of 65+ year olds is projected to increase by 8%.



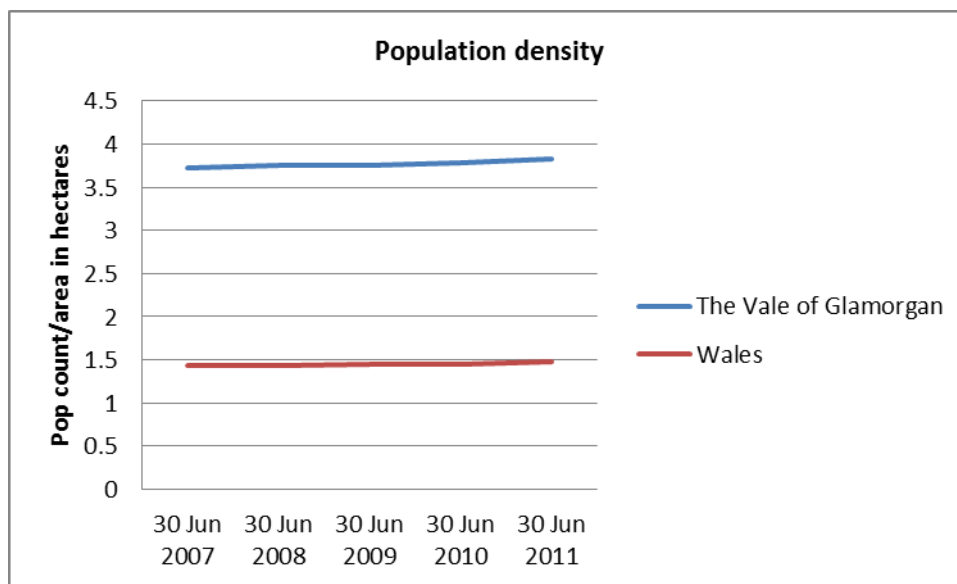
**Figure 3: Projected population make up by age range, 2013-33**



Source: Local Government Data Unit ~ Wales

The population density of the Vale of Glamorgan is higher than the national average. The latest available data highlights that there is an average population of 3.83 people resident per hectare in the Vale of Glamorgan compared with 1.48 people resident per hectare across Wales overall.

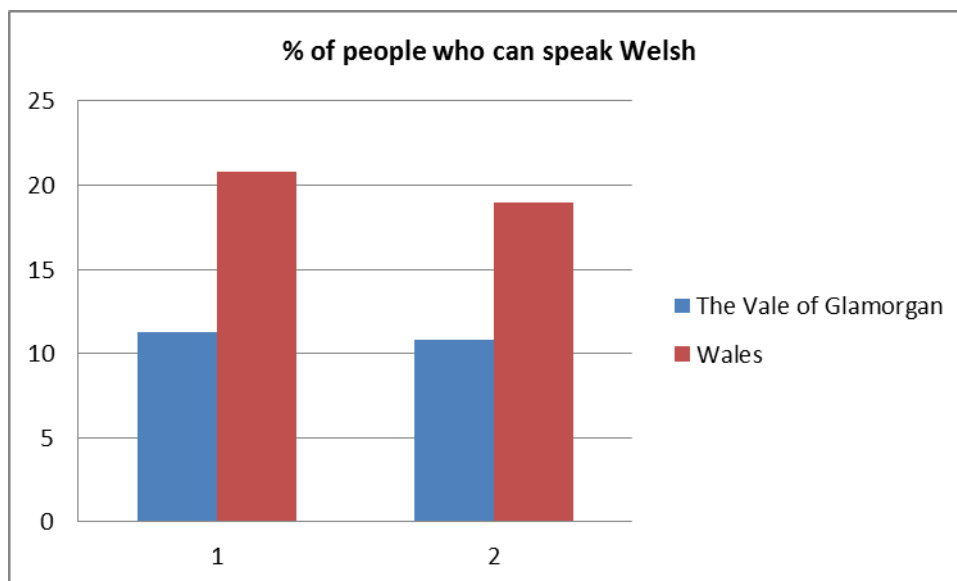
**Figure 4: Population density, Vale of Glamorgan, 2007-11**



Source: Local Government Data Unit ~ Wales

Analysis of population at LSOA level highlights areas where the population density is both far higher than the national average and also far lower which underlines the very different demography in both the rural and urban Vale of Glamorgan. For instance in Court 1 LSOA the population density is 95.97 persons per hectare whereas in Wenvoe 1 LSOA it is 0.45 persons per hectare.

**Figure 5: Percentage of population who can speak Welsh, 2001 and 2011**



Source: Local Government Data Unit ~ Wales

The percentage of people who consider themselves able to speak Welsh has reduced between 2001 and 2011 in line with a decline nationally. The percentage of people who can speak Welsh in the Vale of Glamorgan is 10.8% compared to 19% nationally. There has been a reduction of 0.5% in the Vale of Glamorgan compared with a 1.8% drop nationally since 2001. Sub-local authority level analysis highlights LSOAs where the number of people able to speak Welsh is above the national average such as Baruc where all four of its LSOAs have an above national average number of Welsh speakers. Conversely there are LSOAs where the percentage of Welsh speakers is below the national average such as Llantwit Major 2 where it is only 6.9%.

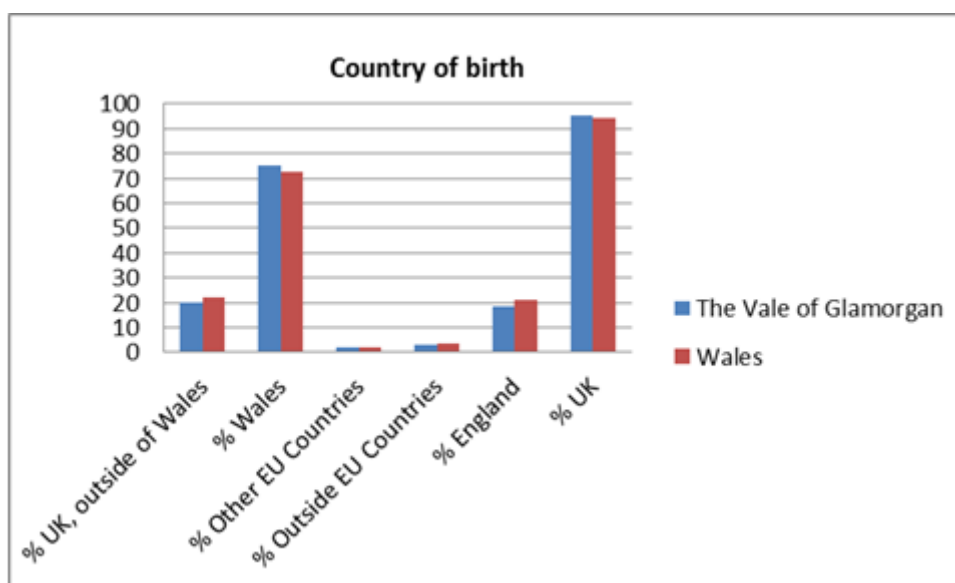
## A diverse population

Analysis of data concerning groups with protected characteristics in the Vale of Glamorgan allows us to ensure that any actions taken as a result of the findings of the unified needs assessment do not have a detrimental effect on such groups. More sub-local authority level analysis is required in order to establish if any linkages exist between the position of a certain area in the Vale, in respect of the indicators used within the unified needs assessment, and the groups found there. However by assessing the position of the local authority as a whole we can begin to better understand the demographics of the population we serve and have consideration to the data below when planning services.

Data from the Census 2011 highlights that 95.1% of people living in the Vale of Glamorgan were born in the United Kingdom and 75% of these people were born in Wales. The breakdown in country of birth is very similar to the national picture.

However at sub-local authority level there are some variations which do not mirror this trend. In the vast majority of LSOAs (75 out of 78) over 90% of people were born in the UK. However in 3 LSOAs over 10% of people were not born inside the UK. Of particular note is Llantwit Major 5 where 16.1% of its population were not born in the UK.

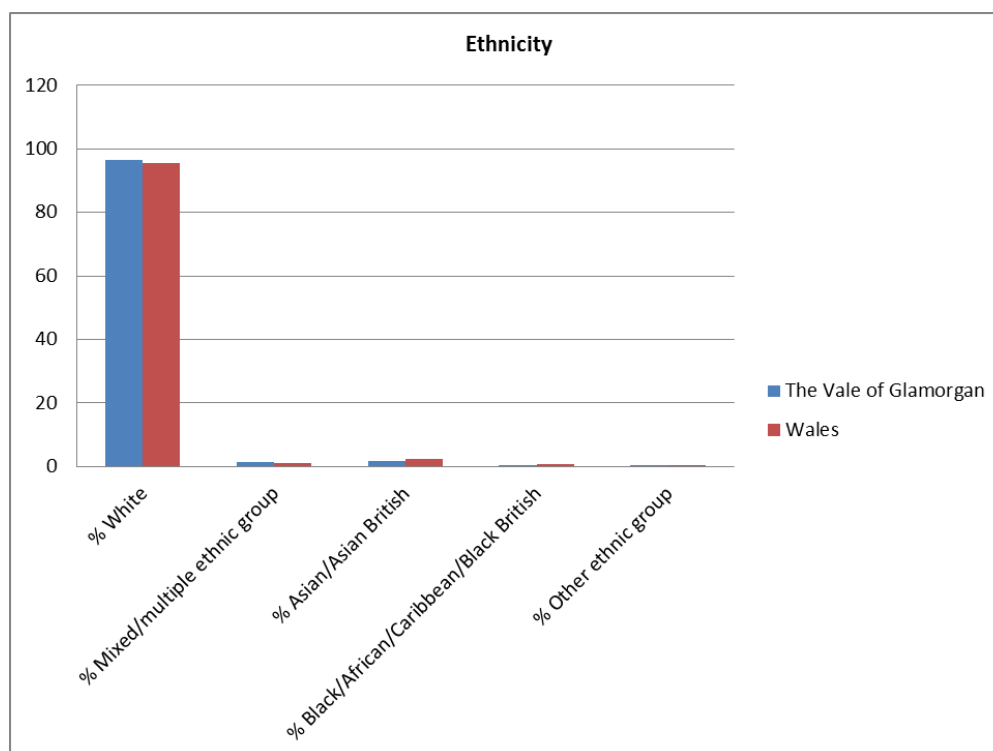
**Figure 6: Vale of Glamorgan population, by country of birth, 2011**



Source: Local Government Data Unit ~ Wales

The ethnicity profile of the Vale of Glamorgan is very similar to the national profile with 96.4% of the population classifying themselves as white in the Census 2011. Nationally the percentage was 95.6%. Again however, there are some variations in the data at the sub-local authority level most notably in Llandough LSOA where 8.2% of the population classified themselves as Asian/Asian British.

