

Meeting of:	Cabinet
Date of Meeting:	Thursday, 23 July 2026
Relevant Scrutiny Committee:	Live Well Scrutiny Committee
Item which the Chair has decided is urgent (Part I) (If yes, why)	Not applicable
Urgent Decision Procedure Used (15.14 of the Constitution) (If yes, why)	Not applicable
Item Type	Part I
Report Title:	Action to Prevent and Tackle Poverty
Portfolio Holder:	Executive Leader and Cabinet Member for Performance and Resources
Strategic Leadership Team:	Director of Corporate Resources
Lead Officer:	Director of Corporate Resources

1.0 What is this report about?

- 1.1 This report provides an update on work being undertaken across the Council and in partnership to tackle poverty, and to respond to the cost-of-living crisis in the period October 2025 to April 2026. The report demonstrate progress against commitments in Vale 2030 to tackle and prevent poverty.
- 1.2 The report illustrates the breadth of work undertaken to support people across housing, employment, social isolation, and access to services with targeted support for families and young people with financial and wellbeing support.
- 1.3 This report also highlights the work to tackle food insecurity by supporting projects that improve access to food, and the ongoing use of grant funding to develop community hubs including libraries to reduce loneliness and isolation and provide financial support to individuals.
- 1.4 The report provides a funding overview detailing the use of the cost-of-living reserve, Pride in Place funding and Welsh Government Warm Spaces and Emergency Food support funding.

2.0 What are the Recommendations?

	Recommendations – What and How?	Reason for Recommendation – Why?
2.1	That Cabinet consider the progress with regards to work being undertaken to tackle poverty as part of the delivery of Vale 2030 as detailed in Appendices A and B and the work undertaken as detailed in Appendix C as part of the Strengthening Communities theme of the Reshaping Programme.	To ensure Cabinet is aware of the work being undertaken with regards to tackling poverty which has been identified as a key challenge in Vale 2030.
2.2	That Cabinet having considered the information detailed in Appendices A, B and C approve the steps identified by Strategic Leadership Team to further progress work to tackle poverty.	To maintain momentum with regards to work tackle poverty and ensure that work across the Council forms part of a strategic and integrated approach to tackling poverty.

3.0 What is the background to this report?

- 3.1 The importance of tackling and preventing poverty is a key element of the Council's Corporate Plan, Vale 2030. In the Plan there are a number of commitments across all five objectives which collectively provide a framework for work on poverty. The Public Services Board's (PSB) Well-being Plan also includes, as one of its priority workstreams, 'to work with our more deprived communities' and an objective 'to be a more equitable and connected Vale.'
- 3.2 A significant amount of work is taking place across the Council, and in partnership to tackle poverty and alleviate the pressures felt by the current cost of living crisis. This report provides an overview of this work, highlighting the different workstreams and organisations involved in work from October 2025 to April 2026. This report also sets out performance against an agreed set of indicators for 2025-26. The report builds on reports previously presented to Members detailing work around poverty.
- 3.3 As part of the 2023/24 budget, the Council established a cost-of-living reserve of £854K to fund work to alleviate the pressures of the cost-of-living crisis. Details of how this funding has been utilised is included in Appendix A together with details of other relevant funding streams.

4.0 What issues are there to be considered?

- 4.1 As detailed in the Wales Index of Multiple Deprivation 2025 there are a number of areas in the Vale of Glamorgan that experience deprivation. A range of other data supports the need for a focus on tackling poverty and responding issues around the cost of living. These are recognised in Vale 2030 which details a range of actions focused on:
- Housing
 - Employment

- Access to Services, advice and support
- Food
- Children and families
- Social activities
- Transport.

- 4.2 The report attached as Appendix A details the key activities that are being taken forward as part of the Council's efforts to tackle poverty and respond to the increasing cost-of-living. The report covers the period October 2025 – April 2026 highlighting the recent progress and outcomes of the work identified.
- 4.3 Details are provided of work undertaken across all Directorates and demonstrates the range of activities including employment and housing support, a review of the information on the Council's cost of living web pages, use of food insecurity and warm spaces funding, support with fuel poverty and the launch of Vale Family Compass as well as a range of activities provided by the Council's Healthy Living Team. The report demonstrates that services across the Council are identifying opportunities to engage with residents and provide information, services, support and a warm welcome.
- 4.4 Appendix B provides end of year performance measures that have been aligned to progress on tackling poverty and presented using a PBI dashboard. These measures show a mixed picture with good progress for example with regards to the Council house building programme and time taken to process new housing benefit claims but below target in terms of action to prevent homelessness due to a range of challenges and the complexity of cases.
- 4.5 As part of work across the organisation to prevent and tackle poverty as outlined in Vale 2030, and as part of the Strengthening Communities theme within the Reshaping Programme, the Council's Strategy and Insight Team have undertaken a series of 16 internal structured interviews. This work also contributes to the Vale of Glamorgan's PSB's Your Place project which has sought to align partnership work to address poverty and deprivation in the Vale of Glamorgan in areas of highest need. The report of this work is attached as Appendix C.
- 4.6 The interviews were focused on uncovering the drivers behind residents' experiences of poverty and deprivation in the Vale of Glamorgan, areas of particular focus and need across the county, opportunities for stronger alignment, current routes to support and potential new approaches. The report analysed the findings using a Strengths, Weaknesses, Opportunities and Threats (SWOT) framework and identifies several options for taking the work to tackle poverty forward.
- 4.7 At a workshop on 3rd July, the Council's Strategic Leadership Team (SLT) considered Appendices A to C. SLT discussed the significant work being taken forward by teams across the Council, as captured in Appendix A, and the particular needs within certain geographical areas as identified through WIMD 2025. The SWOT analysis presented in Appendix C, was considered, with discussions focusing on the issues being faced by services but also the opportunities linked to regeneration activities and new approaches to service delivery being

developed by Social Services as well as the work being undertaken through Community Focused Schools and libraries with strong community engagement.

- 4.8 SLT recognised the importance of ongoing work to tackle poverty being taken forward across all service areas. SLT noted that there is now an opportunity to bring this together within a mission led approach that clearly articulates the contribution of services across the Council to this programme of work. To further progress this work which is an integral part of Vale 2030 and the Strengthening Communities theme of the Reshaping Programme, a number of activities have been identified. This includes mapping activities against the WIMD domains and by geographical area. This will provide an overview of which services are being provided where and how the different activities align. Officers central to delivering this work will be brought together in the Autumn to discuss the results of the research and mapping exercises and to identify opportunities for greater integration and collaboration across services including how external funding is used and allocated. Work will also be undertaken to develop a mission statement to clearly articulate and frame how work across the Council can and should be undertaken to deliver our commitment in Vale 2030 to tackle poverty. Following the mapping of services a knowledge resource will be developed to support officers in the work they are undertaking and to ensure the strategic alignment of our no wrong door approach and to ensure we make every contact count.
- 4.9 The Council's work to tackle poverty and respond to the rising cost-of-living demonstrates a comprehensive, collaborative approach aligned with Vale 2030 and our Well-being Objectives. Through targeted actions across housing, employment, food security, family support, and community engagement, we are addressing both immediate needs and longer-term challenges.
- 4.10 Progress has been made in expanding affordable housing, supporting people into work, improving access to advice and services, and delivering initiatives that reduce isolation and promote well-being. The strategic use of funding streams has enabled impactful projects that strengthen resilience within our communities. Moving forward, the Council will continue to embed prevention, integration, and sustainability into its work, ensuring that efforts to tackle poverty remain central to delivering a fairer, more connected Vale of Glamorgan for all residents.

5.0 How has evidence been used to inform the report, including the views of others?

- 5.1 Appendix A details the Council's activities to prevent and tackle poverty which has been collected through the corporate performance monitoring framework aligned to Vale 2030. This provides a robust overview of activities undertaken with Appendix B also highlighting key performance indicators further evidencing impact of the work.
- 5.2 Appendix C has been an internal piece of qualitative research providing further evidence to analyse the Council's anti-poverty activities, through listening to the views of colleagues.

6.0 What are the next steps if the recommendations are approved?

- 6.1 A future report detailing the Council's activities to prevent and tackle poverty will be brought to Cabinet in 6 months' time, ensuring Members remain aware of the work being undertaken.
- 6.2 The recommendations outlined in this report will be taken forward by the relevant officers and an update on this work will be included within the next Action to Prevent and Tackle Poverty report.

