

Meeting of:	Resources Scrutiny Committee
Date of Meeting:	Wednesday, 17 September 2025
Relevant Scrutiny Committee:	Resources Scrutiny Committee
Report Title:	Vale of Glamorgan Public Services Board (PSB) Annual Report 2024-25
Purpose of Report:	To present an overview of the progress made in the delivery of the Well-being Objectives and steps set by the Vale PSB in its Well-being Plan 2023-28.
Report Owner:	Report of the Chief Executive
Responsible Officer:	Tom Bowring, Director of Corporate Resources
Elected Member and Officer Consultation:	No specific Ward Member consultation has been undertaken
Policy Framework:	The Public Services Board Well-being Plan 2023-28 was approved by Council in 2023, and this is a matter for Executive decision by Cabinet.
<p>Executive Summary:</p> <ul style="list-style-type: none"> • The Public Services Board (PSB) must publish an Annual Report outlining the progress made against the Well-being Objectives and Priority Workstreams set out in its Well-being Plan 2023-2028. The work that has been delivered in partnership in the last year 2024-25 has been captured in an Annual Report in the form an online report using Microsoft Sway. The Annual Report gives an overview of the progress that has been made by partners in implementing the three Well-being Objectives, 19 steps and against the PSB’s Priority Workstreams. • This Annual Report complements progress reports on PSB projects that have been reported to Scrutiny Committees as part of the rolling programme of providing updates on the work of the Public Services Board. • The Annual Report was considered by the PSB on the 9th July 2025 and is available here and has been published on the PSB website. • An executive summary report has also been created and is available here. 	

Recommendations

1. That Members review the Vale of Glamorgan Public Services Board's Annual Report for 2024-25 and the progress partners have made in delivering the priorities set out in the Well-being Plan.
2. That Members make any recommendations to the PSB regarding the progress to date and future focus of PSB activity via the Director of Corporate Resources.
3. That Members consider if there are any matters in the report that should be included in the future work programme of this Committee or another Scrutiny committee.
4. That Members recommend this report is circulated to all elected Members via email and members of the Community Liaison Committee and Voluntary Sector Joint Liaison Committee for their information.

Reasons for Recommendations

1. To enable Members to consider the content of the Annual Report and progress made in the delivery of the Well-being Plan 2023-28.
2. To enable Members to make recommendations to the PSB in the context of the progress made in delivering the Well-being Plan 2023-28.
3. To enable particular areas of PSB activity to be considered in more detail.
4. To ensure all elected Members, the Community Liaison Committee and the Voluntary Sector Joint Liaison Committee are aware of the work of the Public Services Board.

1. Background

- 1.1** The Well-being of Future Generations (Wales) Act 2015 formally established Public Services Boards (PSBs) in each local authority area in Wales. In accordance with the Act the Vale PSB must contribute to the achievement of the national well-being goals as set out in the legislation by:
 - Assessing the state of economic, social, environmental and cultural well-being in the local area.
 - Setting local objectives that are designed to maximise the PSB's contribution within the area to achieving the national well-being goals.
 - Taking all reasonable steps to meet these objectives i.e. through a Well-being Plan which must be informed by the Well-being Assessment.
- 1.2** Resources Scrutiny Committee is the designated Committee for scrutinising the work of the PSB.

- 1.3** In May 2023, reflecting the evidence set out in the [PSB's Well-being Assessment](#), the PSB agreed a new Well-being Plan which outlined three Well-being Objectives for 2023-28, these are:
1. A more resilient and greener Vale
 2. A more active and healthier Vale
 3. A more equitable and connected Vale
- 1.4** Alongside the three Well-being Objectives, the PSB also established three priority workstreams, these are
- a. Responding to the climate and nature emergencies.
 - b. Working with people who live in our communities that experience higher levels of deprivation.
 - c. Becoming an Age Friendly Vale.
- 1.5** The Welsh Government's statutory guidance [Shared Purpose: Shared Future](#), sets out that PSBs must prepare and publish a progress report on the work undertaken towards meeting the Well-being Objectives on an annual basis. The PSB has now produced its second Annual Report for the Well-being Plan 2023-28. The report sets out the progress that has been made in the second year of the Plan.

2. Key Issues for Consideration

- 2.1** Lead officers from across the PSB's member organisations oversee the progress of the Well-being Plan and updates on the work undertaken are regularly discussed at PSB meetings. The Annual Report for 2024-25 was considered and agreed by PSB partners on the 9th July.
- 2.2** There is a recognition that many of the activities being taken forward by the PSB will contribute to a number of local priorities and the national Well-being Goals for Wales. The Annual Report is available [here](#).
- 2.3** The PSB has identified [19 steps](#) which collectively will help to deliver the Well-being Objectives and the Priority Workstreams described above. These cut across a number of projects and this report will highlight the progress made towards these steps. This Annual Report looks at the work of the PSB over the last year. The report highlights the progress that has been made and the future direction to achieve the PSB's priorities.
- 2.4** As requested previously by the Corporate Performance & Resources Scrutiny Committee, Officers have also submitted a number of progress reports to Vale of Glamorgan Council Scrutiny Committees to provide updates on the work of the PSB. Committees have received reports detailing the work to tackle inequities in deprived communities, and progress on becoming a more Age Friendly Vale. The PSB's progress on addressing the climate and nature emergency has been

included in the Project Zero progress reports. These reports are included as background papers to this report for completeness.