**Figure 7: Vale of Glamorgan population, by ethnicity, 2011.**



Source: Local Government Data Unit ~ Wales

The ONS Annual Population survey shows that at March 2013, the percentage of the working age population (16-64) with a disability in the Vale of Glamorgan was 22.7%. This is in line with the Welsh average of 22.6%. This includes both DDA disabled and work-limiting disabled. DDA disabled includes those persons whose health problem is covered under the Disability Discrimination Act 1995, whereas work-limiting disabled covers those people whose problem affects the kind or quantity of paid work they can do.

With regards to the gypsy traveller population found within the Vale of Glamorgan, figures indicate a relatively small number in the Vale who are included in this group. At July 2013, a count of gypsy and traveller caravans indicated there were a total of 35 caravans in the Vale of Glamorgan across 4 unauthorised sites. This was an increase from the 18 caravans across 3 unauthorised sites observed in January 2013, and the 9 caravans observed in July 2012. However at the time of recording in July 2013, 17 of the 35 caravans claimed to be just travelling through the area. The Deposit Local Development Plan 2011-2026 allocates land for one authorised site located to the South East of Barry.

When considering the LGBT (Lesbian, Gay, Bisexual, Transsexual) community found within the Vale of Glamorgan, the Integrated Household Survey 2012 found that for people aged 16 and over, 3% identified as 'gay/lesbian/bisexual' in Cardiff and the Vale of Glamorgan<sup>2</sup>. 94% identified as 'heterosexual', 2% declined to answer the question and 1% identified as 'other' (based on 387,000 responses).

<sup>2</sup> Data only available at a Cardiff and Vale of Glamorgan level.

## Economy

In March 2013, 60.3% of working age adults in the Vale of Glamorgan were registered as employed, higher than the national figure of 58.2%. The percentage of adults economically active was also higher than the national average for the same time.

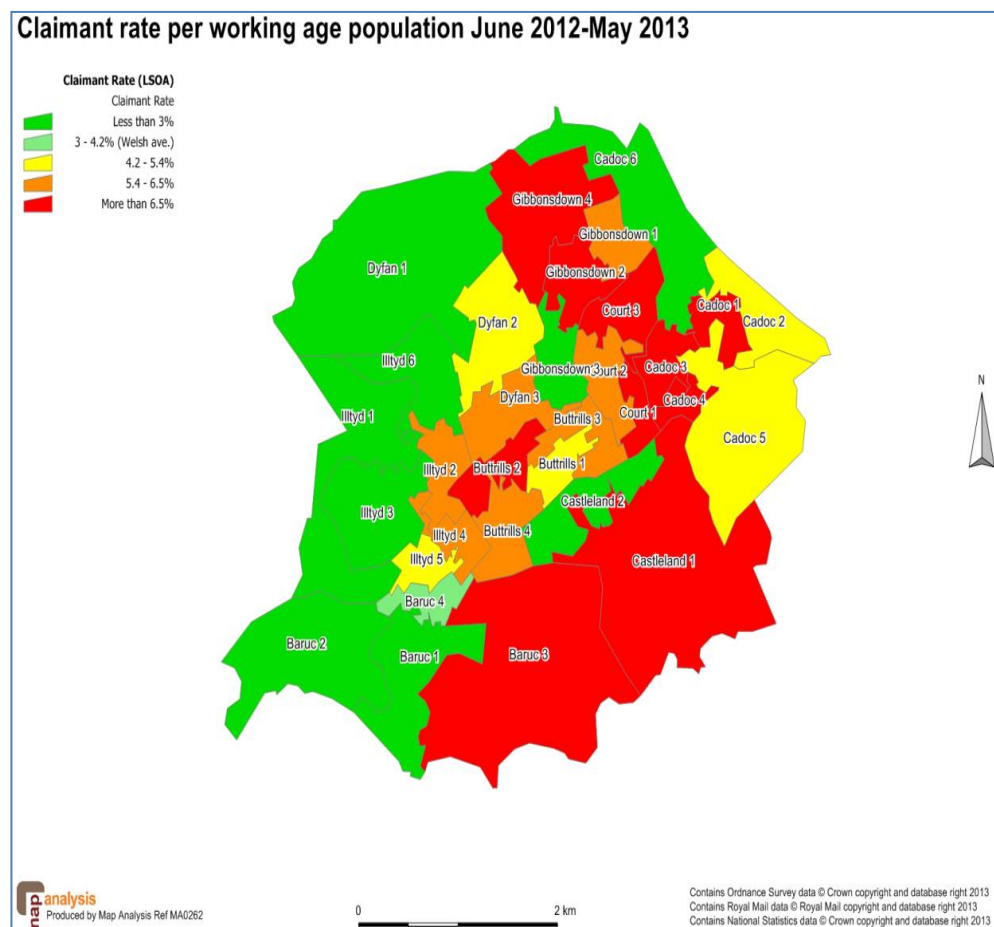
In February 2013, 9,040 working age adults were claiming one or more out of work benefits from the Department for Work and Pensions. This is 11.5% of the working age population. This figure has dropped from 13.0% in 2009, a reduction of 1,600 adults. This drop is similar to the decrease at a national level, where the figure has dropped from 16.1% to 14.4% during the same time period.

However, this figure varies greatly across LSOAs in the Vale of Glamorgan, with some areas experiencing rates of up to 22%.

The rate of working age adults claiming Job Seekers Allowance in the Vale of Glamorgan in July 2013 was 2.9%. This figure has fallen from the previous 12 months.

The average figure for the year to May 2013 for the Vale of Glamorgan was 3.4%, which is lower than the Wales figure of 4.2%. However, there were areas in the Vale of Glamorgan that experienced far higher rates than the local authority average. 10 LSOAs had a yearly average of above 6.5%.

**Figure 8: Claimant rate per working age population, June 2012 to May 2013**



When mapped against the change in claimant rate over the previous five years, it is clear that Barry has seen a bigger increase in its claimant rate than the rest of the Vale of Glamorgan and Wales, and that this change is most prominent in the Court and Castleland areas, which have experienced the biggest rise in rates and also had the highest rates in May 2013.

The Wavehill survey found that health, education and retail remain the largest employment sectors in the Vale of Glamorgan<sup>3</sup>. They account for 43% of all jobs. This figure is slightly higher than the Wales figure for these three sectors.

The Wavehill survey also looks at the type of jobs in the Vale of Glamorgan. The proportion of posts filled by managers and directors, professional occupations and technical occupations in the Vale of Glamorgan are higher than the Wales figures. However, the figures for these jobs in Barry are lower than those for the Vale of Glamorgan and Wales. This low rate is matched by the proportion of residents in Barry who have obtained an NVQ Level 4 or equivalent.

<sup>3</sup> Wavehill Research Evaluation Survey, 2012

Commuting patterns in the Vale of Glamorgan in 2011 showed that there was a net outward migration of 12,100 workers (29,500 people commuting out of the local authority area to work compared to 17,400 commuting into the local authority area to work). The close proximity of the capital city will always have an impact on the working location of Vale of Glamorgan residents, but these figures suggest that there is scope for businesses and employers to employ local residents if new jobs were available.

In 2011, there were 3,835 active enterprises in the Vale of Glamorgan. This is down from 3,925 in 2009. The 2011 figure, expressed as a rate per 10,000 working aged adults, is higher than the national figure. This figure has followed the same trend as the national figure in that it showed a steady increase between 2002 and 2010, before dropping in 2011. The birth rate for active businesses in 2011 was also above the national rate and the death rate lower.

The UK Government’s welfare reforms represent the biggest changes to the welfare system for several decades. Work by Sheffield Hallam University and the Centre for Regional Economic and Social Research<sup>4</sup> has quantified the financial impact of these changes by local authority area.

The overall impact on Wales, by 2014/15, will be a loss of approximately £550 per year per working age adult, a figure above the UK average of £470. In the Vale of Glamorgan, the approximate loss by 2014/15 will be £473 per working age population, the sixth lowest figure for all local authorities in Wales. This equates to an overall loss of £38million per year by 2014/15 from the local economy. Not only will this impact on the families and households involved directly, but research shows that the majority of benefit income is spent locally and this will have a knock-on effect on the local business economy.