7.0 How does this report support Vale 2030 and Reshaping?

- 7.1 Vale 2030, the Council's Corporate Plan has an increased emphasis on tackling poverty and inequalities in the Vale of Glamorgan. The Plan has identified three key challenges, Poverty, the Climate and Nature Emergencies and Inequalities. As part of our work to deliver all the Objectives in this Plan we have included a number of actions that will seek to prevent and tackle poverty. Section 5 of Vale 2030 brings together the actions that cut across all of the Wellbeing Objectives to provide a holistic view of the Council's work. The actions aim to provide support across housing, employment, access to services and advice, food, families, social activities and transport.
- 7.2 This report has been structured to reflect the actions outlined within Vale 2030.
- 7.3 Strengthening Communities is one of the five themes of the Reshaping Programme. Work outlined in this report forms part of that workstream and in particular the interviews undertaken with different services and the analysis of those findings as outlined in Appendix C will shape further activity.

8.0 How does this demonstrate the Five Ways of Working?

- 8.1 The work being undertaken embeds the five ways of working through involvement and collaboration to develop ways forward, to ensure a longer term thinking and more sustainable approach to how we work and with a more integrated programme of activity. Prevention is recognised as being critical to this work and a number of the services detailed in this report have a strong focus on prevention through the support and information provided. Prevention is also a key driver in the work being undertaken to better integrate activities.

Resources

9.0 Finance

- 9.1 Vale 2030 is a key tenet of the Council's Financial Strategy. This report outlines a range of different funding streams contributing to the Council's response to the cost-of-living crisis and work to tackle poverty, including an overview of the use of the cost-of-living reserve established in April 2023.

10.0 Workforce

10.1 There are no employment implications as a direct result of this report.

11.0 Legal and Equalities

11.1 **Does an Equalities Impact Assessment need to be completed? If not, why?** An Equalities Impact Assessment has not been completed because Assessments will be undertaken as required on particular schemes.

11.2 There are no direct legal implications as a result of this report, however the work detailed in this report aligns with the Council's socio-economic duty and contributes to work to address economic inequity.

12.0 Key Contacts

12.1 **Who are the primary officers to contact with any comments and/or queries on the report?**

Lead Officer: Tom Bowring Director of Corporate Resources TBowring@valeofglamorgan.gov.uk	Democratic Services Officer Matt Swindell Cabinet and Committee Services Officer. mlswindell@valeofglamorgan.gov.uk
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Appendices

Appendix A – Detailed Overview of Key Activities to Tackle Poverty and Deprivation

Appendix B – Poverty Measures Dashboard

Appendix C – Internal Qualitative Research

Background Documents

[Cost of Living Support \(valeofglamorgan.gov.uk\)](https://www.valeofglamorgan.gov.uk) Cabinet Report December 2022.

[Cost of Living Reserve Report \(valeofglamorgan.gov.uk\)](https://www.valeofglamorgan.gov.uk) Cabinet 18th October 2023.

[Strengthening Communities and Tackling Poverty \(valeofglamorgan.gov.uk\)](https://www.valeofglamorgan.gov.uk) Corporate Performance and Resources Scrutiny Committee 18th October 2023.

[Reshaping Programme: Strengthening Communities - A Response to Audit Wales Reports on Tackling Poverty and Third Sector Working](#) – Cabinet 19th September 2024.

[Action to Prevent and Tackle Poverty](#) – Cabinet 15th January 2026

[Vale 2030](#) – The Vale of Glamorgan Corporate Plan 2025-2030.



Action to Prevent and Tackle Poverty

The importance of tackling and preventing poverty is a key element of the Council's Corporate Plan, Vale 2030. In the Plan there are a number of commitments across all five objectives which collectively provide a framework for work on poverty. The Public Services Board's (PSB) Well-being Plan also includes, as one of its priority workstreams, 'to work with our more deprived communities' and an objective 'to be a more equitable and connected Vale'.

A significant amount of work is taking place across the Council, and in partnership to tackle poverty and alleviate the pressures felt by the current cost of living crisis. This report provides an overview of this work, highlighting the different workstreams and organisations involved in work from October 2025 to April 2026. Alongside this report is a dashboard which sets out performance against an agreed set of indicators for 2025-26.

Welsh Index of Multiple Deprivation 2025

Our data tells us that there are issues of poverty across the Vale of Glamorgan and that the cost-of-living is continuing to cause hardship, with persisting issues of affordability with regards to food, energy and housing. In 2019, there were 3 Lower layer Super Output Areas (LSOAs) in the Vale of Glamorgan ranked in the top-10% most deprived areas in Wales. In November 2025, Welsh Government released the latest Welsh Index of Multiple Deprivation. That report shows that in 2025, 7 LSOAs are ranked in the top- 10%. (8% of all LSOAs in the Vale of Glamorgan). All 7 LSOAs are located in Barry. All but 2 LSOAs have been ranked in the top-10% most deprived LSOAs in Wales in previous iterations of Welsh Index of Multiple Deprivation (WIMD).

A further four LSOAs are included in the 10-20% most deprived LSOAs in Wales. There is a consistent correlation between these areas and higher proportions of people on lower incomes, who are in receipt of Universal Credit and in receipt of unemployment support. There is a recognition that these groups have been identified as most vulnerable to the impacts of the cost-of-living crisis and experiences of deprivation.

Local Economic Data Insights

Since March 2022, there has been a consistent month-on-month increase in the total number of people in receipt of Universal Credit. While this is reflective of the UK government's strategy to move recipients from legacy benefits to Universal Credit, it also reflects a consistent growth in recipients. In January 2026, a total of 15,411 people were in receipt of Universal Credit in the Vale of Glamorgan,



9,977 of those in receipt of Universal Credit were Not in Employment, while 5,434 were In Employment, this represents 8% of total number of people in employment in the Vale of Glamorgan. The cost-of-living crisis has been associated with sharp increases in the rates of inflation, driven by growing food and energy prices. Following its peak of 11.1% in October 2022, Consumer Price Inflation (CPI) slowed, and was 2.8% in April 2026. While the overall CPI rate stood at 2.8%, the 12-month CPI rate for Food and non-alcoholic beverages stood at 3.0%. Some households experience higher effective rates of inflation as they must allocate a higher proportion of their household income to cover essentials.

In May 2025, the Trussell Trust published their end-of-year statistics for the number of emergency food parcels distributed by food banks in the Trussell Trust Community. In the Vale of Glamorgan during this period (1st April 2024 to 30th March 2025) 8,139 emergency food parcels were distributed, with 5,193 to adults (64%) and 2,946 to children (36%). This figure represents a 6.4% fall in the year from the highest number distributed in a year of 8,662 in 2023/24. This fall is representative of the 9% fall in the number of parcels distributed across Wales in 2024/25. The [Trussell Trust's End of Year report for Wales](#) highlights cost-of-living pressures have eased for some people, with food banks in the Trussell community in Wales distributing fewer parcels in 2025 than the peak seen in 2023. Wider data suggests there has been a corresponding fall in the need for food banks, not just use. This decrease is largely explained by the easing of inflation and fewer people losing their jobs. Easing inflation hasn't stopped high levels of severe hardship across Wales. Despite these recent improvements, the number of emergency food parcels distributed in 2025 remained significantly higher than pre-pandemic levels.



Key Activities

The following paragraphs detail a range of activities that are being taken forward as part of the Council's activities to tackle poverty and respond to the cost-of-living crisis. This report covers the period October 2025 to April 2026 highlighting the recent progress and outcomes of the work identified.

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Funding Overview

The following highlights the funding being specifically targeted at poverty and the cost-of-living crisis in addition to other core funding streams supporting the activity described elsewhere in this report.

Pride In Place

Pride in Place funding is being used by the Barry Neighbourhoods Board to support a number of projects that will also be helping to target poverty and address the impacts of the cost-of-living crisis. These projects aim to tackle poverty by improving skills, access, and community support for those most at risk. The Real Skillz house will provide hands-on construction training for Year 10–11 pupils at risk of dropping out, helping them gain practical skills, qualifications, and pathways into employment, directly addressing long-term drivers of poverty. Power to the Parks will install permanent utilities in local parks, reducing event costs and enabling more free, accessible community activities for residents who may have limited resources. Complementing this, the Safer Communities, Stronger Families event will bring together services, partners, and families in a welcoming space, helping



people, particularly those in vulnerable or low-income situations, access support, build connections, and benefit from preventative services.

Warm Spaces and Emergency Food Aid - Welsh Government Funding

Across the Vale of Glamorgan, Warm Spaces have evolved from a cost-of-living response into a year-round network supporting community wellbeing. They provide free, welcoming environments where residents can socialise, access refreshments, and receive support without stigma. Activities range from family play sessions and creative workshops to resident-led hubs offering meals, skills development, and mutual support, all helping to reduce isolation and financial pressures. Together, these spaces act as hubs for connection, creativity, early support, and community resilience.

The Welsh Government Warm Hubs grant funding for 2025-26 was distributed through several avenues including a GVS led community small grants scheme, with GVS also receiving funding to support Warm Space provision at their venues. Welsh Government 2025/26 Emergency Food Aid grant funding was also included within the GVS led small grants scheme and was a combined application form with Warm Spaces. There were 31 applications received and in total £88,000 was awarded to organisations through this scheme with successful applications being awarded varying amounts from £400 to £6,000. Additional funding was allocated to internal projects and venues.