- 2.5** In the Annual Report, partners have provided updates on the work being taken forward against the PSB's key projects. This includes work to deliver the PSB's three Priority Workstreams. This approach to progress reporting will continue to be developed by the PSB to ensure that through its work the PSB is supporting good well-being in the Vale of Glamorgan. The progress reports outline the purpose of the PSB project, the activities that have been undertaken in the last year, the outcomes of this work and the next steps for projects.
- 2.6** This Annual Report sets-out some of the key achievements delivered by the PSB in the last year. It details the wide range of work that has been, and continues to be, taken forward by the partnership to achieve the Objectives and priority workstreams set out in the Well-being Plan. This has included a new PSB Climate and Nature Emergency Charter which reflects a continued commitment to addressing the climate and nature emergencies in the Vale, the publication of the Age Friendly Vale Strategy and Action Plan which will provide the focus to achieve the age friendly goals, the development of the new strategic framework for a whole system approach to healthy weight through the Good Food and Movement programme, and a continued focus on the Your Place programme to address the impacts of poverty. Engagement and consultation with local communities is at the core of these workstreams, as only through joint work with our communities can we improve well-being in the Vale of Glamorgan.
- 2.7** The Annual Report contains a number of progress updates that illustrate the work of the PSB over the last year. Project progress of note includes:
- Age Friendly Vale, has developed the Vale of Glamorgan's first [Age Friendly Vale Strategy and Action Plan 2025-2028](#). This has resulted from over 1,600 interactions over the year and continuous engagement with the 50+ Strategy Forum which included 25+ meetings and events this year. Live Well - Age Well courses, co-produced with Cardiff and Vale University Health Board, have been piloted to support older adults in improving strength, balance, physical activity, and overall well-being.
- 2.8** Your Place, the PSB's tackling inequalities initiative is focused on working with the three Barry communities identified in the 10% most deprived areas in Wales through the Welsh Index of Multiple Deprivation 2019. The project has engaged with over 1,500 individuals through outreach to community groups, Slimming World sessions, religious organisations, youth groups, veterans' associations, local business leaders, local councillors, and professionals working within the health and employment sectors. Findings are informing a targeted approach with a deeper understanding of the persistent challenges faced by residents and informing the development of more responsive, evidence-led solutions.
- Work to address the Climate and Nature emergency through the Climate Emergency and Asset Management sub-group has worked to produce a new [PSB Climate and Nature Emergency Charter](#). The charter sets out a number of commitments through which the PSB will continue to take forward work to address the climate and nature emergencies. Partners have continued to take

forward work to contribute to the [Vale of Glamorgan Nature Recovery Action Plan](#) and to conserve, protect and enhance nature in the Vale.

- The Vale of Glamorgan Healthy Travel Charter promotes sustainable travel among staff. Through the Level 2 charter, partners have delivered a number of Dr Bike cycle maintenance sessions to support cycling to work and continued delivery of the South Wales Metro improvements in the region, along with active travel infrastructure improvements.
- The Good Food and Movement project aims to embed healthy lifestyle opportunities. The project has supported the creation of new documents to be used as part of the tender exercise for a new advertising management contract which prohibits High in Fat Salt or Sugar (HFSS) advertising on the local authority estate in the Vale of Glamorgan. Social Farms & Gardens were contracted to map community spaces for food growing and identify barriers to participation in the Vale of Glamorgan. The Energise Youth project was delivered, impacting 61 young people aged 11-24 years old with low activity levels / mental well-being through targeted services.
- The Food Vale Partnership is working to build a thriving, healthy and sustainable food system in the Vale. Funding of £12,00 has been made available to support growers participating in the Welsh Veg in Schools scheme. The scheme aims to get locally grown, organic produce into school meals. Food Vale is working with partners in Vale of Glamorgan Council to design and administer two small grant schemes, the Improving Access to Food grant which aims to help communities tackle food insecurity; and the Warm Space grant to support organisations in providing free, warm, and welcoming community spaces; these are available to community groups and organisations across the Vale.

2.9 The Safer Vale Partnership works to reduce crime and disorder by developing preventative methods to safeguard local residents, partnership progress is reported to the PSB to ensure alignment between partners' work. In 2024/25 85 properties in the Vale that received Target Hardening, including door locks, lighting, CCTV and intruder alarms to enable domestic abuse victims and families to remain in their own home but feel safer to do so. There were 1,862 incidents of ASB reported. This resulted in 1452 referrals being generated with 248 for adults and 413 for youths. The team reviewed preventative options as well as co-ordinating a multi-agency response where appropriate.

- Value in the Vale (ViV) is a hub for volunteers, partners, and organisations, offering details on volunteering opportunities, enabling organisations to enlist volunteers and empowering volunteers to exchange their time for rewards. The project has worked with smaller groups of volunteers and individuals to support them with items that they may need for their projects by linking with local businesses who donate the items free of charge. Partnership work with Cardiff and Vale College has resulted in students to be supported in volunteering within sheltered housing schemes.