**Table 1: Impact of welfare reforms in Vale of Glamorgan**

<b>Benefit</b>	<b>No. families affected</b>	<b>Total loss (£millions)</b>	<b>Average loss per working-aged adult</b>	<b>Average loss – Wales</b>
Housing benefit LHA	3,300	4	£48	34
Housing Benefit – under occupation	1,200	0.7	9	13
Benefit cap	70	0.3	4	4
Disability Living Allowance	1,100	3	42	54
Incapacity Benefit	2,600	9	117	168
Child Benefit	16,000	6	72	67
Tax Credits	8,500	7	87	104
1% uprating	n/a	7	86	98
Total impact	n/a	38	473	551

<sup>4</sup> [http://www.shu.ac.uk/research/cresr/sites/shu.ac.uk/files/hitting-poorest-places-hardest\\_0.pdf](http://www.shu.ac.uk/research/cresr/sites/shu.ac.uk/files/hitting-poorest-places-hardest_0.pdf)

The changes in eligibility criteria and the merging of some benefits will have a huge effect on the number of individuals, and households claiming benefits. In many cases, this change will be effected without there being a material change in the circumstances of those involved.

This means the use of traditional data sets to monitor poverty and benefits will have to be carefully monitored as the welfare reforms are introduced.

Services will also have to be alert to identify the knock-on effects of changes to the benefit system. For example, other services that use the take up of benefits as an eligibility criteria (free school meals and dental fees for example) may see their numbers change without any material change in circumstance for previously eligible households.



## Key findings

Having examined the available data with respect to the ten priority outcomes of the Community Strategy, there is no strong evidence to suggest that any of these outcomes are no longer relevant or that there are any emerging priorities which do not sit within any or a number of the existing themes. As highlighted in the previous needs assessment, as the identified outcomes are broad in nature and consequently have a number of facets they can only be fully assessed by looking at many different indicators or data sets.

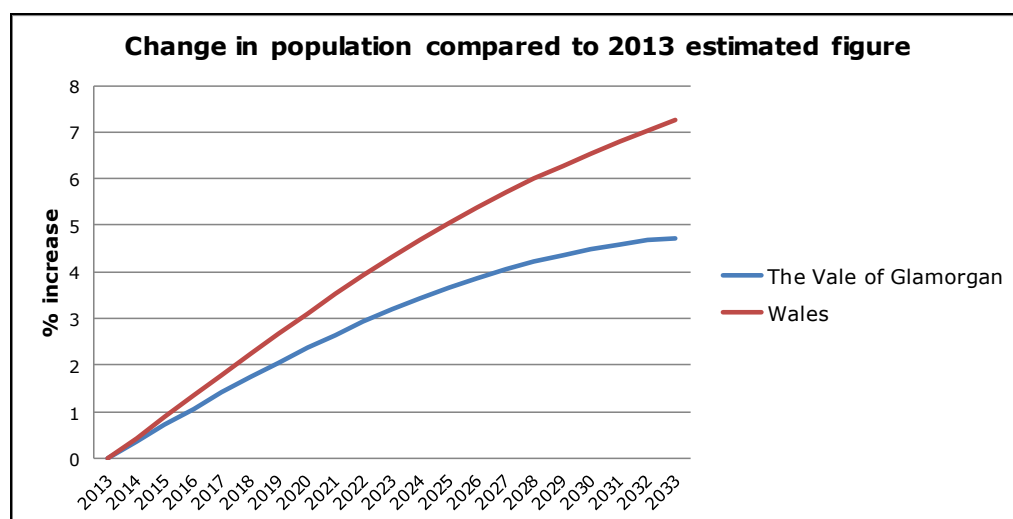
Analysis of the available evidence suggests that the position overall in the Vale of Glamorgan is either in line with or better than the all Wales position. However analysis of data at sub-local authority level highlights a very disproportionate picture and clear inequality of need has been evidenced.

This section of the report identifies a number of cross cutting areas which have been identified for the LSB to consider when developing the next delivery plan.

### An ageing population

It is predicted that there will be an increase of 4.7% in the population in the Vale of Glamorgan between 2013 and 2033. This is largely attributable to a continued growth in life expectancy and an increase in the number of people living longer. It is predicted that the number of people aged 65 and over will increase by almost 50% between 2013 and 2033.

**Figure 9: Change in population compared to 2013 estimated figure.**



Source: Local Government Data Unit ~ Wales

The unified needs assessment has identified that the increasing ageing population is likely to result in an increased number of people suffering from chronic health problems such as heart disease and strokes and that there is also a likelihood that there will be an increase in the number of people receiving injuries from falls and suffering from dementia. As there is also a drive to help older people retain independent lives as long as

possible there is also likely to be an increased requirement for community living based support services.

## **Disadvantaged communities and inequalities**

Increased sub-local authority analysis conducted for this needs assessment has identified a clear picture of inequality throughout the Vale of Glamorgan in key areas such as engagement, education, health, employment and community safety. There are still improvements which can be made to the timeliness and availability of data at sub-local authority level to allow consistent analysis to be conducted across the different priority areas. This will allow correlations to be made more easily and to identify vulnerable localities for strategic focus. The development of data sharing protocols and achieving a consistent sub local authority level of data collection will assist in helping to deliver this approach further. InfoBase Vale has been identified as a key tool to facilitate this process.

To ensure that the outcomes in the Community Strategy are delivered consistently throughout the Vale of Glamorgan and the gap in the geographical areas where there is inequality is closed, consideration should be given to the development of more area based approaches to service delivery when formulating the next delivery plan. This will ensure that resources are targeted proportionately to where they are most needed.

The geographical areas which have been identified in this needs assessment as having disproportionate levels of poor health, poor educational attainment and higher crime and disorder are closely correlated with overall higher deprivation levels. Consequently strategic focus on reducing levels of deprivation in these areas would lead to improvements for several outcomes.

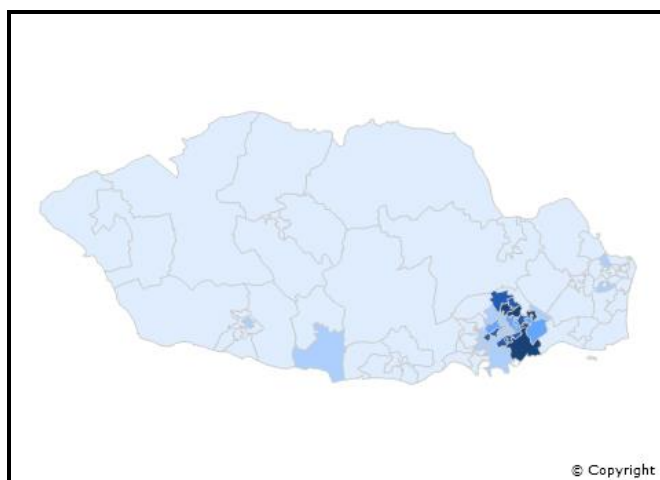
The Welsh Index of Multiple Deprivation 2011 highlights 18 LSOAs in the Vale of Glamorgan which are amongst the 30% most deprived of all LSOAs in Wales, 6 of which are in the 10% most deprived LSOAs in Wales. It is suggested that these LSOAs are prioritised as the most vulnerable localities for strategic focus and action.

**Table 2: Most deprived LSOAs in the Vale of Glamorgan, 2011 WIMD.**

Gibbonsdown 2	% of Local Authorities LSOAs in the 10% most deprived of all Welsh LSOAs
Cadoc 4	
Court 3	
Cadoc 1	
Castleland 1	
Buttrills 2	
Gibbonsdown 4	% of Local Authorities LSOAs in the 20% most deprived of all Welsh LSOAs
Gibbonsdown 1	
Castleland 2	
Cadoc 3	
Court 2	
Court 1	
Dyfan 3	
Cadoc 5	% of Local Authorities LSOAs in the 30% most deprived of all Welsh LSOAs
Illtyd 4	
Stanwell 3	
Baruc 3	
Llantwit Major 6	

Source: Local Government Data Unit ~ Wales

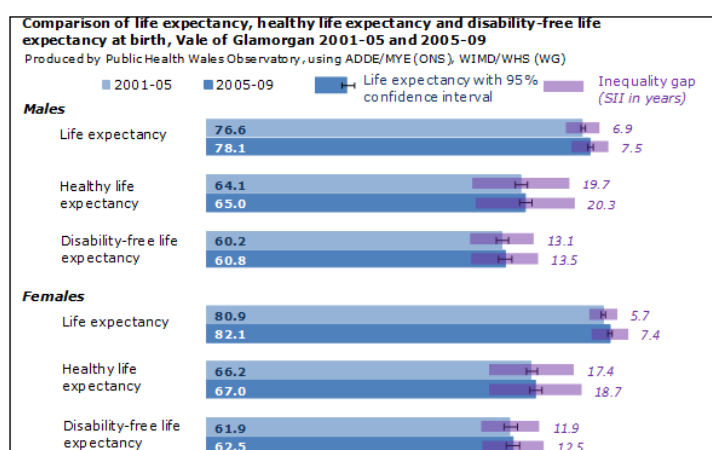
**Figure 10: Relative picture of deprivation across the Vale of Glamorgan (WIMD 2011)**



Source: Local Government Data Unit ~ Wales

With the exception of Stanwell 3 and Llantwit Major 6 all of the most deprived LSOAs in the Vale of Glamorgan are contained within the Barry strategic area.