Below is a table showing the allocation of funding for 2025/26:

Recipient	Warm Space Allocation*	Emergency Food Aid Allocation*
Glamorgan Voluntary Services (GVS) Community Small Grants Scheme	£35,500	£52,500
Glamorgan Voluntary Services (GVS) Venues	£2,000	£2,500
Libraries and Cultural Services Venues	£15,000	
The POD	£2,200	



Play team at the Gathering Place	£3,000	
Vale Homes sheltered housing	£3,000	
Day Services	£500	
Family Information Service	£2,000	
Age Connects	£2,300	

*not exact figures, rounded values.

Cost of Living Reserve

As part of ensuring an effective response to the cost-of-living challenge, a cost-of-living reserve was established in 2023/24. The total reserve as of April 2023 was £854,000 and the table below sets out how the funding has been committed to date. The current balance on this reserve following commitments is £20,000.

Year	2023/24	2024/25	2025/26	2026/27
	£'000s	£'000s	£'000s	£'000s
Opening Balance	854	370.5	104	20
Funding Utilised				
Budget Contribution Free School Meals (FSM)	-200	-200	0	0
Additional Contribution Citizens Advice	0	-30	-30	0
Additional support in the school summer holidays to those in receipt of FSM	-221	0	0	0
Support for community projects	-25	-16.5	0	0
Food Bank Contribution	-3.5	-20	-20	0



Discretionary Housing Payment	-34	0	0	0
Review and re-allocation of reserves	0	0	-34	0
Closing Balance	370.5	104	20	20

In 25/26 funding was awarded to Citizens Advice in recognition of the increase in the volume and complexity of the work that is being handled for Vale of Glamorgan residents, this was in addition to their annual grant of £157,335 from the Council. Discussions are continuing between the team at Citizens Advice and a number of officers from across the Council to explore further opportunities for joint working. A contribution to the Vale Foodbank of £20k was made during this financial year in line with the funding also awarded in 2024-25.

Support with Housing

The Council has committed to increase the supply of good quality, accessible and affordable housing. At the end of 2025/26, the Council delivered 61 new homes through its house building programme. This has increased the supply of affordable housing and supported a reduction in reliance on temporary accommodation. While some schemes were delayed due to planning requirements, revised timetables are in place, and the progress made during the year provides a strong pipeline for further completions in 2026/27.

Section 106 affordable housing contributions continue to be used to increase the numbers of affordable homes in areas of need in the Vale of Glamorgan. For example, works to the former Cowbridge Police Station project which is being converted into affordable residential apartments by the Council. The Deposit Replacement Local Development Plan (RLDP) was subject to a statutory 6-week consultation and upon adoption in Autumn 2027, it will update the affordable housing policy framework and identify new sites that will contribute to the affordable housing supply.

Specialist advice and tailored support was delivered to households that were homeless or threatened with homelessness. A prevention first approach was taken ensuring that all options were considered where appropriate, including liaison with existing landlords, mediation to resolve disputes, and housing related support to vulnerable tenants. Where it was not possible to save tenancies, case workers put together personalised housing plans reflective of the household's circumstances. These include a review of financial circumstances and consideration of all possible rehousing options, including solutions in the private rented sector. Overall, in-year prevention activity reduced reliance on emergency accommodation and ensured no families with dependent children were placed in bed and breakfast provision.



Housing Leadership Cymru Group has made a request to WG for funding to employ a Coordinator for a Homeless Network, designed to ensure that operational staff play an integral part in the implementation work required ahead of the new Homelessness Act coming into force. Welsh Government has also awarded the Council a grant of just over £90,000 for the 2026/27 financial year to assist towards the cost of preparatory work. The Council has also allocated funding to recruit two new Homelessness Prevention Officers in the base budget from 2026/27. These Officers will ensure compliance with the new Act, particularly around the expansion of prevention work required and the extension of the period in which households will be considered as ‘threatened by homelessness (extended from 56 days to 6 months)

The Vale Homes STAR survey was completed during 2025/26, providing a robust evidence base on tenant satisfaction. Results informed engagement with tenants and elected members, leading to agreed areas for service improvement. At year-end, feedback mechanisms have been strengthened, ensuring tenants feel heard and involved in shaping services. The Housing Management team has also worked closely with tenant representatives to implement a range of service improvements identified in the consultation findings and detailed feedback has been provided to tenants highlighting changes made following consultation, but also, where changes were not possible, full explanations provided as to why.

Discretionary Housing Payment (DHP) is also provided to help people with housing costs, including to cover costs for a rent shortfall, rent deposits and rent in advance if you need to move home. In the Vale as of financial year end March 2026 (April 2025-March 2026), there were 215 DHP awards, of which 176 were repeated awards and 39 were one-off awards. This amounted to a total expenditure of £204,365.27.

Support with Employment

The Council is developing links between schools, colleges, universities and business to ensure people have the right skills to access current and future employment opportunities. The Youth Service continues to support schools and post-16 provision development, with co-ordinated support between Communities For Work+ and the regeneration team being offered to schools to engage with the Jobs and Apprenticeship Fayre that took place in the Memo in February. This event brought employers and education providers together, with transport funding being offered to schools to attend; unfortunately only Whitmore High attended this event. Relationships have also been facilitated between Stanwell School and Big Fresh Catering, as well as childcare providers to identify wider placement opportunities.

A comprehensive analysis of the local economic and labour market landscape has been completed through the [Economy, Employment and Skills study](#) of the Vale of Glamorgan commissioned by the Council and undertaken by Wavehill social and economic research. This will support the development of a new Economic Strategy which will have a skills priority built into it. The report highlighted that



Adult Community Learning performs well in reaching deprived communities, with 47% of enrolments from the 30% most deprived areas (deciles 1–3), but remains largely focused on entry-level provision, highlighting the need for clearer progression into intermediate and specialist roles. Additionally, poor transport connectivity, especially in rural areas and for shift workers, continues to act as a barrier to accessing training and employment opportunities.

Work is ongoing with Cardiff and Vale College to develop an Employer Skills Board, launch an Employer Pledge and build close links with the business sector to ensure a skills pathway.

Communities for Work Plus (CFW+) provides specialist employment advisory and intensive mentoring to support people into employment. There has been continued success across 2025-26 with 400 participants engaged against a target of 300 (133% of target) and 172 individuals supported into employment against a target of 140 (123% of target).

Performance was particularly strong among 16–19s and over-25s, with increased job entries following targeted engagement activity after Christmas. Practical training and direct employer links also led to tangible results for example, participants completing forklift training all successfully gained licences and progressed into local job opportunities.

A range of initiatives supported these outcomes, including the Vale Careers and Apprenticeship Fair (400+ attendees, 55+ employers), teaching assistant courses with high completion rates, and ongoing digital skills and employability sessions at community hubs.

The CFW+ team has now moved offices to Palmerston Education Centre. CFW+ now share the space with Adult Community Learning, strengthening the working relationship between the two teams. As well as this, the monthly team meeting has been combined with CELT+, bringing both teams together more regularly allows for greater collaboration and knowledge sharing.

A key delivery hub in the Vale of Glamorgan is The Pod, which acts as a central, accessible drop-in centre for employability support. It provides daily access to Communities for Work+ mentors, job clubs, digital skills sessions, confidence and wellbeing courses, and sector-specific training, along with advice on benefits, housing, and a food bank provision. It has supported 4,248 visitors over the year, with 904 people enrolled in CELT+ of which 78 people moved into employment (target 30), 110 gained qualifications (target 25), and 398 reported improved employability (target 50).

The “Pop Up Pod” model extends support into libraries, job centres, community centres and youth hubs.

Another key hub is the YMCA Youth Hub, which provides a regular, partnership-based setting focused on young people (16–24). The hub runs as a weekly provision, bringing together partners such as Youth Service, YJESS and Jobcentre Plus to offer coordinated support. It focuses on early engagement, helping young people explore employment, education and training options in an accessible environment.



Despite this progress, engagement and motivation remain key challenges, with some participants declining opportunities, and this is being addressed through expanded events, outreach, and closer partnership working across services.

We continue to develop and promote alternative employment pathways to support the recruitment of local young people into the Council. New apprentice roles have been created across the organisation to widen access to employment for local people. However, further development of this workstream has been limited due to capacity within the OD and Learning team.

Access to services, advice and support

We continue to make progress in developing more accessible and joined up health and social care services that prioritise early interventions. The Wellbeing Matters and GP Cluster Multi-Disciplinary Teams (MDTs) arrangements are further embedded and operating more cohesively across health and social care. Workforce capability has been strengthened as staff are now able to cover across functions, improving flexibility, resilience, and continuity of support during periods of increased demand. Integration with partner services has progressed, and digital systems are improving information sharing and care coordination.

