

# Vale of Glamorgan Public Services Board

# Well-being Assessment

# 2017

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**Note: This document is available in Welsh / Mae'r ddogfen hon ar gael yn Gymraeg**

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# 1. A New Opportunity

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

## 1.1 The Start of a Journey

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

The Act established Public Services Boards (PSBs) in each local authority area. The purpose of the PSB is to 'improve the economic, social, environmental and cultural well-being of the area by contributing to the achievement of the national well-being goals. 'Our Vale', the Vale of Glamorgan PSB is comprised of senior representatives from the following organisations who have worked together to develop this assessment and improve our understanding of our communities:

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



## 1.2 The Wales We Want

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

The well-being goals for Wales are consistent with the United Nations 2030 Agenda for Sustainable Development which sets out 17 Sustainable Development Global Goals. Through working to maximise our contribution to the well-being goals for Wales the Vale PSB will further contribute towards Wales becoming a globally responsible nation.

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

### 1.3 About Our Assessment

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

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

A range of sources of evidence including statistical data, engagement information and academic research have been considered as part of the assessment which has provided an opportunity to capture the strengths and assets of the people and communities within the Vale of Glamorgan. We have also taken into account the findings of a range of additional statutory assessments including the Population Needs Assessment as required by the Social Services and Well-being Act.

The well-being assessment is an ongoing process of continuously enhancing our evidence base and talking with our communities to ensure we have the best possible basis for well-being planning in the Vale of Glamorgan. Work will continue to enhance the assessment, engage with our residents and will assist the PSB to produce the Vale's Well-being Plan.

Our assessment is structured around a number of main factors towards having good well-being, bringing together the information from four detailed evidence reports. The importance of **our environment** is considered within the introductory and contextual sections of this document highlighting its significance for all aspects of our well-being. A detailed evidence report has been produced in relation to our environment and environmental issues are also considered in the three sections of our assessment which explore a range of topics and their impacts on well-being:

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

The purpose of this main overview document is to provide an overview of our findings, bringing information together from a series of evidence reports and our engagement report to show the range of factors that link together to impact upon our well-being.

In addition to this main overview document, the assessment is comprised of a suite of other products as outlined below:

- Well-being Assessment Executive Summary
- Four detailed evidence reports – ‘Having a Healthy and Active Future’, ‘Being Part of Safe and Inclusive Communities’, ‘Maximising Opportunities and Attainment’ and ‘Our Environment’.
- Community Area Profiles which will include key findings from the assessment for the Vale as a whole and each of the three community areas – Barry, Eastern Vale and Western Vale.
- A detailed report on the findings of the ‘Let’s Talk’ engagement campaign.
- An evidence and research directory providing details of where the evidence set out within the assessment can be accessed in more detail if required.

## **2. How did we undertake the assessment?**

In order to produce this well-being assessment a range of work has been undertaken. It is important to note that the PSB recognises the well-being assessment as an ongoing process of continuously enhancing our evidence base and talking with our communities to ensure we have the best possible basis for well-being planning in the Vale of Glamorgan.

### **2.1 Gathering of data and evidence**

In order to provide a starting point for PSBs to undertake the assessment, Welsh Government commissioned the Local Government Data Unit (LGDU) to produce a common data set which consists of a range of indicators across the four aspects of well-being – social, economic, cultural and environmental. Members of the PSB and the PSB Business Intelligence Group (which brings together a range of data analysts, research and consultation officers from across partner organisations) considered the indicators included in the common dataset to identify any gaps and other sources of data, evidence and research that should be taken into account within the assessment in order to assess the state of well-being in the Vale of Glamorgan and consider any likely future trends.

From this exercise and engagement with a range of stakeholders an evidence and research directory was developed in order to identify the range of sources to take into account within the assessment, this included common data set indicators and the national indicators. Analysis has been undertaken with regards to this information for the Vale of Glamorgan as a whole and where possible for different community areas and population groups.

The detailed findings of this analysis have been outlined within a series of comprehensive evidence reports, with this document bringing together the key findings emerging from the assessment in a more integrated way.

### **2.2 Stakeholder engagement**

In order to ensure a wide range of stakeholders from across partner organisations have contributed to the assessment, the PSB has held a range of sessions to provide an opportunity to discuss the assessment.

An initial PSB and Business Intelligence Group workshop was held at the beginning of the process to discuss initial ideas and provided an opportunity to consider how we could ensure the assessment develops into a robust evidence base that is accessible to a range of users. An exercise also took place to consider and agree the community areas to be used within the assessment.

A series of engagement sessions have been held with stakeholders and professionals throughout the process to test findings and understand any patterns and emerging trends



identified through the data. Various networks/ meetings have also provided a useful opportunity to discuss the assessment with other partners and learn from good practice being undertaken by other PSBs e.g. discussions with the Arts Council Wales and attendance at the National Intelligence Event organised by the Local Government Data Unit.

Throughout the process, officers have participated in the Cardiff and Vale of Glamorgan Population Needs Assessment Steering Group to ensure links between the well-being assessment and Population Needs Assessment as required by the Social Services and Well-being Act continue to be made. We also attended the Vale of Glamorgan DEWIS launch event as stallholders to gather the views of a range of professionals working across various sectors and organisations to improve well-being.

Most recently, a PSB workshop was held which included a 'stall' for each section of our assessment. PSB members visited each 'stall' in turn to consider the key findings before discussing as a group and considering a range of areas that should be explored in further detail during the next phase of our work.

### **2.3 Public engagement**

In recognition of the wide range of public engagement taking place through the Vale of Glamorgan Well-being Assessment, the Cardiff Well-being Assessment and the Cardiff and Vale Population Needs Assessment (PNA), the Vale PSB, Cardiff PSB and Integrated Health and Social Care partnership are collaborating to undertake a joint engagement campaign – Let's Talk.

We recognised that there would be a significant amount of engagement being undertaken across the region and developed



the joint brand to ensure a coordinated approach for members of the public participating in activities. The brand was then adapted for different events e.g. Let's Talk in Barry, Let's Talk Carers. A range of Let's Talk materials including pop-up banners were developed to again ensure a consistent brand was used across all engagement activities.

In the Vale of Glamorgan, a well-being survey was developed and undertaken throughout July and August 2016. More than 800 responses were received with the survey being promoted by partners, online and in venues such as the Civic Offices, local libraries and University Hospital Llandough. A series of joint questions were developed for the Vale survey and were integrated within Cardiff PSB's Ask Cardiff survey to allow for analysis of responses on a range of questions across the region. We also linked into a range of other engagement activities taking place including the 2016 School Super Survey undertaken by the Vale of Glamorgan Children and Young People's Partnership. A number of questions

used in the Let's Talk Survey were included in the School Survey to allow comparison of results between adults and children and young people to take place. A number of the findings from this survey have been included in our assessment and in our more detailed engagement report. The same School Survey also included questions linked to the Population Needs Assessment to again ensure a collaborative approach was taken to the range of engagement activities undertaken. The School Survey received approximately 1100 responses from secondary school pupils and 260 responses from primary school pupils.

In addition, partners have attended a number of events including the Vale Show, Festive (for social housing tenants), the Penarth Festival, St Athan Community Fun Day and a Flying Start Fun Day. Officers also spent a day at Barry Island based in one of the popular beach huts in order to speak to residents and visitors.

A series of Let's Talk Postcards were developed for use at these events and have also been utilised as part of the engagement for the PNA.

The postcards asked residents three quick fire questions – what's good about where you live, what could be better, and what's important for your health and well-being- with a range of the responses illustrated in the graphics



below. The postcards also asked for the respondent's age, gender and postcode to allow for analysis by demographics and by area. The postcards were also used to engage with a series of established groups such as the Vale's Youth Forum and the 50+ Strategy Forum.

Let's Talk branded bubbles were also used at the various events attended to help engage with young families.

More detailed information in regards to our engagement campaign is included in the full Let's Talk engagement report. This includes detailed findings and results of the survey and other events. It also includes the findings of the engagement work that took place during the consultation phase on our assessment between January and March 2017. This included drop in sessions in each of the community areas, a stakeholder workshop and utilising social media to have a conversation about the key findings of the assessment and whether we have identified the right priorities for moving forward.



**'more youth activities'**

**'scared to use park when adult and teens there'**

**'public transport'**

**'more shops  
and a cinema'**

**'safer cycling'**

**'more  
local  
services'**

Question 2  
**What could be  
better?**

**'better wi-fi'**

**'road and  
pavement  
maintenance'**

**'anti-social behaviour'**

**'more bins'**

**'police presence'**

**'dangerous roads' 'local facilities'**

**'parks'**

**'street lighting'**

**'better equipment for young people'**

**'somewhere for the  
children to play'**

**'parking'**

**'more for young people to do'**

**'noisy'**



## 2.4 Ways of working

Undertaking this assessment has been both a significant challenge and an opportunity to develop our skills, knowledge and evidence base. We have been mindful that we need to develop a better understanding of well-being in the Vale and what this means for different communities. In undertaking this assessment we have been keen to ensure that there is a clear focus on the sustainable development principle and at the heart of our activities is the need to ensure:

***‘the needs of the present are met without compromising the ability of future generations to meet their own needs’***

Throughout our engagement campaign and the gathering and analysis of data we have adhered to the sustainable development principle. We have adopted the five ways of working set out in the Act to ensure that we have a robust assessment; collaboration, involvement, integration, prevention and looking to the long term. The assessment provides the basis for future work including the development of our well-being objectives and plan. We recognise that further work is needed in particular with regards to thinking in a more structured way about the long term future of the Vale. This is an area we hope to develop further in tandem with work being undertaken by Welsh Government with regard to Future Trends and the Future Generations Commissioner’s Future Generations report and will need to take account of wider regional activities and pressures.

Our utilisation of the five ways of working is inherent within our approach to the assessment and some examples of our approach are provided below

- **Looking to the long term** – this is evident in a range of information that has been analysed as part of our assessment including climate change, population change and public health projections. As part of the work undertaken to determine the key themes emerging from the assessment we have been mindful of the need to look to the long term. All four of the areas that the PSB will now focus on in more detail outlined later in this document (inequalities, our environment, engagement and ensuring children have a good start in life) have been selected in recognition of the need to take action now to improve the social, economic, cultural and environmental well-being of future generations. This also links to a focus on preventative approaches.
- **Taking an integrated approach** – in recognition of the interrelationships between the well-being goals and the four aspects of well-being the PSB decided to structure the assessment around the four themes of; our environment, having a healthy and active future, being part of safe and inclusive communities and maximising opportunities and attainment. These themes were chosen to help people navigate their way through the assessment and because they would enable the PSB to



consider all the goals and aspects of well-being in a more holistic way. For example although there is a more detailed section on the environment, relevant aspects are considered throughout the assessment. No issue has been considered in isolation and information has been analysed and discussed to ensure an integrated approach e.g. the relationship between employment opportunities and having access to quality childcare that is affordable and how this contributes to economic and social well-being. We will continue to build on this approach as we develop our assessment further.

- **Involving the population in decisions** – our engagement through the ‘Let’s Talk’ campaign has been extensive and represents the beginning of an ongoing conversation about well-being in the Vale. We recognise that further work is needed to engage hard to reach groups and the private sector and we will continue to build on the work already undertaken and develop innovative ways to engage with our local population. More than 1,000 residents and other stakeholders have been involved in the process providing an opportunity to talk about life in the Vale and the national well-being goals.
- **Working in a collaborative way** - the assessment has been undertaken in collaboration with a wide range of partners and in particular with the involvement of the multi-agency Business Intelligence Group. All members of the PSB have contributed to the extensive work undertaken to produce the assessment. We have worked closely with the Cardiff and Vale Integrated Health and Social Care Partnership to ensure the well-being assessment and Population Needs Assessment are aligned and have also worked closely with the Cardiff PSB on the ‘Let’s Talk’ campaign. As part of our discussions with the public and other stakeholders we have been keen to emphasise that the assessment and future plan need to be shaped by the views and needs of a wide range of parties. One of the first steps we took as part of the development of the assessment was to hold a workshop in November 2015 to explore the lessons learnt from producing a needs assessment undertaken in the past in terms of the approach taken and documents produced. Those discussions have been critical to the approach adopted by the PSB in producing the suite of documents for the well-being assessment.
- **Understanding the root causes of issues and preventing them** – as part of the development of our plan we will be looking to investigate further the root causes of certain issues to understand better what the PSB can do collectively to prevent them. The assessment already highlights a number of areas where preventative work can be undertaken including early years, adverse childhood experiences and a range of interconnected public health issues. Again as part of the exploration of the themes the PSB has already identified there will be a focus on the preventative actions we can undertake e.g. around climate change and inequalities.

### 3. About the Vale of Glamorgan

The Vale of Glamorgan is a diverse and beautiful part of Wales. The county is characterised by rolling countryside, coastal communities, busy towns and rural villages but also includes Cardiff Airport, a variety of industry and businesses and Barry, Wales's largest town. The area benefits from good road and rail links and is well placed within the region as an area for employment, as a visitor destination and a place to live.

The map below shows some key facts about the Vale of Glamorgan.

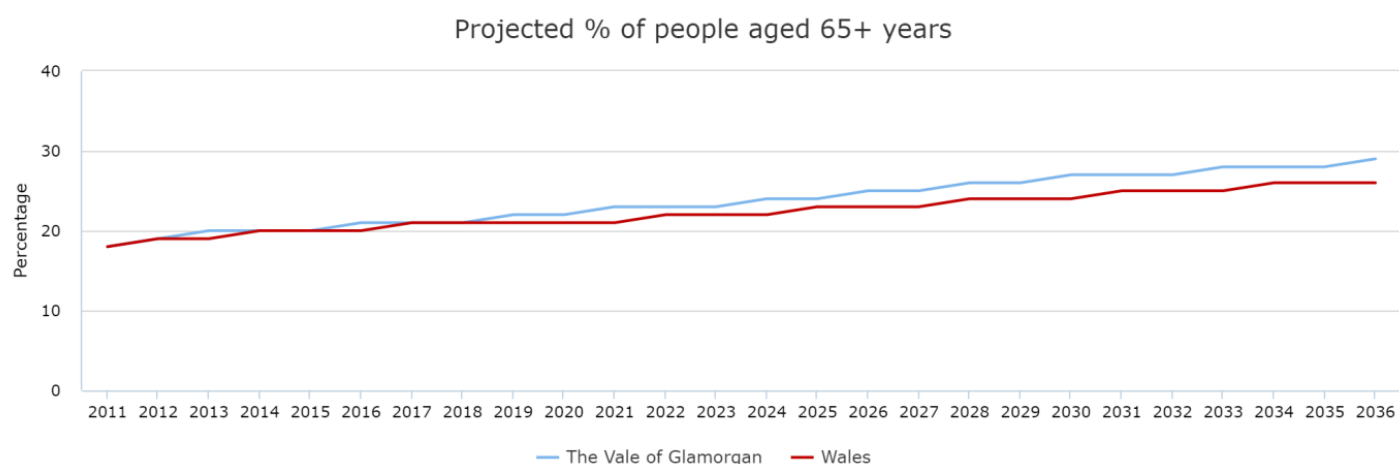


There are however areas of poverty and deprivation and partners are working with local communities to ensure that the needs of different communities are understood and are met, so that all residents can look forward to a bright future.

### 3.1 Our population

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

The Vale has a similar age profile of population as the Welsh average with 18.5% of the population aged 0-15, 61.1% aged 16-64 and 20.4% aged 65+. Population projections estimate that by 2036 the population aged 0-15 and aged 16-64 will decrease. However, the Vale has an ageing population with the number of people aged 65+ predicted to increase and be above the Welsh average by 2036 as shown in the following chart.



Source: Welsh Government (WG)

Daffodil Cymru<sup>1</sup> projections estimate that by 2035, there will be a 130% increase in the number of people in the Vale of Glamorgan aged 85+, with the number of males 85+ predicted to increase by 180% and the number of females by 104%. It is recognised that those aged 80+ have the most acute health and social care and support needs.

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

2.8% of the Vale's population reported being of a non-white background and 6% of the overall population reported being non-UK born. Of these, 33% arrived after 2004. With regards to the Vale's migrant population, 59% reported being non-EU born, 14% Accession Country born<sup>2</sup> and 27% EU-14 born<sup>3</sup>. The Vale had a negative internal migration balance in 2015, internal migration refers to people moving between UK countries. In the Vale more people moved to other UK countries than moved into the area from UK countries.

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

<sup>2</sup> This refers to countries that joined the European Union in the 2004-2013 period.

<sup>3</sup> This refers to the 14 countries (in addition to the UK) that were members of the European Union prior to 2004.

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

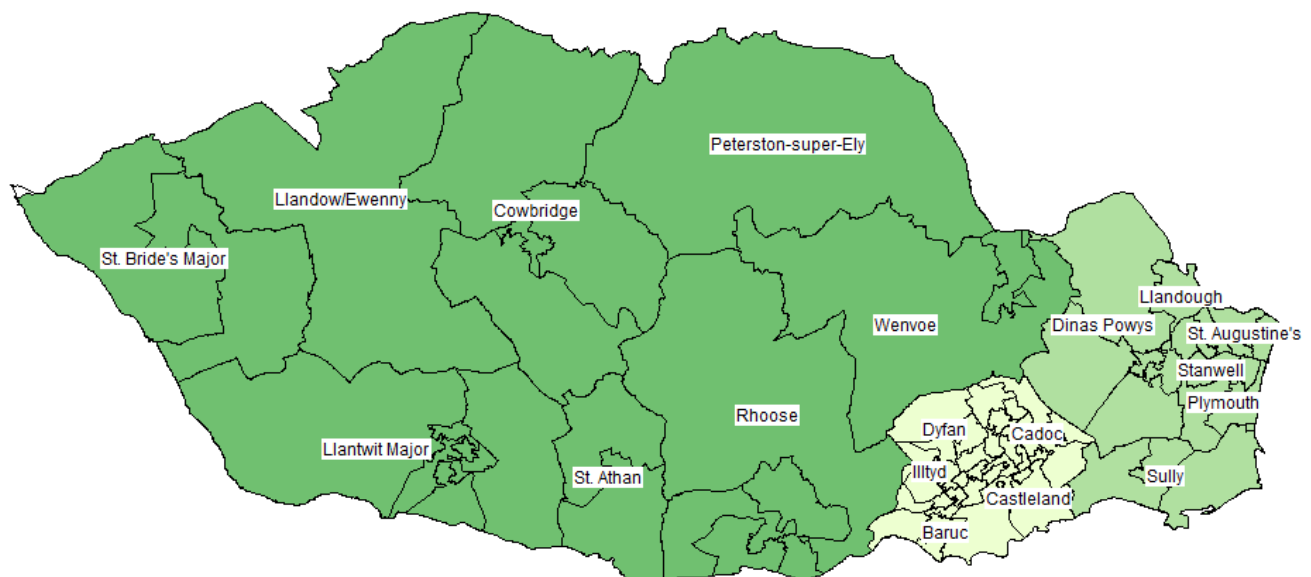
There is a significant Armed Forces community within the Vale of Glamorgan with 2011 Census data showing there were 1,143 members of the Armed Forces in the Vale. This is 16.6% of the total Armed Forces population in Wales (6,875) and can be attributed to the MOD base located at St Athan in the Western Vale. Of the Armed Forces community, 630 live in managed communal establishments (where full or part time supervision is present) and 513 live in households.

The Population Needs Assessment as required by the Social Services and Well-being Act found that there are around 11.96 veterans per 1,000 residents in the Vale of Glamorgan, above the Wales average of 6.24. In addition, data at April 2016 showed the Vale of Glamorgan to have the highest number of Armed Forces Pension Scheme recipients and Armed Forces Compensation Scheme recipients of all Local Authority areas in Wales.

### 3.2 Our Communities

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

Throughout this assessment we have considered the differences that can be observed between these community areas and where possible differences that also exist within them. Local authority level data can often mask inequalities that exist between areas of the Vale of Glamorgan and where possible we have considered data either at ward or LSOA (Lower Super Output Area) level.



The below identifies the electoral wards within each of our community areas.

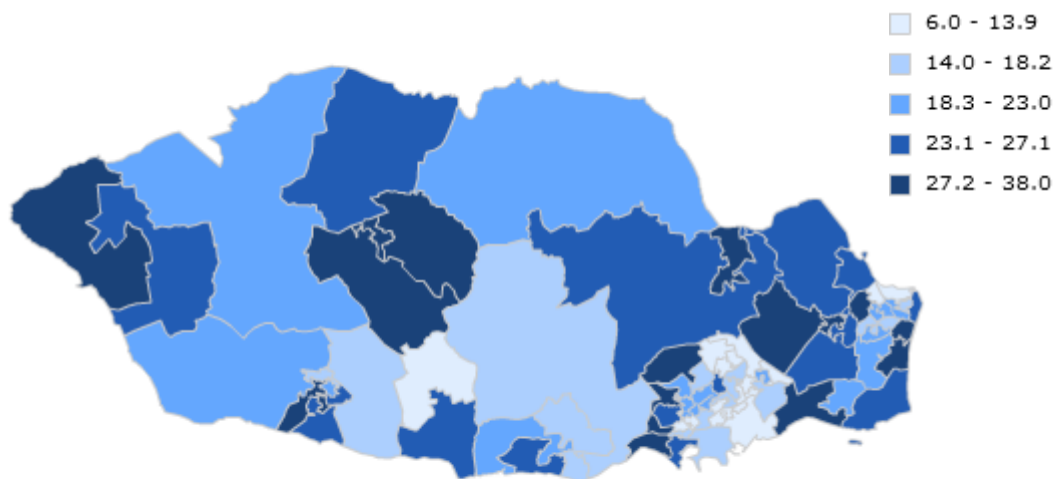
<u>Western Vale</u>	<u>Barry</u>	<u>Eastern Vale</u>
St. Bride's Major	Dyfan	Dinas Powys
Llandow/Ewenny	Gibbonsdown	Sully
Llantwit Major	Court	Llandough
Cowbridge	Cadoc	Cornerswell
Peterston-Super-Ely	Illyd	St. Augustine's
St Athan	Buttrills	Stanwell
Rhoose	Baruc	Plymouth
Wenvoe	Castleland	

## Populations

The estimated population of the Barry community area is approximately 52,200, the Western Vale area 38,500 and the Eastern Vale area 36,800.

The map below shows the percentage of population aged 65+ and is just one example that demonstrates the differences that exist across the Vale. As shown, the Barry area has a much younger population than parts of the Eastern and Western Vale. For example in Cowbridge 1 38% of the population is aged 65+, this can be compared to Castleland 2G in Barry where only 6.7% of the population is aged 65+. As highlighted previously the older population in the Vale of Glamorgan is predicted to increase significantly over the coming years.

### Percentage of Population Aged 65+ - June 2015



Contains Ordnance Survey data © Crown Copyright. Licence number 100043376

Source: InfoBase Vale. Population estimates based on Census 2011 data

Throughout the assessment the St. Athan area can be identified as having very different characteristics to most other parts of the Western Vale and could be attributed to the MOD base that is found in the area resulting in a transient population. In St Athan 2 only 6% of the population are aged 65+ which is the lowest in the Vale of Glamorgan.

In 2015 the Local Government Data Unit were commissioned to produce an analysis report on poverty within the Vale of Glamorgan<sup>4</sup> and St. Athan was identified as somewhat of an anomaly. The Vale's Creative Rural Communities partnership undertook a detailed

<sup>4</sup> [LGDU Vale of Glamorgan Tackling Poverty Analysis 2015](#)



community asset mapping project in this area in order to better understand this community. A similar exercise is now being undertaken through community councils within other areas of the Vale.

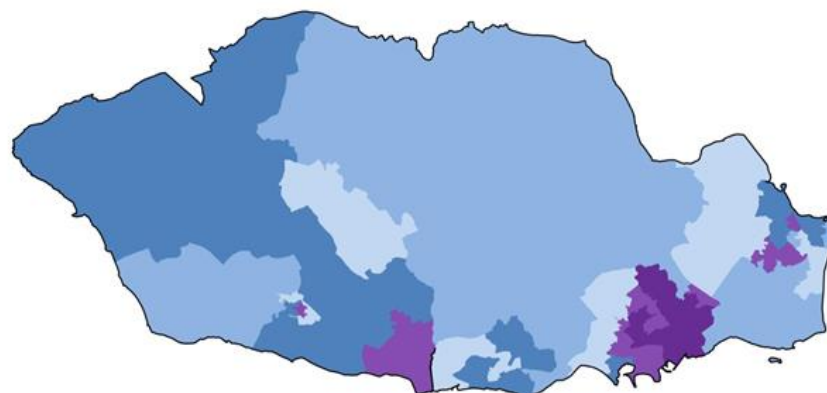
A range of demographic data for our communities is detailed within our community area reports.

## Inequalities

The Welsh Index of Multiple Deprivation 2014 can be used to help illustrate differences within our communities. Four of the Vale's LSOAs – Gibbonsdown 2, Court 3, Cadoc 4 and Castleland 1 are ranked within the top 10% most deprived LSOAs in Wales and are all located in the Barry area. The inequalities that exist throughout the Vale in relation to a range of indicators are highlighted throughout this assessment and demonstrates the differences across our areas.

The following map shows levels of deprivation across the Vale of Glamorgan according to the Welsh Index of Multiple Deprivation 2014 (WIMD) by deprivation fifth. However it is important to note that an area itself is not deprived: it is the circumstances and lifestyles of the people living there that affect its deprivation rank and it is important to remember that not everyone living in a deprived area is deprived—and that not all deprived people live in deprived areas.

**Local authority fifths of deprivation, Vale of Glamorgan**  
Lower Super Output Area



Produced by Public Health Wales Observatory, using WIMD 2014 (WG)  
© Crown Copyright and database right 2016, Ordnance Survey 100044810

It is also important to note that the WIMD can be analysed by the different domains that comprise the index – Income, Employment, Health, Education, Access to Services, Community Safety, Physical Environment and Housing. This again shows differences across the Vale of Glamorgan.

Further analysis of the WIMD is included within our community profile reports, in addition to analysis of ONS area classifications<sup>5</sup> which paint a ‘pen portrait’ for the typical population demographic found within the area.

### **Rurality**

When considering the evidence within this Well-being Assessment it is important to consider the rural nature of many parts of the Western Vale and the impacts upon well-being this can have. When analysing the ‘Access to Services’ domain of the Welsh Index of Multiple Deprivation, four of the Vale’s LSOAs are within Wales’ top 10% most deprived in this domain and all are located in the Western Vale, seven LSOAs are also within the top 11-20% most deprived in Wales and six of these are again located in the Western Vale demonstrating the rural nature of this community area. The impacts of this have been taken into consideration when assessing various factors of well-being throughout this assessment.

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<sup>5</sup> [ONS 2011 Area Classifications](#)

### 3.3 Our assets and facilities

It is important to recognise the many assets we already have in the Vale of Glamorgan and how we can work with local communities to utilise and maximise what we have to improve individual and community well-being. The range of facilities, services and projects which contribute to our well-being include:

#### Social

- 16 GP practices across the Vale (some of which have more than one surgery) - although residents told us they want better access to appointments
- University Hospital Llandough and Barry Community Hospital which offer a variety of primary and secondary care services including a new adult mental health unit at Llandough.
- There are four Police stations in the Vale of Glamorgan, Penarth, Cowbridge, Barry and Llantwit Major but only Barry is open to the public. The Safer Vale partnership team as well as probation officers and Victim Support are also based at the Barry Police station.
- Four fire stations in the area Barry, Penarth, Llantwit Major and Cowbridge
- 22 Council run community centres - residents have highlighted the importance of being able to take part in local activities and groups.
- Four Town Councils and twenty two Community Councils. These councils are responsible for specific services and facilities and are an important tier of local democracy and a link to the local community.
- Five food banks, of which two are located in Barry, one in Dinas Powys, one in Llantwit Major and one in St Athan.
- Glamorgan Voluntary Services (GVS), an independent charity with a flourishing membership of voluntary and community organisations.

#### Economic

- 57 Schools including 7 Welsh medium schools
- Cardiff International Airport
- Barry Docks
- The Cardiff Airport and St Athan Enterprise Zone
- Cardiff and Vale College has two sites in the Vale of Glamorgan, Colcot Road in Barry which provides a wide range of courses and the International Centre for Aerospace Training (ICAT) in Rhoose.
- Four town centres, Barry, Cowbridge, Llantwit Major and Penarth, which all have a distinct character and provide local amenities and opportunities for socialising

## Cultural

- Four Council run full time libraries and five part time libraries that are community run.
- Six Leisure and Sports Centres located in Barry, Penarth, Llantwit Major and Cowbridge - people of all ages highlighted the importance of local facilities and of physical activity for their health and well-being.
- A range of arts and entertainment venues that includes galleries, museums and theatres, including the HeARTh Gallery at University Hospital Llandough and Arts Central Gallery in Barry.
- Two Women's Trails which celebrate the lives of remarkable and significant women who lived in the area.
- The award winning Penarth Pier and Dyffryn House.

## Environmental

- 27 sites of Special Scientific Interest (SSSIs), The Severn Estuary Special Protection Area (SPA), RAMSAR and Special Area of Conservation (SAC) site, Dunraven Bay SAC and the adjoining Merthyr Mawr National Nature Reserve (NNR), part of the Kenfig SAC.
- 740 listed buildings over 100 Scheduled Ancient Monuments, 39 Conservation Areas, 18 areas included in the Register of Landscapes of Historic Parks and Gardens and 2 areas on the Register of Landscapes of Historic Interest in Wales.
- Nineteen parks, seven of which have green flag status which is a mark of excellence, demonstrating good amenities and community involvement in parks.
- Two Country Parks, Porthkerry Park on the outskirts of Barry and Cosmeston Lakes on the outskirts of Penarth. The parks offer over 200 hectares of woodlands, meadows and beaches.
- 10 Council run allotment sites (8 in Barry and 2 in the Western Vale) these can be used to grow vegetables or flowers and to keep hens.
- The Glamorgan Heritage Coast stretches for 14 miles, from Aberthaw to Porthcawl and provides opportunities for walkers and cyclists.
- The Vale has a diverse range of beaches including the resort of Barry Island which has recently undergone significant regeneration and the more rugged attractions of Southerndown. Two Vale beaches have blue flag status and four have received seaside awards.
- Two recycling centres, one in Barry and one in Llandow.

Further information on life in the Vale including the range of services, projects and strategies that operate within the area is available through the more detailed Vale of Glamorgan Community profile report. A report on each of the community areas is also available.

### 3.4 Our Environment

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

As outlined, in order to assess well-being within the Vale of Glamorgan we have divided the findings of our assessment into three key areas for well-being both now and in the future – *Having a Healthy and Active Future*, *Being Part of Safe and Inclusive Communities* and *Maximising Opportunities and Attainment*. The environment we live in is an essential part of all three of these aspects of well-being and throughout these sections of the assessment it is evident that links to the environment cannot be underestimated. It is therefore essential that we value and protect the environment in order to ensure the well-being of our future generations.

Detailed analysis of the Vale's environmental well-being is contained within our evidence report – 'Our Environment' and within the Natural Resources Wales Report on environmental information for the Vale of Glamorgan PSB (available on request). A number of the key findings are outlined below.

#### Recognising our environmental assets and heritage

The Vale benefits from a wide range of environmental resources, some recognised for their value by international and national designations such as the Severn Estuary and the Glamorgan Heritage Coast. There are a large number of national and locally important designated sites of nature conservation value which provide important habitats for local biodiversity including protected species. This includes 27 sites of Special Scientific Interest (SSSIs), The Severn Estuary Special Protection Area (SPA), RAMSAR and Special Area of Conservation (SAC) site, Dunraven Bay SAC and the adjoining Merthyr Mawr National Nature Reserve (NNR), part of the Kenfig SAC.

The Vale of Glamorgan Deposit Local Development Plan 2011 - 2026<sup>6</sup> sets out the vision, objectives, strategy and policies for managing growth and development in the Vale of Glamorgan whilst protecting and enhancing the environment. We must take opportunities to promote sustainable development and integrate positive measures to reduce the environmental impact whilst maximising the socio-economic benefits of development.

In addition to helping protect our natural environment, conservation areas ensure residents have access to countryside and areas of green space which are proven to have a significant effect on mental health and overall well-being. The Vale is also home to a number of

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<sup>6</sup> <http://www.valeofglamorgan.gov.uk/Documents/Living/Planning/Policy/LDP-2013/01-LDP-Deposit-Plan-Written-Statement-2013.pdf>

historic features such as Ewenny Priory and Ogmore Castle which form a key part of the Vale's culture.