**Figure 11: Life expectancy, healthy life expectancy and disability-free life expectancy, Vale of Glamorgan 2001-05 and 2005-09**



Source: Public Health Wales Observatory

The above chart highlights that whilst there is a general increase in life expectancy in the Vale of Glamorgan and a corresponding increase in healthy life expectancy and disability-free life expectancy, there is an increasing gap in life expectancy between people living in the most and least deprived areas of the Vale of Glamorgan. This suggests that life expectancy, healthy life expectancy and disability-free life expectancy at a local authority level is increasing at a higher rate than in the most deprived LSOAs and effectively these areas are being left behind. It is important that planning for this is put in place to address this gap at the earliest opportunity together with a full understanding of the impact and additional resources required by partner agencies.

Although it is recommended that strategic focus should be given to the most deprived areas (Table 2 and Figure 10) in the next delivery plan to ensure the inequality gap is closed and the Community Strategy is delivered more consistently throughout the entire Vale of Glamorgan, this does not mean that resources should only be directed to these geographical areas. Although these areas have been identified as in priority need, it is important that interventions must remain universal, but with a scale and intensity that is proportionate to the level of disadvantage. This concept, which is known as proportionate universalism<sup>5</sup> maintains that whilst the greater intensity of action is likely to be needed for those with greater social and economic disadvantage, focusing solely on the most disadvantaged will not reduce the inequality gradient overall but will only tackle a small part of the problem.

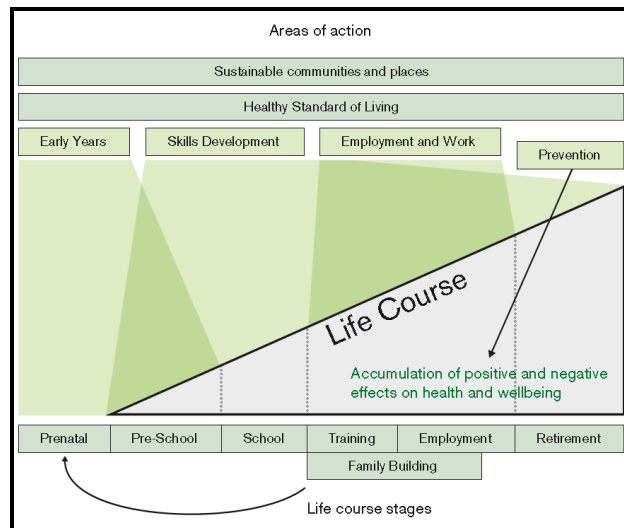
## Early intervention

In order to tackle the cross cutting issue of deprivation outlined above and equalise gaps in educational attainment and health inequality, it is important to ensure interventions are targeted at the earliest possible opportunity. The importance of early intervention has been highlighted in a number of chapters of this need assessment and a key finding from research has highlighted that disadvantage starts before birth and accumulates throughout life as shown in the diagram below. Action to

<sup>5</sup> Fair Society, Health Lives, The Marmot Review (2010)

therefore reduce all inequalities must start before birth and be followed throughout the life of the child. Only then can the close links between disadvantage and poor outcomes be broken<sup>6</sup>. There is a clear need to produce a strategic vision of how the LSB intends to target early intervention through partnership working in the next delivery plan to bridge the inequality gap.

**Figure 12: Marmot early intervention diagram**



Source: Fair Society, Healthy Lives, The Marmot Review

<sup>6</sup> Fair Society, Healthy Lives, The Marmot Review (2010)

## Collaborative engagement and consultation mechanisms

A large amount of work has taken place to enable LSB partners to approach public engagement in a more coordinated manner. Examples include a shared LSB citizen's panel and an Information and Engagement Strategy which provides a framework for partners to work together collaboratively and share resources. However there is a need to take this work to the next level in the next delivery plan to create jointly commissioned consultation and engagement mechanisms under the umbrella of the LSB. Consideration should be given to appropriate regional collaborative models of working which build upon methods which have proved to work well from individual partners existing consultation and engagement mechanisms.

## Evidencing impact

Throughout the needs assessment a review of existing services and interventions has been carried out to establish the extent to which they have contributed to delivering the overall outcomes of the Community Strategy. However, it can take some time for policies and actions to be reflected in outcome measures at the local authority level. For example, successful actions may have already been taken on tackling the determinants of health in the Vale of Glamorgan. However if these are recent it will be some time before they are reflected in the life expectancy figures at the Vale of Glamorgan level. In addition to this, only using local authority wide indicators can sometimes give the false impression an initiative or intervention has failed. For instance, an intervention to address health inequalities in a specific geographical area may have been successful but other factors may have affected the health of the wider population which had not been accounted for or could not be controlled. This would in turn, impact on the overall local authority level figures. Identification of suitable intervention or policy specific measures can help in assessing progress more effectively.

The Welsh Government's recent review of the first round of unified needs assessments which were produced to inform the development of LSB's first Single Integrated Plans, identified that a shortcoming in the current evidence base is a strong review of 'what works best' in designing actions to address specific needs and improve outcomes.

It is suggested therefore that consideration is given to the importance of evaluation when the next delivery plan is being developed to ensure that the impact of interventions in delivering on the outcomes in the Community Strategy can be more effectively assessed in future.

## Executive summary

### **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 and those of the community.**

As no single direct indicator or data set exists to measure this outcome we have identified a number of proxy indicators which might serve to assess the position in the Vale of Glamorgan. We have considered indicators in the following areas:

- Electoral participation rates;
- Confidence in ability to influence decisions;
- Sense of community;
- Pride in the Vale of Glamorgan;
- Volunteering;
- Economic activity rates;
- Benefit claimants; and
- Engagement in education and training, age 16+.

Electoral participation rates are higher in the Vale of Glamorgan than the national average and this has consistently been the case in recent years. This suggests a higher level of engagement in the political process within the Vale of Glamorgan in general when compared with other parts of Wales.

However there is variation within electoral participation rates at sub-local authority level which highlights that the level of political engagement varies markedly across the Vale of Glamorgan. For example, turnout in the 2012 local government election in the Cadoc ward was 30.05% and in the St Athan ward 29.92%, compared to 51.76% in Dinas Powys.

There has been a 1.6% decline in the number of Vale of Glamorgan residents claiming benefits since 2009 which is inline with a 1.2% decline nationally. There are large variations however in the number of people claiming benefits within the Vale of Glamorgan with numbers being substantially above the national and Vale of Glamorgan average in some wards and in others substantially below. This highlights the significant economic disparity between different communities within the Vale of Glamorgan. In Barry, 22.3% of working age residents are benefit claimants, 4.1% above the national average and 7.5% above the average for the Vale of Glamorgan. The percentage for the Cadoc 4 LSOA was 36.2%.

There was an increase in the number of residents answering that they agree with the statement they have the ability to influence decisions in their local area in the Public Opinion Survey from 23% in 2009 to 44% in 2012. In the 2012 Public Opinion Survey, 12% of those surveyed stated they strongly agreed they have the ability to influence local decisions, a significant increase from 5% in 2009. There was also a large increase in the number of people who expressed an opinion from one third in 2009 to

three quarters in 2012. The increase in people's willingness to give an opinion may be as a result of the large amount of work done locally to promote opportunities for the public to be able to influence local decisions. Overall 97% of respondents to the survey indicated that they felt proud to live in the Vale of Glamorgan.

Results from the National Survey for Wales highlighted that 77% of Vale of Glamorgan residents agreed they felt a sense of belonging to their local area which was slightly higher (1%) than the national average. 73% of Vale of Glamorgan residents surveyed agreed that people in their local area from different backgrounds get on well together. This was 2% higher than the national average. Unfortunately data is not available at a sub-local authority level.

The percentage of year 11 pupils who become NEET has consistently declined over the last 5 years and the figures in the Vale of Glamorgan have been marginally better than the Welsh average.

There has been a large amount of work carried out to enable LSB partners to approach public engagement in a more coordinated manner which will improve the overall quality of engagement. A shared LSB citizen's panel has been created along with an Information and Engagement Strategy which provides a framework that enables key partners to work together collaboratively and share resources so that they can improve engagement mechanisms with members of the public.

A range of consultation and engagement tools are being developed by the LSB drawing on existing and innovative methods which have already been employed by partners such as South Wales Police's work with Cardiff Universities' Police Science Institute (UPSI) and the development of their intelligence orientated neighbourhood security interviews (i-NSI). This has made it possible to construct detailed analyses of the security concerns of communities and to pinpoint key locations and problems having a disproportional impact on collective well-being.

The number of voluntary and community organisations operating in the Vale of Glamorgan that are registered with the Vale Centre for Voluntary Services (VCVS) has increased by 6% between 2010/11 and 2011/12.

On reviewing the indicators which have been selected to assess the position in the Vale of Glamorgan in respect of achieving this outcome, overall 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.



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

As with outcome 1, as no single direct indicator or data set exists to measure this outcome a number of proxy indicators have been identified which might serve to assess the position in the Vale of Glamorgan. The key areas considered are:

Internet use by area;  
Integrated health and social care line;  
Contact with the Council;  
Awareness of Council services;  
Satisfaction with Council services;  
Contact with the Police;  
Awareness of Police services;  
Satisfaction with Police services;  
Patient experience; and  
Views on the transport system.