The Community Catalyst officer has commenced engagement with local services, voluntary and community organisations, and community networks to identify potential micro enterprises and promote innovative, community-led service options. This marks a clear shift from planning into active delivery. The work strengthens local capacity, increases choice for residents, and supports the development of more personalised and flexible care arrangements, particularly in areas with limited traditional domiciliary care provision.

Arrangements are in place to improve access to information, advice, and assistance for unpaid carers and young carers, and to align local practice with national priorities. Partnership working has remained central to delivery, ensuring carers are supported through clear pathways and trusted services. A local Carers Action Plan, aligned to the National Action Plan for Carers, has been developed to guide referral pathways, information sharing, and ongoing improvement. The Vale Unpaid Carers Hub (TuVida) and the introduction of a regular carers bulletin has helped to improve awareness of available services.

The cost-of-living support webpages have been reviewed and updated with colleagues attending the POD at Golau Caredig to get resident feedback. A series of social media posts have also been



published to promote these pages to residents.

Work continues to promote financial entitlements including pension credits to older residents. Information is regularly shared via social media and the Vale 50+ Forum's monthly ebulletin and Bro Radio Show to raise awareness and encourage take up of a range of benefits including the Welsh Government Claim What's Yours campaign. Work is ongoing with colleagues in Citizens Advice to maximise opportunities to promote entitlements and support, this includes attendance at community events, encouraging support to established warm spaces this winter and hosting colleagues from Citizens Advice in the Civic Offices at key points in the quarter.

Significant work has been developed on making closer links between the Council and partners to offer multi-agency advice. It is anticipated that digital referrals will be enabled between Customer Relations, Cardiff and Vale University Health Board and Citizens Advice by Q1 2026/27, in addition to direct routing of telephone enquiries utilising AI and automation capabilities of a new contact centre platform which was implemented during Q4.

In addition, the Council's outreach services across communities have been mapped to identify potential for further integration of services, focused on delivering the intended outcomes and this will be progressed in 2026/27.

The Council continued to deliver refugee resettlement programmes in partnership with UK Government. Support provided by council staff and commissioned services has enabled households to access essential services and move towards independent living.

The Council also processes claims for Council Tax Reduction and as of May 2026, there are 8,992 live claims for Council Tax Reduction totalling a spend of £13,872,253.45 for the current 2026/27 financial year. There are 3,3385 pension age claims and 5,607 working age claims.

The Welsh Benefits Charter outlines the aims for the Welsh Benefits system. Welsh Benefits include Free School Meals, Council Tax reduction scheme, Schools Essentials Grant, and Education Maintenance Allowance. At present, these benefits are separate from each other, and people must make different claims to access the support. The Charter aims to make it easier for people in Wales to claim Welsh Benefits they are entitled to. At present there has been limited progress, however, the new Minister has confirmed support for the project.



Support with Fuel Poverty

A new Welsh Government Off Grid Heating Fuel Support Scheme 2026 will provide a £200 one-off payment to low-income households in Wales who receive Council Tax Reduction Scheme (CTRS) support and rely on heating oil or LPG (i.e. are off the gas grid). Local authorities are responsible for identifying eligible households, contacting them directly, request proof of fuel type and bank details and administering payments, which must be applied for by 30 September 2026 and paid by 31 October 2026.

An initial 160 households have been identified on CTRS who are likely eligible and will be contacted shortly.

Support with Food Insecurity

The Vale Food Strategy was formally launched at the end of 2025, the Strategy ensures there is a collective ambition and programme of activity across partnership organisations to ensure 9 cross cutting food system outcomes are achieved between 2025 - 2030. The outcomes cover a range of elements including nutrition and cooking skills linking to activity within the Good Food and Movement Plan, food waste and sustainable growing and food supply chains linking to work on Climate Change and Project Zero and outcomes linked to affordable, healthy, local food supporting work to tackle food insecurity.

Throughout the year work has been undertaken to maximise the impact of various Welsh Government food related funding streams including the Emergency Food Aid, Food Partnership and Warm Spaces grants. This year over £205,000 has been spent on supporting initiatives that tackle food insecurity and its causes and supporting the work of the Food Vale Partnership and local food growing. Through funding 25 community-based food access projects and interventions were supported, including the Llantwit project (2 projects), Food Equity, Diversity and Inclusion (7 groups) and Emergency Food Small Grants (15) + Vale Foodbank (1).

Support for Children and Families

The Council provides a range of support through the Supporting People programme including the Housing Support Grant which was fully allocated in 2025/26 helping to support independence and tenancy sustainment while also reducing pressure on homelessness and health services.



Significant progress has been made in expanding the Flying Start childcare offer across targeted areas of deprivation driven by robust use of GIS mapping, WIMD data, and local population intelligence, ensuring resources are focused on communities with the greatest need. Flying Start now supports 934 postcodes, and over 280 children were offered childcare in 2025/26. Provider capacity has increased, with more than 57 childcare providers now participating in the programme. Partnership working has strengthened identification and engagement of eligible families through refreshed outreach and referral processes.

The Vale Family Compass was successfully launched as the Integrated Front Door for Early Help and Statutory Children's Services. The service went live on 3 November 2025, providing a single, clear point of access for families and professionals. Early feedback from partners has been positive, reflecting confidence in the new model and improved clarity around access and referral routes.

The Interventions Hub is now fully operational as a single point of access providing coordinated support for children and young people with complex needs. The Hub's multi-agency resource panel is embedded and meeting weekly, with strong engagement from partner agencies and commissioned services. It provides effective triage of referrals and supports timely, coordinated intervention planning with a joint referral form to streamline referral pathways, ensuring clarity and consistency across agencies. The Intensive Family Support Team (IFST) was successfully integrated into the Hub. This has strengthened the Hub's capacity to provide intensive support to high-risk families experiencing challenges such as substance misuse and domestic abuse.

The Youth Service targeted projects have supported 167 young people Eligible for Free School Meals (eFSM), who were referred into the service for wellbeing support, NEET prevention and homelessness prevention support.

Since its launch in September 2025, the School Improvement Partnership Programme (SIPP) has established clear priorities, with a strong focus on strengthening teaching and learning through horizontal collaboration and improving reading through vertical collaboration. Improving outcomes for eFSM learners remains central to both strands.

Work is currently underway to evaluate the impact of Community Focused Schools funding allocated to schools in 2025-26 so that best practice can be shared and revised terms developed for 2026-27 funding. This will ensure funding is targeted to areas of greatest impact. The school improvement team has supported the development of the Community Focused Schools model through ongoing



discussions with school leaders on the strategic use and impact of the Pupil Development Grant (PDG).

The Family Fun Programme was run again in Whitmore High School across 8 weeks with sessions including Online Safety, Baking, Visible Mending, Paper Craft, Digital Photography and Canva. This encouraged parents and carers to attend learning sessions with children, engaging targeted families who live in the identified postcode areas of deprivation.

The Council has also provided support to families through the School Essentials Grant and Free School Meals. The School Essentials Grant is available to assist families on a low income to buy school uniform, sports kit, uniform for enrichment activities, school bags, and stationery.

There has been a focused effort to provide period dignity products to young people across the Vale at no cost. Between October 2025 and March 2026, 51 schools and 55 community-based organisations have received funding or products. A home delivery service is established with increasing numbers of young people registering.

Social Activities

The Council is committed to ensuring there are affordable and accessible ways for people to participate in leisure, play, sport, cultural and heritage activities. A range of activities have taken place to achieve this with a particular focus on providing young people opportunities and safe spaces for sport and play. Nearly 8,600 participations were delivered across 173 play sessions and nearly 21,800 participations across 1047 sessions through the Active Young People programme. There were 337 people who accessed training opportunities across 19 courses from 54 organisations and more than 1047 free sport sessions were delivered as part of the Active Young People school, community work and festivals programme.

Portable play equipment has supported delivery of community sessions and family fun days across locations in the Vale. Sessions provide free play opportunities, informal play awareness and guidance for parents/carers, ideas for no or low-cost play and raises awareness of local spaces that can be used for play. Capital improvements to play spaces have enhanced inclusion, helping to create environments that are welcoming, accessible, and suitable for all children.

A Warm Spaces Play project was delivered in The Gathering Place, St Athan expanding the spaces where children can play in this rural community, alongside providing healthy warm food. Activities



have reached a wide audience, with an average weekly attendance of 30 children and 20 adults, more than 40 families participated across the 10 free to access sessions.

Libraries and Cultural Venues

Warm Spaces funding supported a network of warm, safe, and inclusive community spaces delivered through Library and Cultural Services venues across the Vale of Glamorgan, including both Council-managed and community-managed libraries. These spaces provided free access to warm environments, free hot drinks alongside a wide-ranging programme of cultural, creative, and social activities designed to reduce isolation, support wellbeing, and remove financial barriers to participation.