## Climate Change



**let's talk  
amser siarad**

***'Insufficient priority is given to what is the most important issue on the social, economic and political agenda. The consequences of climate change are going to increasingly affect us in the next 5-10 years.'***

*Female/ 55-74/ Western Vale*

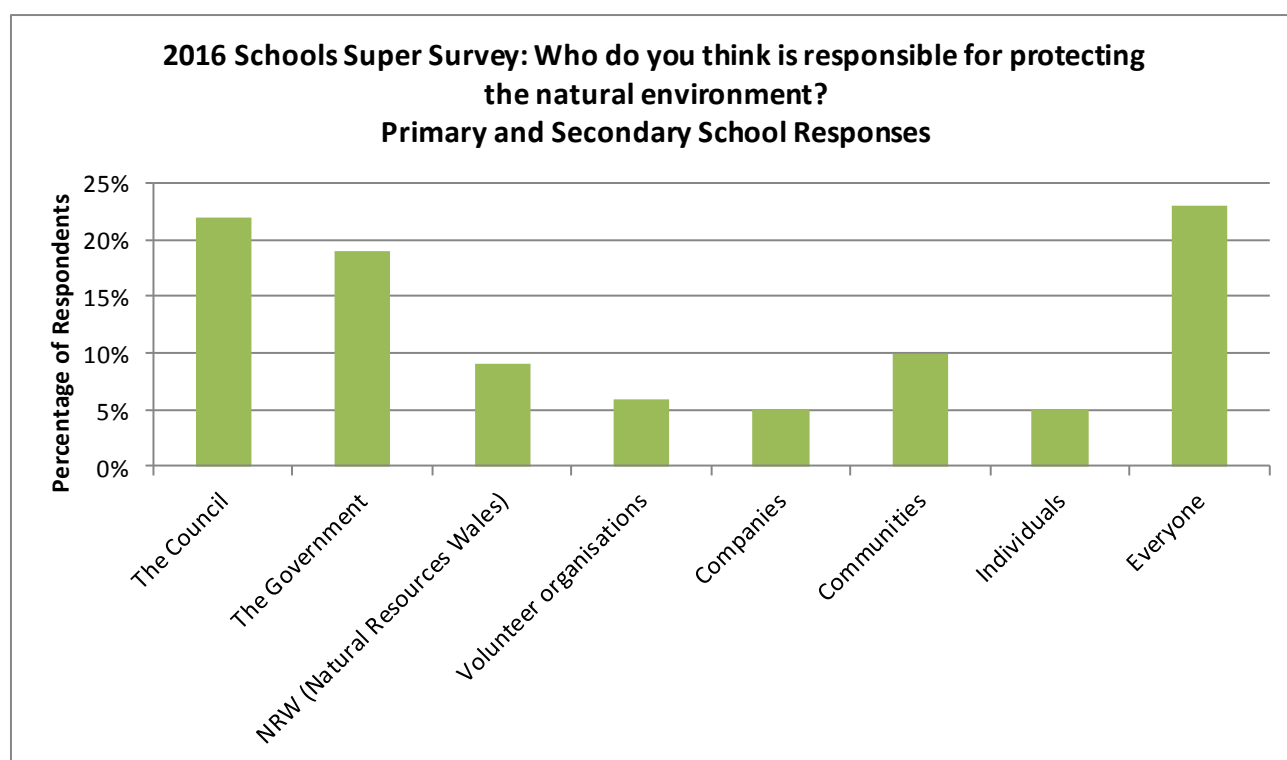
The UK Climate Change Risk Assessment 2017 Evidence Report Summary for Wales highlights a number of key risks for Wales arising from climate change. A number of these risks and the implications for the Vale of Glamorgan have also been identified throughout our assessment. Key risks for Wales include:

- Changes in soil conditions, biodiversity and landscapes due to warmer, drier summers
- Reductions in river flows and water availability during the summer, affecting water supplies and the natural environment
- Increases in flooding on the coast and inland, affecting people, property and infrastructure
- Changes in coastal evolution including erosion and coastal squeeze affecting beaches, intertidal areas and other coastline features
- Changes in species including a decline in native species, changes in migration patterns and increases in invasive species
- Increases in the risk of pests and diseases affecting agriculture and forestry. The risk to livestock is also a concern.

The impacts of climate change pose a number of risks to the Vale of Glamorgan and to Wales as a whole and working to reduce climate change is a must. However it has been suggested that as climate change is already taking place we should work to identify how we can respond to some of the opportunities that could arise. For example through our assessment we have highlighted that likely warmer temperatures present an opportunity to promote outdoor recreation and increase physical activity levels. The threat to food markets from climate change also presents an opportunity to promote a fresh and local food environment.



Through our Let's Talk survey Vale residents indicated that they have concerns regarding climate change and believe that it is our collective responsibility to protect the environment, that is that all public, private and voluntary sector organisations have a part to play in addition to the government and the public themselves. Of the 748 respondents who answered the question about concerns with climate change, 510 were either very or fairly concerned about climate change. Results of the 2016 School Super Survey undertaken through the Children and Young People's Partnership also indicated that children and young people are concerned with climate change. Children and Young People were also asked who is responsible for protecting the environment and the results are shown in the graph below.



Source: 2016 School Super Survey

CO<sup>2</sup> emissions can have a significant impact on the environment and the future of climate change. Emissions in the Vale of Glamorgan decreased from 1,250.6 kilotonnes in 2009 to 1,236.7 kilotonnes in 2014. The average CO<sup>2</sup> tonnes per resident in 2014 was 9.7 tonnes compared to 9.3 for Wales. This could be reflected by the higher than average levels of car ownership in the Vale of Glamorgan, in addition more residents commute to work via car than in other areas. The suitability of public transport as an alternative was also highlighted throughout our engagement campaign particularly in rural areas of the Western Vale.

## Managing our waters, seas and coast

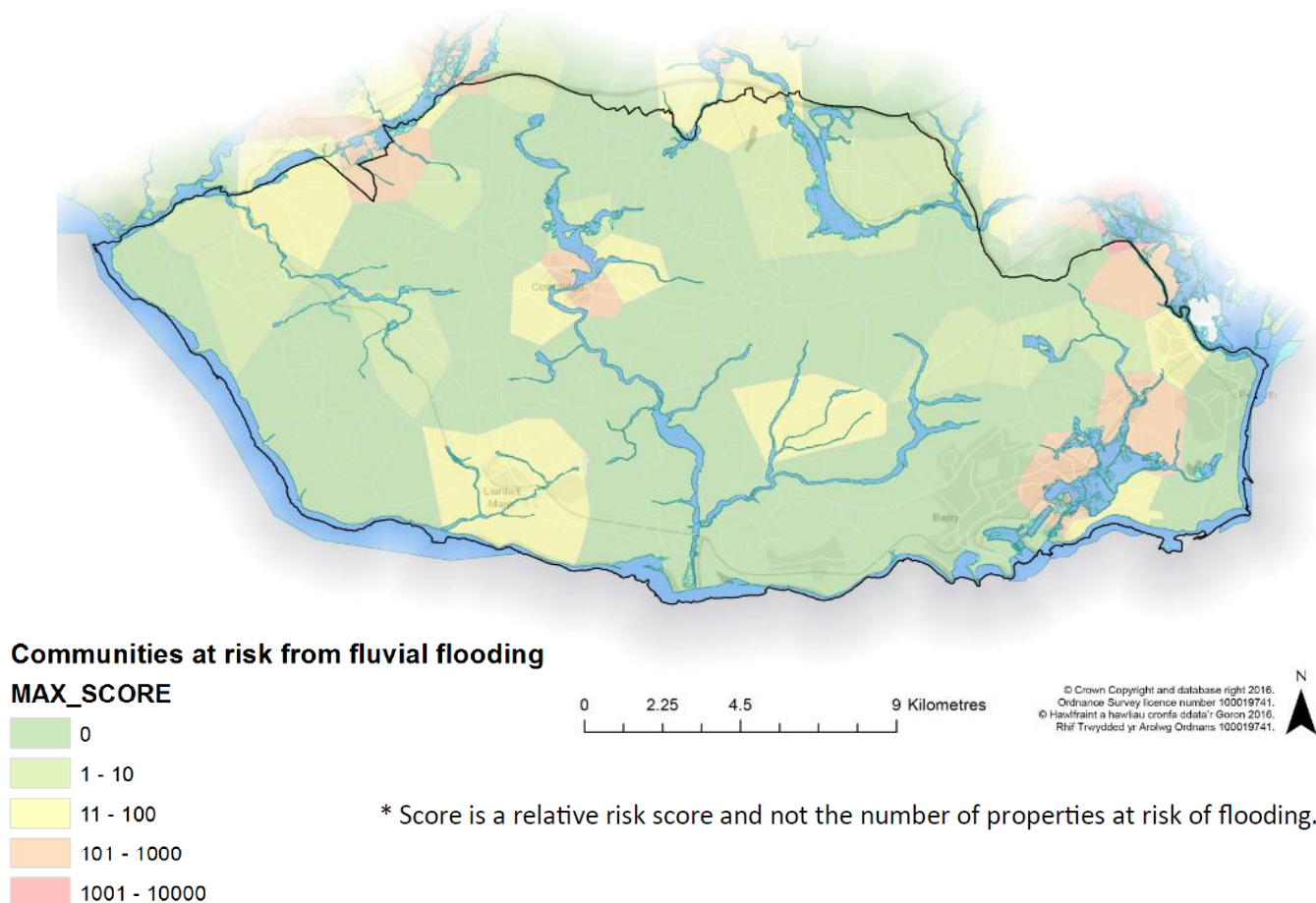
Coasts and seas provide jobs, food and opportunities for recreation which can bring a range of health benefits, energy generation and enjoyment of wildlife, landscape and cultural heritage. In addition, the 2015 GB Tourism Survey found that spending associated with an overnight visit to the Welsh coast amounted to around £800 million, around 41% of total tourism spending in Wales.

Part of the Vale's western coastline is designated as part of the Glamorgan Heritage Coast, with the aim to conserve, protect and enhance undeveloped coastline. The heritage coast also acts as a tourist attraction in addition to being an asset for Vale residents.

Our rivers, lakes, estuaries, coastline and beaches provide us with important natural benefits, many of which contribute to the well-being of local communities and the wider population. Natural benefits include access to drinking water, clean rivers and seas for recreation and relaxation, income generation from business and industry, tourism, green energy production and angling. In the Vale there are four bathing beaches which all pass the EC bathing waters classification. Other beaches and coastal waters are under pressure from a combination of diffuse rural pressures and urban pollution from sewage/misconnections in the developed areas.

Potential rises in sea levels as a result of climate change may pose a threat to our coastal environment as well as towns and villages situated on the coast. The Vale's Shoreline Management Plan paints a picture of erosion and cliff falls causing some small scale recession along the coastline. There is a need for limited long term intervention to prevent erosion in key areas such as Barry. The remainder of the coastline is subject to non- intrusive management to prevent further erosion.

Flooding is the most frequent type of natural disaster affecting homes, business and whole communities with financial consequences and a significant impact on physical and mental well-being. Due to climate change, winter rainfall in Wales is projected to increase by an average of about 14% by the 2050s. Flooding will therefore continue to be a threat to many communities. The communities at highest risk from flooding in the Vale of Glamorgan are Cowbridge, Dinas Powys and parts of Barry. Llantwit Major is also at risk as shown in the following map.



Source: Natural Resources Wales

Increased resilience, the natural environment and well planned developments can help provide resilience to flooding. In 2014, the percentage of properties in the Vale with a high risk of flooding was 0.6 % (Wales 1.1%). Properties with a medium risk were 1.4% (Wales 2%).

### Resilience of Ecosystems

Animals, plants and other organisms and their habitats play many functional roles in ecosystems and the processes which underpin food production, clean water and pollination.

There are a wide variety of habitats in the Vale with several nationally important grassland SSSI and areas of high biological diversity. The Vale is home to a number of rare and threatened arable weeds and is one of the most important areas for butterflies in Wales as well as containing blocks of nationally important ancient woodland. Whilst supporting a wide variety of habitats, they are generally heavily fragmented as a result of past agricultural management, development pressures and habitat loss. As a result, less mobile species of animals and plants are less able to move within the landscape and adapt to the likely impact of climate change. Restoring, creating and managing semi-natural habitats appropriately can help to improve the opportunities for species to move, in turn, helping creating resilient and healthy ecosystems. Positive management of these habitats can also

provide additional benefits for residents through attenuating water flows and reducing soil loss as well as providing interesting, rich and inspiring greenspaces for the benefit of residents and their well-being.

Protected sites make a vital contribution to our economic prosperity and are places for scientific research and study. It has been estimated that protected sites contribute £128m annually to the Welsh economy.

### **Greenspaces, Forests, Woods and Trees**

The sustainable use of the natural environment can support social resilience by providing opportunities for interaction and engagement. Green spaces and trees can contribute to physical and mental wellbeing but are not always located close to the people who need them most. Tree cover in deprived areas tends to be lower and less diverse and this is a pattern that is reflected within the Vale of Glamorgan.

Woodland and trees help regulate our climate, provide income and jobs, store carbon, contribute to reducing flood and low river flow risk, safeguard soils, improve air quality, reduce noise and regulate pests and diseases. They play a major role in pollination, soil formation, nutrient cycling, water cycling and oxygen production which are crucial to supporting well-being. Woodlands cover only 8.2% of the county which is below the Wales average of 14%. Nationally, woodlands are often in poor condition and fragmented.

Studies have shown that there are significant positive associations between mental and physical wellbeing and increased trees and green space in urban areas. For most people social interaction is significant in using local green space. There is also significant community interest in involvement in decision making about local green spaces.

The Let's Talk Well-being Survey asked a range of questions in relation to environmental well-being. Of the answers given to the question of satisfaction with environmental well-being, the highest proportion of answers for being very satisfied was in relation to "access to open space" 416 (55.5%) respondents gave this answer. 386 (53.6%) of respondents answered that they were fairly satisfied with the "quality of the local environment".

Engagement undertaken at events has highlighted that the local environment is important to residents who value proximity and access to the countryside/seaside and green spaces.

### **Soils and Agriculture**

Agriculture, soil and their management offer positive and negative impacts on well-being in the Vale, in terms of their economic and social value and environmental impacts. Soil is a finite resource that underpins the delivery of a wide range of crucial services such as food production, biodiversity, carbon and water storage. Unsustainable agricultural and land management practices can lead to significant environmental impacts such as soil loss

through erosion leading to carbon losses, the pollution of watercourses and increased and more rapid surface water flows which can contribute to flood risk.

Peatland habitats regulate our climate and the water cycle. Deep peat soils are important for mitigating climate change as they take up and store atmospheric carbon.

According to Natural Resources Wales' current knowledge there is very little 'deep peat' present in the Vale of Glamorgan. A small area has been recorded in Ystradowen where this site may benefit from consideration of the optimum management needed. The environmental benefits of peat in the Vale are not being realised and appropriate management is needed to secure its carbon store, reduce carbon emissions, and restore its characteristic biodiversity in a part of Wales where this is resource is very scarce.

### Air Quality

Indicator data used to calculate the physical environment domain of the Welsh Index of Multiple Deprivation 2014 shows differences in air quality throughout the Vale of Glamorgan.

As would be expected, air emissions scores are much higher in the south and east of the county, where population densities, traffic volumes and proximity to heavy industry are likely to be higher than in the more rural areas of the county. This links to the idea that there is a clear difference in the Vale of Glamorgan between the generally less deprived rural areas and the urban developed areas to the south and east of the local authority. Higher levels of emissions within the areas prone to poverty and deprivation can exacerbate already high levels of health inequality by increasing levels of respiratory disease and other illnesses.<sup>7</sup>

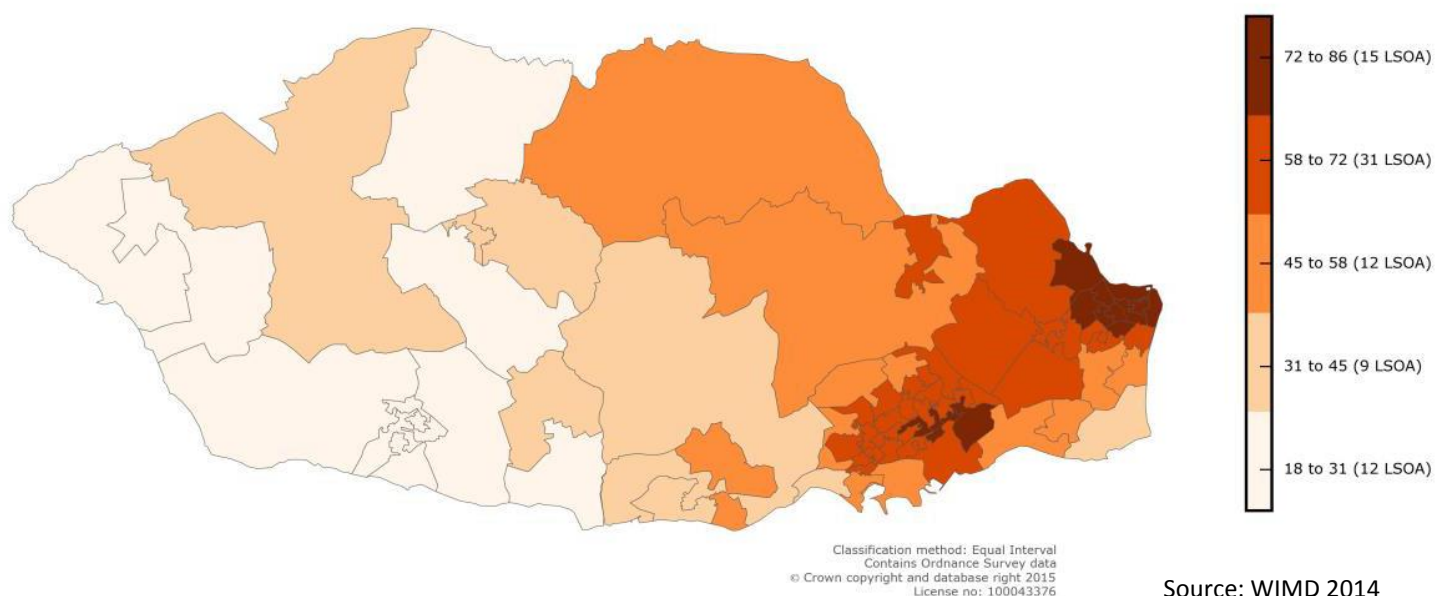
The Air Concentrations Indicator is calculated using a combination of concentration data in relation to a range of pollutants (modelled on air emission data) and Air Quality Management Areas. This indicator calculates the measurement of pollutants that could have a negative effect on human health and/or the environment, based on medical and scientific understanding. Results were weighted based on the number of residential addresses in the area. Poor air quality suggests proximity to certain activities such as traffic, domestic combustion and industrial sites – activities that could have a negative impact on quality of life, the local environment and health and have a detrimental effect on an individual's well-being. Close proximity to such activities indicates less access to green spaces and may impact on mental health resulting from stress associated with the intensity of industrially developed areas.

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<sup>7</sup> Acute respiratory effects of particulate air pollution. Dockery, D. W. and Pope III, C. A. *Annu. Rev. Public Health*, 1994, 15:107-32.

The physical environment domain of the Welsh Index of Multiple Deprivation 2014 used this 2012 Air Concentrations Indicator which on a scale of 1 to 100, 100 being more polluted, ranged from over 80 in some parts of Penarth and Llandough in the Eastern Vale to under 25 in parts of Llantwit Major and St. Bride's Major in the Western Vale.

#### Air Quality Concentration Score in the Vale of Glamorgan 2012



Source: WIMD 2014

Data in relation to the rate of limiting long term illness shows a higher rate of illness in LSOAs that also have air quality concentration scores and air emissions scores that are relatively high. Whilst the data is not robust enough to establish a direct link the weight of medical evidence which shows the effect of poor air quality on health would likely mean that some long-term health issues are caused and/or aggravated by the relatively poor air quality in those areas. Further examination of this data, looking specifically at respiratory illnesses, could make a more tangible link between the two indicators, and possibly establish a rate at which long-term limiting illness in the south east of the Vale of Glamorgan is impacted by poor air quality.

The Vale as a whole has one of the highest levels of man-made air pollution in Wales and is higher than the Welsh, Scottish and Northern Irish averages. This is estimated to contribute to approximately 50 deaths each year in the county<sup>8</sup>.

However, according to the 2016 Air Quality Progress Report, overall air quality across the Vale of Glamorgan complies with regulations to protect human health and meets the

<sup>8</sup>[https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/332854/PHE\\_CRCE\\_010.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/332854/PHE_CRCE_010.pdf)



relevant air quality objectives. Evidence shows that Nitrogen Dioxide levels have seen a noticeable decrease or have remained stable during the 2015 monitoring period. Full details of the ratified data for the Air Quality Monitoring exercise undertaken in 2015 are available.<sup>9</sup>

### Waste and Cleanliness

Engagement undertaken at events highlighted that for many people litter/cleanliness and dog mess are issues in the Vale.

The percentage of municipal waste sent for reuse/recycling/composting in the Vale of Glamorgan in 2015/16 was one of the highest rates in Wales and represents a significant improvement on previous year's figures.

In terms of the cleanliness index the figure for the Vale is 70% for 2015/16. The cleanliness index denotes the overall standard of cleanliness of adopted highways and relevant land within a local authority.

The number of recorded fly tipping incidents in the Vale in 2015/16 was 532 which is a considerable improvement on the 2014/15 figure of 906 and the 2013/14 figure of 1,048. Despite this improvement, fly tipping and littering was the issue that many residents felt was a problem in their area compared to a range of other issues associated with anti-social behaviour.

### Recreation, Access and Tourism

There are 544 km of public rights of way in the Vale including 61 km of the Wales Coast Path. 2% of the Vale's area is access land where people can walk anywhere instead of having to keep to linear paths.

Outdoor recreation can make a significant contribution to physical health and mental well-being and many activities can be free and improve social inclusion. Equitable access to the countryside, water and green space close to where people live is increasingly important, providing health, economic and social benefits and is an essential aspect of having a healthy and active future. The Vale's natural environment also acts as a significant asset both locally and regionally to attract tourism to the area with increasing visitor numbers contributing to enhancing the Vale's economic well-being.

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<sup>9</sup>[http://www.valeofglamorgan.gov.uk/en/living/environment/environmental\\_protection/pollution/air\\_pollution/air\\_quality\\_review\\_assessment.aspx](http://www.valeofglamorgan.gov.uk/en/living/environment/environmental_protection/pollution/air_pollution/air_quality_review_assessment.aspx)



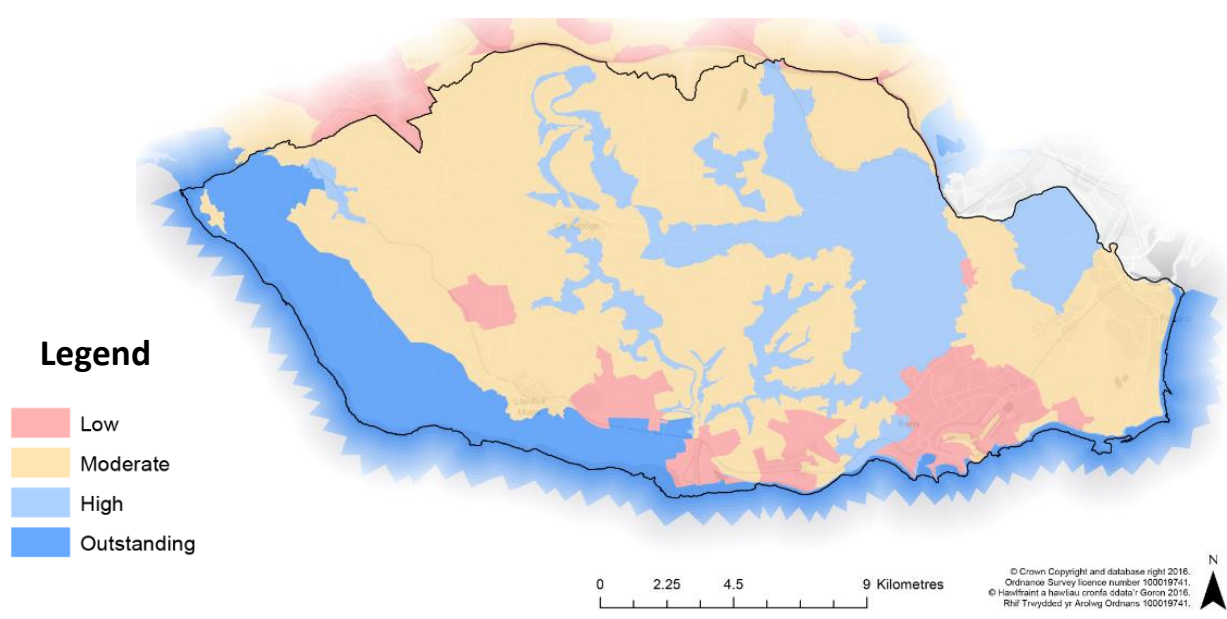
***'The environment is one of the Vale's biggest assets and a major draw for people in the area. It needs to be protected into the future'***

*Male/ 25-35/ Western Vale*

Through the Let's Talk survey, respondents were asked to identify why they spend time outside. 571 respondents selected "to enjoy the weather/scenery and wildlife" as the primary reason for spending time outside. Further popular answers selected were; "for health/exercise", 494 respondents selected this answer and "to relax and unwind", 486 respondents selected this answer.

### Diversity of Landscapes

Landscapes are defined by the interrelationships between people, place and resources and reflect the complex diversity, nature and state of a range of natural resources, human influences, preferences and land use decisions. LANDMAP is an all-Wales landscape information resource where key landscape characteristics, qualities and influences of the landscape are recorded and evaluated. The following map shows the Vale of Glamorgan through this perspective and the quality of the Vale's landscapes.



Source: Natural Resources Wales

As can be seen in the above map, the areas of the Vale of Glamorgan with low quality landscapes are found in the more urban parts of the Vale particularly around Barry where the most deprived areas are found.

### Addressing some of our challenges

Nine of the Vale's LSOAs are within the 10% of most deprived LSOAs in Wales within the physical environment domain of the Welsh Index of Multiple Deprivation. This is the domain where the Vale has the most LSOAs in the 10% most deprived LSOAs in Wales.

In response to the survey question asking how residents environmental well-being may change in 5 years' time, few respondents, 73 (9.7%) answered that they thought that environmental well-being would improve over the next 5 years. The highest proportion of respondents, 257 (34.2%) answered that they did not know whether environmental well-being would change over the next 5 years

Climate change in addition to increasing mean/average temperatures also increases the frequency and likelihood of extreme weather events. The implications here are that we need to design schemes and ways of living that are able to cope with a wide range of conditions and not simply the projected "average" or "typical". It is important that PSBs work together nationally to address these issues and the next challenge for all partners is rather than consider what the future might look like with regards to the state of the environment, to consider how we might deal with these challenges and protect our natural and built environment given that changes to our climate are almost inevitable at some stage in the future. It can be suggested that this is the biggest challenge to the PSB in relation to changing the types of questions we ask and consider in relation to our future environment.

More detailed information in relation to the Vale's environment is contained within our detailed evidence report and areas where we need to increase our knowledge and evidence base to improve our well-being assessment are also identified.

The well-being assessment must be seen as an ongoing process of better understanding our communities in order to improve our residents' well-being and contribute to achieving the national well-being goals. The PSB will consider how it can ensure our evidence base can be kept 'live' and become a dynamic resource for everyone.

We recognise that further information is needed in relation to our environment in the following ways, either because robust data is unavailable at the present time or because analysis is still ongoing.

- Evidence in relation to agricultural land use in the Vale of Glamorgan and its links to other aspects of well-being including the Vale's economy.
- Evidence in relation to biodiversity in the Vale
- Information in relation to water quality particularly rivers in the Vale

- More information in relation to active travel and cycle/ footpath availability
- Location and quality of green spaces in the Vale
- The Vale's environment as a food producer and an energy producer

The information with regards to our environment helps set the context of the natural environment within which the PSB currently works, how our environment may look in the future, the implications for the well-being of our future generations and how it is essential as a part of our culture and to all aspects of our well-being assessment:

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

## 4. Having a Healthy and Active Future

This section of the assessment focuses on having a healthy start in life, healthy behaviours and care and support. By ensuring residents of the Vale of Glamorgan have a healthy and active future the Vale PSB will maximise our contribution towards achieving the following national well-being goals: a More Equal Wales, a Healthier Wales and a Resilient Wales.

Evidence within this section can also be considered in relation to other findings within this assessment and links are found between being healthy and active and a range of other aspects of having good well-being such as educational attainment, employment opportunities and having access to the natural environment.

### 4.1 Headlines

#### What has the data told us?

- Although life expectancy in the Vale of Glamorgan is high overall, differences can be observed between the most and least deprived areas particularly when considering healthy life expectancy. Females in some areas of Barry will experience on average 23 years less life in good health than females in areas of the rural, Western Vale.
- In general, young children across the Vale of Glamorgan show good levels of development in relation to health behaviours when compared to their peers across Wales.
- The percentage of reception age children in the Vale of Glamorgan who are overweight or obese has reduced in recent years and is the lowest rate in Wales, significantly lower than average.
- Levels of obesity for adults are decreasing although this is still too high with over half the adult population reported as being overweight or obese.
- The percentage of adults who report consuming five or more portions of fruit and vegetables daily in the Vale of Glamorgan is broadly in line with the Welsh average (1% below) and has increased in recent years. The lowest levels of consumption are found in areas of Barry where the highest levels of obesity are also found.
- Consumption of fizzy and sugary drinks by children in Cardiff and the Vale of Glamorgan is higher than in other areas.

- The Vale has an active population with a higher than average percentage of adults 'hooked on sport' and participating more than three times a week.
- Consumption of alcohol is high in the Vale of Glamorgan with the highest levels of binge and heavy drinking amongst adults found in more affluent areas of the rural, Western Vale. However the highest rates of alcohol-specific hospital admissions and mortality rates are found in the more deprived areas in Barry.
- The percentage of adults who report being a smoker in the Vale of Glamorgan is one of the lowest rates in Wales, however following a period of this percentage decreasing, latest data shows smoking rates have plateaued in the Vale. Levels of smoking are far higher in the East of Barry than other areas of the Vale, these LSOAs correspond to those considered to be most deprived as according to WIMD 2014.

### **What have you told us?**

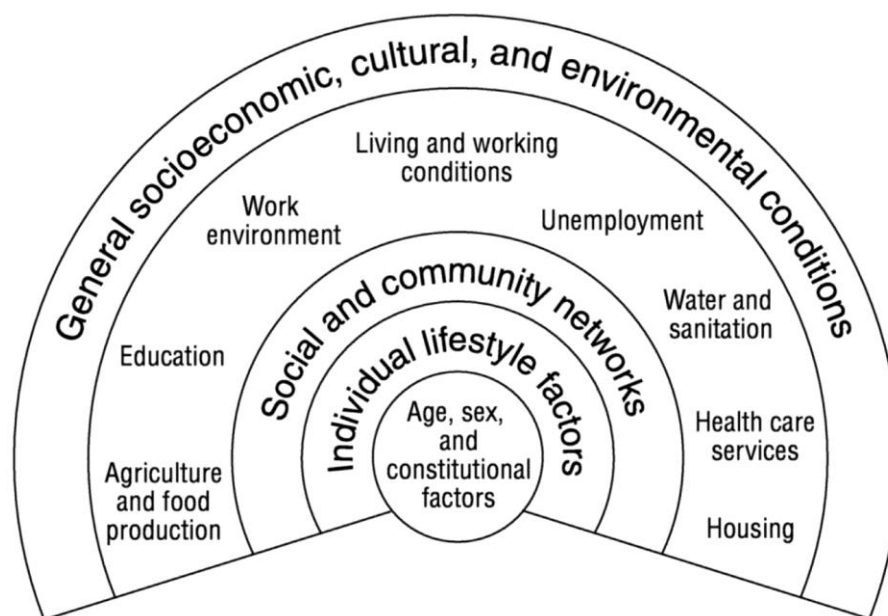
- The natural environment was consistently highlighted as one of our most valuable assets and plays an important role in keeping Vale of Glamorgan residents active. This is particularly so in the Western Vale where adults are likely to use their natural environment to keep physically active as opposed to visiting a leisure centre or gym.
- Time is the biggest barrier to increased participation in sport for both adults and children.
- The most important factors residents said contributed to having good mental and physical well-being were the built environment and natural environment and access to health services.
- Good access to health care services and GP appointments was seen as one of the most important factors to keep fit and healthy with residents commenting that they would like better access to their GP. This was the case across all areas of the Vale.
- A number of social housing tenants in Barry commented on mental health services as being important in helping maintain good levels of well-being.
- Young people commented that food prices were high which can affect their ability to make healthy choices, older respondents did not raise this issue.

## 4.2 Our Findings

### The State of Health

The factors that influence our health and well-being are wide ranging and best demonstrated through Dahlgren and Whitehead's model below which highlights a causal relationship between individual lifestyle factors, social networks, working and living conditions and economic, political and environmental factors, globally, nationally and locally.

The various factors included below can influence our health and well-being in both positive and negative ways and ultimately impact on our life expectancy.



Dahlgren and Whitehead, 1992

Overall life expectancy for residents in the Vale of Glamorgan is higher than average for both males (79.6) and females (83.4). Although differences are observed by gender the biggest variations can be observed by area. This is particularly so in relation to healthy life expectancy which is the average number of years an individual of a given age is expected to live in good health.