The Vale of Glamorgan Council Public Opinion Survey 2012 measured residents' satisfaction with a wide range of Council services as well as with the Council overall. Overall satisfaction with services was high with 93% stating they were either very satisfied or fairly satisfied. Only 7% said they were dissatisfied overall. These results are slightly down from the Public Opinion Survey of 2009 where 96% of residents stated that they were either very satisfied or fairly satisfied but still highlight a very high satisfaction.

Another finding from the Public Opinion Survey 2012 was that there was a consistently high demand for information online and a growing number of Vale of Glamorgan residents who access information via the Council website. According to the National Survey for Wales the percentage of residents in the Vale of Glamorgan aged over 16 who live in a household with access to the internet is 80% which is 7% above the national average of 73%. However, there is geographical variation across the Vale of Glamorgan in the number of people who actually use the internet.

Satisfaction with the information provided by the Council is also measured in the Public Opinion Survey. Overall satisfaction with the information received from the Council has remained fairly consistent over the past few years, with 76% saying they were satisfied overall compared to 77% in 2009.

In 2012 there were 306,877 unique site visitors to the South Wales Police website. In November 2012 the site was updated and re-launched with integrated social media activities. Following this there have been 221,699 visitors in the first half of 2013.

In terms of public satisfaction with Police services in the Vale of Glamorgan 60.5% of respondents to the South Wales Police Community Satisfaction Survey 2012/2013 felt that the Police in their area understood

the issues that affect the community. 50.9% felt that the police are dealing with things that matter in their community and 56.9% of people think that the police do a good or excellent job.

In terms of overall awareness amongst residents of the additional policing services on offer locally, there has been a slight increase in awareness of 101 in comparison to last year. Just over half of residents in the Vale of Glamorgan (57.4%) are aware of 101<sup>7</sup>.

32.2% of Vale of Glamorgan residents are aware of PACT<sup>8</sup>. This figure is 14.8% higher in the neighbouring local authority area of Bridgend, but some analysis of this would be needed to establish why there is a disparity. Awareness of PCSOs<sup>9</sup> in the local area is also low. 29% of respondents in the Vale of Glamorgan were aware of their local PCSO. However it is not clear what the level of awareness is elsewhere.

The National Survey for Wales 2012/13 asked respondents what they thought about the state of the transport system in Wales. Respondents were asked to consider roads, rail and bus services as well as cycling and walking. Answers were given on a scale of nought (extremely bad) to ten (extremely good). Respondents in the Vale of Glamorgan rated the transport system as 5.6. This was below the Welsh average of 6.0 and was the 3<sup>rd</sup> lowest ranking in Wales

In order to more effectively measure the progress in achieving this outcome in the future, there is a need for LSB partners to work together to create jointly commissioned engagement consultation exercises under the umbrella of the LSB with consideration given to regional collaborative models of working. This will also create opportunities to reduce duplication and create efficiencies.

There is significant overlap with this theme and work being carried out in priority outcome one. The work already underway or being planned to carry out collaborative engagement and consultation services in the future, outlined in priority one, will allow the LSB to assess how effectively it is meeting this outcome.

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<sup>7</sup> 101 is the Police non emergency telephone number

<sup>8</sup> Partnership and Communities Together Partnership established to consult members of the community on priorities

<sup>9</sup> Civilian member of the Police employed as a uniformed non-warranted officer

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

The following proxy indicators have been used to measure progress in achieving this outcome.

CO2 emissions;

Energy consumption;

The ecological footprint of the Vale of Glamorgan;

Municipal waste / recycling rates;

Fly tipping;

Bathing water quality; and

Flood risk.

As outlined in the last unified needs assessment published in 2011 availability of data to measure any progress on this outcome is limited, however it has improved since the previous assessment. There are however continuing issues with timeliness of data so whilst the data presented within this unified needs assessment may be the most recently available data, it is not necessarily representative of the current position. There is also very little data available at the sub-local authority level in order to identify and target interventions at the most vulnerable areas.

There has been a general downward trend in the level of CO<sup>2</sup> emissions between 2005 and 2011. During the period 2005-2010 the levels of CO<sup>2</sup> emissions per head of population in the Vale of Glamorgan was higher than the Welsh average. However in 2011 (the most recently available data) the level of CO<sup>2</sup> emissions had dropped below that of the Welsh average.

Energy consumption trends have shown the same decreasing levels both nationally and within the Vale of Glamorgan since 2005 with overall reductions in consumption amounting to over a fifth (20.7%).

The latest available data which provides an estimate for the ecological footprint of housing-which measures the impact of fuel emissions from direct household energy use for heat, hot water, lighting and electrical appliances as well as the impact from household maintenance and from household construction, is from 2003. It highlights that the footprint in the Vale of Glamorgan was the lowest in Wales at that time.

The latest available data which provides an estimate for the ecological footprint of transport-which measures the impact of personal travel in public and private vehicles as well as the impact from maintaining vehicles, building new vehicles and building the transport infrastructure, is from 2003. The footprint in the Vale of Glamorgan was the same as the majority of local authorities in Wales.

The trend for re-cycling/composting levels in the Vale of Glamorgan has improved from a third of all waste in 2006-07 to over a half of all waste in 2011-2012. In the Vale of Glamorgan, with the exception of 2010-2011 the percentage of all municipal waste recycled has been above the Welsh average.

The trend in the fly tipping of waste has reduced substantially between 2006-2007 and 2011-12. Despite reducing trends in Wales overall, the percentage decrease has not been as high nationally. Overall in the Vale of Glamorgan there has been a 62% reduction compared with 33% for Wales. The overall percentage reduction in the Vale of Glamorgan equates to over 1,500 less incidents of fly tipping.

There appears to be a far higher proportion of white goods and other electrical goods that are fly tipped in the Vale of Glamorgan when compared with Wales generally - this could be an area where further investigation is needed regarding reporting procedures for example.

There is room for further improvement in Bathing Water Quality following the introduction of the stricter criteria for measuring this environmental indicator. The majority of beaches in the Vale of Glamorgan still reached the minimum mandatory European Standard or above but efforts should be made to further meet these standards and achieve Blue Flag Awards.

The Vale of Glamorgan lost its only Blue Flag award (Whitmore Bay, Barry) in 2013<sup>10</sup>. The majority of its beaches which were tested for water quality reached the mandatory European standard or above with the exception of Ogmore West which failed.

Environmental deprivation measures (air quality, air emissions, flood risk and proximity to waste disposal/industrial sites) give rise to a concentration of a poor environment in wards to the east of Barry. Parts of Cadoc and Castleland appear in the ten worst affected LSOAs for all four sub-indicators – this is closely followed by parts of Court and Buttrills also in east-central Barry. Efforts should be focused on improving the environment in these Barry sub-ward areas.

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<sup>10</sup> This is because of the introduction of stricter criteria rather than any reduction in quality of the beach itself.

**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.**

The following proxy indicators have been used to measure progress in achieving this outcome.

Population of older people;

Social care service provision for older people, including the timeliness of this provision;

Delayed Transfers of Care for older people;

Health of older people, including life expectancy of adults aged 65+;

Housing provision for older people;

Education and employment for older people; and

Social isolation.

The provision of older people's services can be targeted at a number of different age ranges and, for the purpose of the needs assessment, it was agreed that as the Strategy for Older People in Wales includes people from the age of 50 upwards, the same age categories would be included in this chapter.

There is a marked difference in the geographical distribution of older people who are over 50 years of age throughout the Vale of Glamorgan with over 50% of the population in the electoral ward of Cowbridge being aged 50+, compared to only 23% in St Athan.

The 2011 Census highlighted that the proportion of the Vale of Glamorgan population who are 65 years of age or over is 18.25% which is broadly in line with the Welsh average (18.36%). However population projections highlight a steady rise in the percentage of the population which will be over 65 in the Vale of Glamorgan, with projections that over 25% of the population will be aged over 65 in 2033. This proportion will be higher than the Welsh average and neighbouring Cardiff which shares its Local Health Board with the Vale of Glamorgan.

It is important to recognise that a number of services for older people in the Vale of Glamorgan are available to people once they reach the age of 50 and it is clear that in twenty years time a largely increased proportion of the Vale of Glamorgan's population will be aged over 50. It is therefore important that forward planning is prioritised to ensure that the necessary high quality services are in place to meet the growing and diverse needs of the older population in the future. Analysis within this chapter also shows that the proportion of the Vale of Glamorgan's population aged 80+ is predicted to rise considerably. In 2013, approximately 5.3% of the Vale's population was aged 80+ and by 2033 it is expected that 10% of the population will be in this age range. When considering the predicted rise in older people in the Vale, it is important to remember that services required by over 50s will differ to services required by over 80s.

Whilst the majority of social care clients aged 65+ are supported in the community, and are therefore being supported to live as independently as

possible, the rate of clients aged 65+ being provided with community services in the Vale of Glamorgan has consistently been below the Welsh average. This trend was identified in the last needs assessment. However since this time the rate has begun to rise in the Vale of Glamorgan in contrast to a decline nationally. Understanding the reasons for this trend is complex and to a large extent is based on subjective assumptions. It is clear that further analysis is required to fully understand this complex area and what the underlying factors affecting the trends are.

The rate of Delayed Transfer of Care (DToC) in the Vale of Glamorgan has been variable since the last needs assessment. Up until 2010-11 the rate was below the Welsh average. However the rate of DToC increased in the Vale of Glamorgan during 2011-12 to above the Welsh average. During 2012-13 the rate has declined but still remains above the Welsh average.

It has been suggested that the ageing population in the Vale of Glamorgan and the increased social services policy focus on promoting independence may mean a rise in the number of patients waiting for community support services to be put in place in the future, meaning that resources to meet this demand will need to be carefully planned out.