Free or subsidised cultural experiences were offered, including cinema events, with funding used to offset tickets and, where needed, travel costs to ensure accessibility for lower-income residents.

Across the Library and Cultural Services network, Warm Spaces were consistently well attended throughout the winter period with an average of 2,983 people per month accessing Warm Spaces across the Vale. Attendance increased significantly from January to February and remained consistently high into March, demonstrating sustained demand for warm, welcoming community spaces and the effectiveness of the varied programme of activities in attracting and retaining participants.

Library Loan Bags containing different sports equipment are offered at Vale of Glamorgan libraries and food pods to facilitate young people, children and families to access equipment to utilise local facilities. The bags are loaned in the same way as library books.

Transport

The Council is committed to increasing opportunities for active travel and promoting the need for quality and timely local public transport services. Significant progress had been made to improve active travel infrastructure, including pedestrian improvements, installation of the Brompton Bike Locker, and completion of consultation on the Active Travel Network Map. These actions have improved accessibility, safety and connectivity, particularly for vulnerable users.

The Council continues to partially fund the Concessionary Travel Scheme that provides free travel on local bus services, as well as discounted rail travel on the Valley lines for residents aged 60+ or who



have certain disabilities. This is promoted on the Transport pages on the Council's website along with the Welsh Government funded My Travel Pass for young persons aged 16-21 to receive reduced travel costs.

Community Safety

The Vale of Glamorgan's 2025/26 community safety work shows strong partnership delivery, with most activity centred on prevention, early intervention. Increased training (235 staff completing Prevent awareness) and wider engagement strengthened early identification of risks. This helps prevent escalation into issues that disproportionately affect deprived communities.

The Serious Violence Board established a subgroup on youth violence in education settings, alongside a marked 43% reduction in youth ASB referrals.

Continued investment in CCTV (97 cameras monitored 24/7), Help Points, and patrols (252 undertaken) helps reduce crime and fear of crime. There has been a 17% drop in CCTV-recorded incidents and 20% fall in ASB incidents reported.

Strong collaboration with substance misuse services and housing partners (e.g. CAVDAS) supports more stable housing outcomes and reduces risks associated with addiction.

Public Services Board (PSB) Your Place Project

Partners continued to maintain and nurture the relationships already established through the project to deliver on key project actions aligned to the thematic areas of focus identified by the Steering Group.

This approach has helped to deepen understanding of the persistent challenges faced by residents and has seen engagement with over 180 members of the public around focused topics this year at different activities and events. This includes members of the public who attended two focused Your Place health and well-being events in February and March 2026.

Partners hosted the events - one aimed at babies, children, young people and families and the other aimed at older residents - in response to findings of challenges for local residents to know about the range of support services available and to encourage relationship building in a friendly and safe space. This model was developed on a successful approach undertaken in Cardiff basing events at a local secondary school and a well-used local community centre but disappointingly attendance was



lower than expected.

The After School Adult Learning Pilot established in a local secondary school in Autumn 2025 has facilitated opportunities for families to take part in free activities allowing young people to take part in sport activities whilst their parents/guardians take part in free adult learning taster sessions. Over the sessions families are provided with free hot meals and partners work to encourage confidence building and future learning in the long term. 12 sessions have been provided between October 2025 – March 2026 with 83 residents taking part across the project. Work is ongoing to explore continuation of this project and its expansion to more families and secondary schools.

To ensure a lasting impact beyond the SPF funding period funding has also been provided through this project to support enhancements to a local Community Centre recognising the community value this venue has through the projects engagement findings, and to support the establishment of a young people group run by Coastlands Church building on insights to support more activities for younger residents.

The project has strengthened relationships across the PSB partnership. Good links have been developed between the Vale of Glamorgan Council Reshaping Team focusing on community assets in the areas and with Good Food and Movement and Food Vale to explore connections with the work of the local Public Health Team. These strong connections and focus on these areas have supported work to secure over £1 million in Pride In Place funding committed for a refurbished splashpad and skate park at Pencoedtre in Barry and over £5,000 in community grants through the Vale of Glamorgan's Warm Spaces and Improving Access to Food Scheme to community projects based in the area supporting access to affordable food and essential items.



PI Reference	PI Description	Actual	Target	RAG Status	Commentary
					Whilst the number of homes handed over has fallen this year, it exceeded the 95 target for the year. The decline in numbers is largely due to stops placed on developers for non-compliance with planning obligations and changes to the way Welsh Government allocate SHG funding.
CPM/304 (f)	Number of	133.00	95	Green	Walking remains the most commonly used active travel option among residents, indicating strong reliance on local footway networks for short everyday journeys. This aligns with recent investment in pedestrian improvements and town centre public realm schemes. Ongoing work to improve accessibility, safety and connectivity, particularly for more vulnerable users, aims to sustain and further encourage walking as a low carbon travel choice.
CPM/262 (t)	Percentage	75.85	68.7	Green	Use of public transport among residents remains relatively stable and in line with the previous survey baseline of 58.40. This reflects continued reliance on bus and rail services for commuting, education and access to services. The Council continues to work with transport partners to improve service reliability, accessibility and integration with walking and cycling routes. Survey findings from the next Let's Talk Survey in 2027 will provide further insight into whether planned transport and placemaking initiatives are translating into increased uptake.
CPM/262 (z)	Percentage	64.83	58.4	Green	

Use of community transport services remains low and is below other public and active travel modes. This reflects the targeted nature of these services, which primarily support specific groups rather than the wider population. The Council continues to support community transport provision as part of an inclusive transport offer, particularly for residents with limited access to mainstream services. Future survey results will help assess whether awareness and uptake improve alongside demographic change and service development.

CPM/262 (c Percentage 1.81 3.2 Red

This year's figure has remained relatively static, with an increase of 0.01% from last year. Although the Vale of Glamorgan has remained static, the ranking position has improved from 7th last year, to 4th this year. This is due to the Welsh average seeing an increase of 0.45%, from 3.19% last year, to 3.64% this year. We continue to set ambitious target in line with all NEET's figures.

CPM/023 Percentage 2.35 1.5 Red

This result reflects residents' perceptions at a specific point in time and should be considered alongside the substantial work delivered across our services, including expansion of the Flying Start childcare offer, development of local residential provision within the the third sector for children and young people, the launch of the Vale Family Compass and the development of the Interventions Hub. Continued engagement, targeted communications, and the further development of children and young people's services are expected to strengthen awareness and confidence over time.

CPM/229 (c Percentage 14.00 15.7 Red

CPM/037	Percentage	0.23	0.6 Green	This figure has halved last year's percentage (0.47%), with our ranking in Wales remaining static at 8th. The Welsh average reduction is 0.13%, so the Vale of Glamorgan has reduced more than the Welsh average. There has been a notable increase in the proportion of residents reporting very or fairly good mental health compared to the previous survey baseline. This suggests improving overall wellbeing, supported by a range of community based services, partnership working and preventative activity. However, outcomes remain influenced by broader social and economic factors and will continue to be monitored through future survey results.
CPM/248	Percentage	78.95	70.3 Green	The result reflects residents' perceptions at a point in time and should be considered alongside the significant work delivered through the Age Friendly Vale Programme. Strong partnership working through the Public Services Board has supported engagement, transport, access to information and tackling isolation for older people across the Vale. Ongoing engagement, targeted communications and further development of age friendly services are expected to improve awareness and confidence over time.
CPM/234	Percentage	12.19	13.1 Amber	The proportion of residents reporting very or fairly good physical health has increased compared to the previous survey baseline, indicating a positive direction of travel. While this reflects wider national trends and factors beyond direct Council control, it also aligns with ongoing investment in leisure, active travel and community programmes that support healthier lifestyles. The next survey will provide further insight into whether these improvements are sustained.
CPM/299	Percentage	73.83	67.3 Green	

The processing days for this quarter is skewed due to the large volumes in March for the annual uprating's which generate 1 day processing days. Overall, performance remains within target, indicating that changes of circumstances are being processed efficiently and supporting timely adjustment of Housing Benefit awards. This contributes to maintaining accurate payments and reducing the risk of overpayments or delays for residents.

CPM/331 (t Average tim 3.80 20 Green

The processing days for this quarter is skewed due to the large volumes in March for the annual uprating's which generate 1 day processing days. Overall, performance remains strong and within target, with changes of circumstances processed in a timely manner. This supports residents in receiving accurate and up-to-date entitlements without delay.

CPM/331 (z Average tim 3.80 20 Green

The number of global majority pupils in year 11 and on roll in any local authority-maintained school during the external examinations in the summer term, who leave compulsory education without an approved external qualification and do not continue in education, training or work based learning.