The following map shows levels of deprivation across the Vale of Glamorgan according to the Welsh Index of Multiple Deprivation 2014 (WIMD). However it is important to note that an area itself is not deprived: it is the circumstances and lifestyles of the people living there that affect its deprivation rank and it is important to remember that not everyone living in a deprived area is deprived—and that not all deprived people live in deprived areas.

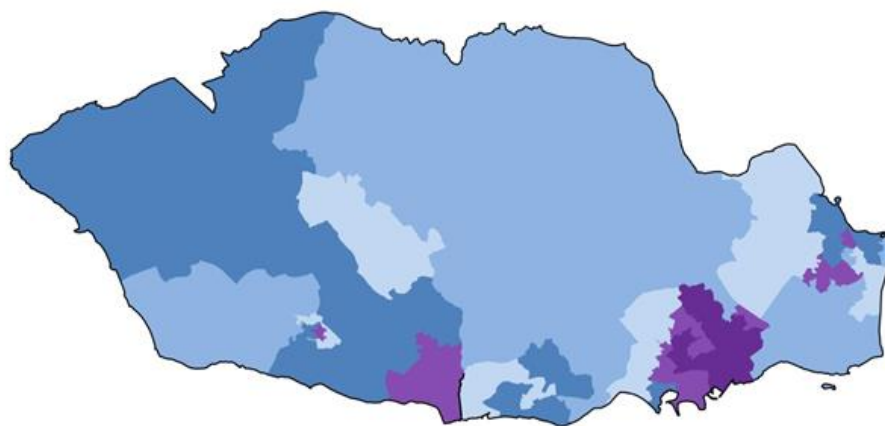


#### Local authority fifths of deprivation, Vale of Glamorgan

Lower Super Output Area

- Most deprived (16)
- Next most deprived (16)
- Middle (15)
- Next least deprived (16)
- Least deprived (16)

Local authority boundary



Produced by Public Health Wales Observatory, using WIMD 2014 (WG)  
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As shown above the most deprived areas in the Vale of Glamorgan are found around Barry, particularly in the eastern area of the town including the wards of Gibbonsdown, Castleland, Buttrills, Cadoc and Court. Pockets of high deprivation levels also found in parts of Penarth and in St. Athan.

In the Vale of Glamorgan, average life expectancy for males in the most deprived areas is 7.6 years less than those in the least deprived areas. Similarly, females in the most deprived areas live on average 9.5 years less than those in the least deprived areas.

Differences in healthy life expectancy are even starker and this inequality gap in healthy life expectancy is the largest in Wales for females and one of the largest for males.

Males in the least deprived areas of the Vale can expect to live on average for 20.9 more years in good health compared to those in the most deprived LSOAs. When compared to previous figures the inequality gap in healthy life expectancy for males has slightly narrowed in the Vale with further analysis by deprivation fifth suggesting that the narrowing inequality gap for males can be attributed to a reducing number of healthy years for those in the least deprived LSOAs as opposed to increasing healthy life expectancy in more deprived LSOAs.

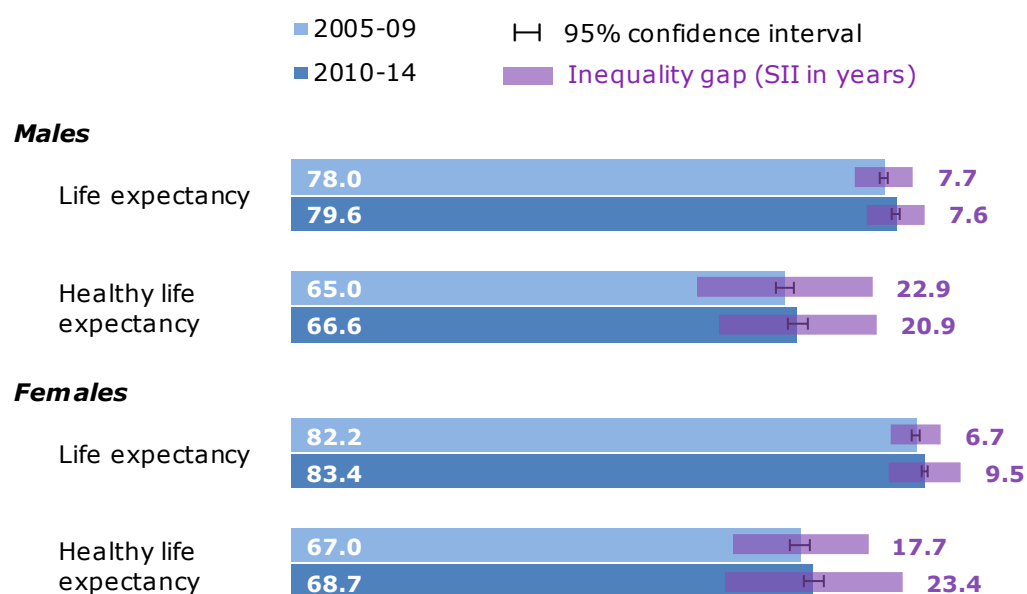
The differences in healthy life expectancy between areas of the Vale are even starker for females, with those in the least deprived LSOAs experiencing 23.4 more years of life in good health compared to those in the most deprived LSOAs. This inequality gap in healthy life

expectancy for females in the 2010-14 period is the largest observed across Wales which is a cause for concern.

As opposed to males, the inequality gap for healthy life expectancy in females has considerably increased in 2010-2014 compared to the 2005-09 period which can be attributed to a decreasing number of years in good health in the most deprived LSOAs and an increasing number of years in good health in the least deprived LSOAs.

### Comparison of life expectancy and healthy life expectancy at birth, with Slope Index of Inequality (SII), Vale of Glamorgan, 2005-09 and 2010-14

Produced by Public Health Wales Observatory, using PHM & MYE (ONS), WHS & WIMD 2014 (WG)

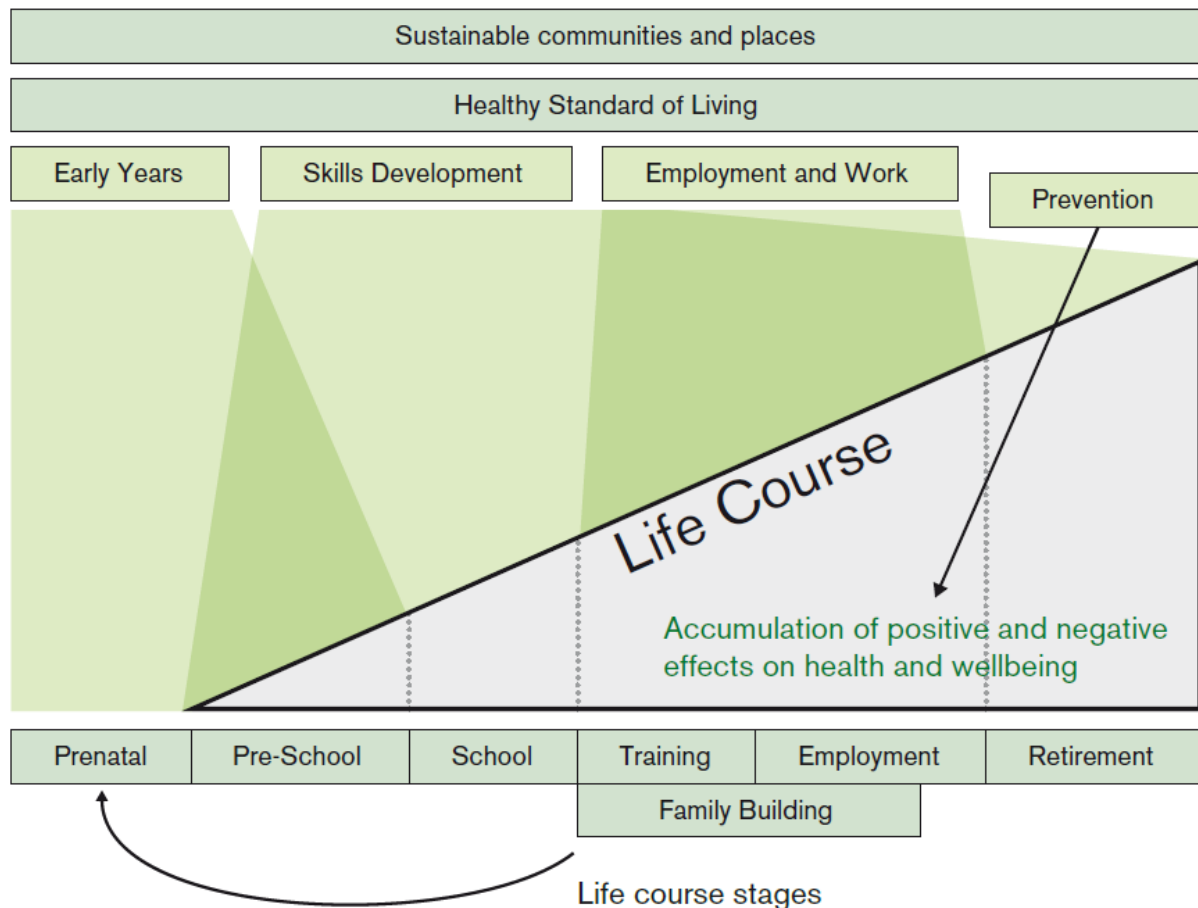


As demonstrated through Dahlgren and Whitehead's model, there are a wide range of determinants influencing our health and well-being which will affect the number of years we can expect to live in good health. Increasing healthy life expectancy and reducing health inequalities is therefore key in not only bringing about health benefits to the individual but a wide range of other benefits to increase well-being. For instance good health will allow an individual to continue to work improving both their own economic well-being but also contribute the local area's economy. In addition those in good health will place less economic demand on local health services.

To reduce the stark inequalities observed between areas of the Vale of Glamorgan, the PSB has considered a wide range of information throughout this assessment including lifestyle behaviours in order to better understand the reasons for the large inequality gap observed.

## A Healthy Start

The Marmot Review highlighted that disadvantage starts “before birth and accumulates throughout life. Action to reduce health inequalities must start before birth and be followed through the life of the child. Only then can the close links between early disadvantage and poor outcomes throughout life be broken.”<sup>10</sup>



Source: Marmot Review

In order to ensure children in the Vale of Glamorgan have the best start in life it is important to consider maternal health before, during and after pregnancy. A range of lifestyle behaviours have been considered including behaviours during pregnancy. In general, the Cardiff and Vale area observes a low percentage of women who engage in harmful behaviours such as drinking alcohol, smoking and using other substances whilst pregnant which can lead to babies being born with a low birth weight.

<sup>10</sup> Fair Society, Healthy Lives, the Marmot Review 2010.

<https://www.instituteofhealthequity.org/projects/fair-society-healthy-lives-the-marmot-review/fair-society-healthy-lives-executive-summary.pdf>.

Low birth weight (lbw) is defined by the World Health Organisation as less than 2,500 grams and having a low birth weight can be linked to problems later in life including an increased risk of chronic disease. The Vale of Glamorgan observes a lower than Welsh average rate of low birth weight babies although area differences can be observed. LBW can be considered a key predictor of health inequalities and in the Vale of Glamorgan areas with lower healthy life expectancy observed earlier also have a higher rate of low birth weight babies than both the Vale and Welsh averages.

When considering a range of indicators relating to health in the early years other key findings for the Vale of Glamorgan include:

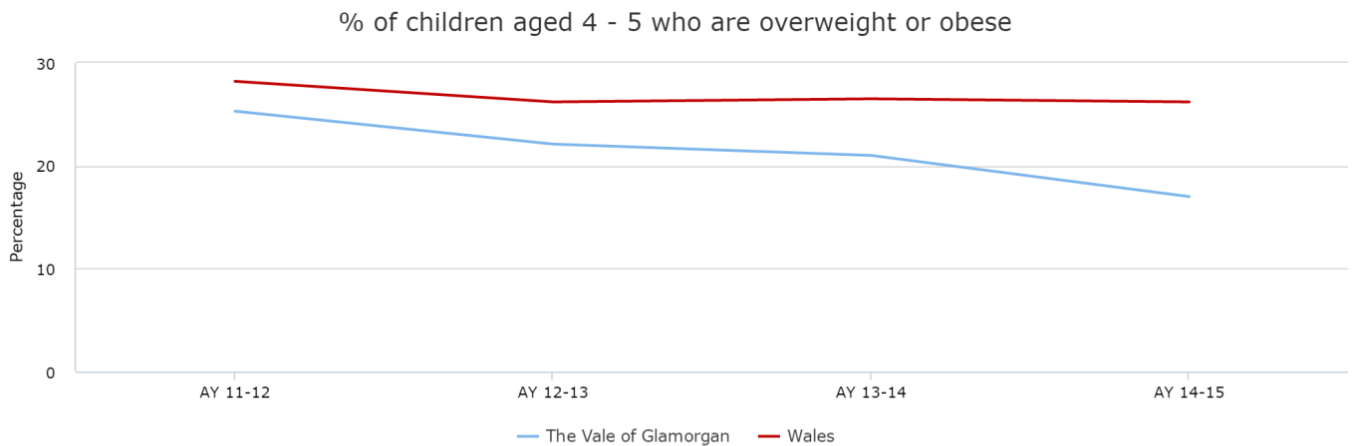
- The rate of teenage conceptions is consistently low for under 16s, under 18s and under 20 year olds.
- The percentage of all children up to date with immunisations by age four has fallen over recent years, this follows the national trend. The Vale remains above the Welsh average. The percentage up to date with vaccinations at age 4 is slightly lower in areas covered by the Flying Start compared to the Vale as a whole.
- The percentage of children aged 4 – 5 overweight or obese has declined in recent years and is an area where we are ‘turning the curve’ when compared to the national trend which has remained steady. However, Public Health Wales highlight that this rate is still higher than it should be in order to protect the health of future generations.

Public Health Wales has launched its 10 Steps to a Healthy Weight initiative which provides key information on reducing obesity in children, addressing issues from pre-conceptual planning and breastfeeding to healthy eating advice and guidance on increasing physical activity and limiting screen time.

The Healthy and Sustainable Pre-School Scheme is aimed at all pre-school childcare provision, including nurseries, playgroups, child minders and family centres. The scheme aims to actively promote health in the following areas; nutrition and oral health, physical activity and active play, safety, hygiene, mental and emotional health, wellbeing and relationships, environment, workplace health

There are currently 20 pre-school settings in the Vale that are either working through or have completed, the Nutrition and Oral Health module.

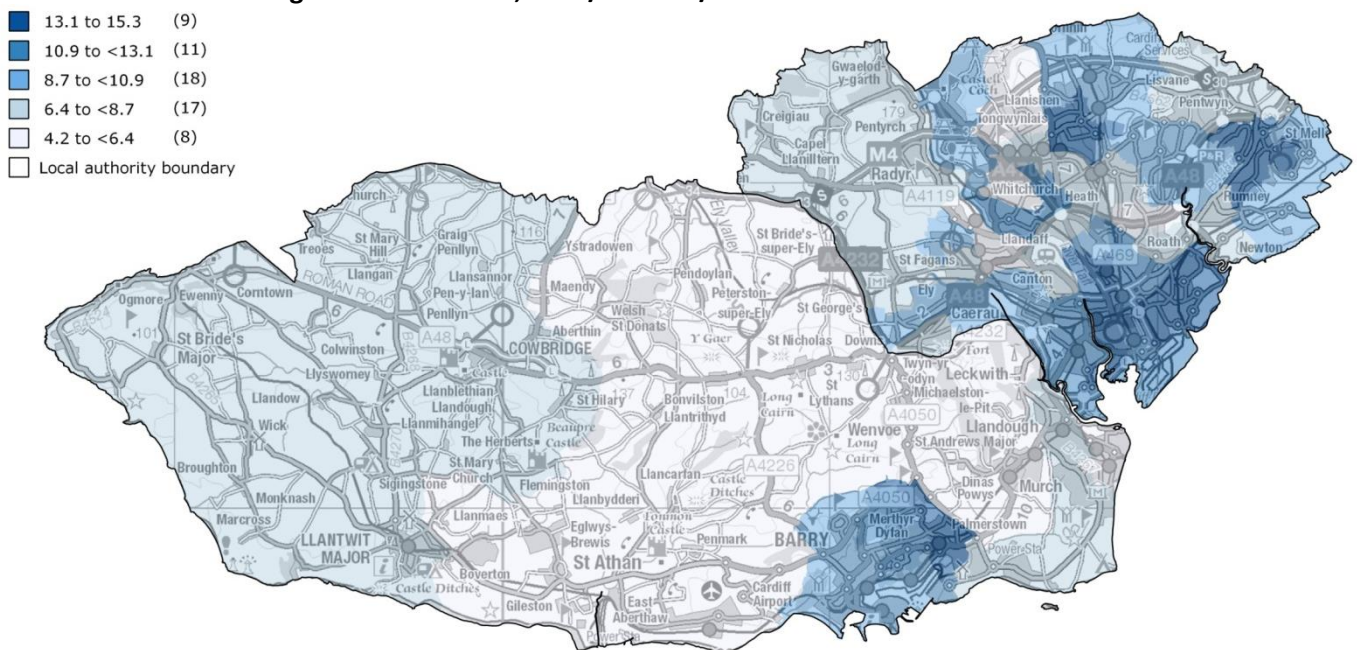
- There are also differences observed within the Vale of Glamorgan as shown below. Areas to the east of Barry display the highest levels of reception aged children who are obese.



	The Vale of Glamorgan	Wales
AY 11-12	25.3	28.2
AY 12-13	22.1	26.2
AY 13-14	21.0	26.5
AY 14-15	17.0	26.2

Source: Public Health Wales

### Percentage of children aged 4 to 5 years who are obese, Cardiff and Vale UHB MSOAs, Child Measurement Programme for Wales, 2012/13-2014/15

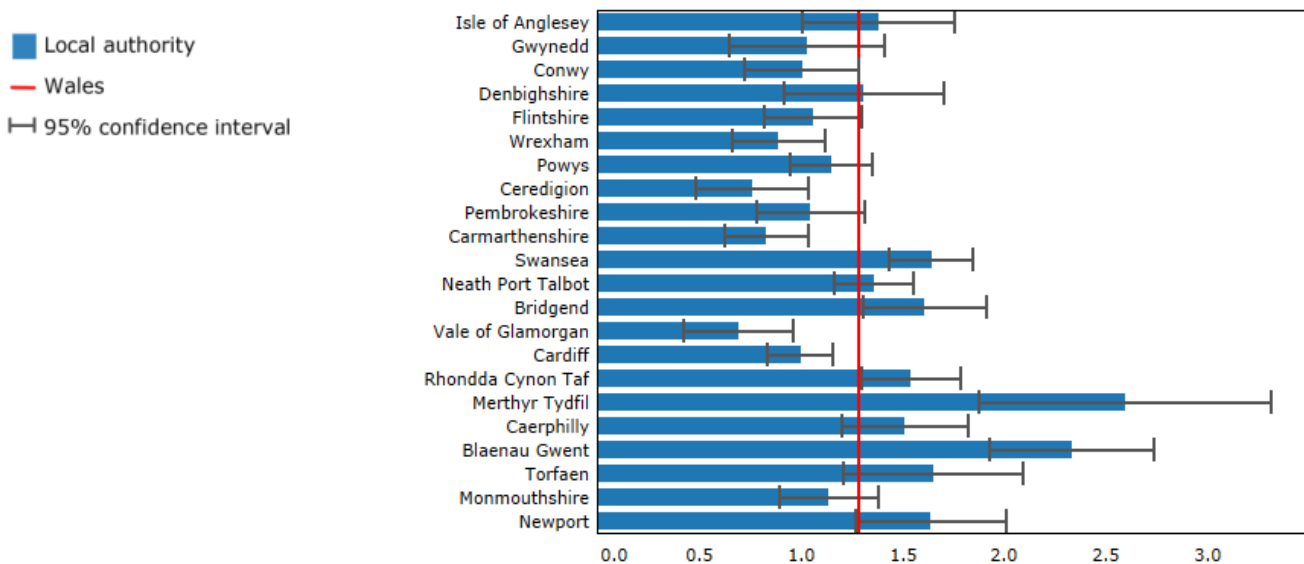


Due to smaller sample sizes at MSOA level, caution should be taken when making comparisons between areas.

Produced by Public Health Wales Observatory using CMP data (NWIS)  
© Crown Copyright and database right 2015. Ordnance Survey 100044810

- The most recent data available in relation to the average number of decayed, missing or filled teeth in children aged 5 years for 2014-15 showed the Vale of Glamorgan to have the lowest rate in Wales of 0.7. This has reduced in recent years with an average of 0.92 observed in 2007-08 and 0.91 observed in 2011-12. The Vale is therefore significantly below the Welsh average of 1.29.

**Decayed, missing or filled teeth (dmft), average, children aged 5 years, Wales and local authorities, 2014-2015**



Please consult the technical guide for full details on how this indicator is calculated. Produced by Public Health Wales Observatory, using Welsh Dental Survey (WOHIU)

- However differences can be observed within the Vale and the average number of children aged 5 with decayed, missing or filled teeth was higher in the Barry area than the Eastern or Western Vale.
- In 2015/16 in the Vale of Glamorgan the percentage of Foundation Phase children reaching the expected development outcome or above across all areas of development was the highest across the Central South Education Consortium Area and was the 2<sup>nd</sup> highest in Wales behind Monmouthshire. The Vale performed particularly well in relation to Maths, where the Vale ranked first in Wales. However the difference in performance between those children entitled to Free School Meals and those not entitled at the Foundation Phase has been highlighted as an area for improvement.

Generally young children in the Vale have a good level of well-being, however, as is often the case, Vale of Glamorgan level data often masks inequalities within the county and this is true for a range of indicators in relation to young children's health and development.

In addition to evidence relating to young children themselves, it is important to consider the wide range of social, economic, cultural and environmental factors which influence life chances, or the 'wider determinants of health and well-being' as discussed earlier.

Experiences at a young age not only affect the life chances of our current future generation but the generations they will go on to bear themselves.

The wide range of data considered within our assessment can all be linked to affecting young children's experiences and opportunities both for now and into the future.

The Public Health Welsh Adverse Childhood Experiences (ACEs) Study<sup>11</sup> highlights that "children who experience stressful and poor quality childhoods are more likely to adopt health-harming behaviours during adolescence which can themselves lead to mental health illnesses and diseases such as cancer, heart disease and diabetes later in life. Adverse Childhood Experiences are not just a concern for health. Experiencing ACEs means individuals are more likely to perform poorly in school, more likely to be involved in crime and ultimately less likely to be a productive member of society."

Adverse childhood experiences are defined as stressful experiences occurring during childhood that directly harm a child (e.g. sexual or physical abuse) or affect the environment in which they live (e.g. growing up in a house with domestic violence, alcohol abuse, drug use etc.).

The study of the Welsh adult population highlights that those who experienced 4 or more ACEs, when compared to those who didn't experience ACEs are more likely to undertake health harming behaviours.

Compared with people with no ACEs, those with 4+ ACEs are:	
4	times more likely to be a high-risk drinker
6	times more likely to have had or caused unintended teenage pregnancy
6	times more likely to smoke e-cigarettes or tobacco
6	times more likely to have had sex under the age of 16 years
11	times more likely to have smoked cannabis
14	times more likely to have been a victim of violence over the last 12 months
15	times more likely to have committed violence against another person in the last 12 months
16	times more likely to have used crack cocaine or heroin
20	times more likely to have been incarcerated at any point in their lifetime

<sup>11</sup>[http://www2.nphs.wales.nhs.uk:8080/PRIDDocs.nsf/7c21215d6d0c613e80256f490030c05a/d488a3852491bc1d80257f370038919e/\\$FILE/ACE%20Report%20FINAL%20\(E\).pdf](http://www2.nphs.wales.nhs.uk:8080/PRIDDocs.nsf/7c21215d6d0c613e80256f490030c05a/d488a3852491bc1d80257f370038919e/$FILE/ACE%20Report%20FINAL%20(E).pdf)



Therefore reducing ACEs in future generations could significantly improve the health and well-being of our population. The PSB has therefore considered a range of indicators relating to healthy behaviours.

## **Healthy Behaviours**

### **Smoking**

The percentage of adults who report being a smoker in the Vale of Glamorgan is one of the lowest rates in Wales and the rate of adults smoking in the Vale has been below the Welsh average for a number of years. However the most recent data available for 2014-15 shows that the percentage for the Vale of Glamorgan has reached a plateau.

Smoking rates are higher in the Barry area compared to other parts of the Vale. All community based smoking cessation support is targeted to those areas of higher deprivation and recently Wellbeing 'Coaches' have been employed to help increase referrals into smoking cessation programmes via GP Practices in Barry.

The Public Health Wales Observatory has produced a number of projections for a range of indicators in order to shift attention from describing the past to considering the future.

This includes projections for the estimated percentage of adults reported to be current smokers up until 2025. However when considering these projections it must be considered that health is a complex composite of many individual elements. Although we cannot rely on predictions to tell us what the future will be, we can use the past patterns to describe what might happen if in the future we continue down the same path.

Cardiff and Vale UHB level projections show that although the percentage of female smokers aged 45-64 has been consistently below Welsh average until the 2013-2015 period, the percentage of female smokers in this age group are increasing and set to remain higher than the Welsh average in 2025.

Although the percentage of children aged 11-16 who reported as being a smoker in the Cardiff and Vale area is lower than in other parts of Wales, there are marked differences between sexes with girls more likely to report smoking than boys. However in relation to children and young people who report being a smoker, the Welsh Government 'Understanding Wales' Future' Report<sup>12</sup> highlights that although the percentage who smoke tobacco is falling, Welsh 15 year olds generally compare poorly with 15 year olds in other European countries in terms of healthy lifestyles. It is important therefore to consider that although the Cardiff and Vale UHB level figures may compare favourably to the Welsh

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<sup>12</sup> <http://gov.wales/statistics-and-research/understanding-wales-future/?lang=en>

average, this national level average may not be a good indication of whether low smoking rates for children in the Vale can truly be considered successful.

Data collected by research into behavioural insights of young people and smoking carried out by Cardiff Metropolitan University in 2015 has shown that the strongest predictive factor of trying smoking is whether the mother smokes. Friends and siblings vaping was the most predictive factor in a child trying vaping and the findings also highlighted that young people who had not smoked previously were using e-cigarettes. There was no association between education on smoking and smoking behaviour and the perception of harm.

The use of e-cigarettes is high in the Cardiff and Vale UHB area for both adults and children aged 11-16 with the research conducted by Cardiff Metropolitan University suggesting that young people are confused by the mixed messages around e-cigarettes. Public Health Wales have recently clarified that E-Cigarettes are less harmful than cigarettes for smokers but have the potential to cause harm in non-smokers.

### **Drinking Alcohol**

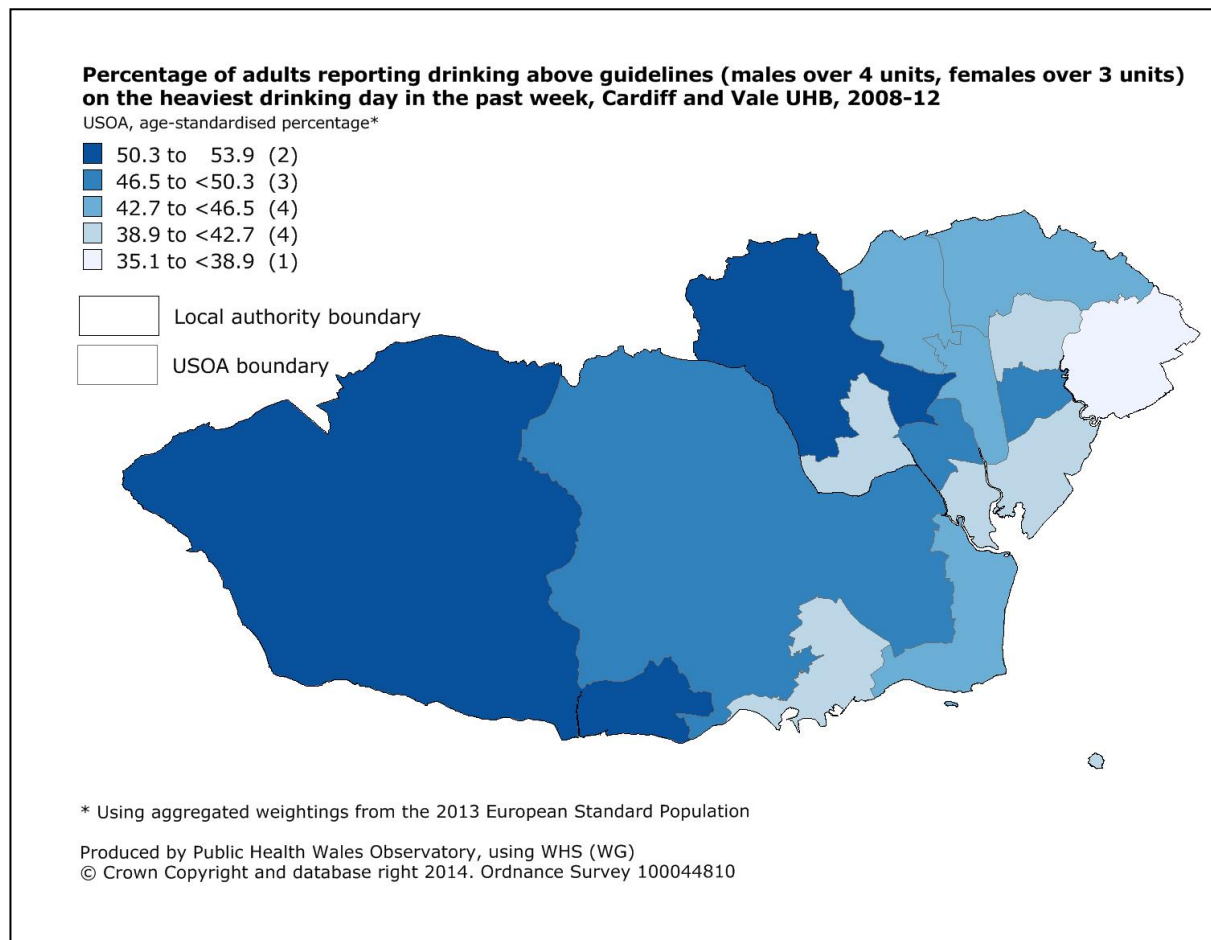
Harmful levels of alcohol consumption are associated with both short and long term health and social effects on individuals, families and communities. A binge drinking culture is often associated with anti-social behaviour - theft, abuse, violence and unwanted pregnancy as much as it is with ill-health. It is potentially a significant issue for the well-being of individuals and communities. The costs and social consequences are therefore multiplied.

Alcohol consumption across the Vale of Glamorgan and Cardiff and Vale UHB area for adults is higher than levels observed elsewhere in Wales. Analysis by age group and sex shows that the percentage of males and females aged 16-24 who drink above guidelines, binge and heavy drink are in line with each other. For all age bands over 25, consumption in males is higher than females.

This information is recorded through the Welsh Health Survey and it is therefore likely that some respondents will underestimate the amount of alcohol consumed. As highlighted by the Public Health Wales Observatory, survey data on alcohol consumption is known to be underestimated and likely to only capture about 60% of actual consumption.

Area based analysis shows that levels of binge and very heavy drinking amongst adults are highest in the more affluent areas of the Vale particularly rural areas in the Western Vale. According to a recent study undertaken by the NHS Information Service, people in executive professions are more likely to drink alcohol daily above recommended unit guidelines. In 2012, "17% of the adult population working in managerial and professional households had an alcoholic drink on five or more days in the past week, in comparison to 11% of adults in routine and manual households". It is now being recognised that professional or middle

class drink problems exist with often greater quantities consumed ‘behind closed doors’ and this pattern is evident within the Vale of Glamorgan.



*(Note: These figures refer to pre-2016 guidelines which were that males should not drink more than 3-4 units per day, and females not more than 2-3 units per day. New weekly guidelines were issued by the Department of Health in January 2016.)*

However, the Marmot Review highlights that “while people with lower socioeconomic status are more likely to abstain altogether, if they do consume alcohol, they are more likely to have problematic drinking patterns and dependence than people higher up the scale.” This can be evidenced in the Vale of Glamorgan in relation to alcohol-specific hospital admissions and alcohol-specific mortality rates which show a higher rate around the more deprived areas within Barry.

Data from the Health Behaviour in School-Aged Children study shows that the percentage of children aged 11-16 using alcohol at least once a week is the joint lowest in Wales in the Cardiff and Vale UHB area. This is also true when considering this data by gender although there is a higher percentage of boys who report using alcohol than girls across Cardiff and the Vale.

A report by the Wallich in 2014 'Alcohol and Older People' researching the use of alcohol by older people across Cardiff and the Vale of Glamorgan revealed that there are a significant number of older people (aged 60+) demonstrating potentially hazardous alcohol use (17.7% of the sample group, which is approximately 16,902 people when extrapolated). Of these, 3,342 people could be drinking at a level which would suggest that they should engage with a treatment service.