Latest available data highlights that life expectancy, healthy life expectancy and disability-free life expectancy are all increasing in the Vale of Glamorgan, and that they remain above the Wales average. Figures for 2009-11 show that males and females in the Vale of Glamorgan have life expectancy of 79.4 and 83.4 years respectively. This compares to the national figures of 78.0 and 82.2 years respectively.

However the gap in life expectancy, healthy life expectancy and disability-free life expectancy between the most deprived wards and the least deprived wards in the Vale of Glamorgan is widening. This inequality gap highlights that whilst on the surface the Vale of Glamorgan wide picture may appear positive, the difference in healthy life expectancy between people in the most and least deprived wards is on average 20 years less for males and 18 years less for females.

It is also estimated that the number of people suffering from dementia is going to increase over the coming years. As it is generally assumed that dementia is an affliction which affects older people, this projected increase is linked to the fact that there is an increasingly ageing population. Analysis also predicts however that there is a higher likelihood that people living in more deprived areas of the Vale of Glamorgan are more predisposed to suffer from dementia. Once again, this points to an increasing demand and subsequent strain to be placed on health services in the future.

Increases in the number of people aged 65 or over admitted to hospital as a result of falls is also predicted to increase over the coming years, again as a result of a growing ageing population. It is estimated that half of all fallers who fracture their hips are never functional walkers again. There is a likelihood that there will be an increased demand on community support services such as adaptations to allow people to continue living in their own homes.

Further findings are that the number of over 65s living with a limiting long term illness is predicted to increase along with the number of people living alone. Findings also show that the number of people aged 65 and over in the Vale of Glamorgan drinking above the recommended guideline amount of alcohol is higher than the Welsh average. All of this points to increasing demand for health services in the future.

Readmission rates to hospital within seven days of discharge for people aged 65 or over vary by geographical area in the Vale of Glamorgan, with residents in more deprived areas more likely to be readmitted to hospital. Factors affecting this are complex and not easy to isolate but there is a need to understand more how levels of deprivation and quality of community services in certain areas contribute to this disparity.

The increase in population will mean additional pressure on existing services. Consideration will also have to be given to assessing what impact the change in healthy life expectancy and disability-free life expectancy will have on the population and the services required. This is particularly relevant at a local level, given the variation in life expectancies between the least and most deprived LSOAs in the Vale of Glamorgan.

The Council's Local Housing Market Assessment (LHMA) includes a chapter on providing a balanced housing market over 25 years which acknowledges the issues created by the ageing population. Housing to meet the needs of older people is included in the assessment and development of affordable housing is in-line with the size/tenures stated in the LHMA. A range of floating support, sheltered accommodation and Housing Association accommodation specifically for older people is currently provided

It is also important to recognise that a high number of people aged over 50 are in employment when planning for older people's services. Of the working age population in the Vale (ages 16-64), the employment rate for those aged 50-64 was 61.1 at the 2011 Census. The employment rate for those aged 65+ in the Vale of Glamorgan was 10.0. Therefore it is important to consider that older people in the Vale may have employment training needs. When planning for adult education services, it is important to recognise that older learners represent a diverse group and include those who wish to pursue work-related skills.

**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.**

Since no single direct indicator exists to measure this outcome a number of proxy indicators which might serve to assess the position in the Vale of Glamorgan have been used as follows:

Population;  
Child poverty;  
Conceptions and births;  
Early years and childcare;  
Children looked after by the local authority;  
'Children in need'  
Domestic abuse;  
Youth offending;  
Education;  
Young carers;  
Sport and physical activity;  
Housing;  
Access to services; and  
Participation and consultation.

The under 16 conception rate can provide us with key information on two potentially vulnerable groups of young people, the children who could become parents and the babies who are about to enter the world. To help young people have the best start in life, they need to be able to take the opportunities to learn and develop life skills they encounter. For those who become parents, this may be more challenging. For the unborn child, the challenges in terms of its parents' awareness, knowledge and ability to become a parent could play a significant role in the young person they will become.

Rates of teenage conception in the Vale of Glamorgan are generally similar to or below the Welsh average. There are some signs of teenage conception rates falling over time in the under 18s and under 20s, but the small numbers cause random variation which makes it difficult to discern the overall pattern in the annual trend. The wards of Gibbonsdown, Castleland and Cadoc have been identified within the Vale of Glamorgan where the highest percentages of teenage pregnancies have occurred. These areas also have the highest proportion of children living in families on benefits which evidences a clear correlation with deprivation and higher propensity for teenage pregnancy.

Babies categorised as having a low birth weight are those who weigh less than 2500g (approx 5.5lbs). There are many possible reasons that a baby could be born with a low birth weight, including the health and age of the



mother during pregnancy. At a local authority level, the rate of low birth rate babies in the Vale has been below the Welsh average for the last three years that data is available. Once again, as with rates of teenage conception, there is a notable variance in the overall rates across the local authority.

Children who live in poverty are deemed to be more vulnerable. They may not only have income poverty, but could also have opportunity poverty. Although the overall percentage of children in poverty in the Vale of Glamorgan is lower than the Welsh average, there are specific geographical areas where the poverty level is greater than the Welsh average.

Once again, although the Vale of Glamorgan has amongst the lowest percentage of pupils receiving free school meals in Wales. Data at the local authority level masks clearly disproportionate levels of free school meal take up. A number of geographical areas have been identified as having higher than average percentage of pupils receiving free school meals.

Research carried out by the Joseph Rowntree Foundation has shown that the affect of poverty during the early years of a child's life can have long reaching effects on areas such as health and educational attainment. An example of this being that 85% of pupils not receiving free school meals achieve the Foundation Phase Indicator in the Vale of Glamorgan compared with only 65% of pupils who are receiving free school meals, which highlights a significant inequality gap.

The rate of children in the Vale of Glamorgan who live in workless households has been consistently below the Welsh average and has decreased over the last three years for which data is available (up to 2011).

There has been a decline in the number of looked after children since 2012, where previously an increase in numbers had occurred since 2010. Geographical areas have been identified where the highest numbers of looked after children reside.

Domestic abuse, and specifically when it occurs in households with children and young people, remains a very difficult issue to quantify accurately in terms of the number of incidents in the Vale of Glamorgan. Welsh Government produces statistics on the parental factors affecting children in need and this includes domestic abuse, however this data is experimental.

A multi-agency approach within the Vale of Glamorgan has raised the profile of domestic abuse and encouraged victims to report all incidents, regardless of their severity. This approach could explain why the number of repeat referrals in the Vale of Glamorgan is increasing, whilst the overall number of referrals is decreasing

The number of first time entrants to the criminal justice system has reduced year on year since 2007. A key contribution to these reductions has been the implementation of the Restorative Justice Strategy which has increased the use of reparation being carried out by young people as part of their sentence.

Educational attainment is crucial in allowing young people to have as many options open to them in future so that they might attain their aspirations.

The percentage of pupils achieving good results at GCSE (A\* - C) continues to be higher than the Welsh average and has remained fairly consistent, with a moderate rise over the last 4 years (2009/10 – 2012/13). Further work will be undertaken to compare performance regarding this indicator to performance in England.

It is predicted that by 2016 the Vale of Glamorgan will have the sixth highest rate of children and young people aged 5 to 15 with a mental health problem per 1,000 population in Wales.

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

In the absence of a single direct measure with which to measure success in delivering this outcome a number of proxy indicators were used in order to make a judgement. These are as follows:

Educational attainment;

Educational attainment and deprivation;

Educational attainment – pupil characteristics;

Absence and exclusions;

Further and higher education participation rates;

NEETs (Not in Education, Training, or Employment);

Qualifications of working age population;

Post 16 domiciled learners; and

The Vale of Glamorgan Community Learning Partnership.

Educational attainment in the Vale of Glamorgan has consistently been above the Welsh average at KS2, KS3 and KS4. However, performance has fallen in English and Mathematics at KS4 since a peak in 2010. The gap between the Vale of Glamorgan and the rest of Wales has therefore narrowed. This is a cause for concern.

Analysis of pupil attainment data at LSOA highlights variances in academic achievement which could be used to explore the targeting of area based support.

For those pupils leaving years 11 (usually age 16) and 13 (usually age 18), the vast majority continue in full time education.

The percentage of pupils leaving compulsory education with no qualifications has fallen year on year in the Vale of Glamorgan in line with the Welsh average. The percentage leaving with no qualifications is also lower than the Welsh average. In addition to this, the percentage of year 11 pupils who become NEET has also declined year on year over the past five years (up to 2012). The Vale of Glamorgan has performed marginally better than the Wales average. In contrast, although the percentage of year 13 pupils who become NEET reduced in 2012 compared with 2008, in this intervening period the trend has not been stable and has both increased above and decreased below the Welsh average.

In 2011/12, the Vale of Glamorgan had the 5<sup>th</sup> lowest percentage of pupils receiving free school meals of the 22 Welsh Local Authorities. However, this statistic masks pockets of deprivation at the local level where there is wide variation in the eligibility for free school meals. This is particularly the case in specific Lower Super Output Areas in Barry. Academic achievement is generally poor in these Lower Super Output Areas, particularly in Communities First areas. This raises barriers to employment which further exacerbates the problems of deprivation.

There has been a significant fall in the number of over 25 year olds participating in adult education. This has been a trend throughout Wales; however the fall in numbers in the Vale of Glamorgan is generally far steeper than the rest of Wales.