The cohort/denominator for this PI is 243. This category was taken from the PLASC 2025 Return. Please note, this cohort of pupils must be in Y11, not a NEWBES and not EOTAS (6739000), and who is a global majority pupil. You will find confirmation of these figures in the WG spreadsheet “673_KS4KS5CohortReport_2025”. You will get this figure if you add up all the figures in “column O” but discount the figure on row 15, as it EOTAS (these pupils are not included in the PI as they are not in a LA maintained school).

The numerator (2) can also be found in the working paper. This is because 2 pupils had a Capped Point score of “0” and haven’t progressed onto any form of Education

The Llantwit Major Town Board will focus on improving the viability of the town centre.

CPM/035	Percentage	0.82	0 Red
CPM/053 c	Average an	3.20	3.92 Green

The improved result reflects increasing recognition among residents in the most deprived areas of the Vale of the support provided by the Council to help people develop skills and access employment. This progress reflects the impact of key work across services, including targeted, support provided through Your Place, the Employment Subgroup, and collaboration with employability providers. Supporting our most deprived communities remains a priority. Activities delivered through Your Place will be reviewed in 2026/27 to ensure they align with the seven priority areas identified in WIMD 2025.

CPM/275 Percentage 17.67 17.3 Green

The improved result reflects increasing recognition among residents aged 65+ of the services provided by the Council to support older communities. This improvement reflects the impact of key work across services and strong progress made in delivering the Age Friendly Action Plan. This has included the expansion of Vale 50+ Forum and the Age Friendly Vale Network alongside Public Services Board partnership working. This provides a strong platform to further extend reach and continue improving access to support and information across the Vale.

CPM/277 Percentage 92.04 73.1 Red

The creative communities team have advised 85 organisation through 25/26.

CPM/143 Number of 90.00 40 Green

The Cowbridge Town Board will focus on improving the viability of the town centre.

CPM/053 d Average an 9.20 10.56 Green

The Council delivered 61 new housing units through its house building programme as projected, increasing the supply of affordable housing within the Vale. These completions are supporting households in housing need and contributing to reduced reliance on temporary accommodation. While overall delivery reflects the timing of construction and planning processes, progress achieved during the year has strengthened the future development pipeline, providing a solid platform for increased housing delivery in 2026/27.

CPM/346	Number of	61.00	N/A
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The cohort/denominator for this PI is 18. This category came from the ONE database as it was not in PLASC, this data was originally uploaded from schools' SIMS databases, to ONE. However, all the pupils were part of the overall Y11 cohort of 1688.

The numerator (1) can also be found in the working paper. This is because 1 pupil had a Capped Point score of "0" and hasn't progressed onto any form of Education Provision. This pupil is in red at the bottom of the spreadsheet. The percentage figure ($1/18 * 100 = 5.56\%$) is also in this working paper.

CPM/034	Percentage	5.56	0 Red
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The Benefits team continue to aim to process HB claims as quickly as possible and liaise with the homeless department to speed up information required. Overall, performance remains within target, ensuring that Housing Benefit claims are processed in a timely manner and supporting residents to access financial assistance when needed. Despite resource pressures, the service continues to prioritise Housing Benefit claims effectively, particularly for vulnerable residents. Maintaining this performance will remain important to support financial stability and prevent escalation of need.

CPM/330 (z Average time 24.75 30 Green

The Barry Town Board will focus on improving the viability of the town centre.

CPM/053 a Average annual 9.60 10.9 Green

Temporary accommodation continue to prove an extremely challenging resource under such great pressure as a result the Council is continually exploring options having recently redeveloped some of its previous council owned family accommodation into shared facilities as well as developing 3 new larger temporary accommodation resources 1 up and running the other two under development one of which will be ready for let this August '26

CPM/189 e Number of 103.00 N/A

Target vacancy rate has only just been exceeded and work to maintain the viability of the town centres will be focussed through the Penarth Town Board

CPM/053 b Average annual 7.80 7.26 Amber

Target met: Businesses advised by officers through a variety of means: Events, Emails, Grant guidance, business support.

CPM/133 Number of 264.00 150 Green

				Target met: 24 Business in total supported through the Start-Up Bursary Fund and the Commercial Improvement Grant, plus 1 business supported through the Barry Plan for Neighbourhoods.
CPM/144	Number of	25.00	23 Green	
				Target met, 8 new residential units created on the back of empty homes assistance (Empty Property Landlord Loan).
CPM/305	Number of	8.00	6 Green	
				Performance met the 30 day target, However, ongoing challenges include high volumes of applications, dependencies on external information (particularly Universal Credit data), and resource constraints, all of which impact processing times. Of particular note is the delay caused by having to wait a full month or more for Universal Credit awards to be available before a decision can be made on a claim.
CPM/330 (t	Average tim	30.02	30 Green	
				Only 13 properties determined in Q4 and these had no requirements for affordable housing due to the small size of the development. 2025/6 has seen a very low number of approvals for new dwellings (49) and this has significantly impacted on affordable housing granted permission. Unfortunately the major developments due to be determined by end of Q4 have been delayed. It is anticipated that these applications will be determined early in 26/27 and will provide a substantial amount of affordable dwellings if approved.
CPM/089	% of additic	0.00	35 Red	
				Most schools typically take two years to work towards the award. However, the capacity of the Learning Links team to support schools has been impacted, as they have needed to prioritise supporting schools in meeting the needs of children from the Afghan Resettlement Programme.
CPM/257 (t	Percentage	8.00	40 Red	

Most schools typically take two years to work towards the award. However, the capacity of the Learning Links team to support schools has been impacted, as they have needed to prioritise supporting schools in meeting the needs of children from the Afghan Resettlement Programme as a high number of children arrive at once.

CPM/257 (Percentage 30.00 60 Red

In 2026/27 financial year, 12 apprentices were employed through the Sustainable Communities for Learning Programme. 11 were employed through Ysgol Llyn Derw and 1 through St Richard Gwyn.

CPM/353 Number of 12.00 N/A

Homelessness prevention and relief activity remains a priority, with officers actively exploring and delivering positive interventions for households seeking assistance. While the proportion of cases resulting in successful prevention or relief at year end is below target, this reflects ongoing structural challenges including reduced affordability within the private rented sector, landlords withdrawing properties from the market, and increased complexity of presentations. Despite these pressures, prevention activity has helped a significant number of households to remain in or move on from settled accommodation, reducing reliance on emergency provision. Additional investment approved as part of the 2026/27 budget round, to strengthen early intervention and landlord engagement provides a stronger platform for improving outcomes in 2026/27.

CPM/096 Percentage 20.12 30.75 Red

Homelessness prevention and relief activity remains a priority, with officers actively exploring and delivering positive interventions for households seeking assistance. While the proportion of cases resulting in successful prevention or relief at year end is below target, this reflects ongoing structural challenges including reduced affordability within the private rented sector, landlords withdrawing properties from the market, and increased complexity of presentations. Despite these pressures, prevention activity has helped a significant number of households to remain in or move on from settled accommodation, reducing reliance on emergency provision. Additional investment approved as part of the 2026/27 budget round, to strengthen early intervention and landlord engagement provides a stronger platform for improving outcomes in 2026/27.

CPM/322 (f Percentage) 29.01 30 Amber

Cycling uptake remains comparatively lower than walking and public transport but is consistent with the previous survey baseline. This reflects known barriers including route continuity, perceived safety and confidence. Continued delivery of active travel schemes, infrastructure improvements and network map updates is intended to address these barriers over time and support a gradual increase in cycling participation.

CPM/262 (c Percentage) 18.50 18.3 Green

Although higher than our target, this figure is an improvement from last year's percentage of 2.58%. This year's figure has reduced in line with the Welsh average, with the Vale of Glamorgan seeing a decrease of 0.45% and the Welsh average seeing a decrease of 0.3%. This means that we are now in line with the Welsh average, compared to last year, where we were above the Welsh average. Our ranking in Wales has also improved from 15th to 12th.

CPM/024 Percentage 2.13 0.6 Red

A significant number of residents (4155) were supported through housing related support services to help them maintain independence, sustain tenancies and manage housing related challenges. This support has played an important role in preventing escalation of need, reducing demand on statutory homelessness services and supporting wider health and wellbeing outcomes. The volume of support delivered during the year reflects both effective targeting of resources and sustained demand pressures, and demonstrates the value of early intervention and coordinated support in enabling residents to live independently for longer.

CPM/343 Number of 4155.00 N/A

45 Community Organisations have been financially supported throughout 2020. Funds have been granted through many schemes, namely the Strong Communities Grant Scheme, GVS- Third Sector Small Grants Scheme and the Your Place project.

CPM/135 Number of 45.00 35 Green

1.9% increase in the economic impact of tourism on 2023 figure of £344 M to £350.41 M in 2024. The downturn in spend is mainly due to the global economy resulting in less surplus income for families to spend in the tourism sector. This is a UK wide issue and not just the Vale of Glamorgan.