### **Substance Misuse**

The top 3 most prevalent substances used in Cardiff and the Vale of Glamorgan continue to be alcohol, cannabis and heroin with alcohol by far the most prevalent substance.

Recent data shows that drug related deaths have increased in the Vale of Glamorgan and tackling this is a key responsibility of the Area Planning Board (APB). The APB has a Commissioning Strategy and Action Plan in place to address these findings.

The APB has recognised a number of factors to take into account when planning future services including an increasingly older population, a larger population due to new developments planned through the Local Development Plan and the need to consider new innovative technology and social media to help promote and deliver some services.

### **Immunisations**

Vaccination is a safe and effective way to prevent life-threatening and disabling illnesses. For many diseases, when around 95% of a population is fully immunised, the spread of disease can be significantly reduced. This is the so called 'herd immunity'. Targets for the uptake of many childhood immunisations are therefore set at 95% and are part of the Tier 1 target for the NHS in Wales.

To protect future health it is important that all babies, children and young people are immunised against vaccine preventable diseases. In the Vale of Glamorgan the percentage of all children up to date with immunisations by age four has fallen over recent years from 91.6% in 2010-11 to 88.1 in 2014-15. This follows the same trend that has been observed nationally where the percentage has decreased slightly in recent years although the Vale remains above the Welsh average.

Data for 'children in need', that is children who receive social services from their local authorities, including children looked after by local authorities and those on the Child Protection Register, shows that for 2015, of the 480 children immunisation data was available for, 430 were up to date with the immunisations they should have received based on their age group.

In addition to vaccinations for children and young people, influenza vaccinations are offered on an annual basis to adults over 65, those considered to be in 'at risk' groups and health

and social care professionals. Data for 2015-16 shows that uptake rates for flu vaccinations in the Vale of Glamorgan for over 65 year olds are slightly above the average rate for the Cardiff and Vale UHB area and the Welsh average. However although above average, uptake rates for over 65 years olds in the Vale do not meet the 75% target level that is set by Public Health for Flu vaccine.

However uptake rates for Vale of Glamorgan patients aged under-65 in 'at-risk' groups are in line with the Welsh average and remain considerably below target levels. The rate in the Vale of Glamorgan for 2015-16 of 46.8% has decreased from uptake rates observed in previous years with a rate of 49.2% being recorded in 2014-15 and 53.4% being recorded in 2013-14. The falling uptake rates in this group are a concern at a national level and particularly in the Vale of Glamorgan.

Uptake rates for both adult and childhood vaccinations vary significantly within the Vale of Glamorgan with consistently lower uptake rates observed in the Western Vale. Increasing rates in this area has been identified as a priority through GP Cluster Plans.

### **Obesity**

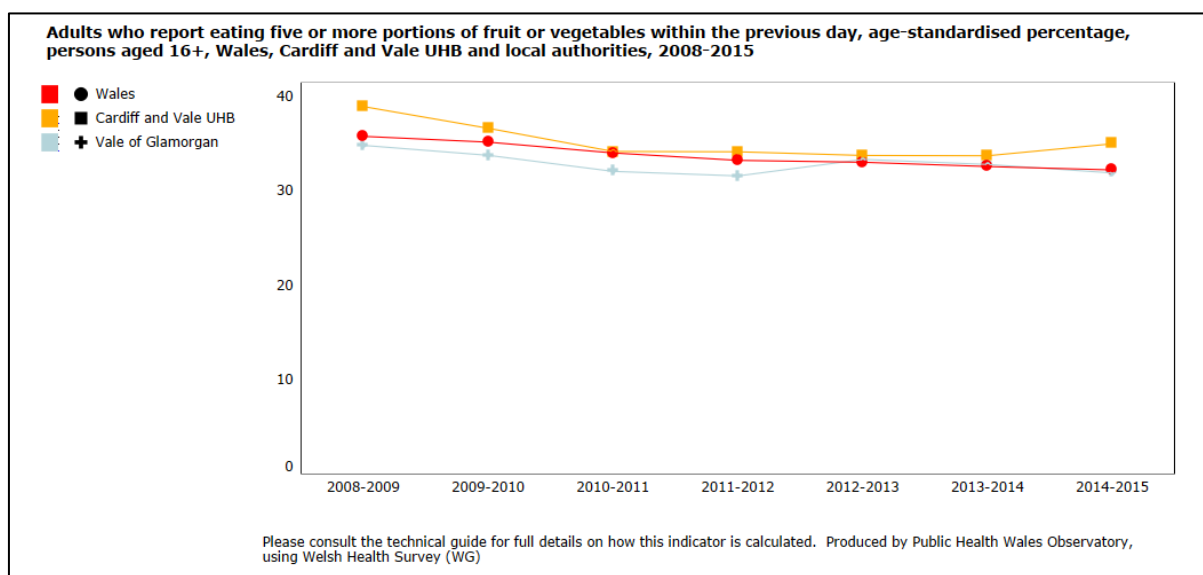
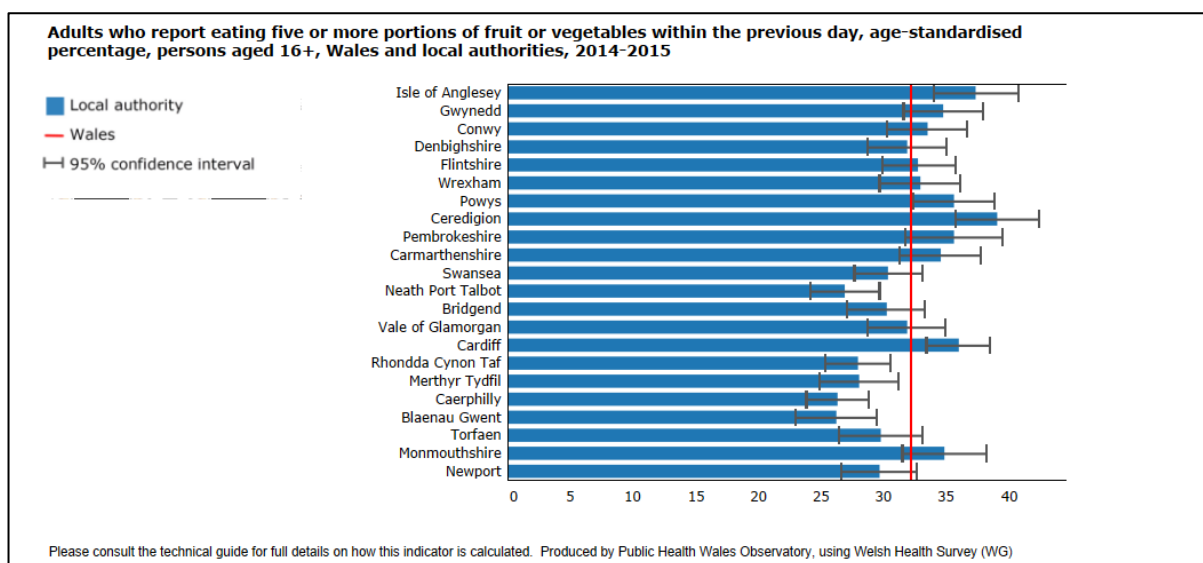
Obesity can lead to a number of serious and potentially life-threatening conditions such as type 2 diabetes, heart disease, cancer and stroke. Obesity can also affect quality of life and lead to psychological problems such as depression and low self-esteem. It is therefore clear that becoming overweight/ obese can have huge implications for a person's well-being.

Overall the level of obesity in the Vale of Glamorgan is decreasing for both adults and children and is below the Welsh average, despite this in 2014/15 just over half (52%) of adults in the Vale were still classed as overweight or obese. Inequalities can also be observed within the Vale of Glamorgan with the more deprived LSOAs within Barry displaying a higher number of adults who are overweight or obese.

### **Healthy Eating**

In order to maintain a healthy weight eating a balanced diet is essential. Although not the only contributory factor to having a healthy diet, eating 5 or more portions of fruit and vegetables daily is key to achieving a healthy balanced diet. The World Health Organisation recommends eating a minimum of 400g of fruit and vegetables a day to lower the risk of serious health problems, such as heart disease, stroke and some cancers.

Welsh Health Survey results for 2014-15 show that in the Vale of Glamorgan 31.9% of adults reported eating five or more portions of fruit and vegetables on the previous day. This is in line with the Welsh average of 32.2. The Vale ranks 12<sup>th</sup> in Wales with the highest levels of consumption observed in Ceredigion (39.1) although the percentage for the Vale has increased in recent years as shown in the following charts.



The lowest levels of consumption are found in Barry and this corresponds to the same LSOAs that are the most deprived as according to WIMD 2014, these areas also correspond to those where the highest levels of obesity are found.

The Marmot Report highlights how “low income and area deprivation are both barriers to purchasing fresh or unfamiliar foods, while lower income households are the harder hit by food price fluctuations.” In order to try and address these issues the Cardiff and Vale Eating Well Action Plan identifies the key partnership actions required to support the population to eat a varied and balanced diet to improve their health and well-being. The aim of the plan is to develop and deliver actions that support more deprived communities to eat more healthily, therefore increasing the number of children and adults who are within the normal weight range, thus contributing to reducing inequalities in health.

Consumption of fizzy and sugary drinks by children in Cardiff and the Vale of Glamorgan is higher than in other areas, with approximately 1 in 5 children aged 11-16 drinking sugary drinks such as Coke at least once a day. Similarly the percentage eating sweets once or more a day is also above the Welsh average.

The findings from the Health Behaviours in School-aged Children survey results for consumption of sugary drinks across the Cardiff and Vale UHB area are also backed up at a local level by the School Survey that was undertaken in the Vale of Glamorgan in 2013. Results from this survey shows that from various categories of 'junk food', fizzy drinks are the item children are most likely to report consuming 5 or more times a day. In addition to the health impacts of increase risk of obesity and poor oral health, high levels of consumption of sugary drinks can have significant impacts of children's ability to concentrate and learn at school and can therefore have a range of knock on effects to children's future well-being.

The more recent 2016 Schools Super Survey undertaken through the Children and Young People's Partnership asked school pupils whether they regularly ate food at school. Pupils were then asked to rate how important a range of factors were to them in deciding whether to eat in school. 87% of respondents from secondary schools said 'how healthy the food is' was either very or fairly important to them in making the decision whether to eat school food.

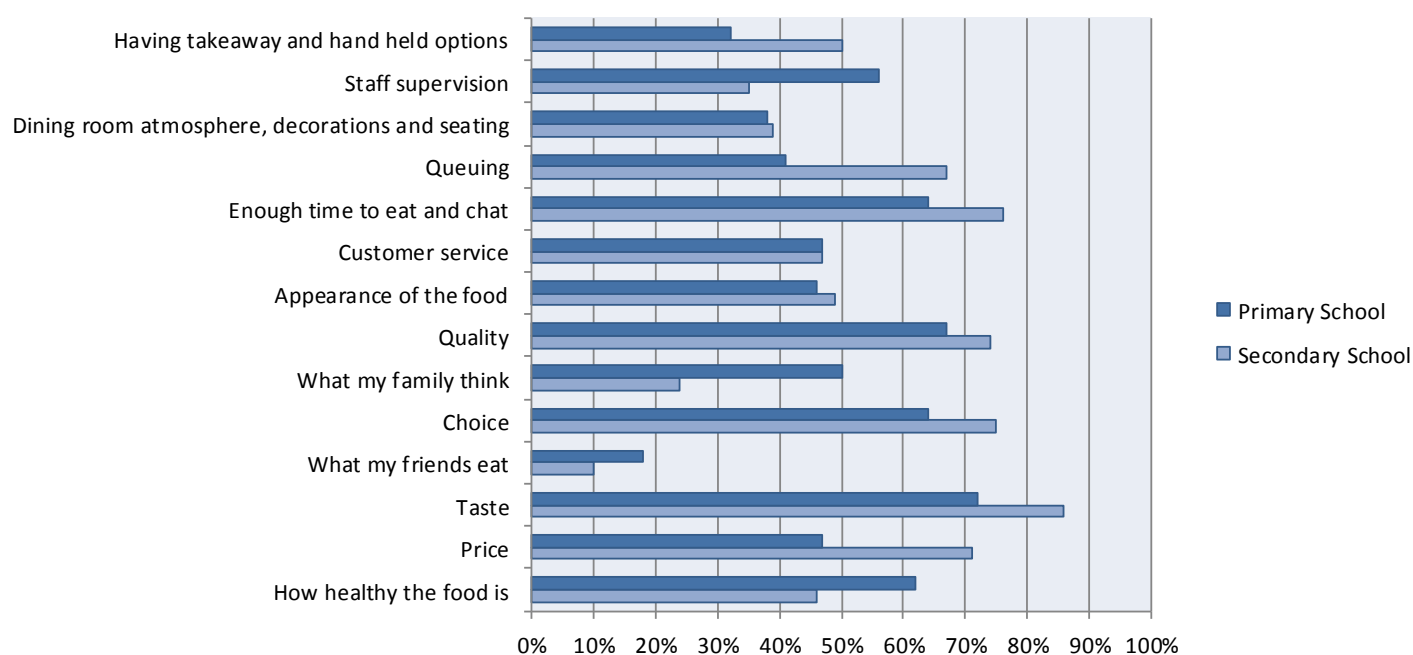
However, when considering only the responses for factors being 'very important', a higher percentage of secondary school pupils identified other factors as being 'very important' than how healthy the food is. This may suggest that in making a decision on whether to eat at school, and what they chose to eat, how healthy the options available are is less important to secondary school pupils than factors such as price, taste and quality.

Conversely, results for primary school pupils showed that the percentage of pupils rating the food 'being healthy' as a very important factor in deciding whether to eat at school was in line with other factors such as choice and quality. Being healthy was also a very important factor to a higher percentage of primary school pupils than price, this is likely to be attributed to primary school pupils not being responsible for purchasing food at school.

These results are displayed in the following chart and it should be noted that pupils could rank more than one option as being 'very important' to them.



**Schools Super Survey 2016: Percentage of respondents who ranked the following factors as 'very important' when deciding whether to eat school food**



Source: Schools Super Survey 2016

Our detailed evidence report sets out a range of initiatives in place in order to help create a healthier food environment in the Vale of Glamorgan which can be seen as essential in helping to improve our residents' well-being. For example the Vale of Glamorgan Local Development Plan Health Impact Assessment 2013 identifies the positive health effects that come from protecting allotments. In relation to considering healthy eating in the future, the Health Impact Assessment also takes into account and recognises the potentially negative effects from change of use proposals which would involve the creation of hot food takeaways in retail centres.

The UK Climate Change Risk Assessment (CCRA) 2017 Evidence Report – Summary for Wales<sup>13</sup> identifies a number of risks for Wales that may arise from climate change. A number of risks in relation to Wales' food environment are identified as follows:

- Risks from weather-related shocks to international food production and trade
- Imported food safety risks
- Risks and opportunities from long-term, climate-related changes in global food production

<sup>13</sup> <https://www.theccc.org.uk/wp-content/uploads/2016/07/UK-CCRA-2017-Wales-National-Summary.pdf>

The CCRA identifies that “food security encompasses availability, price and access to a healthy diet. The key issue surrounding food security in Wales, as it is for the rest of the UK, is not an absence of food, but issues related to price.”

Our evidence shows that those in the more deprived areas of the Vale of Glamorgan eat less fruit and vegetables than those in the least deprived areas. It may be suggested that the consumption of fresh fruit and vegetables in these areas is affected by the affordability of such products compared to cheaper convenience foods. In addition data shows that those in the most deprived areas are less likely to own a car and be able to travel to purchase such products, this can therefore leave no option but to rely to more expensive ‘corner shops’ where availability of fresh produce can be limited.

Therefore price rises relating to climate change pose a further risk to the Vale’s food environment but present an opportunity to champion a ‘fresh and local’ agenda. The Cardiff and Vale Public Health team has recently established a Vale Food Network and an action plan is being drafted. The network will work towards achieving a ‘Sustainable Food Cities Award’ and will refresh a previously undertaken exercise to map good food assets that exist in the Vale. For example the Food Co-op run by residents of the Ty Iolo Hostel in Barry, where individuals can buy reduced price fresh fruit and veg from a local supplier.

### **Physical Activity**

In addition to healthy eating being physically active can have a large impact on levels of obesity along with bringing a wide range of other health benefits and contributing to a person’s well-being

The percentage of adults meeting physical activity guidelines in the Vale of Glamorgan is slightly below average. However in relation to participation in sport the Vale has an active population with a higher than average percentage of adults ‘hooked on sport’ which is defined as participating three or more times a week. Males are more likely to participate than females and Welsh speakers are also more likely to participate in sport than non-Welsh speakers. When asked whether they had participated in sport in the last 4 weeks, 93.8% of respondents to the Sport Wales Active Adults Survey 2014 from Cardiff and the Vale who were Welsh speakers responded that they had compared to 78.8% of respondents who don’t speak Welsh. A similar trend is observed across other areas of Wales.

Boys are also more likely to be active than girls. However it is pleasing that girls in the Vale are less likely to become disengaged with sport as they grow older than in other areas in Wales with the percentage of girls ‘hooked on sport’ in the Vale remaining the same for both primary and secondary school pupils. This decreases for girls in secondary schools in other areas.

The natural environment plays an important role in keeping Vale residents active particularly in relation to the Western Vale where adults are likely to use their natural environment to keep physically active as opposed to visiting a leisure centre or gym. More children in the Vale have participated in water based activities compared to the Welsh average which highlights how our natural environment can be used to promote a healthy and active lifestyle so long as this is done in a sustainable manner.

The Vale of Glamorgan has a wealth of natural assets including the sea, beaches, country parks, lakes, woodland areas and includes seven green flag parks which can enhance well-being. The Marmot Report highlights how “numerous studies point to the direct benefits of green space to both physical and mental well-being. Green spaces have been associated with a decrease in health complaints ...improved mental health and reduced stress levels, perceived better general health and the ability to face problems.”

This is reflected in the findings of the Active Adults Survey 2014 which found that across Wales those with a physical or mental condition were more likely to have visited the countryside or the seaside/ coast than taken part in any other type of physical activity. This again emphasises the importance of utilising the Vale’s natural assets in a sustainable manner to improve well-being. During our engagement campaign, many residents commented on the Vale’s parks and beaches as being important to both their mental and physical well-being and how things such as walking the dog on the beach were so important in keeping them active.

The use of the natural environment to promote physical activity is recognised in the CCRA Summary for Wales with increased opportunities for outdoor activities arising from warmer temperatures. The CCRA states “Climate change is increasingly recognised as a factor that may influence the recreational use of outdoor environments. The effects of climate change on outdoor recreation have only recently been studied in detail, and very little evidence is available for the UK. Climate change would have differing impacts depending on the activity. For example, the number of people partaking in certain outdoor recreational activities-such as boating, golfing and beach recreation is estimated, under medium emissions scenarios, to increase by 14 to 36% in the next few decades.” However as stated, evidence at a UK level is limited at present and other associated risks of climate change on our natural environment and its use as an asset should not be ignored.

Our engagement showed that time is the biggest barrier to increased participation in sport for both adults and children.

The Natural Resources Wales Welsh Outdoor Recreation Survey 2014<sup>14</sup> highlights how demographics have a greater impact on participation in physical activity than deprivation does. This is reflected in the Vale of Glamorgan where there is a less clear link between

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<sup>14</sup> <https://naturalresources.wales/media/4757/wales-outdoor-recreation-survey-2014-final-report.pdf>

deprivation and lower levels of physical activity whereas there is a much stronger link for other poor health behaviours such as higher levels of obesity, smoking and lower levels of consumption of fruit and vegetables in more deprived areas. The most deprived areas of the Vale are found around Barry where there is the highest concentration of sports clubs and facilities to allow for participation. However, ill health being a barrier to participation in sport is more common in the more deprived LSOAs within Barry.

Levels of physical activity were also found to be lowest in parts of the Eastern and Western Vale where there is an older population who are less likely to be physically active, supporting the above that demographic factors have more influence on activity levels than deprivation.



***‘Having access to gym/exercise classes for the older population is important for well-being’***

*Female/ 75+/ Western Vale*

## **Play**

Article 31 of the United Nations Convention on the Rights of the Child, states that “Children have the right to relax and play, and to join in a wide range of cultural, artistic and other recreational activities.”

Play is the means by which children explore their environment, their world, their roles and relationships; supporting positive mental health in our future generations.

Play can have a big effect on a child’s development including on a range of other healthy lifestyle behaviours and is particularly linked to physical activity in keeping children healthy and active. In order to assess play within the Vale of Glamorgan, in 2016 the Vale of Glamorgan Council undertook a Play Sufficiency Assessment (PSA).

The Vale of Glamorgan Play Sufficiency Assessment 2016 found that there has been a decline in the number of structured play activities offered in the Vale of Glamorgan due to increasing funding pressures. The use of natural assets and increasing our communities understanding of areas where people perceive children can play and what 'play' really means is seen as essential in future planning of provision.

There are already a range of examples of activities being promoted in the Vale utilising the natural assets found in the area. Llantwit Major Town Council, Penarth Town Council and Wick Community Council have funded Play Ranger sessions in their respective areas which encouraged children, young people and their families to utilise the outdoor space in their communities for outdoor play. It is hoped this type of provision will encourage them to continue to use the fantastic natural

Sustainable use of natural assets to facilitate play is essential to future planning of play activities across the Vale. Similarly more involvement from local individuals and community groups can be seen as a solution to increasing budget pressures. An example of this already happening is in St. Athan where an extensive asset mapping project to identify the services in the area was undertaken by the Creative Rural Communities partnership. The project considered not only physical assets but the community networks in the area which could prove invaluable in helping to identify alternative ways of delivering non-statutory services and through detailed engagement with residents identified that better play areas were one of the services most residents felt was needed in St. Athan. The Friends of St Athan Play Areas community group was established and are working in partnership with the Council's Play Development Officer to increase their knowledge around the delivery of play activities and the volunteers are receiving informal mentoring to assist them with developing play provision in the area.

resources the Vale has to offer to undertake play without the support of play staff. Low cost initiatives are also being undertaken in more built up areas of the Vale in order to promote play and develop more sustainable, free or low cost provision.

## **General Health and Social Care**

The Cardiff and Vale Integrated Health and Social Care Partnership (ISHCP) published a Population Needs Assessment (PNA) in April 2017. The assessment focuses on the care and support needs of the population, including carers who need support. The PNA is a comprehensive document and information gathered as part of the PNA has been incorporated in to the well-being assessment where relevant. The PSB will work closely with the IHSCP to deliver shared priorities and align activities.

The Population Needs Assessment is a statutory requirement and must consider the care and support needs of the following population groups.

- Children and Young People
- Older People
- Carers

- Mental Health
- Violence against women, domestic abuse and sexual violence
- Sensory Impairment
- Health and Physical Disability
- Learning Disability and Autism

In addition the PNA considers the needs of veterans, offenders and asylum seekers and refugees recognising that there are a diverse range of needs across our communities.

The PNA details the care and support needs, prevention issues and assets for the different population groups as listed above. There are a number of findings which are common to more than one group and these are detailed below:

**Care and support needs** – Easy access to information about support and services available; timely access to mental health services including diagnosis and counselling; timely access to other services; social isolation; support for young and adult carers; respite for young and adult carers; enabling smoother transitions from child to adult services; maintaining and increasing provision and sustainability of community services and support; transport to aid with access to services; accessibility of services and information; engagement with schools; appropriate housing; vocational educational opportunities and apprenticeships, adult learning; joining up/integrating services, dementia; substance misuse; support volunteers; advocacy; community involvement.

**Prevention issues** – Building healthy relationships including emotional and mental health, sexual health; practical life skills including financial skills (for all ages); healthy lifestyles including tobacco use, alcohol, diet and physical activity; healthy environment and accessible built environment; support for children and young people affected by parental relationship breakdown.


**Assets** – Positive social interactions; third sector organisations; community pharmacies; volunteers; self care; physical environment/green space; community hubs, one-stop shops and libraries; community groups; dementia-friendly communities; multi-stakeholder partnerships.


A number of these resonate with findings within the well-being assessment e.g. around the importance of effective engagement, access to services and the importance of the early years and childhood experiences. The PSB and IHSCP will work together to deliver agreed priorities and support partnership activities as appropriate.

The PNA contains a range of evidence in relation to the physical and mental well-being of residents across Cardiff and the Vale of Glamorgan. Mental Health can have a hugely significant impact on all other aspects of an individual's well-being and can impact on a range of other factors for good well-being considered within this assessment including

employment, social isolation and being part of a community, personal safety, finances and education.

Self-reported mental well-being in the Cardiff and Vale UHB area is in line with the Wales average. Rates of hospital admissions for mental health issues in Cardiff and the Vale of Glamorgan (26.3 per 10,000) are also below the Wales average (31.6 per 10,000 population).

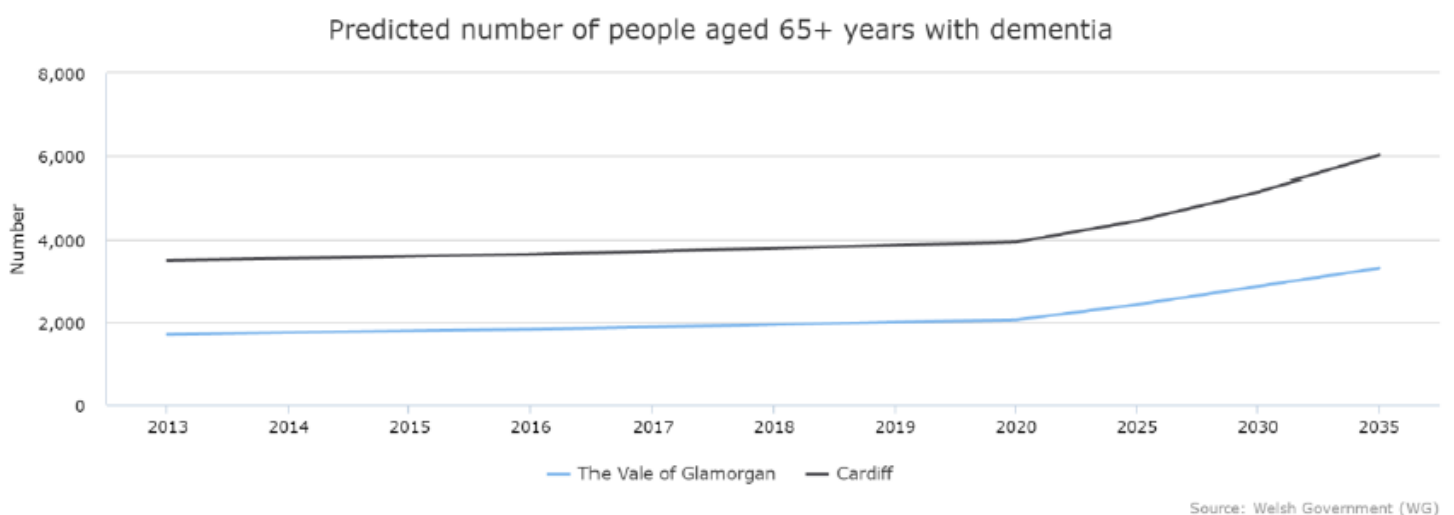




***'Mental health services, access to counselling and advice, a supportive workplace and community awareness are all important to my well-being'***

*Non-binary/ 18-24/ Barry*

A recent health needs assessment of people with dementia in Cardiff and the Vale highlighted that dementia has overtaken heart disease as the leading cause of death among women in England and Wales and the number of older people with dementia in Cardiff and the Vale is predicted to increase, particularly rapidly from 2020.



In order to undertake the PNA an engagement campaign was undertaken using the 'Let's Talk' branding developed jointly for the Vale Well-being Assessment, the Cardiff Well-being Assessment and the PNA in order to ensure consistency for members of the public and stakeholders. Engagement undertaken to inform the PNA included a survey and a series of focus groups.



Around two fifths of respondents across Cardiff and the Vale for the PNA survey on care and support felt there was somewhere (e.g. a place, club, community group etc) in their community which made a positive difference to their well-being. There were many diverse answers given but the most common were local gyms, leisure centres and exercise facilities; religious centres; parks and open spaces; and volunteering as an activity. Of people who wished to use community facilities, the main reasons given for not accessing them were a lack of information; finances; emotional or mental health; transport; physical difficulties; nothing currently available; and unsuitable times.

During the focus groups green spaces, parks, woods, fishing spots and the coast were highlighted as having a positive impact on wellbeing, as did physical exercise. The safety of the area was also important. The natural environment was highlighted as important for walking, exercise, relaxation and contemplation. Although the Vale's natural environment is seen as one of the area's greatest assets in contributing towards good well-being it is important to note that barriers to access outdoor spaces also exist. The PNA survey showed that for those experiencing mental and emotional issues a lack of confidence was a common barrier given to being able to access these same places, along with physical difficulties, transport and finances.

With regards to general health across the Vale of Glamorgan, as explored earlier overall life expectancy when considered at a local authority level is relatively high. The Vale of Glamorgan has a statistically significantly lower mortality rate than the Welsh average. This is the case when considering mortality rates across all ages and in under 75s only.

The following map showing all-cause mortality rates in persons under 75 again shows a higher rate concentrated within the eastern areas of Barry. This may be linked to poorer health caused by the various lifestyle factors considered above.

#### All-cause mortality, persons, under 75, Cardiff and Vale UHB, 2012-2014

MSOA, European age-standardised rate per 100,000

657.3 to 782.1 [2]

532.4 to <657.3 [7]

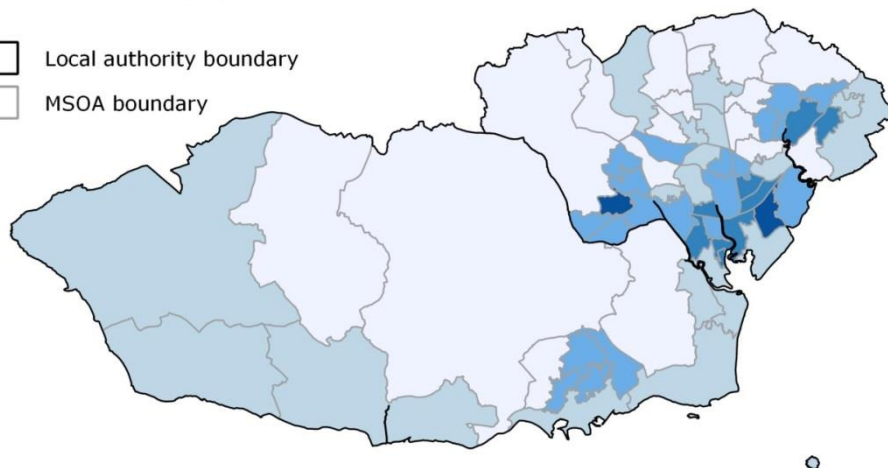
407.5 to <532.4 [19]

282.6 to <407.5 [18]

157.7 to <282.6 [17]

Local authority boundary

MSOA boundary



Produced by Public Health Wales Observatory, using PHM & MYE (ONS)  
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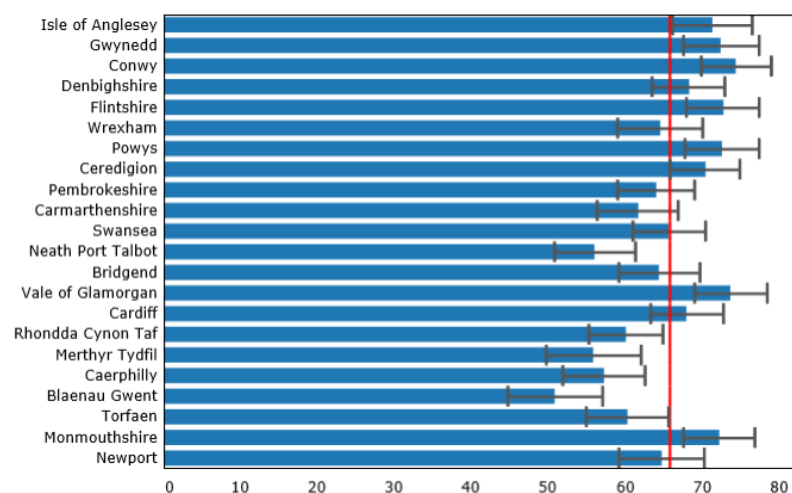
In general older people in the Vale report being in relatively good health as shown below, however as has been the case throughout this section, there are area differences that can be observed.

#### Older people who reported being in good, very good or excellent health, age-standardised percentage, persons aged 65+, Wales and local authorities, 2014-2015

Local authority

Wales

95% confidence interval



Please consult the technical guide for full details on how this indicator is calculated. Produced by Public Health Wales Observatory, using Welsh Health Survey (WG)

GP cluster level data is available in relation to the prevalence of seven chronic conditions identified by Welsh Government as having a high impact on services - chronic obstructive pulmonary disease, asthma, coronary heart disease, heart failure, hypertension, epilepsy and diabetes. The Central Vale GP Cluster area which includes surgeries located within the most deprived areas of Barry generally shows a higher prevalence of chronic diseases when compared to the Eastern and Western Vale GP cluster areas. This may be attributed to the higher rates of unhealthy lifestyle behaviours observed in this area as considered earlier demonstrating the importance of improving healthy lifestyle behaviours to improve health in these areas and reduce inequalities in life expectancy.