As stated in the Methodology section, it is recognised that the analysis contained within this needs assessment makes comparisons with the Welsh average for a number of datasets. It has been agreed that part of the Business Intelligence Group's future work programme will involve examining ways in which we can begin to compare the Vale of Glamorgan's performance to English averages and other European countries as the Welsh average performance often falls below this. Educational attainment is a particular area where our clear ambition is that outcomes are the best in Wales and match those of the most successful authorities in England with similar socio-economic profiles. Therefore the analysis contained within chapter 6 begins to compare educational attainment by measuring indicators against a 'family' of similar local authorities, in both England and Wales. This family group is based on socio-economic measures and the local authorities included in this family are: - Flintshire (Wales), East Sussex (England), Norfolk (England) and Solihull (England).

**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.**

We have considered indicators in the following areas:

Disposable income;  
Economic activity rates;  
Business success rates;  
Employment;  
Work based learning;  
Benefit claimant rates;  
Impacts of welfare reform; and  
Housing.

As a whole the Vale of Glamorgan can be perceived as a fairly affluent authority and disposable income has risen over recent years in line with national trends. Cardiff and the Vale of Glamorgan average<sup>11</sup> gross disposable household income per head is above the Welsh average, although it is important to remember that there are pockets of deprivation within the Vale of Glamorgan and particularly Barry. There is a clear picture of inequality throughout the Vale of Glamorgan and the Welsh Index of Multiple Deprivation 2011 highlights 18 LSOAs in the Vale of Glamorgan which are amongst the 30% most deprived of all LSOAs in Wales. In order to tackle the underlying causes of deprivation a range of indicators must be considered.

The rate of new active businesses has remained higher than the Welsh average, in 2011 the rate of new active businesses per 10,000 working age population was 48, slightly above the national average. Conversely, the rate of active business closures has been higher than the national rate during 2009-2011. However, in line with the national trend, the rate has been reducing year on year. The latest available data highlights that during 2011 there was a rate of 46 active business closures per 10,000 working age population compared with a national rate of 43 active business closures per 10,000 working age population. It is important that businesses are attracted to the Vale of Glamorgan to set up and remain active once they have located here. One of the factors contributing to this is the skill set of the workforce in the Vale.

As well as focusing on training for people who are not in employment, it is important to consider the number of people who are provided with work based training to further develop their skills. During the last four years, analysis of the percentage of working age adults in employment who received training in the last four weeks highlights that the Vale of Glamorgan is below the Welsh average. In 2010, for adults qualified to NQF level 2 or above, approximately 87% of adults in employment had received training in the last four weeks from when the information was collected. This was below the Welsh average of approximately 90%.

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<sup>11</sup> Data only available at Cardiff and Vale of Glamorgan level

Similarly the Vale of Glamorgan was below the Welsh average for adults qualified to NQF level 3 or above receiving work based training, this was 70% in the Vale compared to the Welsh average of 72% and for adults qualified to NQF level 4 or above, 50% compared to the Welsh average of 53%.

The Vale of Glamorgan economic activity rate at March 2013 was 76.1, which is above the Welsh average of 73.8. Again, there are large variations across the Vale of Glamorgan with regards to people in employment and at July 2013 the rate of people claiming Job Seekers Allowance was 2.9%. However, again there are large variations across the Vale and the average claimant rate in Barry over the period June 2012-May 2013 was 5.4%, higher than the Welsh average of 4.2% and the Vale of Glamorgan as a whole. Further analysis at LSOA level shows that the highest rates were found in Castleland (7.5%), Gibbonsdown (5.4%), Butrill (5.1%) and Cadoc (4.7%). These LSOAs were identified earlier as being some of the most deprived in the Vale of Glamorgan showing the clear links between deprivation and unemployment.

The welfare reform changes that took effect from April 2013 will also have an adverse affect on the Vale's most deprived areas where the highest numbers of benefit claimants are found. Research by Sheffield Hallam University seeks to quantify the impact of welfare reform and overall the estimated loss per year to the Vale of Glamorgan's economy is a significant £82 million. The research estimates the numbers affected by type of benefit in the Vale of Glamorgan and for housing benefit the estimated numbers of households affected is 3,300 compared to the Welsh average of 3,164. This equates to an estimated loss of £4million per year in the Vale compared to the Welsh average of £3million.

The impact of welfare reform on housing benefits may further increase the considerable demand for affordable housing in the Vale of Glamorgan. In April 2013 there were 2,495 people waiting for affordable housing and during 2012/13 only 276 properties became available. There is also a significant need for new affordable housing to be built in the Vale of Glamorgan, with the Vale of Glamorgan's Local Housing Market Assessment identifying the need for an additional 915 units of affordable housing per year. In 2010/11 there were 140 new built affordable homes, in 2011/12 the number dropped to 48 and in 2012/13 this increased to 67. Analysis of affordable housing requirements by area indicates that the Barry area has the highest need for new affordable housing (552 units), followed by the Coastal area (182 units) and Penarth (153). However it is also important to recognise the need for affordable housing in the rural Vale. The Rural Affordable Housing Survey (2010) identifies that of the additional 915 units of affordable housing needed per year in the Vale, 250 per year should be located in the rural Vale (outside of Barry and Penarth).

Housing plays a key role in tackling the causes of deprivation and along with the need to provide more units of affordable housing, there is also a need to ensure that the property stock found within the Vale of Glamorgan is of good quality as poor quality housing can have an impact on the health of the occupants and on the quality of life in an area. The Housing Health and Safety Rating System as set out under the Housing Act 2004 is used to assess unfitness of housing and the Vale of Glamorgan Council Private Sector House Condition Survey 2009 identified that the overall level of unfitness in the Vale's private sector housing stock had reduced to 1.8%, compared to 6% in 2002. However, those properties that were seriously defective had increased to 10.5% compared to 6.8% in 2002. In

the Vale of Glamorgan, key hazards identified in the survey were associated with excess cold (57.1%), falls associated with stairs (9.6%) and falls on the level (8%).

## **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.**

In order to assess the extent to which this outcome is being delivered we have considered indicators in the following areas:

Active business enterprises;

Employment by sector;

Occupation by area;

Commuting patterns;

House prices; and

Tourism.

It is important that the Vale of Glamorgan maximises its assets to attract business investment. New business enterprise and business start-ups in the Vale of Glamorgan have been showing a decline in recent times, with business closure or death rates increasing and the gap between business start ups and closures narrowing. In 2011, there were 3,835 active enterprises in the Vale of Glamorgan of which, 600 were from the Professional, Scientific and Technical industry, 495 from Construction and 410 from the Retail sector. 380 businesses were formed in 2011, of which the highest birth rates were in Professional, Scientific and Technical businesses (75) and Business Admin and Support enterprises (55). The lowest birth rates in 2011 were for Education (5), Health (10), Wholesale industries (10) and Transport and Storage (10).

Analysis of Job Centre vacancies shows that in November 2012 there were 463 unfilled vacancies in the Vale of Glamorgan, 264 of which were from Real Estate, Renting and Business Activities including occupations such as professional and technical, administrative, managers and senior officials. This correlates to the job areas where there are the most active businesses and business start ups in the Vale of Glamorgan.

However it is important to ensure that the skill set of people in the Vale matches the jobs that are available. Analysis of the number of employee jobs by sector in the Vale of Glamorgan shows that the Manufacturing and Health sectors have equally the highest number of employees. This coupled with the analysis of where the unfilled job vacancies are, along with the employment sectors of new active enterprises, may suggest that the skill set of the Vale's population may not match the jobs available in future years.

Area based analysis of job occupation for residents of the Vale of Glamorgan shows there are a lower percentage of people employed as managers, directors and senior officials in Barry compared to the rest of the Vale of Glamorgan and Wales as a whole. Barry has the highest proportion of occupations in service industries compared to the rest of the Vale of Glamorgan and the greatest difference between Barry and the rest of the Vale of Glamorgan is in the percentage of people employed in professional occupations. This is significant given that a number of LSOAs in Barry are the Vale of Glamorgan's most deprived areas. Employment may be seen as a route out of deprivation and the analysis above



demonstrates that the skills set of those living in these areas may not always match with the job vacancies available and the types of new businesses becoming active in the Vale which are in the professional occupations.

Furthermore, in September 2013 a report issued by the Central South 14-19 Regional Group of the Central South Consortium utilised labour market intelligence to assess the growth of employment sectors until 2020. The report identified that there will be a need for young people to have higher skills levels than is currently the case for almost all jobs, employment opportunities will be greatest for those with graduate equivalent qualifications and Science, Technology, Engineering and Mathematics graduates will be in the greatest demand for almost all employment sectors.

Analysis of commuting patterns shows that in 2011, 56,400 residents of the Vale of Glamorgan were in employment and 26,900 people living in the authority were also working here. Of the total number of working residents in the Vale of Glamorgan, 29,500 were commuting out of the authority to work elsewhere. In order to maximise the opportunities arising from the Vale of Glamorgan's geographical position, it is important that local people have the skills set to benefit from employment opportunities in neighbouring areas and it is therefore important that good transport links exist across the region.

In 2011, the total number of jobs in the Vale of Glamorgan was 44,300 including both people who live in the Vale and those travelling from outside the local authority to work here.

In addition to attracting businesses to the Vale, it is important people are attracted to live in the area. Average house prices in the Vale of Glamorgan have consistently been above the Welsh average. Cardiff and the Vale of Glamorgan's gross disposable income<sup>12</sup> is above the Welsh average which would suggest that the Vale of Glamorgan is a relatively prosperous place to live. House prices have remained constant since 2011, at or just below £160,000, taking a slight dip in the first quarter of 2012. The Welsh average also declined over the same period.