The main growth is attributed to the day visitor market at a 6.2% growth, unlike the staying visitor market which experienced a - 2.7% decline. The staying visitor market accounts for 46.5% of the economic value of tourism in the Vale.

CPM/361	Percentage	1.90	2 Amber
CPM/189 a	Number of	74.00	
CPM/189 b	Number of	129.00	
CPM/189 c	Number of	20.00	
CPM/189 d	Number of	95.00	

No filters applied



Tackling Poverty and Deprivation Analysis

Tackling Poverty and Deprivation Analysis – Results of Internal Structured Interviews and Update on progress against Vale 2030 Commitments

Purpose of Report

The purpose of this report is to outline the findings of internal interviews with key Council services on their work to tackle and prevent poverty. These findings are presented in the context of work being progressed to deliver our commitments to tackling poverty in Vale 2030.

Overview of Interviews

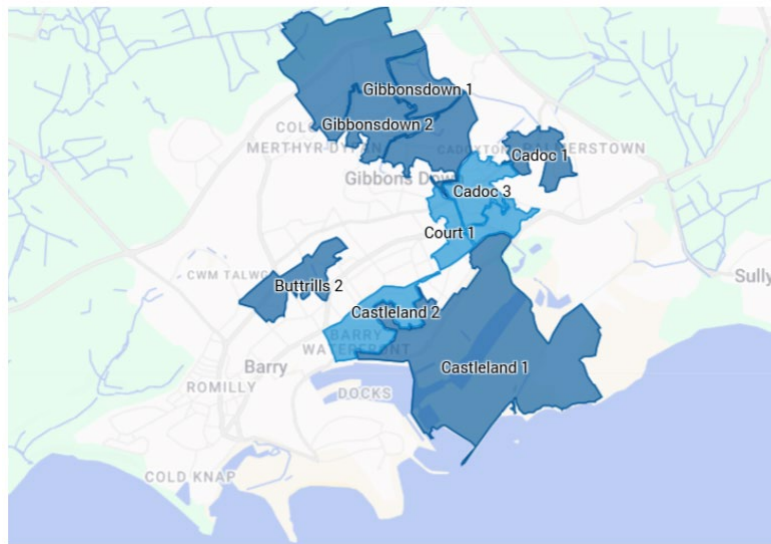
Following agreement by SLT in February 2026, 16 semi-structured interviews on work to address poverty and deprivation were undertaken with colleagues from across the Council between March and May 2026. [Appendix 1](#) details who participated in the interviews and the question set used.

These interviews were focused on uncovering the drivers behind residents' experiences of poverty and deprivation, areas of particular focus and need, possible duplication of work, opportunities for stronger alignment, current routes to support and potential new approaches.

The interviews form part of our work across the organisation to prevent and tackle poverty as outlined in Vale 2030, and as part of the Strengthening Communities theme within our Reshaping Programme. This work also contributes to the Vale PSB's Your Place project which has sought to align partnership work to address poverty and deprivation in the Vale in areas of highest need. Initially, the Your Place project focused on the three Lower Super



Output Areas (LSOAs) identified in the Top-10% most deprived LSOAs in Wales in the Welsh Index of Multiple Deprivation (WIMD) 2019 (Gibbonsdown 2, Buttrills 2, Court 3). Following the release of the [WIMD 2025 results](#), the Vale PSB agreed to expand the project to cover the seven areas now included in the Top-10% most deprived LSOAs in Wales (Gibbonsdown 2, Castleland 1, Gibbonsdown 4, Cadoc 1, Court 3, Gibbonsdown 1 and Buttrills 2). In addition to these 7 LSOAs, another four LSOAs are included in the 10-20% most deprived LSOAs in Wales (Castleland 2, Cadoc 4, Court 1 and Cadoc 3). All eleven Vale of Glamorgan areas in the top 20% most deprived areas in Wales are in Barry. The map below shows the LSOAs included in the WIMD 2025 Top-10% and 10-20% most deprived areas in Wales.



Prior to progressing with this most recent piece of work, the Strategy and Insight Team met with the Bevan Foundation, who suggested that analysis was undertaken through the lens of the three main drivers of poverty in Wales:

- Work not providing workers with enough income to enjoy a decent standard of living.
- The social security system not providing families with enough support.
- High costs of living, especially housing costs.

The Foundation were clear that for any activity to have lasting impact it must address at least one or more of the three drivers.

It is therefore critical for us to understand the collective impact of current activity and the difference it is making to people's lives.

Steps were also taken to ensure that the [Marmot Principles](#) were considered as part of these



discussions. As recommended through the [Future Generations Report 2025](#).

Marmot Principles:

1. Give every child the best start in life.
2. Enable all children, young people, and adults to maximise their capabilities and have control over their lives.
3. Create fair employment and good work for all.
4. Ensure a healthy standard of living for all.
5. Create and develop healthy and sustainable places and communities.
6. Strengthen the role and impact of ill-health prevention.
7. Tackle racism, discrimination, and their outcomes.
8. Pursue environmental sustainability and health equity together.

Findings Summary

To set the context for discussions and to ensure the breadth of work being progressed to address poverty and deprivation across the organisation was captured, evidence packs drawn from the six monthly [Action to Prevent and Tackle Poverty](#) Cabinet Report were shared with participants prior to interviews being undertaken.

It is clear that across all directorates there is extensive and wide-ranging work being taken forward to address the drivers and alleviate the impact of poverty and deprivation. Good work is being progressed against each of the tackling poverty commitments set out in Vale 2030. Each interview and the most recent Action to Prevent and Tackle report which will be presented to Cabinet in July, evidence this. A high-level summary of the projects included in the Cabinet report is set out below with the full report set out in Annex A.

The report (Annex A) brings together a wide range of projects and initiatives aimed at tackling poverty through both immediate support and longer-term change. Direct financial and crisis support is delivered through schemes such as Warm Spaces, the Emergency Food Aid grant programme, the Cost-of-Living Reserve, Council Tax Reduction, and the new Off-Grid Heating Fuel Support Scheme, helping households manage acute pressures. Alongside this, housing-focused interventions, including the Council housebuilding programme, Section 106 affordable housing schemes (e.g. Cowbridge Police Station), and a strengthened homelessness prevention service with personalised housing plans and new prevention officers, are designed to reduce housing insecurity.

Employment and skills support is delivered through Communities for Work+, the Vale Careers and Apprenticeship Fair, Adult Community Learning, and local hubs such as The POD and Pop-Up POD, which provide training, mentoring, and access to jobs. Access to services is being improved through integrated approaches such as the Well-being Matters



Service, closer working with Citizens Advice, and digital referral systems. A more strategic, system-wide response is also evident in initiatives like the Vale Food Strategy, Food Partnership projects, and community food grants tackling food insecurity. For children and families, projects including Flying Start expansion, the Vale Family Compass, the Interventions Hub, and targeted Youth Service programmes provide early help and coordinated support, alongside financial schemes such as Free School Meals and the School Essentials Grant. These are complemented by broader community and wellbeing initiatives, including Active Young People, library Warm Spaces, cultural programmes, and play schemes, as well as transport improvements (e.g. Active Travel infrastructure, concessionary travel schemes) and preventative community safety work such as CCTV investment, youth violence initiatives, and Prevent training.

Discussions with colleagues provided an opportunity to explore key challenges that residents are facing and which are driving experiences of poverty and the extent to which these challenges are more pronounced in those areas of Barry that are the focus of the Your Place project. Although no one challenge was highlighted as the main driver of poverty in the Vale, there were several reoccurring themes captured through the interviews:

- Rising cost of living including private renting, council tax, food and energy
- Reduced ability to use entitlements to meet rising costs (Discretionary Housing Payment etc)
- Pressures on affordable housing, temporary housing and homelessness
- Employment opportunities and barriers to employment including childcare and transport
- In-work poverty
- Increased poor mental health

The challenges are often seen as interconnected and can exacerbate the effects of one another. For example, poor mental health could lead to unemployment which can lead to struggles with finances, the rising cost of private renting and the cost of living can increase the financial worries, this can lead to increases in debt, being unable to meet these payments over an extended period of time could lead to homelessness and worsening mental health. Many of these challenges support the findings of the most recent Let's Talk residents survey (2025) where 82.7% of respondents shared they were very or fairly concerned about the cost of living crisis, an increase in the percentage from 78% in 2023. 54.4% of respondents were very or fairly concerned about employment opportunities, an increase from 47.7% in 2023. When answering questions on mental health however, there has been a small improvement in residents who report their mental health as very poor or fairly poor, decreasing from 19.5% and 16.5% respectively in 2023 to 6.6% and 12% in 2025.



It was clear there is an understanding that early prevention is key. In addition to these challenges common issues raised were generational challenges in traditionally deprived areas and issues of hidden poverty in areas less associated with poverty with specific reference to the rural Vale and St Athan. Often challenges highlighted within more rural communities included access to services, advice and transport. This is consistent with WIMD data.