GP cluster profiles also show that travel times to GP surgeries differ by area with a higher percentage of the population having to travel more than 15 minutes to reach their GP surgery being found in the Western Vale. The importance of good access to GPs was raised as an issue by residents across all areas of the Vale throughout our engagement campaign although comments related more to appointment availability and seeing the same GP consistently rather than travel times and transport issues.

### 4.3 Summary

At a local authority level, it can be considered that the Vale has a relatively healthy and active population. However detailed analysis shows that differences between areas and population groups can be observed.

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

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

Alcohol consumption among older drinkers in the less deprived rural Western Vale can also be considered an issue in the Vale, however it has been recognised that the Area Planning Board has a detailed commissioning strategy in place and are working to tackle this. Alcohol consumption was also highlighted as an area for action through GP Cluster Plans for 2015/16 in the Vale of Glamorgan, highlighting the need to improve alcohol awareness through practices undertaking Alcohol Brief Intervention training.

#### 4.4 Where we need to increase our evidence base?

The well-being assessment must be seen as an ongoing process of better understanding our communities in order to improve our residents' well-being and contribute to achieving the national well-being goals. The PSB will consider how it can ensure our evidence base can be kept 'live' and become a dynamic resource for everyone.

We will also continue to enhance the findings presented in this section of the assessment and recognise that further information is needed in relation to the following, either because robust data is unavailable at the present time or because analysis is still ongoing.

- More data and insight is needed in relation to substance misuse in the LGBT community.
- Targeted engagement in particular areas of Barry would help us to better understand the reasons for the concentration of various unhealthy behaviours in these areas.
- Data in relation to transport is included later in this assessment, although more information relating to active travel and the health benefits this can bring would enhance our evidence base.
- Predicted future trends in relation to the prevalence of a number of chronic conditions linked to the health behaviours currently being observed in the Vale.
- Evidence in relation to addiction to prescription drugs.

## 5. Being Part of Safe and Inclusive Communities

This section of the assessment focuses on housing, community safety, volunteering and resilient communities. By ensuring residents of the Vale of Glamorgan are part of safe and inclusive communities the Vale PSB will maximise our contribution towards achieving the following national well-being goals: a Prosperous Wales, a More Equal Wales, a Wales of Cohesive Communities, a Wales of Vibrant Culture and Thriving Welsh Language, a Healthier Wales and a Globally Responsible Wales.

Evidence within this section can also be considered in relation to other findings within this assessment and links are found between range of other aspects of having good well-being such as the affects of living in safe communities on mental, physical and economic well-being and the foundations that can be provided from good quality and affordable housing.

The links between the various sections of this assessment are perhaps best demonstrated through Dahlgren and Whitehead's model referenced earlier in this assessment which highlights a causal relationship between individual lifestyle factors, social networks, working and living conditions and economic, political and environmental factors, globally, nationally and locally.

### 5.1 Headlines

#### What has the data told us?

- The Vale of Glamorgan has a relatively engaged population, with higher than average voter turn-out rates and good volunteering levels. However the level of political engagement varies markedly within the Vale of Glamorgan and suggests that there are geographical communities within the Vale of Glamorgan that are less engaged than others. Figures suggest that those in the most deprived LSOAs within the Vale of Glamorgan, are less likely to be engaged in the political process than those in the least deprived areas.
- Loneliness and isolation are cross-cutting issues that seriously impact on the health and wellbeing of people of all ages in Wales. A significantly higher number of females aged 65+ are predicted to be living alone than males. By 2035 it is predicted that approximately double the number of females aged 65+ will be living alone in the Vale of Glamorgan compared to males. It is also recognised that isolation is not only limited to older people.
- 73% of Vale residents agreed people from different backgrounds got on well together, below the 79.6% Welsh average and the 3<sup>rd</sup> lowest in Wales.

- There is a significant Armed Forces community within the Vale of Glamorgan with 2011 Census data showing there were 1143 members of the Armed Forces in the Vale. This is 16.6% of the total Armed Forces population in Wales
- The overall rate of criminal offences in the Vale has consistently been below the Welsh average.
- The LSOA Castleland 2G in the Barry area observed the highest rates of crime within the Vale across a number of indicators including rates of violent crime, criminal damage and ASB. This LSOA ranked the 29<sup>th</sup> most deprived LSOA in Wales for the WIMD 2014 Community Safety Domain. This area includes Holton Road and is the location of many shops, cafes, Barry leisure centre, the Council Civic Offices and areas of open space.
- The rate of violence against the person offences has increased in recent years in the Vale although a similar trend is also observed in other areas of Wales. Large increases have particularly been observed in areas of Barry such as Dyfan (a 72% increase in 2014/15 compared to 2013/14). In addition there has also been an increase in possession of weapons offences in this area and some other parts of Barry, although overall numbers remain small.
- According to the Welsh Government Children in Need Census, the percentage of children in need where domestic abuse is a parenting factor in the Vale of Glamorgan was the highest in Wales (51%) at March 2015. Further research would be needed to understand the reasons for this figure.
- Hate crime incidents have been increasing in recent years with the conversion rate between incidents and those that are classified as crimes also increasing.
- The average house price in the Vale of Glamorgan is one of the highest in Wales. The average price of a two bedroom house in the Castleland ward in Barry costs on average £108,742 compared to a two bedroom house in Cowbridge in the Western Vale which costs on average £273,143.
- The 2011 Census showed that for the first time in 30 years the private rented sector has grown larger than the social rented sector in the Vale of Glamorgan. This may be explained by an increasing number of younger people who cannot afford to buy and rent privately instead. The Council are also now able to discharge their homelessness duty through the private rented sector.

- In the Vale of Glamorgan, the percentage of overcrowded households is 3.86%, which is lower than Wales at 5.53%. However, across the Vale of Glamorgan there is a wide range between the lowest (0.0% in 'Illtyd 1') and the highest (12.2% in 'Gibbonsdown 2') LSOAs.
- The rate of households presenting and determined to be eligible, unintentionally homeless and in priority need has increased in the Vale of Glamorgan in recent years as opposed to the decreasing national trend. However the Vale of Glamorgan has a higher than average percentage of cases where homelessness has been prevented due to positive action.

### **What have you told us?**

- In 2015/16, ONS personal well-being statistics showed Vale residents to have a fairly high level of life satisfaction. Residents were asked to rate how satisfied they are with life overall on a scale of 0-10, the average rating in the Vale of Glamorgan was 7.83 which is the joint highest in Wales and above both the Welsh and UK averages. Throughout our engagement campaign residents were generally very positive about their life satisfaction and with the area as a place to live.
- Having a say in decisions is very important, although the number of people believing they can actually influence decisions is low. It could be suggested that we need to get better at communicating to our residents how we have taken feedback on board.
- In general residents of the Vale of Glamorgan reported that they felt safe in everyday life although, as might be expected, people felt less safe after dark.
- A lack of crime was highlighted as one of the most positive things about living in the Vale of Glamorgan. However, older people in particular felt anti-social behaviour was an issue within their area.
- The findings of the Let's Talk Survey showed that the majority of respondents were either "very" or "fairly" satisfied with the quality of their homes. Housing was not an issue which featured significantly throughout our engagement campaign.
- Many people highlighted their friends and neighbours as the best thing about where they lived, especially those in the Barry area compared to other parts of the Vale. A sense of community in these areas was apparent, with people commenting that these networks were vital in maintaining their health and well-being. Community and group interaction through various means, ranging from formal groups to social gatherings was seen as very important to well-being.



## 5.2 Our Findings

In 2015/16, ONS personal well-being statistics showed Vale residents to have a fairly high level of life satisfaction. Residents were asked to rate how satisfied they are with life overall on a scale of 0-10, the average rating in the Vale of Glamorgan was 7.83 which is the joint highest in Wales and above both the Welsh and UK average. The Vale of Glamorgan was also found to be the 'happiest' place in Wales with the highest percentage of residents stating that they felt happy yesterday in Wales.

In addition, data from the National Survey for Wales 2014/15 highlighted that 81% of Vale residents felt a sense of belonging to the local area compared to the Welsh average of 83%.

Through our engagement campaign, residents were generally very positive about life in the Vale and about their life satisfaction in general. Many people highlighted their friends and neighbours as the best thing about where they lived, especially those in the Barry area compared to other parts of the Vale. A sense of community in these areas was apparent with people commenting that these networks were vital for their well-being.

The PSB therefore recognises the importance of ensuring our residents are engaged with and feel part of safe and inclusive communities in order to increase their sense of belonging to the local area and satisfaction with life in general.

Increased community resilience is often shown at times of crisis and the PSB recognises the need to build resilient communities which can adapt to future events. For instance, the impacts of climate change pose a risk to our communities and working to build inclusive, resilient and adaptable communities now will ensure that our communities are ready to respond at times of need in the future.

As above, throughout our engagement campaign friends and neighbours within the immediate community was often highlighted as one the best things about living in the Vale, with people commenting that they have good networks in place and people to rely on should things go wrong. However it was noticeable that many people who made such comments were from the more urban areas particularly Barry compared to the Western Vale.

Climate change and adverse weather events pose a risk to all of our communities and it could be suggested that those in more rural areas are at greater risk when such events occur. For example flooding can cut off transport networks, electricity and other infrastructure as well as damaging homes. The effects of such an event can be devastating for a person but having a strong community network who 'rally around' can make a big difference in such situations. Areas of Dinas Powys and Barry, in addition to Cowbridge and Llantwit Major in the rural Vale are areas that are most at risk of flooding in the Vale.

## Participation in community life

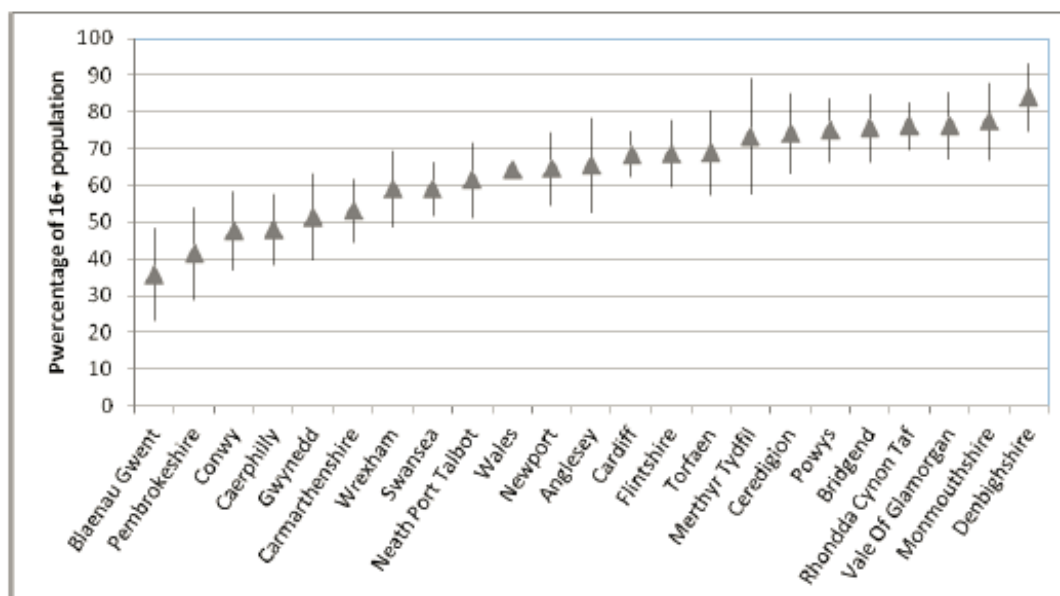
Our findings show that in general people in the Vale of Glamorgan are relatively involved in community life.

According to research conducted by the Welsh Council for Voluntary Action (WCVA), the percentage of people who report volunteering formally in the Vale of Glamorgan is broadly in line with the Welsh average. However, when considering those who report volunteering informally the Vale showed one of the highest percentages across Wales.

The most common types of help given are doing errands, caring for children, keeping in touch with a housebound person, providing transport and giving advice. At least half a million people in Wales do one of these activities in a year.

The WCVA report on volunteering in Wales 2015<sup>15</sup> highlights that “the overall level of informal volunteering should reflect general changes in the needs of people in communities in Wales. It might be expected that as the population ages that more people will be involved in helping their neighbours.” As the Vale has an ageing population this could explain why the Vale of Glamorgan has a much higher percentage of people who volunteer informally than formally.

### Percentage of population aged 16+ who volunteer informally



Source: WCVA Report – Volunteering in Wales 2015

The Vale of Glamorgan Public Opinion Survey 2014 asked respondents about volunteering and found little differences observed between age and gender in relation to whether a

<sup>15</sup> [http://www.wcva.org.uk/media/3504589/final\\_volunteering\\_in\\_wales\\_2015\\_-\\_english\\_july\\_2016.pdf](http://www.wcva.org.uk/media/3504589/final_volunteering_in_wales_2015_-_english_july_2016.pdf)

person volunteered. However the biggest differences were observed between area and social grade.

Residents in the Western Vale were more likely to volunteer followed by the Eastern Vale. Those from Barry were much less likely to undertake voluntary or community work. It could be suggested that those in more rural areas have less services readily accessible compared to Barry and could be more likely to undertake community work. Those in managerial and professional occupations were also more likely to volunteer than those in unskilled or manual jobs.



**let's talk  
amser siarad**

***'I would like more opportunities to volunteer and to be able to have more of a say in local changes'***

*Female/ 35-54/ Eastern Vale*

The importance of volunteering should not be underestimated, with figures from Glamorgan Voluntary Service estimating that the monetary value of volunteering in the Vale of Glamorgan for 2015/16 was £36,903,499 and demonstrates the significant contribution that volunteers make to their local communities. It is also important to consider that this figure only captures volunteer hours undertaken through more formal channels and does not capture the vast amount of informal volunteering undertaken in the Vale as shown earlier.

The effects of volunteering on a person's well-being cannot be underestimated in terms of improving mental well-being and providing a sense of purpose. In addition volunteering can help provide people with a huge variety of skills which can enhance career prospects. The PSB therefore recognise an opportunity with regards to increasing volunteering in the more deprived areas of Barry and promoting volunteering as a gateway to employment in areas where a higher proportion of the population are not in work. The PSB have also posed the question of how we, as employers, can help our staff become more involved within their own communities as volunteers.

If we can improve how we engage with our communities through more innovative methods we may be able to have a greater influence in improving the well-being of our residents and reducing the inequalities we have found throughout our assessment. The PSB has also recognised that communities do not only exist in a geographical sense and 'digital communities' now exist in online spaces. Being able to tap into these networks could help reach some of those who have traditionally been disengaged.

Voter turnout rates can be used to demonstrate the variations in involvement within the Vale of Glamorgan. The turnout in the 2012 local government election in the Cadoc ward in Barry was 29.7% and in the St Athan ward it was just 29.6%, both almost 10% below the Vale of Glamorgan average of 38.9%. Conversely the turnout within Dinas Powys was 51.4%.<sup>16</sup>

The Let's Talk Survey asked Vale residents how important a range of topics were to them. In terms of what was very important to our residents 'having a say in decisions that affect me' was the most important aspect to people in the Vale, however more people strongly disagreed they could influence decisions than tended to agree suggesting we need to improve how we engage with our communities. Similarly 'having a say in decisions that affect me' was identified as being important to children and young people through the 2016 School Super Survey with 71% of primary school pupils and 85% of secondary school pupils stating that it is fairly or very important 'to have a say in decisions that affect me'. Through the same survey, 23% of secondary schools pupils said that adults and decision makers never value their views, ideas and opinions. 46% felt they sometimes did, 25% felt they often did and 7% felt they always did.

The PSB recognises that ensuring people from a wide cross sector of our society are actively involved in community life can help in the redesign and delivery of services at a time of financial austerity. A good example of this is changes to the Council's library services. Through the Council's Reshaping Services Programme, five libraries across the Vale have been transferred to community ownership ensuring not only that the service remains available to these communities but that they deliver what the community wants from them. The new management committees for these libraries also receive on-going support from the Council in the form of IT access, book stock, other library resources and professional advice.

There is a risk of certain sections of the community becoming socially isolated which can have a significant effect on an individual's well-being.

Through our 'Let's Talk' survey it was highlighted that a high proportion of residents rarely or never felt lonely, however it must be recognised that those residents who are likely to participate in the survey are likely to be more actively involved in community life. A high proportion of responses to the survey were received online, and again it is recognised that new digital communities now exist and could act to prevent people who could be geographically isolated or have limited mobility from feeling lonely.

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<sup>16</sup> Data from Electoral Commission



***'I have to make an effort to keep in touch with friends and I volunteer, both of which contribute to my physical and mental well-being. It is worth the effort and I like to be busy'***

*Female/ 75+/ Eastern Vale*

Although social isolation is not only limited to older people, the PSB recognises that the Vale has an ageing population particularly in rural areas who may be more at risk of becoming isolated and feeling lonely. It has been recognised that further evidence is needed to better understand this in relation to the Vale of Glamorgan and how issues regarding social isolation are not only limited to older people.

The Older People's Commissioner highlights that:

"loneliness and isolation are cross-cutting issues that seriously impact on the health and wellbeing of people in Wales. It is imperative that loneliness is measured and that the social capital of relationships and connectivity are understood and addressed in terms of building a resilient Wales and a community of cohesive communities.

Loneliness and isolation have been shown to damage health, are the basis for social exclusion and are a significant and pressing problem in Wales that crosses all boundaries of social class, race, gender identification, sexual orientation, financial status and geography.

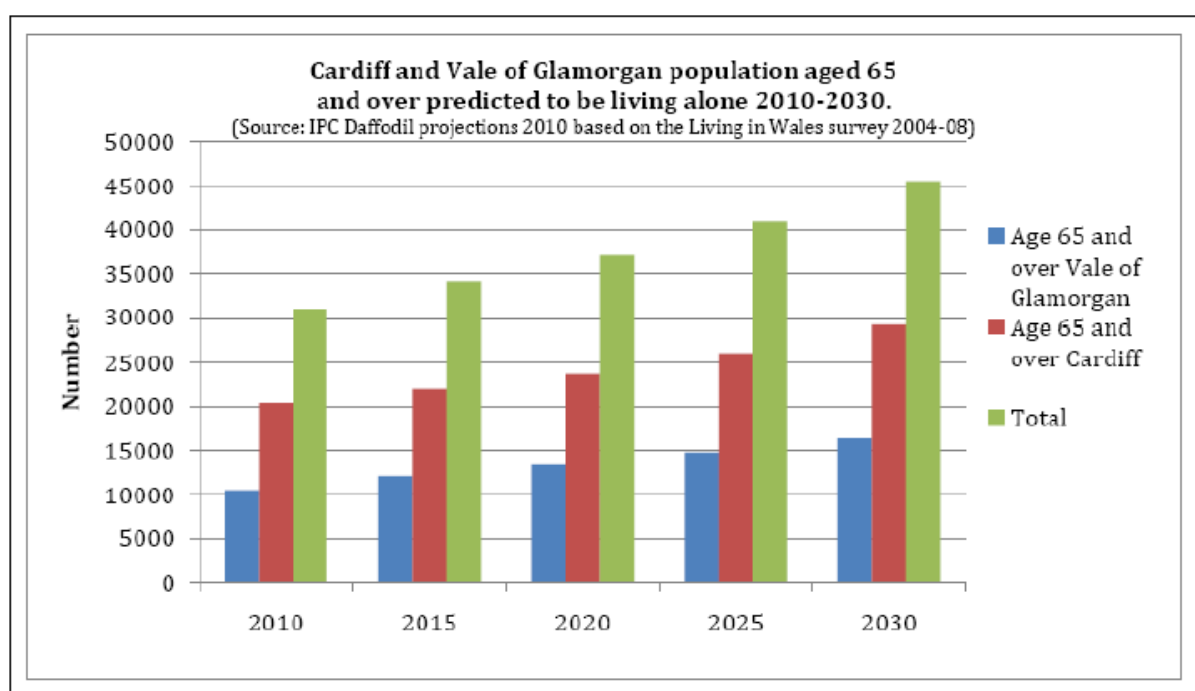
Research demonstrates that loneliness has an effect on mortality that is similar in size to smoking 15 cigarettes a day. It is associated with poor mental health and conditions such as cardiovascular disease, hypertension and dementia. Loneliness also has a much wider public health impact too, as it is associated with a number of negative health outcomes including mortality, morbidity, depression and suicide as well as health service use.

Loneliness can be felt by people of all ages, but as we get older, risk factors that might lead to loneliness begin to increase and converge. Such risk factors include poor health, lack of public transport, sensory loss, bereavement, fear of crime, retirement and technological changes.

Statistics show that loneliness and isolation impact many older people across Wales; however, in rural areas, a unique set of circumstances exacerbate the social isolation of older residents further, leading to poor health, loss of independence and lower quality of life."

The Vale of Glamorgan has a relatively high percentage of people aged 65+ living alone, with Census 2011 data showing that 13.2% of households in the Vale were comprised of one person aged 65+. Social isolation may be an issue in the Vale and a Wyn Campaign<sup>17</sup> Equality Assessment found that one of the top 6 requirements residents felt they should gain from the campaign was not feeling lonely.

The graph below shows that the numbers of people aged 65+ living alone in the Vale are expected to increase by over a quarter from 10,520 in 2010 to 13,390 in 2020, and by over half to 16,400 in 2030.



*Source: Cardiff and Vale Public Health Team assessment of the future health and social care needs of older people in Cardiff and the Vale of Glamorgan 2010-2030.*

Differences can also be observed by gender with a significantly higher number of females aged 65+ predicted to be living alone than males. By 2035 it is predicted that approximately double the number of females aged 65+ will be living alone compared to males. This may be attributed to the differences between male and female life expectancy observed in the Vale with females living longer on average.

<sup>17</sup> The Wyn Campaign was a workstream of the Integrated Health and Social Care Programme involving health, social care and third sector partners working together to improve the experience of older people in the Cardiff and Vale area. <http://www.cardiffandvaleuhb.wales.nhs.uk/the-wyn-campaign>

In 2014 the Friendly AdvantAGE project was established to reduce social isolation and loneliness and to increase confidence in older people. The volunteer project recruited 175 volunteers, who provided over 11,500 hours of volunteering to support older people, reducing loneliness and social isolation. The project was highly successful with 60% of beneficiaries agreeing that their social interaction or well-being had increased and 76% agreeing that their confidence had been positively affected. The project ended in March 2016 when funding ceased.

An evaluation report on the project by the Welsh Institute for Health and Social Care: University of South Wales showed that when participating in the project scores increased for people who agreed that they felt lonely less often than they used to and scores again increased when people were asked three months into the project showing that the project had been positive in reducing loneliness in the medium term. However scores had decreased three months after participation in the project had ended, for agreement with statements such as “I am confident dealing with others everyday” which may suggest that work needs to take place to tackle social isolation in the long term.

## **Safe and Cohesive Communities**

In order to improve the well-being of our residents and contribute to the national well-being goals it is important that our communities are both safe and cohesive for all residents.

The National Survey for Wales 2014/15 found that 73% of Vale residents agreed people from different backgrounds got on well together, below the 79.6% Welsh average with only Flintshire and Torfaen having a lower percentage of residents agreeing with the statement.

National level data shows that those in more deprived areas are less likely to agree, with 68% in the most deprived areas agreeing with this statement compared to 87% in the least deprived areas.

The survey also found that 82% of Vale residents agree people in the local area treat each other with respect and consideration, this is above the Welsh average of 80%.

The Equality and Human Rights Commission Report ‘Healing a Divided Britain’<sup>18</sup> highlights that people from an ethnic minority background are more likely to experience discrimination, harassment or abuse in Britain than White people. In Scotland, they were four times more likely and in Wales almost three times more likely.

The report found that “in Wales, people from ethnic minorities were almost three times as likely as White people to report discrimination, harassment or abuse (19.5% compared with

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<sup>18</sup> <https://www.equalityhumanrights.com/en/publication-download/healing-divided-britain-need-comprehensive-race-equality-strategy>



6.8%). Those with a minority religion were more likely to report this compared with those with no religion (20.8% compared with 8.2%).”

However it is interesting to note that findings for the National Survey for Wales 2012 to 2015 combined results showed no significant differences in feeling of whether people in the local area treat each other with respect between those of White British or Irish ethnicity and all other ethnic groups.

It would be interesting to observe how answers to this question may change following the results of the EU referendum should data become available.

### **Armed Forces Community**

There is a significant Armed Forces community within the Vale of Glamorgan with 2011 Census data showing there were 1,143 members of the Armed Forces in the Vale. This is 16.6% of the total Armed Forces population in Wales (6,875) and can be attributed to the MOD base located at St Athan in the Western Vale. Of the Armed Forces community, 630 live in managed communal establishments (where full or part time supervision is present) and 513 live in households.

The Royal British Legion highlight that as in the general population members of the Armed Forces community can require support in key areas such as housing, access to healthcare, employment and education. However, the Armed Forces community may have experienced unique circumstances which can lead to them being disadvantaged when seeking to access support. The Vale of Glamorgan Council have signed the Armed Forces Covenant which is designed to ensure such disadvantage is avoided and it is essential that Public Services Boards take account of the Armed Forces community in planning service delivery.

In addition to a high number of serving members of the Armed Forces community compared to other parts of Wales, the Vale of Glamorgan has a higher than average number of veterans in the area.

The Population Needs Assessment as required by the Social Services and Well-being Act found that there are around 11.96 veterans per 1,000 residents in the Vale of Glamorgan, above the Wales average of 6.24.

The Office for National Statistics and the Ministry of Defence have estimated via the Annual Population Survey that in 2015 there were 149,000 veterans (not including dependents) living in Wales. Although the complete breakdown of the total population is not possible from currently published datasets, the Ministry of Defence publishes annual data on the location of those members of the community in receipt of an Armed Forces pension or Compensation Scheme payments. Data at April 2016 showed the Vale of Glamorgan to have the highest number of Armed Forces Pension Scheme recipients and Armed Forces Compensation Scheme recipients of all Local Authority areas in Wales.

The ex-Service community can have a range of specific needs with the Royal British Legion highlighting that:

- Around half of the ex-Service population are over 75 (46%)
- Nearly two thirds are aged over 65 (64%)
- Those aged 65+ are less likely than the general population to have a long term illness that limits their activities (41% vs 50%)
- Veterans of working age (16-64) are more likely to report a long term illness that limits their activities (24% vs 13%)
- There are higher reported levels of caring responsibility amongst the ex-Service community of working age compared to the general population (23% vs 12%)
- Working age members of the ex-Service community are less likely to be employed than the general population (60% vs 72%), are more likely to be unemployed (8% vs 5%) and more likely to economically inactive (32% vs 22%)

Details of any connection with the Armed Forces community are routinely collected by the Council's Contact Centre for all callers. Latest data shows that Occupational Therapy is the most popular well-being related service accessed by the Armed Forces Community in the Vale of Glamorgan via the Council's Contact Centre.

Recording a caller's connection with the Armed Forces community is allowing the Vale of Glamorgan Council to build up a comprehensive picture of where the community is located and to gather specific contact information. This information will be used to undertake a consultation exercise in 2017 designed to ascertain the specific needs of the community in order that opportunities to meet these needs can be identified in collaboration with health, military and third sector partners.

The Council is also launching an email based newsletter for the Armed Forces community to help keep in contact with new and existing services. The service currently has circa 700 subscribers.

## Migration



let's talk  
amser siarad

***When I moved to Dinas Powys in 2014, I realised that I had been looking for this village all my life without knowing it. I feel very grateful to be a 70-year-old American who has ended up living in the beautiful Vale of Glamorgan'***

*Male/ 55-74/ Eastern Vale*

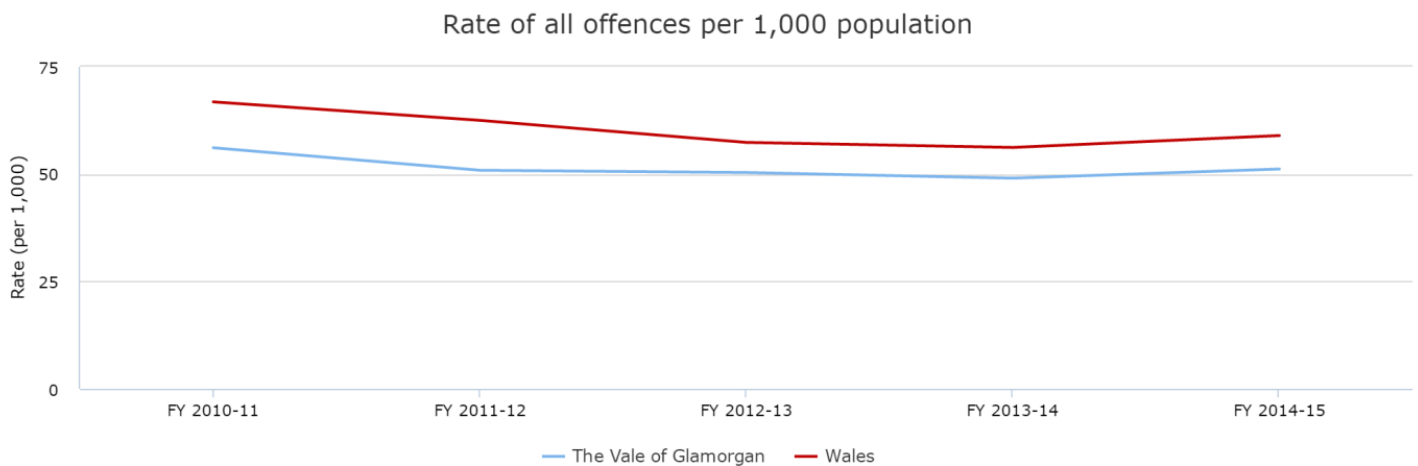
Within the Vale of Glamorgan the number of non-UK born residents was 5,000 in 2004, this increased to 7,000 in 2010 but had decreased again to 6,000 in 2014. As expected, the majority of non-born UK residents in Wales are found in cities – Cardiff, Swansea, Newport and Wrexham, followed by areas surrounding them such as the Vale of Glamorgan and Flintshire.

When considering the percentage of an authorities migrant population that arrived after 2004, the Vale has one of the lowest percentages in Wales, suggesting that the migrants who reside in the Vale tend to have been in the area longer than observed in other parts of Wales. This may explain the trends observed that show the Vale of Glamorgan as having the highest percentage of non-UK born residents who own their own house compared to other areas of Wales.

The impact of events such as the EU referendum result on such issues is at present unknown although data shows that hate crime incidents have been increasing in recent years with the conversion rate between incidents and those that are classified as crimes also increasing.

## Community Safety

Throughout our engagement campaign, many people commented that a low crime rate was one of the most positive things about living in the Vale. This is supported by data that shows the overall rate of criminal offences in the Vale has consistently been below the Welsh average

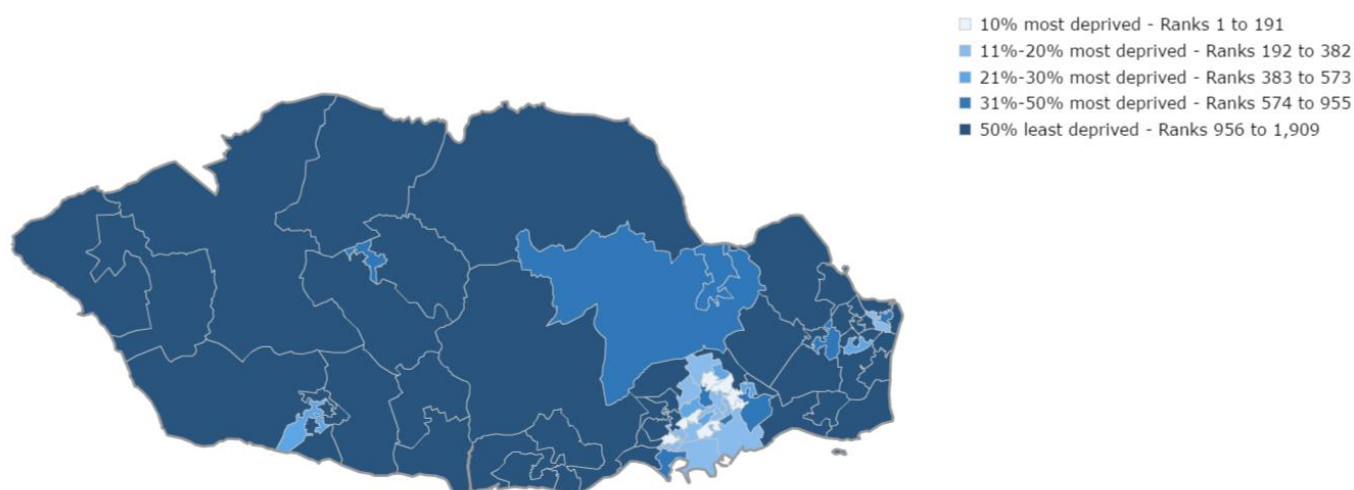


	The Vale of Glamorgan	Wales
FY 2010-11	56.11	66.79
FY 2011-12	50.87	62.49
FY 2012-13	50.34	57.35
FY 2013-14	49.03	56.18
FY 2014-15	51.16	58.95

Source: Office for National Statistics (ONS)

However as has been the case throughout our assessment, there are clear inequalities within the Vale of Glamorgan in relation to community safety. The WIMD 2014 community safety domain takes into account a range of underlying indicators including incidents of a number of different crime types. The following map shows the most deprived areas in relation to community safety are again located mostly in the Barry area.