This has an impact as homes become more affordable particularly to first time buyers although the inaccessibility of mortgage finance for the average buyer is reining in demand. First time buyers are finding it difficult to set aside large deposit requirements by lenders, due to high rents and growing inflation. Banks and building societies are more likely to lend depending on the area's economic climate, where they believe they will be better protected from house price falls and job losses. The Vale of Glamorgan would be favourable in this respect.

Finally it is important to maximise the Vale's assets to attract visitors to the area. Visitor numbers to the Vale of Glamorgan fell in 2011 and 2012 after a continuous rise of tourists from the previous years. The reductions in visitors have only been marginal from approximately 3,274,500 visitors in 2011 to approximately 3,193,500 visitors in 2012. The total revenue brought into the Vale of Glamorgan as a result of tourism in 2011 was £169.6 million increasing to £176.7 million in 2012. As the Vale of Glamorgan receives amongst the highest number of visitors in Wales, tourism is an important element to the local economy and focus will need to be given to ensuring visitor numbers do not continue to decline.

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<sup>12</sup> Data only available at Cardiff and Vale of Glamorgan level.

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

The needs assessment has considered the following indicators to measure the success in delivering this outcome:

- Reported crime;
- Crime by type and area;
- Anti-social behaviour;
- Deliberate fires;
- Substance misuse;
- Domestic abuse;
- Crime perception;
- Victim satisfaction surveys; and
- Victim and offender profiles.

Police recorded crime rates in the Vale of Glamorgan have been consistently reducing for the last four recorded years (dropping from 8,500 in 2008/09 to just under 6,500 in 2012/13), and are at a lower rate than those for Wales and other areas of a similar demography.

In 2011/12, the most frequently reported crimes in the Vale of Glamorgan are violence against the person, other thefts and criminal damage. However, all three categories occur at a lower figure than the national rate for the same period.

All crime types occurred at a lower rate in the Vale of Glamorgan than in Wales as a whole in 2011/12, except for sexual offences and robbery which are the same as the national average. However it is worth noting that the rate of these crimes is very low.

However, despite the overall reduction in the rate of all recorded crimes, there has been an increase in the number of thefts from motor vehicles, dwelling burglaries and violence against the person offences, albeit only a small rise in the number of occurrences.

The level of crime in the Vale of Glamorgan was the second lowest of all local authority areas in the South Wales Police force area in 2011/12.

Whilst crime continues to reduce across the Vale of Glamorgan, it is important to note the way crime data is collected and recorded can vary over time. This makes it difficult to compare trends and to understand what is happening on the ground. An example of this is that during Quarter 4 of 2012 (October – December 2012), domestic abuse figures increased due to a change in the way South Wales Police collected and analysed domestic abuse figures.

The likelihood of being a victim of crime is not proportionate throughout the Vale of Glamorgan. The Barry and Eastern Vale of Glamorgan strategic areas have a higher rate of recorded crimes than the Western Vale.

Lower level analysis has identified specific wards which are clear hot spot areas for crime. These are Buttrills, Cadoc, Castleland, Alexandra, Illtyd and Gibbonsdown. However an analysis of year on year comparisons

between 2011/12 to 2012/13 illustrate the greatest increases (in absolute terms) occurred in Cornerswell, Llandow/Ewenny, and Alexandra. The greatest reductions (in absolute terms) occurred in Gibbonsdown, Dinas Powys and Illtyd.

Similarly to crime, police recorded anti-social behaviour has been decreasing and there was a 24% reduction between 2011/12 and 2012/2013. However, within this decrease, certain types of ASB have increased. For example police recorded neighbourhood disputes have increased from 509 in 2011/12 to 645 in 2012/13 and noise complaints from 304 in 2011/12 to 411 in 2012/13 (both by more than 25% between 2011/12 and 2012/13). Often these cases can be complex and escalate to more serious incidents quickly. Analysis shows there are no specific hot spots or trends. On a positive note, alcohol and drug related police recorded anti-social behaviour incidents have decreased in 2012/13. In part, the reduction could be attributed to the Alcohol Strategy that was launched in 2012 in which partners all committed to working together to resolve some of the alcohol related issues impacting on the community and individuals.

Whilst there is a downward trend in overall police reported anti-social behaviour, it is important to note that anti-social behaviour incidents are reported to a number of organisations, for example housing, environmental health etc. Within 2013/14 work is underway to align databases and procedures in order to obtain a true reflection of anti-social behaviour across the Vale of Glamorgan.

The number of reported police hate crimes fell from 147 in 2011/12 to 113 in 2012/13. 83 of these incidents were recorded as race crimes and 70% of all hate crimes occurred in the Barry strategic area.

Domestic abuse remains an issue in the Vale of Glamorgan area. Whilst there are lots of services and strategies in place to reduce rates and improve the service provided to victims, a lack of robust data and coordination between services remains an issue.

Crime perception is challenging to quantify as many factors can alter perception very quickly. It is important to measure the fear and perception of crime as it can impact on a number of objectives within the Vale of Glamorgan. In order to effectively measure the perception of crime there is a need to co-ordinate engagement opportunities and analyse the results against actual crime levels.

An analysis of offender profiles highlights for overall crime 80% of offenders were male and 20% female. This rate varied between offence types with the greatest proportion of females responsible for other thefts (32%), fraud (23%), robberies (23%) and violence against the person offences (21%).

The most common age of offenders was between 15 and 23. This age group was responsible for 37% of detected offences. Offenders aged 20 years old recorded the greatest number of offences and analysis shows that the number of offences linked to a particular age group reduces steadily as age increases.

Where gender has been recorded for victims of crime, the split for overall crime is much more even, with 47% male and 53% female. The most common age of victims was between 20 and 26 as well as those aged 41 to 49 years old.

## **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.**

The needs assessment has considered indicators in the following areas to assess the overall success in delivering this outcome:

Population;

Deprivation and the determinants of health;

Life expectancy;

Mortality;

General health;

Chronic disease;

Lifestyle;

Immunisations;

Mental health;

Access to healthcare; and

Social services provision.

The age profile of the population of the Vale of Glamorgan is similar to Wales as a whole. It is evident that the number of people aged 55 years and older has increased since 2001. Demographic predictions suggest that this rise in numbers of older people will continue, with the numbers of those aged 65 and over predicted to increase by more than half between 2013 and 2033. As chronic diseases such as heart disease and strokes become more common with increasing age, the predicted increases in the size of the older population is likely to have a significant effect on the number of people living with these conditions in the Vale of Glamorgan in the future. This will have an impact on the level of health and social care services required to support them.

Health generally in the Vale of Glamorgan is fairly good with life expectancy at birth similar to or better than the Wales average. However this above average life expectancy is not experienced equally across all areas.

A clear association with deprivation and poor health has been identified as there are substantial gaps in healthy life expectancy between people living in the most and least deprived areas of the Vale of Glamorgan and this gap is also widening. A number of outcomes in the Community Strategy are focused on reducing deprivation and this will have a corresponding impact on improving health.

All cause mortality rates in the Vale of Glamorgan have fallen over time and have been consistently lower than the Welsh average suggesting an improvement in health status and a favourable picture in the Vale of Glamorgan overall when compared with the national picture. However rates have fallen more slowly in the most deprived areas of the Vale of Glamorgan and the mortality rates in these areas have been considerably higher than the Wales average. Once again, this effect has led to a widening gap between mortality rates in the most and least deprived areas.

Whilst there is a downward trend in smoking rates, trends in the consumption of fruit and vegetables are deteriorating and physical activity rates have remained static. Rates of obesity are also increasing steadily with over 50% of the population of the Vale of Glamorgan now being overweight or obese. Whilst self reported levels of harmful drinking have remained relatively static in the Vale of Glamorgan, in line with the Welsh average there has been a steep rise in alcohol specific hospital admissions over the last decade (2001-11).

In 2012/13, uptake of the Flu vaccination in people aged 65 and over in the Vale of Glamorgan has increased and is above the Welsh average. Uptake in other at risk groups has again increased and was also above the Welsh average but both failed to reach target levels.

Uptake of early childhood immunisations has generally been good, although it has fallen slightly over the last few months. Uptake of MMR1 (by age 2 years) has recently achieved the target; however percentage uptake of pre-school immunisations remains below target levels.

## Index

Due to the cross cutting nature of the ten Community Strategy priority outcomes, statistics regarding a number of topics are included across a number of chapters. The table below provides an overview of topics that are included across one or more priority outcome chapters and where data regarding these issues can be located. For details of the full range of indicators contained within each chapter please see the executive summary section above.

**Table 3: Index table**

	Priority Outcome Chapters									
	1	2	3	4	5	6	7	8	9	10
Access to services		✓			✓					✓
Adult education				✓		✓				
Benefit claimants	✓						✓			
Business success							✓	✓		
Carers				✓	✓					
Crime					✓				✓	
Domestic abuse					✓				✓	
Education				✓	✓	✓				
Employment				✓			✓	✓		
Health status and lifestyle				✓						✓
Housing				✓	✓		✓	✓		
Immunisations				✓	✓					✓
Mental health				✓	✓					✓
NEETs	✓					✓				
Population statistics				✓	✓					✓
Social services provision				✓	✓					✓
Substance misuse				✓	✓				✓	✓