The findings from all 16 Semi-structured interviews were analysed through a Strengths, Weaknesses, Opportunities and Threats (SWOT) framework. The SWOT analysis recognises that there are clear strengths in our current service provision. There are, however, opportunities to build on these strengths, to address current silos and offer residents a more aligned service. There is an appetite among colleagues to work more closely to deliver the best possible outcomes for our residents; though the extent to which teams are willing and are able to make changes in the way that they work did vary.

The aim of the SWOT and the recommendations has been to maximise our understanding of current strengths and impacts and to identify opportunities to further progress the commitments of Vale 2030, Reshaping and the PSB's Well-being Plan.



SWOT Analysis from Insights Gathered Through Interview Responses:

Strengths:

- Many opportunities to access support in the Vale e.g. financial, health, social. Providing both a safety net and preventing escalation.
- Increasing use either through direct participation or referrals of one stop shops and community hubs, providing easier and earlier access to services for residents (Pobl, Pod, YMCA)
- Strong partnership work in-place with external organisations (Citizens Advice, RSLs, Foodbanks, Health)
- Flying Start Programme provides good opportunities for working with those in or at risk of poverty.
- Strong customer-facing, person-centred offer which can identify wider needs through relationship building with known and trusted colleagues (Outreach services Libraries, Contact Centre, Community Safety Officer)
- Growing community-led and place-based approaches to delivery
- There is awareness and focus on the most deprived areas of the Vale (WIMD 25) through PSB's Your Place and Barry Pride in Place. With an increasing use of data and digital tools to inform decisions and provide services (Contact Centre AI call routing)
- Free-to-access provision is appreciated by those who may not be accessing/qualify for financial support.

Weaknesses:

- Services can operate in silos with a lack of timely integration and inconsistent knowledge sharing, resulting in staff being unaware of the full extent of support available to residents.
- Duplication of services and inconsistent cross-service working due to a lack of awareness of what provisions are being provided. This was shared across multiple interviews including Corporate Resources and Learning and Skills (possible duplication of support across grants, multiple front doors/one stop shops)
- There is no coordinated user journey for referral between services with missed opportunities for additional signposting and lack of follow-through to understand outcomes of referrals.
- Service provision is often reactive, dealing with the point of crisis, which limits ability to focus on prevention.
- Current service provision is mostly centralised in Barry.



Opportunities:

- Improve timely sharing of information on projects, funding, and opportunities for collaboration, through leveraging the use of digital tools to better align internal working and real-time communications.
- Develop a comprehensive resource of available support that can be used by colleagues to strengthen our making every contact count and a no-wrong door approach for residents. Build on the use of Libraries as hub spaces for the provision of advice and support face to face. This can support geographical spread of provision especially in the rural Vale.
- Provide community hubs such as Warm Spaces, Community Centres, Community Focused Schools with comprehensive information on what support they could offer to residents. Focusing on strengthening what already exists rather than creating something new.
- Develop a more joined-up approach/system for outreach opportunities between council services and community partners.
- Consistently adopt and strategically expand neighbourhood or community models of provision.
- Further promote advice drop-in sessions with partners who are trusted by residents such as Citizens Advice in Council buildings maximising trusted community relationships outside of our organisation and our resources.
- Develop a similar model to Citizens Advices' 'Refer-Net' to track customer journeys through the referral process and track outcomes.
- Increase easy to access digital routes to support which provide more opportunities for data linkage and tailored support for residents who prefer this model of support while maintaining and promoting

Threats:

- Growing expectation that service provision is free to access (Play schemes)
- Service provision is reliant on short-term grant funding schemes, which is unsustainable.
- Increased reliance on digital pathways, meaning fewer opportunities for face-to-face interactions which often results in the identification of wider need. This results in the snowballing of the need for support as the need for additional support is missed due to narrower digital interactions.
- A lack of engagement in services provided by the Council due to organisational distrust and disillusionment. This was shared across multiple interviews including Corporate Resources and Place Directorates (personal contact keeps and builds trust on an individual and smaller community basis and allows for follow-ups.
- Growing demand is putting pressure on delivery of statutory functions which is undermining ability to provide wider impactful support.

Systemic Drivers:

- Costs of Childcare preventing parents from re-entering job market
- In-work poverty leading to more people experiencing deprivation.
- Growing experiences of social isolation and mental health which is driving service demand.
- Housing costs are driving growing reliance on social housing.
- Shortfall between housing benefit (LHMA) and private rental market driving pressure.



other non-digital routes. – Address multigenerational experiences through work experiences and access to work. – Consider preventative core spend to alleviate pressure of inconsistent grant allocation. – Exploration of relational model of community connectors/advocates	
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Recommendations and Questions for Consideration

1. SLT note the progress being made as detailed in Annex A that will be reported to Cabinet in July.
2. SLT note the findings of the interviews and consider how they can continue to champion and encourage all parts of the organisation to actively and collectively contribute to this agenda shaping and welcoming new ideas/ways of working.
3. SLT consider the resource and opportunities we have to take forward this work, how we fit what we do together, how we deliver and how we share information – internally and externally.
4. SLT consider if further work is needed to ensure we are reaching the people most in need, that we are connecting relevant agendas and maximising our ability to change services/lives.

Questions for Consideration:

1. Would it be useful to develop a comprehensive cross-council internal knowledge directory that brings together the opportunities for support pathways and provides colleagues with details of how support can be accessed?
2. Would this approach help to embed making every contact count and no-wrong door advice and support?
3. Should we hold an event/s focused on sharing the work of teams and partners identified as examples of highest impact to better understand on-going work in the Vale, identify opportunities for alignment of work and minimising duplication?
4. Is there an opportunity to develop a strategic approach to our hub, one stop, outreach support?
5. Do we need to consider how the grants we issue and receive could be more joined-up across directorates?
6. Should we build on the informal role that Library services and community hubs have started to play in providing advice and support to tackle poverty and deprivation?



7. Can we better demonstrate how we are changing lives through the ways we report impact and outcomes e.g. through case studies?
8. Can we further develop how we use data to ensure that services are available to and reaching those most in need?



Appendix 1

Colleagues involved in Interviews (some groups were split to accommodate availability):

Staff Member	Directorate	Focus
1. Sean James, Suzanne Jones, Christina Delaney	Corporate Resources	Benefits and entitlements
2. Tony Curliss, Maria Fowler and Rochelle Gibbons	Corporate Resources	Contact Centre Experience
4. Nick Jones, Ian Jones, Kate Hollinshead	Environment and Housing	Housing and supporting people
5. Karen Davies	Environment and Housing	Access to Play and Sport
6. Deborah Gibbs	Environment and Housing	Community Safety
7. Kyle Phillips and Lisa Elliott	Environment and Housing	Transport
8. Mark Davies	Learning and Skills	Employment/ACL
9. Rhys Jones	Learning and Skills	Young People
10. Lisa Lewis, Martin Dacey and Amanda Geddes	Learning and Skills	Education
11. Jordan Forse	Learning and Skills	Libraries Culture
12. Louise Nicolau, Becky Wickett, Kath Clarke	Social Services	Children and young people
13. Nicole Devonish, Jude McManus, Noel Martinez Walsh & Mirko Doering	Social Services	Adults and Safeguarding



14. Phil Chappell, Nicola Sumner-Smith, Mererid Velios, Cath Smith Sarah Cutting, Emily Dobson	Place	Regeneration inc Economic Development
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Structured Interview Questions:

1. What are the key issues you are seeing the most from Vale Residents that are leading to them experiencing poverty?
 - Do you think this matches the local picture shown by WIMD 25?
2. As part of the interview invitation we sent you a summary of the support mapping already compiled. Is there anything that you provide to Vale residents to support with tackling/preventing poverty that has been missed from the mapping document?
3. Details on missing projects:
4. Do you report this information anywhere other than the Tackling Poverty report? To whom and how often?
 - this info can be captured in future in the Tackling Poverty report and poverty reports.
5. What do you think is the most impactful support your teams currently provide that either prevents or tackles poverty?
 - do you see this as being sustainable? Is it something that could be expanded or adapted elsewhere?
6. What do you think is the most impactful support an external partner currently provides?
 - do you see this as being sustainable? Is it something that could be expanded or adapted elsewhere?
7. In your opinion what other opportunities are there to support people living in poverty that we aren't already doing?
 - What team would you see as key to delivering it? - What gap would this fill/ help address? - what about opportunities to help prevent poverty?
8. Are there key sources or services your teams use to signpost people to on a regular basis? These can be internal or external.
 - Are you aware of the information on the cost-of-living support hub on the Council's website? - How have you used/is it useful/any improvements?
9. Do you collect or have access to any data that you think would help us understand the poverty picture across the Vale?
 - Would you like any support to help look at or analyse the data?
10. If there was only one thing that we would do differently in our approach to addressing poverty what should it be?