## Community Safety, 2014



Source: LGDU Vale of Glamorgan Tackling Poverty Analysis. WIMD 2014 Data



**let's talk  
amser siarad**

***'A few problems have occurred in my area which have affected my mental well-being regarding how secure I feel.'***

*Female/ 54-75/ Barry*

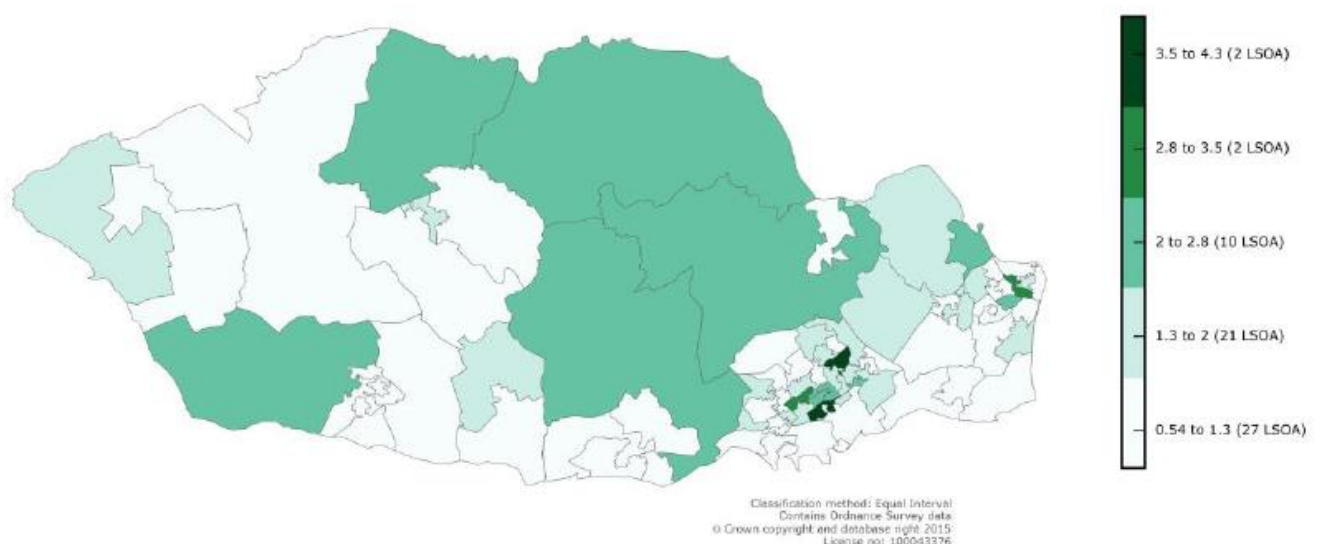
The LSOA Castleland 2G in the Barry area observed the highest rates of crime within the Vale across a number of indicators including rates of violent crime and criminal damage in addition to Anti-Social Behaviour (ASB). This LSOA ranked the 29<sup>th</sup> most deprived LSOA in Wales for the WIMD 2014 Community Safety Domain. This area includes Holton Road and is the location of many shops, cafes, Barry leisure centre, the Council Civic Offices, Drug and Alcohol Services and areas of open space. There is also a concentration of CCTV cameras located here.

Although there is a concentration of higher crime rates around the Barry area, when considering types of offences differences can be observed across the Vale of Glamorgan. For example although rates of violent crime are highest within areas of Barry, a different pattern emerges when considering the rate of burglaries as shown below. This highlights how although less deprived areas of the Vale have low crime rates, people in this area may be targeted as victims of burglary due to their perceived affluence. Becoming a victim of crime can have a huge negative effect on a person's well-being, not only in an economic sense where valuable possessions may be taken but more so on mental well-being. It can also be suggested that despite low crime rates, when the small number of offences that do

take place in less deprived areas, the effects on a person's mental well-being may be even greater than those who live in areas where crime is a more common occurrence.

Despite a higher rate of burglary and similar types of offences in the less deprived areas of the Vale when compared to offences such as violent crime or criminal damage, the map also shows that some of the most deprived parts of Barry still have a high rate of burglary offences when compared to other parts of the Vale. The effects of this type of crime on people in deprived areas could be even more damaging as it could be suggested that victims are less likely to have insurance policies in place or the support and finances needed to rebuild.

### **Rate of recorded burglaries per 100 dwellings and business addresses in the Vale of Glamorgan (2012-2014)**



Source: WIMD 2014

Although the Vale of Glamorgan has relatively low crime rates, the rate of violence against the person offences has increased in recent years although a similar trend is also observed in other areas of Wales. Large increases have particularly been observed in areas of Barry such as Dyfan (a 72% increase in 2014/15 compared to 2013/14). In addition there has also been an increase in possession of weapons offences in this area and some other parts of Barry, although overall numbers remain very small.

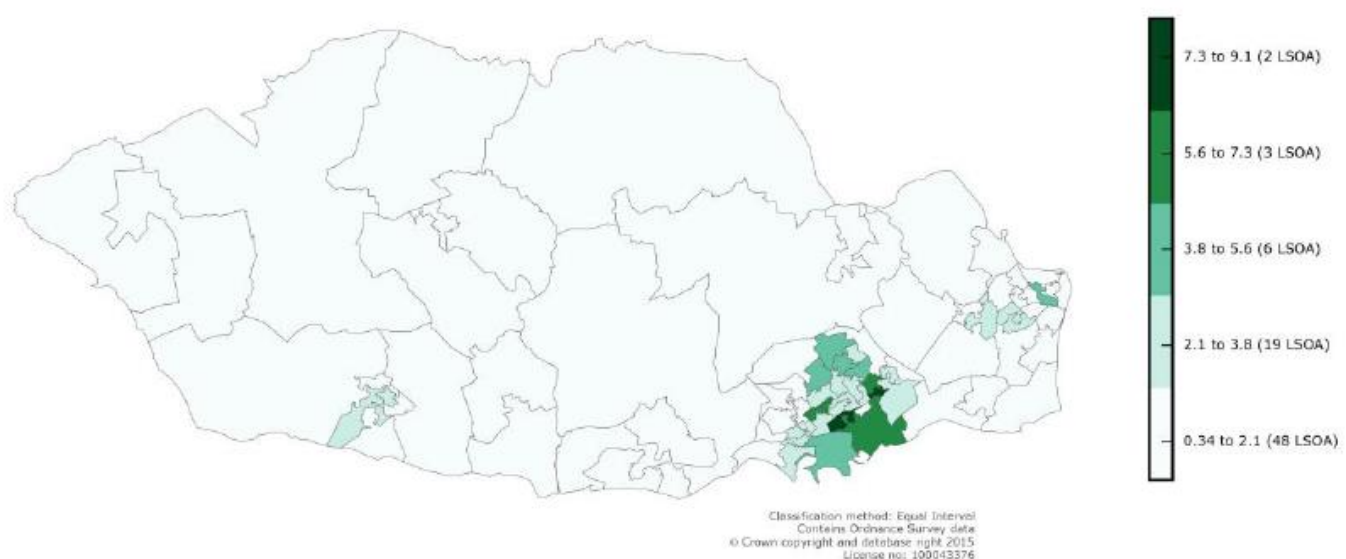
Through our Let's Talk Survey we asked residents to consider a range of issues and whether they were an issue in their area and whether they felt safe in the Vale of Glamorgan in a number of different situations. In general, people felt safe in a number of scenarios

although, as could be expected, people felt less safe after dark. The situation where most people reported feeling very unsafe was when cycling both in daylight and even more so after dark. The health and environmental benefits of promoting active travel are clear and it is therefore an area where more could be done to ensure people are confident to use cycling as a means of travel. The 2016 School Super Survey undertaken through the Children and Young People's Partnership asked a range of similar questions in relation to community safety. 94% of primary school pupils and 93% of secondary school pupils felt safe or very safe in the day. However, in the evening 82% of primary school pupils and 76% of secondary school pupils reported feeling safe or very safe.

Perception of crime can often differ from reality although a perceived high level of crime, whether this is the case or not, can significantly impact on a person's well-being. The South Wales Police Community Perception and Satisfaction Survey asked a range of questions to gather information on public perception and experience of crime & anti-social behaviour, views on the local police, awareness and engagement. Results from the 2013/14 survey showed that in St. Augustine's in Penarth a high proportion of respondents said that there was more Anti-Social Behaviour in their local area when compared to the previous year. In reality force figures showed that ASB had dropped by approximately a third that calendar year in comparison to last calendar year.

Anti-Social Behaviour is an area where there is a clear concentration of higher incidents in the Barry area as illustrated below.

#### **Rate of recorded anti-social behaviour per 100 resident population in the Vale of Glamorgan (2012-2014)**



Source: WIMD 2014



This was reflected during our engagement campaign with Barry residents commenting on ASB being an issue where they lived. Those attending events in the Eastern and Western Vale did not raise this generally with the exception of a small number of older people. Our survey also asked residents to consider whether a range of issues including graffiti, people using drugs, noisy neighbours, people being drunk in public, doorstep callers and littering/fly tipping were an issue where they lived. Although still small numbers, littering/ fly tipping was the issue most people reported as being a serious problem, with many saying other issues listed were not a problem or a very rare occurrence.

As discussed earlier within this assessment, ACEs are stressful experiences occurring during childhood that directly hurt a child (e.g. maltreatment) or affect them through the environment in which they live (e.g. growing up in a house with domestic violence). Being exposed to domestic violence or being a victim of domestic violence can have a serious impact on a child's future life chances, this is classed as an Adverse Childhood Experience.

The Public Health Wales Adverse Childhood Experiences Study<sup>19</sup> highlights that;

“ACEs can continue to harm the health of children throughout their life. Evidence demonstrates that chronic traumatic stress in early life alters how a child's brain develops and can fundamentally alter nervous, hormonal and immunological system development. This can result in individuals whose systems are ‘locked’ into a higher state of alertness; permanently prepared for further trauma. Such physiological changes increase the wear and tear (allostatic load) on their body; increasing risks of premature ill health such as cancer, heart disease and mental illness.

During school years, the same individuals may display a heightened emotional state of anxiety (ready to fight or always prepared to run away) and consequently be distracted from educational pursuits, resulting in poor educational attainments. Children raised in environments where violence, assault and abuse are common are more likely to develop such traits themselves as these behaviours are seen as normal (i.e. normalised); leaving them more likely to both commit violent acts and/or be the victim of such acts in adulthood. Furthermore, the psychological problems associated with exposure to ACEs can leave individuals with feelings of low self-worth and a propensity for behaviours offering short-term relief at the expense of longer-term health. This combination leaves affected individuals prone to adopting harmful behaviours such as smoking, harmful alcohol consumption, poor diets and even early sexual activity.

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<sup>19</sup>[http://www2.nphs.wales.nhs.uk:8080/PRIDDocs.nsf/7c21215d6d0c613e80256f490030c05a/d488a3852491bc1d80257f370038919e/\\$FILE/ACE%20Report%20FINAL%20\(E\).pdf](http://www2.nphs.wales.nhs.uk:8080/PRIDDocs.nsf/7c21215d6d0c613e80256f490030c05a/d488a3852491bc1d80257f370038919e/$FILE/ACE%20Report%20FINAL%20(E).pdf)

The strong associations between exposure to ACEs and vulnerability to harms including substance use, unintended teenage pregnancy, violence, mental illness and physical health problems, mean the children of those affected by ACEs are at increased risk of exposing their own children to ACEs. This is often referred to as the 'cycle of violence'. Consequently, preventing ACEs in a single generation or reducing their impact on children can benefit not only those individuals but also future generations across Wales."

Data shows that incidents of domestic abuse have remained fairly steady within the Vale of Glamorgan in recent years with the same trend observed for repeat offences. Measuring incidents of domestic violence can be difficult to interpret. It is important to remember that although Safer Vale, our Community Safety Partnership, would like to see an increase in victims being confident to come forward and report incidents, the ultimate aim is to reduce domestic violence. There is a specific chapter on violence against women, domestic abuse and sexual violence in the Population Needs Assessment. This includes relevant data and the results of engagement with service providers and service users. The PNA highlights the need for education and information to help raise awareness and improve support. The PSB will work with the IHSCP and Safer Vale to consider relevant actions for the PSB Well-being Plan.

The percentage of children in need where domestic abuse is a parenting factor includes children looked after, children on the child protection register and other children in need (including unborn children) who may not be looked after or on the child protection register where domestic abuse is a contributory factor to that child being in need.

The Welsh Government Children in Need Census showed that the Vale of Glamorgan had the highest percentage of children in need where domestic abuse is a parenting factor in Wales (51%) at March 2015. Further research would be needed to understand the reasons for this figure.

At a national level over the past five years there has been an overall reduction in the number of fire incidents in Wales. However the total number of deaths and injuries arising from all fires has increased from 57 to 85. This represents a sharp increase against what had been a steady decrease. The total number of deaths and injuries arising from accidental fires has increased from 47 to 77.

There are four fire stations in the Vale of Glamorgan – Barry, Penarth, Llantwit Major and Cowbridge with crews from the Barry station attending the highest number of incidents. In the Vale of Glamorgan there was a very slight increase in total fire incidents from the 2014/15 to 2015/16 financial year with an increase in the number of accidental fires. The number of malicious false alarms over the same period reduced from 35 to 12 in the Vale of Glamorgan. Ward level statistics show that the Cadoc ward in Barry has the highest number

of deaths and injuries from fire during the 2015/16 financial year although numbers were very small (5).

## **Housing**

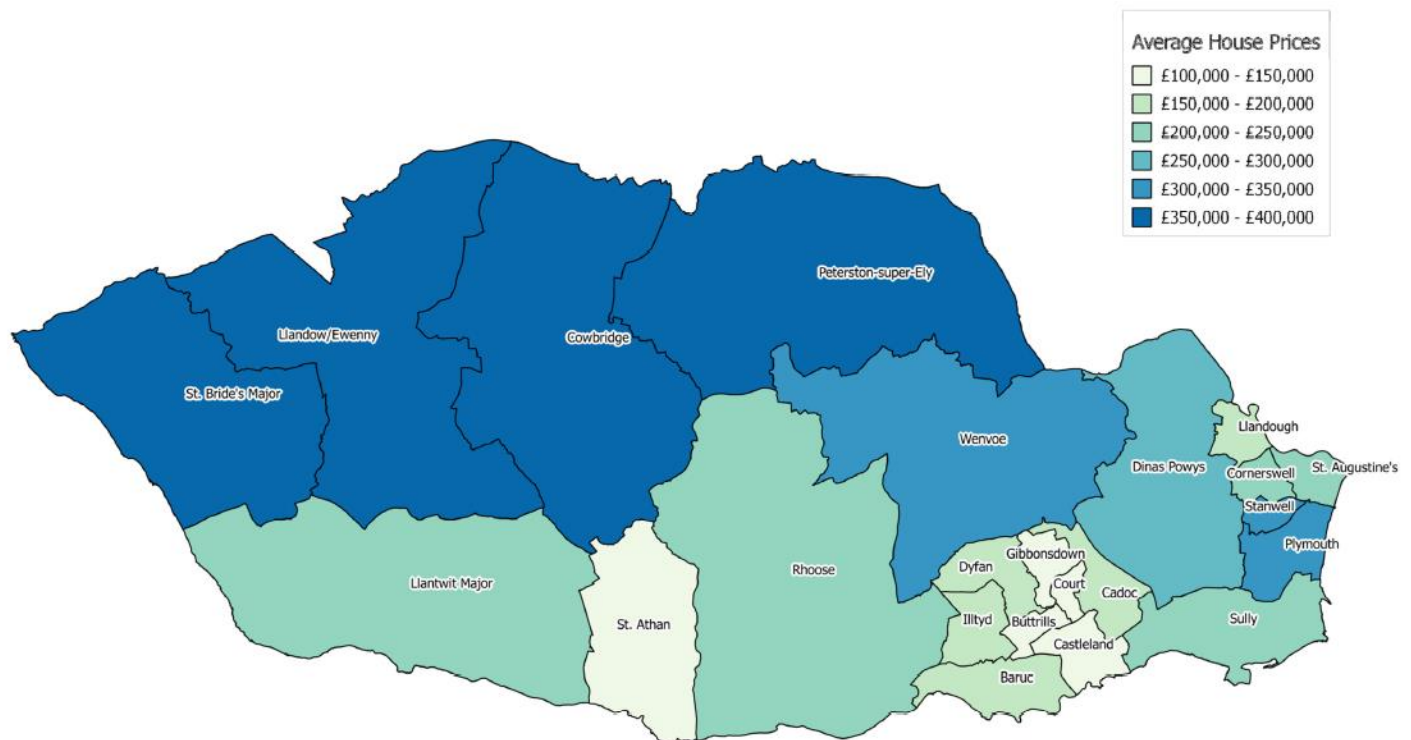
In order to further consider whether the communities in the Vale of Glamorgan are safe and inclusive we have considered a range of evidence in relation to housing. Housing is the bedrock of communities; it drives the demand for local services, shops and facilities. A good quality, affordable and suitable home can be the catalyst a household needs to prosper. Instability in accommodation can act as a barrier to securing work or training, make accessing key services, such as health or social care more difficult, disrupt education and negatively affect physical and mental health.

We considered a range of data and evidence in relation to housing within the Vale of Glamorgan with a number of key findings emerging.

The Vale has an estimated 53,505 dwellings. The majority of households, 72.5%, own their own home, 11.9% rent from a social landlord and 15.7% from a private landlord. The percentage of households who own their own home (with or without a mortgage) in the Vale is higher than the Welsh average, whilst the percentage of households living in the private rented and social rented sectors are lower than the Welsh average.

The average house price in the Vale of Glamorgan is one of the highest in Wales. However there are also significant differences between areas within the Vale, in particular between Barry, Penarth and rural communities in the Western Vale; for example the average price of a two bedroom house in Castleland in Barry costs on average £108,742 compared to a two bedroom house in Cowbridge which costs on average £273,143. High house prices in the rural Western Vale, where the percentage of properties available for rent is also lower than more urban parts of the Vale, were raised as a concern during the engagement campaign as young first time buyers are unable to afford to live in the communities within which they grew up. It is therefore interesting to observe that during the engagement campaign a sense of community and belonging was more apparent in the Barry area compared to other parts of the Vale.

## Average House Price by Area



Source: Local Housing Market Assessment 2015

People working in rural areas often have to move away to find a family home. As they have to commute back to the area for work, the next generation of children grow up away from their roots, culture and heritage. Communities are affected as they no longer retain younger people and young families. Schools may be threatened with closure, services may be withdrawn, businesses may close, and employers may have difficulty finding reliable long term workers. Enabling people to remain or return to living where they grew up, where they have family and a connection also enables communities to support each other by providing care, support and childcare to family members

However there are obstacles to developing new housing in the rural Vale: lack of funding, land availability and land suitability. The key is building just enough new homes to meet local need without building over Greenfield sites in the rural Vale and impacting on the natural environment that is such a big asset in the Vale.

The Council has an Affordable Housing Enabler who works in partnership with rural Community Councils, and residents to raise awareness of housing issues and developments. When considering applications for low cost home ownership schemes, priority is given to those with a local connection to the area. In order to provide advice and assistance, the

Council are also able to provide roadshow style advice surgeries with residents being able to request these to visit their area.

Tenure status varies by area with Barry having a lower percentage of owner occupiers than other areas and the largest percentage of social rented households. St. Athan, with an MOD base has the highest percentage of private rented households and the lowest percentage of owner occupied properties.

The 2011 Census showed that for the first time in 30 years the private rented sector has grown larger than the social rented sector in the Vale of Glamorgan.

In the Vale of Glamorgan, the percentage of overcrowded households is 3.86%, which is lower than Wales at 5.53%. However, across the Vale of Glamorgan there is a wide range between the lowest (0.0% in 'Illtyd 1') and the highest (12.2% in 'Gibbonsdown 2') LSOAs.

The findings of the Let's Talk Survey showed that the majority of respondents were either "very" or "fairly" satisfied with the quality of their homes.

Based upon the evidence presented in the Gypsy Traveller Accommodation Assessment study the estimated additional pitch provision needed for Gypsies and Travellers in the Vale of Glamorgan for the whole Local Development Plan period is 20 additional pitches. There is no additional need for the Vale of Glamorgan to consider for Travelling Showpeople.

In the Vale of Glamorgan, the number of households affected by the spare room subsidy has been steadily decreasing since the reforms were first introduced. However a data gap exists in terms of capturing the reasons why households are no longer being affected by the subsidy – whether this is due to households moving to smaller properties, due to evictions or whether for instance they have found employment and no longer claim housing benefit.

The rate of households decided to be eligible, unintentionally homeless and in priority need has increased in the Vale of Glamorgan in recent years as opposed to the decreasing national trend. However, the Vale of Glamorgan has a higher than average percentage of cases where homelessness has been prevented due to positive action.

In assessing the housing market as a whole, the 2015 Local Housing Market Assessment calculates the net need for affordable housing, including social rented housing and intermediate housing products, over the next five years. The headline annual net need for affordable housing in the Vale of Glamorgan is 559 units per annum.

The Vale of Glamorgan Council's Empty Homes Strategy highlights how empty properties represent a wasted resource and lost opportunity. Despite the significant housing need,

there are significant numbers of empty homes across the county which could be brought back into use and provide a home to an individual or family in need. The impacts of empty homes can be wide ranging from the impact on Council services such as Environmental Health; the economic impact to the property owner as leaving the property empty can cost more; the impact on neighbours as empty homes can become unsightly and cause structural problems to adjoining properties; the impact on communities as they attract crime, vandalism and anti-social behaviour further impacting on community safety services and environmental well-being impacts. The demand for housing could result in the need to develop greenfield sites causing a loss to biodiversity and degradation of habitats when it would be much more efficient and sustainable to make best use of the homes that we already have.

At the end of the 2015/16 financial year there were 79 empty properties in the Vale. A range of services and support is in place to bring empty homes back into use across the Vale of Glamorgan including financial assistance.

With regards to the environmental impact of housing, properties are a significant source of CO<sup>2</sup> emissions but many other elements of housing can impact on the environment, including the materials used to build homes and the transport involved.

New housing stock is developed to specific energy efficiency standards; market housing is required to meet Building Regulations and level 3 of the Code for Sustainable homes. New affordable housing is expected to be constructed to Welsh Quality Housing Standard as a minimum and include measures for managing the reduction of energy use through construction and occupation.

Existing older housing stock is more likely to experience poor energy efficiency; in the Vale of Glamorgan 12.3% of the existing housing stock is considered to be unfit or be in disrepair, which is a significant contributor to poor energy efficiency. 19% of properties in the Vale of Glamorgan have a 'poor' energy rating (SAP under 39 Band F&G) and 57% of unfit properties experience a category 1 hazard for excess cold. Excess cold is predominantly with older harder to heat dwellings. Poor energy efficiency and excess cold can also contribute to fuel poverty. A household in Wales is defined as being in fuel poverty if they spend 10% or more of their income on energy costs.. People who struggle to keep their homes warm usually have low incomes and are often the most vulnerable people in our communities. In the Vale of Glamorgan, it is estimated that just over 1 in 5 are living in fuel poverty.

There is a growing body of evidence to show that there is a close association between cold homes, fuel poverty, and poor health. This includes impacts on both physical and mental health, and on illness and death rates, in younger and older people. The Population Needs Assessment recognises that by taking action on fuel poverty and cold homes, the burden on

the health and social care system can be reduced, as well as helping to address both the causes and effects of climate change.

There has been significant investment to improve the energy efficiency of the private housing stock in the Vale. The approaches taken by the Council to improve the energy efficiency of housing stock are detailed in the Private Sector Renewal Policy 2014 and include:

- Area renewal
- Energy Efficiency and Home Safety Grants
- Energy efficiency assistance, including facilitating the delivery of the Green Deal, the Health Through Warmth scheme, Carbon Emission Reduction Target funding, ARBED and NEST

### 5.3 Summary

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

Communities no longer exist only geographically but digitally and we need to consider new ways of reaching these communities to ensure we engage with all sectors of our society to increase our evidence base. New innovative methods will also help avoid consultation fatigue.

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

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

The PSB has identified that the key question to reflect on is what will communities look like in the future and how do we act now to ensure they are resilient?

### 5.4 Where we need to increase our evidence base?

The well-being assessment must be seen as an ongoing process of better understanding our communities in order to improve our residents well-being and contribute to achieving the national well-being goals. The PSB will consider how it can ensure our evidence base can be kept 'live' and become a dynamic resource for everyone.

We will also continue to enhance the findings presented in this section of the assessment and recognise that further information is needed in relation to the following, either because robust data is unavailable at the present time or because analysis is still ongoing.

- Data in relation to incidents of hate crime and feeling within the community since the results of the EU referendum
- Evidence in relation to younger people who may be suffering from social isolation



- In order to engage with all of our community we recognise new 'digital communities' now exist which should be tapped into in order to reach those who are traditionally not engaged
- Data in relation to outcomes for those who are no longer affected by the spare room subsidy – whether this is attributed to gaining employment and no longer receiving Housing Benefit, due to downsizing the property or due to eviction.
- In depth analysis of commuter patterns – which are explored in the next section of this assessment – would help identify areas where a high proportion of the community may be commuting elsewhere during the day, thus leaving 'ghost towns' and areas where there is a low sense of community belonging.
- Data and evidence in relation to reoffending rates in the Vale of Glamorgan
- Further evidence in relation to domestic violence

## 6. Maximising Opportunities and Attainment

This section of the assessment focuses on education, employment, business, culture and tourism. By ensuring residents of the Vale of Glamorgan are able to maximise the opportunities available to them the Vale PSB will contribute towards achieving the following national well-being goals: a Prosperous Wales, a More Equal Wales, a Wales of Cohesive Communities, a Wales of Vibrant Culture and Thriving Welsh Language, a Healthier Wales and a Resilient Wales.

Evidence within this section should also be considered in relation to findings within other sections of this assessment as links are found between a range of other aspects of having good well-being. For example the impact of tourism and the natural environment on increasing the economic well-being of the area, good transport and IT infrastructure on remaining part of a community and avoiding social isolation and a good quality education in the early years on future mental and physical well-being.

The links between the various sections of this assessment are perhaps best demonstrated through Dahlgren and Whitehead's model referenced earlier in this assessment which highlights a causal relationship between individual lifestyle factors, social networks, working and living conditions and economic, political and environmental factors, globally, nationally and locally.

### 6.1 Headlines

#### What has the data told us?

- The Foundation Phase Assessment for 4-5 year olds is made up of four Areas of Learning – Personal and Social Development; Language, Literacy and Communication; Mathematical Development; and Physical Development. In 2015/16 in the Vale of Glamorgan the percentage of children reaching the expected outcome or above across all of these areas of development combined was 91.2%. This was the highest across the Central South Education Consortium Area and was the 2<sup>nd</sup> highest in Wales behind Monmouthshire (91.7%).
- The percentage of children in need reaching the expected outcome at the foundation phase assessment was also higher than the Welsh average.
- For the 2015/16 academic year 67.1% of pupils aged 15 in the Vale achieved the Level 2 threshold including a GCSE grade A\*-C in English/ Welsh First Language and Maths. The Welsh average was 60.3%. Although the Vale is well above average it is

important to consider that we should be aiming to be on par with English authorities of similar socio-economic profiles.

- While overall the Vale of Glamorgan performs well at Level 2 when compared to others in Wales, levels of attainment varies greatly. Based on a three year average, 2010/11 to 2012/13, it ranges from 97% in the 'Plymouth (VoG) 3' LSOA to only 21% in the 'Gibbonsdown 4' LSOA.
- The percentage of year 11 pupils who become NEET (Not in Employment, Education or Training) continues to decrease year on year and remains below the Welsh average for 2015-16 across the year 11, year 12 and year 13 age groups.
- Qualification levels for those aged 16-64 in the Vale are above the Welsh average.
- Despite high average earnings overall, differences in income can be observed within the Vale of Glamorgan. Median household incomes in Barry are significantly lower than areas of the Eastern and Western Vale. Differences also still exist within these communities with households in Llantwit Major and St Athan having lower incomes than other parts of the Western Vale and Llandough, Cornerswell and Stanwell having lower median household incomes than other parts of the Eastern Vale.
- Of those who are economically active in the Vale 74% are in employment, slightly higher than the Welsh and UK average. 4% of the population are unemployed which is lower than the Welsh and UK averages.
- The Vale has a lower than Welsh average percentage of workless households and children living in workless households.
- The latest Childcare Sufficiency Assessment for the Vale of Glamorgan (2016/17) found that there are a total of 6,367 places offered during term time and 2,603 vacancies (41%) across the Vale of Glamorgan. During school holidays the number of places reduces to 2,056 and vacancies are only available with childminders and out of school care.
- The Western Vale has the highest number of childcare places during term time and 44% of these are vacant. During the school holidays, childcare is more evenly spread across the three community areas. The most saturated area for childcare providers is Barry with a total of 103 (42%) although as above the Western Vale has the highest amount of childcare places during term time (41%) and 44% are vacant. This is due to a day nursery in Cowbridge that states a capacity for 966 childcare places. The majority of holiday provision is in the East Vale (54%).

- When considering business survival rates, the Vale had the highest rate of businesses reaching 5 years trading in Wales.
- When considering the projected change in jobs by industry in 2020 compared to 2014, the biggest losses are projected to be in public administration and defence, and the manufacture of plastics industries. The largest projected increases in jobs are predicted to be in the residential care and restaurants and mobile food service industries.
- The total number of visitors to the Vale of Glamorgan for tourism purposes continues to increase. Since the STEAM Tourism report was produced in 2004 to 2015, there has been an 18.5% increase in visitors to the area. In addition there has been a 64.8% increase in the economic impact of tourism in the Vale of Glamorgan during this time period and a 10.9% increase in total employment supported by the tourism industry.
- The Vale has a lower percentage of residents who can speak Welsh than the national average. The rate of Welsh speakers varies across the Vale with lowest rates being observed in areas of the Eastern Vale in addition to St Athan and Llantwit Major which may be attributed to the transient population in this area due to the MOD base.

## **What have you told us?**

- In response to a question on training opportunities in the Let's Talk survey, residents raised concerns about costs, age restrictions and about a lack of opportunities for part time employees. However others quoted supportive employers and good support from Careers Wales.
- The Let's Talk survey results showed that the majority of respondents felt their economic well-being would decrease over the next 5 years with the EU Referendum result consistently highlighted as the reason for their answer.
- The Vale Public Opinion Survey undertaken in 2014 showed 80% of residents use the internet which had increased from 72% in the previous 2010 survey. The biggest difference was observed between age groups with 95% of those aged under 55 using the internet but only 54% of those aged 55+ doing so.
- The Let's Talk survey results showed that most respondents were either very or fairly satisfied with their job.

- Transport was often raised as a topic during the engagement undertaken for the assessment. Respondents wanted improvements to public transport in particular the frequency of buses and trains in rural areas although some felt there were good services. The condition of roads and pavements was also a frequently raised issue.
- In terms of the Let's Talk survey 31.9% of respondents reported being either concerned or fairly concerned about transport costs. 18% of respondents answered that they were fairly dissatisfied, or very dissatisfied, with their "access to public transport". Respondents in the Western Vale recorded a higher rate of dissatisfaction with "access to public transport" than the other areas of the Vale of Glamorgan.
- The natural environment was consistently highlighted by residents as what's good about living in the Vale during the Let's Talk Engagement Campaign with beaches and parks consistently being mentioned. The Vale's natural environment was recognised not only as an asset for residents but to attract visitors to the area as well.
- The National Survey for Wales showed that when considering whether residents have participated in arts events, visited historic places or visited a museum in Wales, the Vale ranked highly compared to other areas in Wales across all three activities showing good participation rates in cultural activities.
- Let's Talk respondents were asked to consider how important a range of aspects were to them including religion, arts and culture, sport, Welsh language and Welsh culture and heritage. Welsh language was the issue that most respondents felt was not important at all and the issue that least respondents thought was fairly or very important. However Welsh culture and heritage was identified as being fairly or very important to a high number of respondents. It is interesting to note that the survey was live during Wales' Euro 2016 football campaign.

## 6.2 Our Findings

### Education

In order to ensure our population are given the best possible chance to maximise their opportunities having a good education is of up most importance. Education acts as the key foundation for the economic success of not only individuals but of the area as well. It has been stated that “educational attainment has the largest impact on the likelihood of being in poverty and severely materially deprived as an adult...holding all else equal, in the UK, those with a low level of education attainment are almost five times as likely to be in poverty now and 11 times as likely to be severely materially deprived as those with a high level of education”.<sup>20</sup>

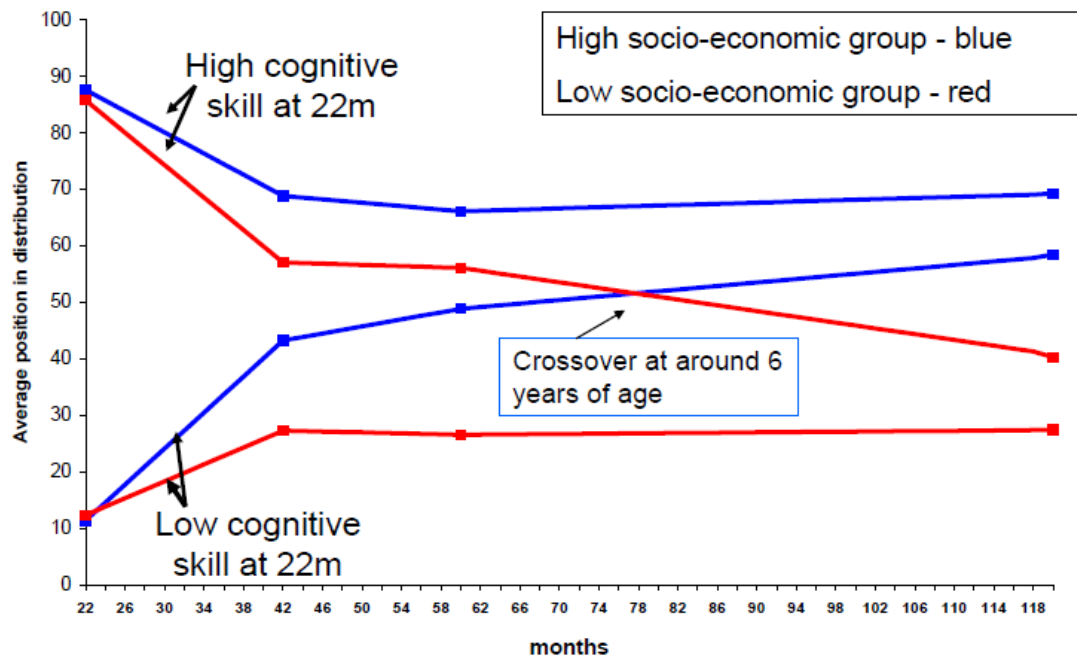
At a national level, the Welsh Government Understanding Wales’ Future<sup>21</sup> report highlights that Wales is under-performing internationally in educational attainment, which has implications for the economy, health and the general life chances of our people. Therefore, although our analysis of education attainment compares success in the Vale of Glamorgan to the Welsh average it is important to consider that the Welsh average may not be the best comparator. Our ambition is that education outcomes in the Vale of Glamorgan are the best in Wales and match those of the most successful authorities in England with similar socio-economic profiles.

We have already considered the importance of early years and the impact of education at a young age cannot be underestimated. Understanding Wales’ future highlights how international evidence suggests the biggest opportunities for changing life chances lie in the pre-school years with the factors that lead to educational under-attainment starting very early in childhood. The following chart demonstrates the links between level of cognitive skills and socio-economic background. The impact of a child’s socio-economic status on cognitive development and resulting life chances are clear and demonstrates the importance of success in the early years, not only for the generation themselves but the impact this will have on the socio-economic circumstances their children’s generation.

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<sup>20</sup> <http://webarchive.nationalarchives.gov.uk/20160105160709/http://www.ons.gov.uk/ons/rel/household-income/intergenerational-transmission-of-poverty-in-the-uk---eu/2014/blank.html>

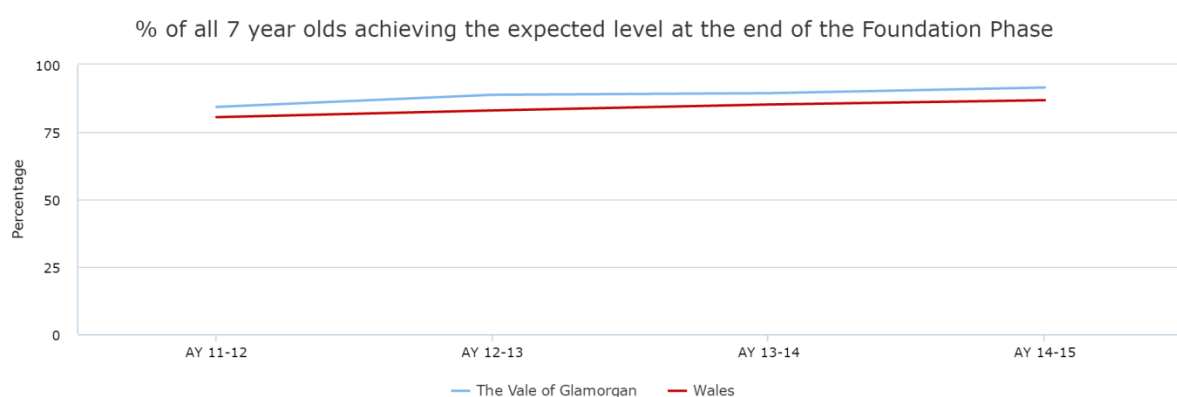
<sup>21</sup> <http://gov.wales/statistics-and-research/understanding-wales-future/?lang=en>



Source: Feinstein (2003 'Inequality in the Early Cognitive Development of British Children in the 1970 Cohort')

The Foundation Phase Assessment for 4-5 year olds is made up of four Areas of Learning – Personal and Social Development; Language, Literacy and Communication; Mathematical Development; and Physical Development. In 2015/16 in the Vale of Glamorgan the percentage of children reaching the expected outcome or above across all of these areas of development combined was 91.2%. This was the highest across the Central South Education Consortium Area and was the 2<sup>nd</sup> highest in Wales behind Monmouthshire (91.7%).

Children are also assessed at the end of the Foundation Phase (aged 7) and the following graph shows that the percentage reaching the expected level of development is again above average with the Vale of Glamorgan having the second highest percentage across Wales.



	The Vale of Glamorgan	Wales
AY 11-12	84.3	80.5
AY 12-13	88.8	83.0
AY 13-14	89.4	85.2
AY 14-15	91.5	86.8

Source: Welsh Government

The percentage of children in need reaching the expected outcome at the foundation phase assessment was also higher than the Welsh average.

Within the Vale of Glamorgan there are 45 local authority primary schools and 7 secondary schools. Class sizes in the Vale of Glamorgan are slightly larger than average and the percentage of pupils who are eligible for free school meal is below average. For the 2015-16 academic year, school attendance remained in the top quartile of performers in Wales for both secondary and primary schools.

For the 2015/16 academic year 67.1% of pupils aged 15 in the Vale achieved the Level 2 threshold, 5 GCSEs at grade A\*-C including a GCSE grade A\*-C in English/ Welsh First Language and Maths. The Welsh average was 60.3%. However, again inequalities exist within the Vale of Glamorgan with levels of attainment lowest in the most deprived areas of the Vale. This is further evidenced in the achievement gap between pupils in the Vale in receipt of free school meals and those who are not. One of the Council's 2015-16 improvement objectives was to reduce the achievement gap between pupils in receipt of free school meals and those who are not. The performance of pupils entitled to free school meals has improved since 2012, albeit not always at the same rate as their peers. The achievement gap at KS4 slightly narrowed for the 2015-16 academic year, however reducing this gap further remains a key focus for improvement and a priority for Council in the long term.

For children who are in receipt of Free School Meals, the school holidays can have a significant impact upon their achievement throughout the coming school year. The school summer holidays are a crunch point for low-income families with children who benefit from free school breakfasts and lunches often missing meals and going hungry once their school shuts for the holidays. Missing meals, a sedentary lifestyle and social isolation in the school holidays not only reinforces existing health inequalities but can impact upon the child's attitude and motivation to learn when returning to school at the beginning of the year.

The Food and Fun School Holiday Enrichment Programme was developed and piloted in Cardiff in 2015, and was the first UK example of a multi-agency project providing healthy meals, nutrition skills, sports and other physical activities in the school holidays. In 2016 the model was rolled out beyond Cardiff and implemented in 19 schools in Communities First Cluster areas across Wales following support from the Welsh Local Government Association (WLGGA) and five local authorities (the City of Cardiff, the Vale of Glamorgan, Neath Port Talbot, Denbighshire and Wrexham).

In the Vale of Glamorgan, the Barry Communities First team helped to identify 40 at risk households for the programme in the Vale. The programme ran for a 3 week period in the summer school holiday, providing sports and nutritional activities 4 days a week. It was targeted at 10 and 11 year olds in the transitional year between primary school in year 6



and secondary school in year 7. The programme provided breakfast and lunch for participants and parents and siblings were also invited to join the programme every Thursday for lunch. The project also involved 6<sup>th</sup> form students from Bryn Hafren and Barry Comprehensive School, the two sites for the project in the Vale, who volunteered to help with the programme. Over the course of the programme 196 children were involved at the Barry Comprehensive school site and 188 children involved at the Bryn Hafren Comprehensive school site.

A Wales wide evaluation of the project was undertaken with the evaluation finding evidence of positive impacts on children's activity levels, diet, social isolation, and opportunities for learning and engagement with school, all contributing to improving both the children's and the parents' well-being. Data collected via activity monitors showed children were significantly more likely to achieve the daily recommendation of 60 minutes moderate to vigorous physical activity when attending the club (71%) compared to other non-club weekdays (48%). Overall, 98% of children reported eating breakfast and all children ate lunch on club days. The majority reported consuming more fruit and vegetables (67%), less sugary snacks (66%) and less sugary/fizzy drinks (81%) at the club than at home. The project was not only found to impact upon the children's well-being but the parent's through decreasing mental stress and placing less strain on their economic well-being.

Potential social and educational benefits were found with 75% of children reported making new friends at holiday club and parents and staff observed more positive attitudes to school among children attending the holiday clubs. This positive experience during the school holiday's can help increase the child's motivation to attend school and work hard during the coming school year.

Previous analysis undertaken through the 2015 Vale of Glamorgan Tackling Poverty Report<sup>22</sup> found there was no link between travel to school times and pupil attendance rates. As stated school attendance rates in the Vale are amongst the highest in Wales with attendance at school influencing attainment levels. The analysis in relation to travel times to school having no influence over attendance levels is supported by analysis of achievement levels with areas in the Western Vale having some of the highest achievements levels despite pupils in these areas having some of the longest travel times to school due to the rural nature of the area.

Although overall the Vale of Glamorgan performs well above average across the key stages, it is important to consider that we should be aiming to be on par with English authorities of similar socio-economic profiles. Previous analysis undertaken by the Local Government Data Unit identified a 'family' of local authorities of similar socio-economic profile to the Vale of Glamorgan – Flintshire, East Sussex, Norfolk and Solihull. Previous analysis undertaken in 2013 showed that when considering teacher assessments at KS2 and KS3 the Vale

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<sup>22</sup> [LGDU Vale of Glamorgan Tackling Poverty Report 2015](#)

performed either in line or above the authorities within this 'family'. However, at KS4 performance in the Vale of Glamorgan was below that of the English authorities within this group although care must be taken when comparing these figures due to differences in examination arrangements. Further work would be required to undertake this analysis using the most recently available data.

Our more detailed evidence report also considered a range of factors in relation to how pupils feel about school. The Understanding Wales' Future Report identified that pupils in Wales feel much more pressured by school work than 15 year olds in other countries with higher attainment. Pupils across the Cardiff and Vale Health Board area were in line with the Welsh average when asked whether they felt pressured by the school work they had to do. The percentage of pupils in the Cardiff and Vale region who reported liking school a lot was above Welsh average although only 26% of pupils reported doing so. The 2016 Vale of Glamorgan School Pupil Needs Assessment asked a range of questions in relation to how pupils felt about school the findings of which are detailed in our evidence report.

Selfie (Social and Emotional Learning for Improvements elsewhere) is a unique web based system, developed through collaboration between the University of Sussex, the Vale of Glamorgan Council and the software developer Viewpoint.

A number of Vale schools are currently involved and each school can decide to survey the whole school or to pick individual year groups. The survey looks at two areas, 'my feelings' and 'my class'. The survey helps to gain an insight into the social and emotional climate of the school from the perspective of all members of the school community.

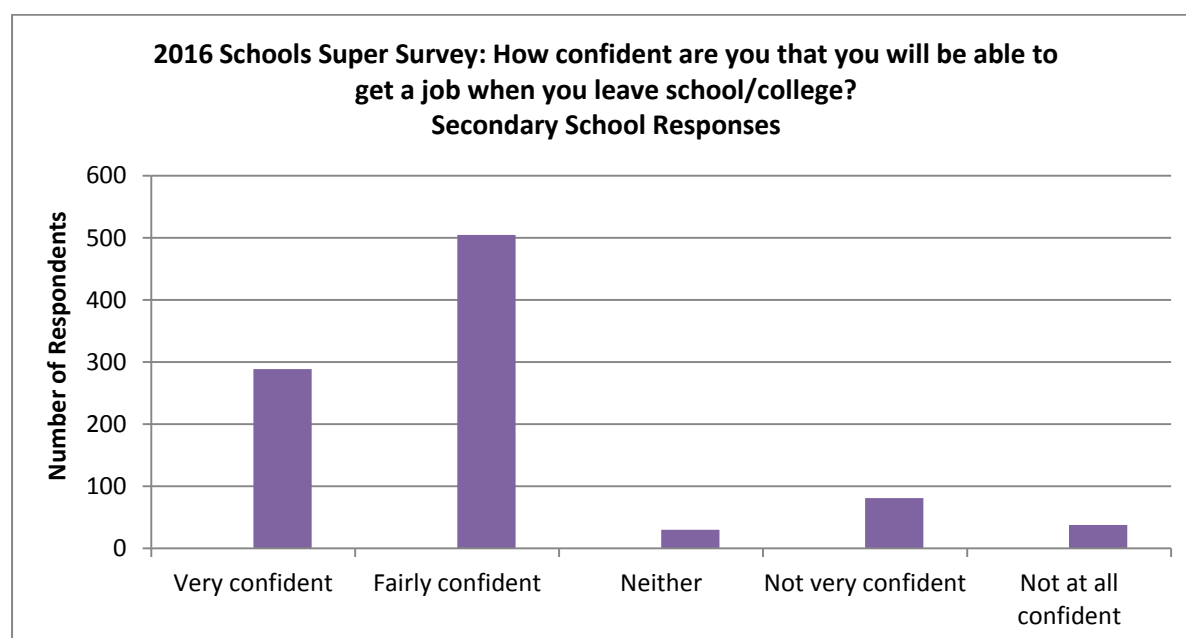
From the results staff can identify

- those pupils who need additional support and target interventions
- areas that the school is strong
- areas for development
- differences in the perceptions between staff and pupils

Since the introduction of SELFIE in October 2015, in excess of 9000 children in Vale schools have been surveyed. This has helped identify children with lower levels of well-being and helped target action plans to improve their well-being. It has been possible to identify whole school issues with bullying, worry, and social experience, and work with head teachers to explore this further.

Over the coming year an on-line assessment system will be used to help establish how pupils feel about themselves and others. The information will be used to help plan what schools can do to improve all pupils' well-being. This will include linking the pupils' responses with other information such as attainment, attendance, FSM status, SEN status, EAL status, ethnicity and first language. This will help identify if there are any patterns within schools which will help to improve pupils' well-being, learning and attendance and whether some pupils would benefit from extra support.

The 2016 Schools Super Survey also asked children and young people in the Vale a range of questions regarding how they feel about the future. The survey asked pupils to consider how confident they felt that they would get a job after leaving school/ college. Of the 943 responses to this question, 85% were either fairly or very confident about finding a job in the future.



Source: 2016 Schools Super Survey

We have already highlighted that education is of crucial importance for social and economic outcomes and at a national level, Wales has relatively low post-16 staying on rates when compared to other countries. In the Vale of Glamorgan the percentage of year 11 pupils who become NEET continues to decrease year on year and remains below the Welsh average for 2015-16. The Vale has performed well at all year groups for 2015/16 with 1.7% of Year 11 leavers recorded as NEET, below the Welsh average of 2.8%, and a reduction of 1.07% from previous year. At year 12 1.5% of leavers were NEET compared to the Welsh average 1.6%. At year 13, 2.92% of leavers were NEET in the Vale compared to the Welsh average of 3.76%. The success of the reduction of young people NEET in the Vale is owed to the implementation of the Welsh Government Youth Engagement and Progression Framework (YEPF). This includes the early identification of young people at risk of becoming NEET pre 16 which is completed by schools twice a year; an effective brokerage system and coordinated support; and ensuring a wide range of provision for 14-16 pathways is available in colleges, schools and training providers to meet the needs of young people. The YEPF offers a lead worker role that is dedicated to provide one to one support to the young person pre and post 16 who ensures progression into education, training or employment. The local authority has formed a stronger tracking system working with partners such as Careers Wales, to see through the transition of young people from pre 16 to post 16.

Educational attainment can not only influence an individual's own opportunities but impacts on children's development and learning. National level data collected through the National Survey for Wales showed that parents qualified to NQF level 4 or above were 20% more confident in their own writing skills to help children with their writing than those without any qualifications. Similarly those qualified to NQF level 4 or above were 22% more confident in their maths ability to help children with their maths work than those without a qualification. The Vale has a lower than average percentage of the adult population with no qualifications and a higher than average percentage of the population qualified at NQF level 4 and above, either a degree or equivalent. When considered by gender the Vale had the highest percentage of males qualified to level 4+ in Wales and the 3<sup>rd</sup> highest percentage for females.

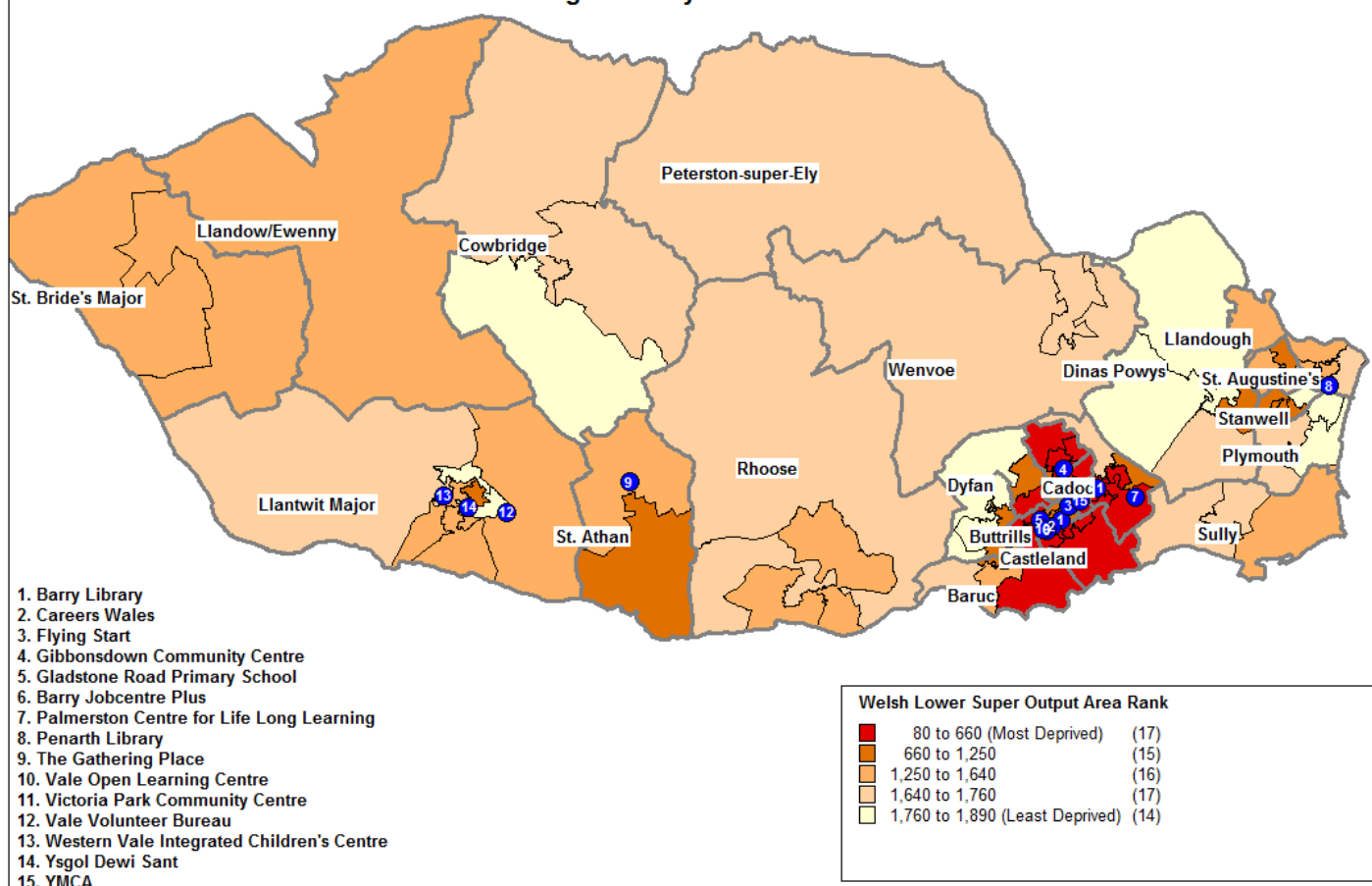
Again differences can be observed within the Vale of Glamorgan with Census 2011 data showing there are clear differences within the Vale with more adults in the Barry area (25.5%) having no qualifications than in the Eastern Vale (17.9%) and Western Vale (16.3%).

A range of programmes are in place in order to increase skills amongst adults including Adult and Community Learning courses. The following map shows the location of Welsh Government funded ACL skills and employability course venues from the 'Get Back on Track' programme in the Vale of Glamorgan. As demonstrated within the map, course venues are located in the most deprived areas of the Vale as according to WIMD 2014 with the aim of improving skills within our more deprived communities where levels of adult qualifications tend to be lower.

## ACL Course Locations and 2014

### WIMD Overall Area Ranks in the Vale of Glamorgan - Barry and Eastern Vale

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Source: Vale of Glamorgan Adult Community Learning

## Economy and Employment

Good educational attainment within the Vale of Glamorgan can be viewed as one of the area's strengths and a key component of good well-being. Good educational attainment needs to be matched with a thriving local economy offering good opportunities in order to ensure that people do not leave the area. The Vale's location next to Wales' capital city, Cardiff could therefore be viewed as one of its' greatest assets offering a range of economic and cultural opportunities afforded by a capital city whilst retaining a sense of local character and a rich natural environment.

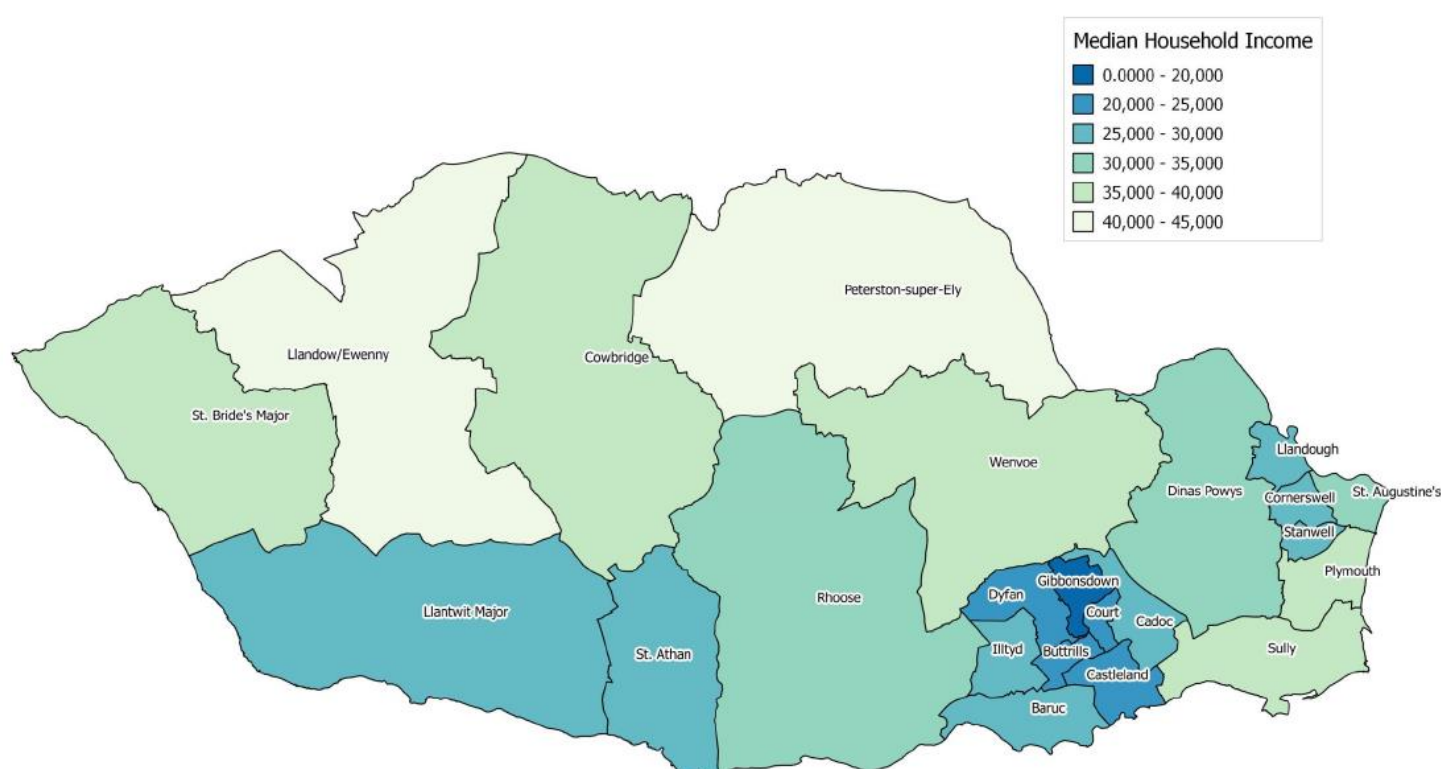
In relation to the Vale's economic environment, Gross Value Added is higher in the Cardiff and Vale region than other parts of Wales although this has fallen in recent years. Gross Disposable Household Income is also higher in the Cardiff and Vale Region than the Welsh average but lower than the UK average even when London and the South East are excluded.

Average weekly earnings in the Vale are higher than the Welsh and UK average with the latest data showing the average gross weekly pay for full time workers in the Vale to be £607 compared to the Welsh average of £498. Our findings show that gross average weekly

pay is higher for male full-time workers than females in the Vale although hourly pay rates show females earn slightly more per hour than their male counterparts, suggesting women in the Vale work fewer hours.

Despite high average earnings overall, differences in income can be observed within the Vale of Glamorgan. Median household incomes in Barry are significantly lower than areas of the Eastern and Western Vale. Differences also still exist within these communities with households in Llantwit Major and St Athan having lower incomes than other parts of the Western Vale and Llandough, Cornerswell and Stanwell having lower median household incomes than other parts of the Eastern Vale. Across Wales 17% of the population are experiencing income deprivation compared to 14% in the Vale. However analysis at LSOA level shows that Dinas Powys 1 had the lowest percentage of population experiencing income deprivation (4%), compared to Gibbonsdown 2 with the highest at 41% - more than double the Welsh average figure.

The following map shows the differences in median income across the Vale of Glamorgan with areas with the lowest incomes also being those with lowest educational attainment and poorer health and life expectancy rates as observed previously.



Through the Let's Talk Survey we asked residents whether they felt their economic well-being would increase, decrease or stay the same over the next 5 years. The majority of respondents felt their economic well-being would decrease over the next 5 years with the EU referendum results consistently highlighted as the reason for their answer.

The latest ONS UK trade release provides the first estimate for a full quarter of data post the EU referendum. UK trade shows import and export activity and is a main contributor to the overall economic growth of the UK. In the first full quarter since the EU referendum there was a small reduction in the trade deficit, but so far there has been little evidence in the data to show the lower pound value feeding through into trade volume or prices.

As above, although overall income levels in the Vale of Glamorgan are high, differences can be observed when considering data below county level. The same patterns emerge when considering levels of employment.

Employment offers a high level of protection against poverty, and particularly against deep and persistent poverty (and also contributes directly to well-being). Of those who are economically active in the Vale 74% are in employment, slightly higher than the Welsh and UK average. 4% are unemployed which is lower than the Welsh and UK averages. Of those who are economically inactive, the highest percentages (25.4%) are looking after the family/home or are students (24.9%). Only 13.7% were economically inactive due to retirement compared to a Welsh average of 15%. 21% were economically inactive due to long-term sick compared to the Welsh average 28.5%. Of those who are economically inactive in the Vale 28.2% want a job, slightly higher than the Welsh and UK average presenting an opportunity in relation to those who are economically inactive being ready and willing to find employment.

Overall the Vale has a lower than Welsh average percentage of workless households and children living in workless households.

However the areas of the Vale which observed the lowest household incomes as identified earlier are also those with the lowest employment rates, and those with the lowest levels of educational attainment.

The percentage of working age people claiming Job Seekers Allowance (JSA) has increased recently in the Vale and is now in line with the Welsh average whereas it has previously been below. However this is attributed to the Welsh average falling rather than the rate in the Vale significantly increasing. The highest percentages of working age people claiming JSA can be found in Barry and in St. Athan in the Western Vale.

The percentage of JSA claimants who are aged 17-24 in the Vale has previously been in line with the Welsh average but began to increase above average in September 2015. An increase in September has also been observed in previous years which could be attributed to young people leaving education and claiming JSA. Given the overall low numbers of JSA claimants in the Vale the increase could therefore be more pronounced. The Vale also has lower than average NEET figures so further analysis would be required to understand this trend.

The same areas within the Vale of Glamorgan experience deeply entrenched norms of lower educational achievement, lower employment rates and lower incomes. As we have already explored the influence of socio-economic factors in the early years can be crucial in determining the life chances and opportunities of our future generations. A Public Policy Institute for Wales study<sup>23</sup> on what works in reducing intergenerational worklessness and fragile employment identified a range of factors that impact on employment. These include individual factors and circumstances, including health, job-seeking knowledge, skills and qualifications; local contextual factors – including the quantity and quality of local job opportunities, local cultural factors and local labour market operations and norms; and macro level factors – including the state of the macro economy, the welfare regime and policy in the labour market and related domains.

One of the major challenges is helping our residents not just obtain employment but sustaining that employment which leads to in-work progression helping to secure a better future.



**let's talk  
amser siarad**

***'It is difficult to get financial support for further training as I am in work. I find it difficult to allocate any of my personal budget to areas such as furthering my education as I have to cover the full costs of my bills and mortgage'***

*Female/ 35-54/ Western Vale*

Long term unemployment data (12 months or more) shows a lower rate in the Vale than all other areas across Wales. However it is based on low responses to the study and is not considered to be robust and is of low quality.

When considering types of employment, the highest percentage of Vale residents were employed in major group 1-3 positions which include managers, directors and senior officials, professional occupations or associate professional and technical. A higher proportion of Vale residents are employed in these occupations compared to the Welsh and UK averages. The Let's Talk survey results also showed that most respondents were either very or fairly satisfied with their job.

It must however be recognised that not only educational attainment but a range of other barriers exist that can influence an individual's ability to find and maintain good employment.

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<sup>23</sup> <http://ppi.w.org.uk/files/2016/07/What-Works-in-Reducing-Intergenerational-Worklessness-and-Fragile-Employment.pdf>



When considering the gap in those with long-term health conditions classed as employed compared to those without a condition and employed, the Vale had one of the smallest gaps in Wales and was significantly below the Welsh average. However data discussed previously shows that the same areas of the Vale of Glamorgan with lower healthy life expectancy rates are those areas with lower employment rates and the economic impacts of ill health on both the individual's well-being in addition to the community as a whole cannot be underestimated.

Another barrier to work can be age and the percentage of working aged people aged 50+ in employment is higher in the Vale than the Welsh average.

Earlier analysis showed that although women in the Vale of Glamorgan earn more per hour on average than their male counterparts, overall weekly incomes for women are less than for males. This could be attributed to more women working part-time hours due to childcare commitments. Access to affordable, quality childcare within the area will help support people in to employment, benefiting the child and family in terms of economic well-being, security and supporting people e.g. in terms of accessing training or job opportunities and potentially removing a barrier to accessing employment.

The latest Childcare Sufficiency Assessment for the Vale of Glamorgan (2016/17) was undertaken using the same three community areas as this Well-being Assessment. Data from the CSA illustrates that there is a wealth of childcare available across the Vale, with a total of 6,367 places offered during term time and 2,603 vacancies (41%). During school holidays the number of places reduces to 2,056 and vacancies are only available with childminders and out of school care.

The Western Vale has the highest number of childcare places during term time and 44% of these are vacant. During the school holidays, childcare is more evenly spread across the three community areas.

When focusing on Welsh medium childcare, there are 1,193 places available during term time in Welsh medium or Bilingual medium settings. This is 19% of all childcare places available in all languages. During the school holidays this reduces to 1,036 places. It is worth noting that the majority of these places are in 1 bilingual day nursery (966 places) and therefore, this data needs to be treated with caution.

The most saturated area for childcare providers unsurprisingly is Barry with a total of 103 (42%) although as above the Western Vale has the highest amount of childcare places during term time (41%) and 44% are vacant. This is due to a day nursery in Cowbridge that states a capacity for 966 childcare places. The majority of holiday provision is in the Eastern Vale (54%).

Welsh medium provision is evenly spread across the Vale in terms of pre-school settings and afterschool clubs. However, there is one holiday provision operating 9 weeks of school

holidays and 1 that operates for just 2 week of the summer holidays – both clubs are in Barry.

Childcare can be one of the most expensive outlays that some families face and therefore it is important that the Local Authority provide as much information and advice to families on the range of financial support schemes as possible.

Sustainability of the childcare market has been unsettled for some time. Childcare providers who offer day care, afterschool clubs, holiday clubs etc. are finding that increases in rent, staffing costs (changes in National Living Wage, Workplace Pension Scheme), updating qualifications/training; reduction in numbers of children attending formal childcare has had an impact on sustainability.

The Local Authority continues to support the childcare market with a number of different initiatives. It is hoped that these initiatives in turn support working parents when applying for working tax credit, universal credit and tax free childcare. In addition, the Welsh Government's Additional Childcare Offer initiative is due to be piloted in some areas in September 2017. This childcare offer intends to provide 30 hours a week of free early education and childcare for working parents of 3- and 4-year-olds in Wales, for 48 weeks of the year – which includes the current free early education provided. It is anticipated that this will not only support working parents but support the sustainability of the childcare market.

Parents/carers were asked the reasons for using childcare and their views on statements offered in the questionnaire used to inform the CSA. From responses, unsurprisingly, 77.6% agreed that childcare was too expensive.

Where childcare providers are registered with CSSIW, parents/carers are able to use the childcare element of Working Tax Credit or Tax Free childcare schemes, whereas those childcare providers who are not registered with CSSIW, parents/carers are not eligible. 6,367 childcare places are eligible for parents to claim help with childcare costs during term time in the Vale and 2,056 places are eligible during the school holidays. The Government's new Tax Free Childcare Scheme will be introduced in 2017 and will be promoted widely throughout the Vale.

There are significant links between childcare and an individual's well-being. Affordable childcare can impact upon economic well-being as this enables parents who would otherwise have to remain home to care for children to return to work. Being in employment can bring about a range of other benefits not only economic ones but benefits such as being able to socialise with colleagues. This can also help an individual progress in work rather than being away from the labour market for a significant amount of time. It is not only the affordability of childcare but the flexibility of childcare and employers that is important in this respect.

The Vale Family Information Service are receiving an increased number of enquiries from parents who had difficulties in finding suitable, flexible out of hours childcare to suit shift patterns including evenings and weekends. Therefore an exercise was undertaken to:

- Establish whether there is demand for childcare operating outside normal office hours (i.e. before 8am, after 6pm and/or on weekends).
- Establish whether there is interest, from childcare professionals and newly qualified child carers (who have a level 2 in childcare), in becoming Approved Home child carers.

PACEY Cymru were tasked to contact employers in and around the Vale of Glamorgan, where employees are required to work outside normal office hours (i.e. before 8am, after 6pm and/or on weekends) and gain feedback from employers as to whether their employees are finding it difficult to find suitable childcare.

Questions asked included whether the employer was aware how many of the workforce are parents of children under 13 years, whether the employer offers flexibility and considers the needs of parent employees, whether the employer experienced issues with employees taking up employment or continuing work due to childcare and whether the employer offered benefits such as childcare vouchers or onsite childcare

45% of the employers contacted were able to provide a response. Of those responses 63% confirmed that their company had not carried out any related surveys with their employees on this matter however welcomed the call. There was a mix of responses regarding the shift patterns, with 63% stating that some or a large number of employees worked shift patterns which meant working out of the usual office hours, however 88% of those said that they offered some support with work patterns. Some of the support mechanisms in place for staff included consideration on an individual basis, flexible working hours, change of contractual hours, choice of working hours as well as an option to accrue time as part of a flexible policy.

Some companies had encountered some situations where an employee had difficulties with childcare however nothing significant. Employees would be offered change of duties, hours, and even career breaks as required.

Of those responding 38% of the companies offered childcare vouchers which assist with childcare costs, also the National Health Service provided a nursery at both University Hospitals which offered competitive childcare rates.

## Business and Industry

There are clear links between a thriving local economy and our residents' well-being. A strong local economy will help attract people to reside in the area which further boosts the economy, this in turn provides more employment opportunities for residents who then have increased incomes to spend within the market.

The number of active business in the Vale of Glamorgan has increased in recent years although the rate of new active businesses has decreased but remains above the Welsh average. When considering business survival rates however, the Vale had the highest rate of businesses reaching 5 years trading in Wales.

The largest industries in the Vale are retail trade and the health and social care sector. When considering the projected change in jobs by industry in 2020 compared to 2014, the biggest losses are projected to be in public administration and defence, and the manufacture of plastics industries. The largest projected increases in jobs are predicted to be in the residential care and restaurants and mobile food service industries as identified through the Cardiff and Vale College Labour Market Intelligence Report Update 2015<sup>24</sup>. The PSB has highlighted that these industries are often associated with part time, low paid work which could be cause for concern given the importance of securing good quality employment as highlighted earlier.

### Largest Industries

Industry	2014 Jobs	2020 Jobs	Change in Jobs (2014-2020)	% Change	2014 Earnings Per Worker
Residential care activities for learning disabilities, mental health and substance abuse	3,046	3,503	457	15%	£20,620
Retail sale in non-specialised stores with food, beverages or tobacco predominating	2,344	2,465	122	5%	£15,858
Primary education	1,867	1,718	-149	-8%	£21,403
Public administration and defence; compulsory social security	1,699	1,297	-402	-24%	£29,236
Restaurants and mobile food service activities	1,446	1,640	194	13%	£13,208
General secondary education	1,322	1,306	-16	-1%	£25,136
Beverage serving activities	1,173	1,068	-105	-9%	£14,838
Manufacture of plastics in primary forms	772	532	-240	-31%	£29,105
Repair and maintenance of aircraft and spacecraft	756	632	-124	-16%	£40,340
Retail sale of clothing in specialised stores	754	756	2	0%	£16,828

Source: CAVC LMI Update 2015

<sup>24</sup> Available on request

The Labour Market Intelligence Report is used for curriculum planning within the college and is discussed at the Vale PSB Improving Opportunities Board which brings together a range of partners including higher education providers, the local authority and local employers. This has helped ensure Vale residents are equipped with the right skills for the job opportunities available, for example when a new large supermarket opened in Barry in 2015, the Barry Communities First Cluster worked with the employer to develop and then deliver targeted recruitment training, preparing residents living in the area for the supermarket's recruitment process. A close working relationship has also been established with Aston Martin.

Thriving Town Centres are an important part of promoting all aspects of well-being in the Vale. The Vale has a number of town centres – Cowbridge, Llantwit Major, Penarth and two areas within Barry – Holton Road and High Street. The Town Centre's Framework<sup>25</sup> sets out a range of actions to ensure these town centres thrive. The framework identifies the challenges facing the centres and establishes a vision and series of strategic priorities to address existing challenges. This will ensure they become more attractive and successful destinations which are enjoyed by residents, workers and visitors. High Street in Barry has recently been identified as one of the top five locations in Britain for independent shops; with figures released by the Local Data Company revealing that more than 91 per cent of shops in the town's western area (High Street) are independently run.

A comprehensive programme of regeneration is being implemented across the Vale including, the Rural Local Development Strategy, Town Centres Framework, Penarth Esplanade, Barry Waterfront including the Barry Island Link Road, Barry Island and links between Penarth Haven and the Town Centre, the Tourism Destination Management Plan, and delivery of the 'Tackling Poverty' strand of Welsh Governments' Vibrant & Viable Places' programme.

## Infrastructure

The Vale's location can be seen as one of its greatest assets with good transport links into Cardiff. The Vale is also home to Cardiff Airport and is part of the Cardiff Capital City Region.

At the time of writing the Assessment there is significant activity around the Cardiff Capital City Region and moving to the next stage in its development. The PSB is keen to work as part of the region to ensure local and regional benefits and recognises the need to avoid duplicating activities which are more suited to a regional approach. The information

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<sup>25</sup> <http://www.valeofglamorgan.gov.uk/en/working/regeneration/Town-Centres/Town-Centres.aspx>

detailed below shows how the City region is moving forward and the structures being put in place to enable effective collaboration and the involvement of a wide range of stakeholders.

As part of the City Region activities, a non-statutory Shadow Regional Transport Authority was established in March 2016 in line with a commitment contained in the Heads of Terms Agreement. A key aim is to co-ordinate transport planning and investment, in partnership with Welsh Government, with responsibility for:

- Pooled local transport resources;
- Regional planning for the local transport network;
- Working with Transport for Wales to ensure alignment of objectives for transport investment;
- Exploring the creation of a single integrated ticketing platform for public transport across the Cardiff Capital Region;
- Working in partnership with the Welsh Government to define the priorities of the South East Wales Metro and to support its delivery; and
- Working in partnership with the Welsh Government to promote the development of integrated aviation routes from Cardiff Airport and St. Athan Enterprise Zone, to deliver economic benefit.

The proposed Cardiff Capital Regional Economic Growth Partnership is a multi-agency advisory board which will assist in shaping the development of the wider city-region economic development agenda. The partnership will include recommending a regional economic vision to the Cardiff Capital Regional Cabinet, providing recommendations relating to City Deal Investment decisions; and providing a broader advocacy role for the Cardiff Capital Region. The overall membership will cover local government, business and employee bodies, higher education and skills, community development, the third sector and social enterprise. An independent person will be appointed in early 2017 to lead the process of the formation of the Regional Economic Growth Partnership and the appointment of an independent Chair. This approach reflects those taken by city-region partnerships across the UK to ensure wider public, private and voluntary sector buy-in to city-region governance and strategy.

The Cardiff Capital Region is also committed to strengthening the existing Learning, Skills and Innovation Partnership, to be re-launched as the Cardiff Capital Region Skills and Employment Board. The Board will represent a wide range of stakeholders, including: business organisations; higher and further education; Local Authorities and the Welsh Government. It will be responsible for:

- Cardiff Capital Region's skills and worklessness strategy;
- Pooled Local Authority skills resources including any devolved Welsh Government budget;

- Producing an annual regional plan for employment and skills. This annual plan, led by industry, will set out how both the existing skills needs of businesses and the Capital Region's future skills challenges will be addressed;
- Influencing and monitoring the delivery and impact of employment and skills programmes across the region;
- Ensuring an industry-led approach to the design and delivery of apprenticeship programmes meets the needs of both business and apprentices;
- Supporting the Welsh Government's 'Curriculum for Wales, Curriculum for Life' plan, by encouraging closer alignment between future employer skills needs and education provision across the region; and
- Ensuring the committed European Union funding investments in skills and employment add value and align with other programmes.

Another commitment in the Heads of Terms was to develop a Regional Business Organisation consisting of key business stakeholder groups across the region. A single voice for the businesses across the region will strengthen the input of business to relevant City Deal activity. Launch of this new organisation is anticipated in the Spring of 2017.

There are clear links between the work of the PSB and the City Region and this relationship will continue to develop. It has been clear throughout our 'Let's Talk' engagement campaign that transport is an important issue for people of all ages and in particular for older people in the Vale. The PSB is keen to work as part of the city region to ensure that transport is improved locally and regionally.

The area's transport links may impact upon poor air quality that is observed in some areas of the Vale. Sustainable transport infrastructure and services can contribute to reducing negative impacts that cars have on the environment, reducing congestion, improving health and wellbeing, improving access to employment, health and education and other facilities and reducing the risk of road accidents. Objectives in the Vale's Local Transport Plan which complements the Local Development Plan include increasing the number of cycle trips, increasing the number of park and ride spaces and users, reducing congestion and improving air quality at strategic junctions and improving accessibility to bus services.

In rural locations where Active Travel Schemes cannot be achieved, community transport and bus service provision is promoted to support improvements in accessibility for the more vulnerable user groups and there are a number of community transport services in the Vale including Greenlinks.

Transport was often raised as a topic during our engagement exercise particularly in the rural Western Vale. Respondents wanted improvements to public transport, in particular, the frequency of buses and trains in rural areas although some felt there were good services. The condition of roads and pavements was also a frequently raised issue. This

theme also emerged through the St. Athan Community Mapping Project where residents highlighted that bus service timetables to the nearest train station in Llantwit Major did not align in order to allow users to commute into Cardiff during peak times without a 1 hour+ wait. Since the project was undertaken negotiations with transport providers have begun.

ICT infrastructure also has a significant impact on the area's economy in order to attract business and infrastructure. Residents and businesses in the Vale are amongst the first in Wales to benefit from the pioneering multimillion pound programme Superfast Cymru, bringing nationwide fibre broadband to Wales.



**let's talk  
amser siarad**

***'Having good access to digital services and decent broadband speeds is important for my well-being'***

*Male/ 25-34/ Western Vale*

The use of IT also has the potential to contribute to reducing carbon emissions e.g. reducing the need to travel but has itself a carbon footprint second only to the aircraft industry.

At a national level take up of broadband by the public in Wales is lower than England, but this mainly reflects the demographic profile rather than limited access. The Vale Public Opinion Survey undertaken in 2014 showed 80% of residents use the internet which is an increase from the 72% in the 2010 survey. The biggest difference was by age with 95% of those aged under 55 using the internet but only 54% of those aged 55+ doing so. There are a range of projects being undertaken to improve digital skills and digital access across the Vale of Glamorgan, for example a number of members of the Vale's 50+ Strategy Forum are now trained digital champions who provide drop in IT sessions for older people.

ICT infrastructure is essential in attracting and enabling businesses to operate in the area but having access to the internet can also be important to an individual's well-being, both in an economic sense i.e. being able to access the best online deals etc. but by enabling people to remain socially included. This could be particularly important for older people in the Vale, particularly in the rural Western Vale where there is a risk of social isolation as identified earlier. Internet access and advancements in technology such as video calling would allow people at risk of social isolation to remain in touch with friends and family and be part of new digital communities and to access services.



## Culture and Tourism

The Understanding Wales' Future Report identifies that one of the most important factors in attracting people to help local businesses thrive is its attractiveness. Places that are attractive to the well-educated will tend to "win" and smaller urban centres will need to base their attractiveness on their overall quality of life.

Attractive places not only help attract residents but tourists and help to improve the area's economic well-being. The provision of tourist and other attractions will also contribute to the cultural well-being of an area.

The total number of visitors to the Vale of Glamorgan for tourism purposes continues to increase. Since the STEAM Tourism report was produced in 2004 to 2015, there has been an 18.5% increase in visitors to the area. In addition, there has been a 64.8% increase in the economic impact of tourism in the Vale of Glamorgan during this time period and a 10.9% increase in total employment supported by the tourism industry.

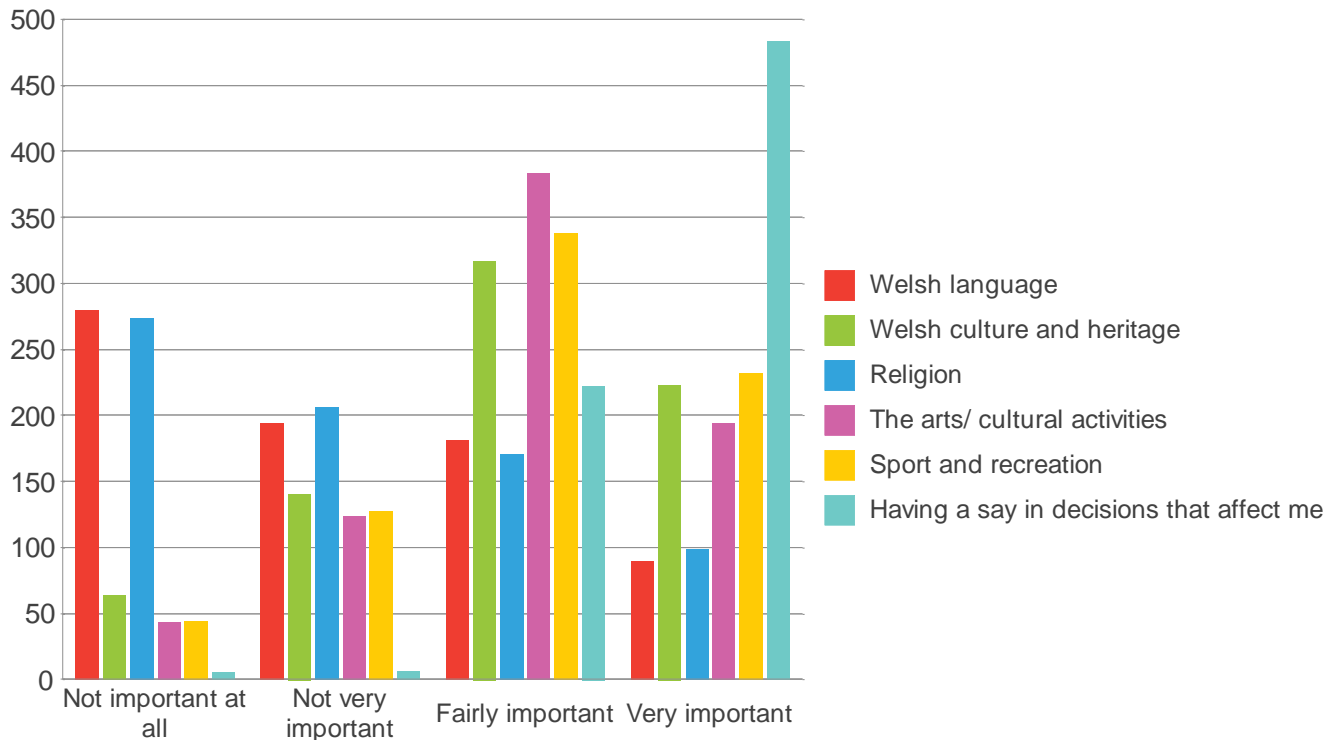
The Vale benefits from a wide range of natural assets that are valued by residents and visitors alike and our natural environment can be seen as one of biggest attractions to tourists through attractions such as the Heritage Coast and blue flag beaches. These attractions bring about a range of health benefits showing the environment's contribution towards the well-being of our residents and form an inherent part of the Vale's culture.

The Vale's proximity to Cardiff is also a distinct feature of the Vale's culture and is important, not only in attracting tourism, but offering cultural opportunities for residents and visitors. During our engagement campaign the Vale's proximity to Cardiff and the cultural opportunities the capital city brings were highlighted as an asset by residents. Although recognised as an asset, it should also be noted that this also provides competition.

The National Survey for Wales showed that when considering whether residents have participated in arts events, visited historic places or visited a museum in Wales, the Vale ranked highly compared to other areas in Wales across all three activities showing good participation rates in cultural activities. Analysis of this National Survey data has also shown that attendance rates were not influenced by whether a person lived in an urban or rural area.

The Let's Talk Survey asked respondents to consider how often they participated in activities such as sport, recreational activities and arts and cultural activities. Arts and cultural activities was the category respondents were least likely to say they participated in daily with most saying they participated once or twice a month. Time was highlighted as the biggest factor that stopped respondents participating more, followed by money. This was the case across all age groups with the exception of 18-24 year olds where money was the biggest barrier. A higher proportion of Let's Talk respondents identified arts and cultural activities as fairly or very important than those who said these activities were not important.

### Let's Talk Survey 2016 – How important are the following to you?



Source: Vale of Glamorgan PSB - Let's Talk Survey 2016

With regards to Welsh language and heritage, the Vale has a lower percentage of residents who can speak Welsh than the national average. The rate of Welsh speakers varies across the Vale with lowest rates being observed in areas of the Eastern Vale in addition to St Athan and Llantwit Major which may be attributed to the transient population in this area due to the MOD base. Let's Talk respondents were asked to consider how important a range of aspects were to them including religion, arts and culture, sport, Welsh language and Welsh culture and heritage. Welsh language was the issue that most respondents felt was not important at all and the issue that least respondents thought was fairly or very important. However, Welsh culture and heritage was identified as being fairly or very important to a high number of respondents. It is interesting to note that the survey was live during Wales' Euro 2016 football campaign.

## 6.3 Summary

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

In order to ensure our population are given the best possible chance to maximise their opportunities having a good education is of upmost importance. Education acts as the key foundation for the economic success of not only individuals but of the area as well. Education acts as a foundation for employment which offers a high level of protection against poverty, and particularly against deep and persistent poverty (and also contributes directly to well-being). The same areas within the Vale of Glamorgan experience deeply entrenched norms of lower educational achievement, lower employment rates and lower incomes and the influence of socio-economic factors in the early years can be crucial in determining the life chances and opportunities of our future generations.

One of the major challenges is helping our residents not just obtain employment but sustaining that employment which leads to in-work progression helping to secure a better future. The Vale's location could be considered one of its greatest assets in maximising the economic well-being of our residents and the area. There is significant activity around the Cardiff Capital City Region and moving to the next stage in its development. The PSB is keen to work as part of the region to ensure local and regional benefits and a number of infrastructure projects will help support economic growth in the Vale and wider region including, the Great Western mainline electrification, Cardiff Capital Region Metro and the Cardiff Airport and St Athan Enterprise Zone. Transport was an issue raised during our engagement and the PSB is mindful of the need to have due regard to the Capital City region and the metro scheme when planning any activities.

Finally It could be suggested that the Vale is in a unique position to help residents maximise their opportunities. The Vale is an area with good transport links into Cardiff which provides a wealth of economic and cultural opportunities, but is also an area with a rich natural environment as one of its biggest assets. The natural environment attracts visitors further enhancing the area's economy but also provides a range of well-being benefits to residents and is part of the culture of the Vale.

## 6.4 Where we need to increase our evidence base?

The well-being assessment must be seen as an on-going process of better understanding our communities in order to improve our residents' well-being and contribute to achieving the national well-being goals. The PSB will consider how it can ensure our evidence base can be kept 'live' and become a dynamic resource for everyone.

We will also continue to enhance the findings presented in this section of the assessment and recognise that further information is needed in relation to the following, either because robust data is unavailable at the present time or because analysis is still on-going.

- We have identified that some areas experience lower levels of educational attainment, and lower incomes and employment levels. More evidence is being collected to understand the experiences of those who are experiencing financial exclusion such as food and fuel poverty and access to mainstream finance products.
- Digital skills and access is an area where relatively little evidence and data exists at a local level.
- Data and evidence on cultural well-being is currently focused on a more traditional definition of cultural well-being. We recognise that the meaning of culture can be very different to different population groups and more research would be needed to understand this.
- Updated educational attainment comparisons to areas of England would help identify how the Vale is currently performing in relation to those areas of a similar socio-economic profile. Further research would also be needed to examine the trends we can expect to observe in the future when comparing to areas in other countries particularly given the recent 2016 PISA results for Wales.
- Evidence in relation to traffic volumes on the Vale's road network and the pressures that could arise from any future developments in terms of road congestion and the affects on air and noise pollution.
- More local evidence in relation to the impact of poor health on economic well-being.
- More local evidence in relation to agriculture and the rural economy in the Vale of Glamorgan.

## 7. Our Conclusion: The State of Well-being in the Vale of Glamorgan

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

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

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

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

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

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

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

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

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

One of the major challenges is helping our residents not just obtain employment but sustaining that employment which leads to in-work progression helping to secure a better future. The Vale's location could be considered one of its greatest assets in maximising the economic well-being of our residents and the area. There is significant activity around the Cardiff Capital City Region and moving to the next stage in its development. The PSB is keen to work as part of the region to ensure local and regional benefits. A number of infrastructure projects will help support economic growth in the Vale and wider region including, the Great Western mainline electrification, Cardiff Capital Region Metro and the Cardiff Airport and St Athan Enterprise Zone. Transport was an issue raised during our engagement and the PSB is mindful of the need to have due regard to the Capital City region and the metro scheme when planning any activities.

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

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

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

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>- A diverse natural environment which is valued by residents and contributes to high levels of participation in sport in addition to other well-being benefits</li> <li>- Young children have higher than average levels of development</li> <li>- Decreasing levels of obesity for both adults and children although this is still too high to protect the health of our future generations</li> <li>- Residents are generally very positive about the Vale as a place to live with the natural environment and good neighbours the most valued assets</li> <li>- A relatively engaged population with higher than average voter turn-out rates and good volunteering levels</li> <li>- Lower crime rates compared to other areas of Wales</li> <li>- High levels of educational attainment which continue to increase including increasing attainment levels for pupils eligible for free school meals</li> <li>- Low levels of school leavers who become NEET</li> <li>- Higher than average incomes although large disparities do exist within the county</li> <li>- Close proximity to Cardiff offering residents a range of cultural and economic opportunities</li> <li>- Increasing levels of Tourism with a large economic impact in the Vale</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>- Clear inequalities between the 'haves' and the 'have nots' often masked by local authority level statistics</li> <li>- A lower than average sense of belonging to the area</li> <li>- The largest inequality gap in healthy life expectancy in Wales for females</li> <li>- High levels of alcohol consumption particularly by older people in rural areas</li> <li>- Although crime rates are low particularly in rural areas the impact on well-being may be greater when crime does occur</li> <li>- Green spaces may not always be found in the areas where they are needed most to have a positive impact on well-being</li> <li>- Lower than average levels of woodland cover</li> <li>- Engaging with harder to reach groups still proves challenging and new innovative ways to reach all of our population must be considered</li> <li>- A risk of isolating those in rural areas who find it difficult to access services</li> <li>- A lack of data in relation to a number of equality groups to better understand the needs and assets of all of our population</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>- Building on success in relation to high levels of development in the early years to raise life-chances</li> <li>- Regeneration projects continuing to increase levels of tourism and build the Vale brand</li> <li>- Promote the sustainable use of natural assets particularly to increase play opportunities for children</li> <li>- Of those who are economically inactive in the Vale, a higher than average level do want a job</li> <li>- A range of infrastructure and regeneration projects will further support economic growth in the Vale and wider region such as the Capital City Region and the Cardiff Airport Enterprise Zone</li> <li>- Residents are concerned about the effects of climate change, recognise it as a serious issue and a collective responsibility that we must all work together to minimise</li> <li>- Residents are digitally active and new digital communities and networks exist that can be used to engage with those who have previously been harder to reach</li> <li>- Continue work being undertaken through the Integrated Health and Social Care Partnership with regards to taking a 'locality' approach to provide health and social care services within the community</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>- Residents of the Vale are concerned about the long term economic impacts of the EU referendum result</li> <li>- Climate change and the impact of natural disasters</li> <li>- High house prices which may become unaffordable to local people and the impact this has on a feeling of belonging and community cohesion</li> <li>- The impact of welfare reforms increasing the divide between the most and least deprived areas</li> <li>- An increased demand for services due to an ageing population at a time of financial austerity</li> <li>- Linked to an ageing population particularly in rural areas an increased risk of social isolation due to concerns around transport links in rural communities</li> <li>- The largest projected increases in jobs available in 2025 are in the residential care and restaurants/ mobile food service industries which are traditionally associated as being lower paid jobs and often part time employment</li> <li>- Threats from rising fuel prices and natural disasters associated with climate change on commuters, the highest proportion of residents commute via car; concerns have been raised over poor road conditions and the deterioration of air quality.</li> <li>- Loss of biodiversity through the degradation of protected sites and the development of green or brownfield land.</li> <li>- The impact of Adverse Childhood Experiences on life chances with high levels of harmful behaviours concentrated in the most deprived areas</li> </ul>

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

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

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

It is recognised that these are quite broad themes and we will need to consider the best way to approach the more detailed exploration of these topics as part of the next 'response' stage of our analysis and development of our Well-being Plan. The SWOT analysis outlined previously identifies the relative Strengths, Weaknesses, Opportunities and Threats for the Vale of Glamorgan based upon the findings of the assessment and will assist us in drilling down into each of the themes identified above to determine the short, medium and long term actions needed to improve well-being in the Vale.

These broad themes were identified by considering the findings detailed in the assessment for the Vale as a whole and for particular areas and age groups. The PSB discussed the key issues arising from the assessment which brought together an analysis of key data and research and information gathered through our engagement activities. The PSB were keen to identify areas where we could collectively add value and after considering the wide range of information the challenge was to consider:

- Where can the PSB add value and have the greatest impact?
- Which issues require further analysis to help inform our objectives and plan?

As part of these discussions we also considered the assets in the Vale and the strategies, partnerships and projects already in place. This included the Cardiff Capital Region, the integration of health and social care and key plans such as the Area Planning Board's Commissioning Strategy and the work of Safer Vale.



Having identified and consulted upon these four broad themes the next challenge is to develop a process for determining the actions that will maximise our contribution to the national goals. This work will be undertaken in the context of our contributions to a wide range of other activities. This will ensure local needs are being met through the most appropriate mechanism and that there is effective integration and collaboration but not duplication.

The table below shows how the cross-cutting themes identified by the PSB through discussion and consideration of all aspects of the assessment will contribute to the national well-being goals. As part of the consultation on the draft assessment we asked the public and stakeholders if they agreed with the emerging themes and there was support for focusing attention on the four areas and a recognition of the interconnectivity between them.

Cross-cutting theme	National Wellbeing Goals	Aspect of Well-being	WBA Evidence Report
<b>Early Years</b> - Ensuring young children have a good start in life and preventing Adverse Childhood Experiences	<ul style="list-style-type: none"> <li>• Vibrant Culture and Thriving Welsh Language</li> <li>• Cohesive Communities</li> <li>• More Equal</li> <li>• Healthier</li> </ul>	<ul style="list-style-type: none"> <li>• Social</li> <li>• Economic</li> <li>• Cultural</li> </ul>	<ul style="list-style-type: none"> <li>• Having Healthy and Active Future</li> <li>• Being Part of Safe and Inclusive Communities</li> <li>• Maximising Opportunities and Attainment</li> </ul>
<b>Engagement</b> - Improving our engagement with our communities, utilising existing networks and being more innovative including the promotion of volunteering.	<ul style="list-style-type: none"> <li>• Vibrant Culture and Thriving Welsh Language</li> <li>• Cohesive Communities</li> <li>• More Equal</li> </ul>	<ul style="list-style-type: none"> <li>• Social</li> <li>• Economic</li> <li>• Cultural</li> <li>• Environmental</li> </ul>	<ul style="list-style-type: none"> <li>• Having Healthy and Active Future</li> <li>• Being Part of Safe and Inclusive Communities</li> </ul>
<b>Tackling inequalities</b> - linked to deprivation, focusing on a range of issues which are more acute in some of our more deprived communities.	<ul style="list-style-type: none"> <li>• Healthier</li> <li>• Prosperous</li> <li>• Cohesive Communities</li> <li>• More Equal</li> </ul>	<ul style="list-style-type: none"> <li>• Social</li> <li>• Economic</li> <li>• Cultural</li> <li>• Environmental</li> </ul>	<ul style="list-style-type: none"> <li>• Having Healthy and Active Future</li> <li>• Being Part of Safe and Inclusive Communities</li> <li>• Maximising Opportunities and Attainment</li> <li>• Our Environment</li> </ul>
<b>Protecting, enhancing and valuing the environment</b> - as one of our greatest assets to ensure natural resources are sustainably maintained, enhanced and used now and into the future	<ul style="list-style-type: none"> <li>• Vibrant Culture and Thriving Welsh Language</li> <li>• Healthier</li> <li>• Resilient</li> <li>• Prosperous</li> <li>• Globally Responsible</li> </ul>	<ul style="list-style-type: none"> <li>• Social</li> <li>• Economic</li> <li>• Cultural</li> <li>• Environmental</li> </ul>	<ul style="list-style-type: none"> <li>• Having Healthy and Active Future</li> <li>• Maximising Opportunities and Attainment</li> <li>• Our Environment</li> </ul>

Our immediate next steps will involve continuing to enhance and develop the range of products that comprise our Well-being Assessment. This will include improving our knowledge base with the addition of a range of further evidence where available and these areas have been highlighted within each section of the assessment. We will also work to

develop our 'response' analysis in the areas identified above which will include a more in-depth and evaluative approach to analysing the state of well-being in the Vale of Glamorgan.

Our evidence base will continue to increase as work to produce valuable resources such as the Welsh Government Future Trends Report and the Natural Resources Wales Area Statements are produced. The Integrated Health and Social Care Partnership will also produce the Cardiff and Vale Region Area Plan in response to the findings of the Population Needs Assessment. The purpose of area plans is to provide a description of the range and level of services proposed to be provided, or arranged, to respond to the care and support needs; and the support needs of carers, identified in the Population Needs Assessment report. The Area Plan will contribute towards addressing a number of the issues identified within this Well-being Assessment and our Well-being Plan will be developed alongside the Area Plan to avoid duplication.

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

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

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