2.10 The progress updates included in the Annual Report set out how each project contributes to the PSB's Objectives and Priority Workstreams, while also

progressing the 19 steps. A graphic has been included within each update to highlight which of the 19 steps the project contributes towards.

- 2.11** Within the Annual Report the PSB sets out the robust evidence base that has been produced using data to develop better insights and to inform activities, providing links to in-depth analysis dashboards and reports. This section sets out some of the data, research and trends that are influencing the work of the PSB, with key trends extracted into an easily digestible list. The data areas included are demographics, education and the economy, health and communities and environment and transport. The evidence base informed the development of the Well-being Plan and continues to inform partners' activities in delivering the PSB's objectives.
- 2.12** The Annual Report captures the progress made by the PSB in delivering its Well-being Objectives. This is the second year that partners have been working together to deliver the Well-being Plan 2023-28 and the examples included give a good overview of work undertaken within the challenging context of pressures placed on partners such as budgetary challenges. The PSB continues to evolve to respond to these pressures and ensure the delivery of the Well-being Plan. The PSB continues to plan for the future and to take account of all the learning and experience developed across the partnership. The PSB is confident that by working together and by working differently it will continue to have a positive impact on well-being in the Vale.

3. How do proposals evidence the Five Ways of Working and contribute to our Well-being Objectives?

- 3.1** The Well-being of Future Generations (Wales) Act 2015 is about sustainable development. The Act sets out a 'sustainable development principle' which specifies that the public bodies listed in the Act must act in a manner which seeks to ensure the needs of the present are met without compromising the ability of future generations to meet their own needs. In meeting their sustainability duty, each body must set objectives that highlight the work the body will undertake to contribute to meeting the seven Well-being Goals for Wales.
- 3.2** Through the PSB, partners are working together to contribute to the national well-being goals, adopt the five ways of working and improve social, economic, cultural and environmental well-being.

4. Climate Change and Nature Implications

- 4.1** The Annual Report details work undertaken by PSB partners to deliver commitments in the Climate Emergency Charter which all PSB partners signed in 2021 and the new Climate and Nature Emergency Charter that has been developed in 2024/25. Partners continue to work together through the PSB Climate Emergency and Asset Management Group to lead by example, take

positive action and reduce our impact on the environment. The Annual Report details the range of work undertaken by partners and the climate and nature emergencies are significant sections in the Well-being Plan.

5. Resources and Legal Considerations

Financial

- 5.1 Welsh Government have made funding available to the PSB in the form of a regional grant to both Vale of Glamorgan and Cardiff PSBs. The regional funding for 2024-25 was £58,440 (shared equally between the PSBs) and was utilised to increase capacity to undertake engagement and consultation activities which is fundamental to the work of the PSB.
- 5.2 PSB work has also been supported by the utilisation of the Welsh Government Age Friendly Grant and the Early Years and Prevention funding and successful bids for Shared Prosperity Funding.

Employment

- 5.3 There are no specific employment implications arising as a direct result of this report.

Legal (Including Equalities)

- 5.4 There are no specific legal considerations arising as a direct result of this report. Actions set out in the Well-being Plan will help to tackle the inequalities linked to deprivation and to increase community participation and engagement. The work of the PSB will contribute to the delivery of a more equal Wales, one of the seven national well-being goals for Wales.

6. Background Papers

[The Vale PSB Well-being Plan 2023-2028](#)

[PSB Climate and Nature Emergency Charter 2025](#)

[Age Friendly Vale Update](#)

[Working with people who live in our communities that experience higher levels of deprivation](#)

[Project Zero Update Report](#)



Vale of Glamorgan Public Services Board Annual Report 2024/25

Foreword

The Vale of Glamorgan Public Services Board continues to make good progress against the commitments set out in our Well-being Plan 2023-2028. As partners, we are focussed on delivering real outcomes for those living, working and visiting the Vale of Glamorgan. We have continued to collaborate and work effectively in partnership to address some of the biggest challenges facing the Vale of Glamorgan.

This Annual Report sets-out some of the key achievements delivered by the PSB in the last year. It details the wide-range of work that has been, and continues to be, taken forward by the partnership to achieve the Objectives and priority workstreams we set out in our Well-being Plan. This has included a new PSB Climate and Nature Emergency Charter which reflects our

continued commitment to addressing the climate and nature emergencies in the Vale, the publication of the Age Friendly Vale Strategy and Action Plan which will provide the focus for us to achieve our age friendly goals, the development of the new strategic framework for a whole system approach to healthy weight through our Good Food and Movement programme, and a continued focus on the Your Place programme to address the impacts of poverty. Engagement and consultation with our local communities is at the core of these workstreams, as we know that only through joint work with our communities can we improve well-being in the Vale of Glamorgan.

As chair of the PSB I am proud of the progress we have made through our joint work, and I am reassured that through our commitment to deliver our well-being objectives and our priority workstreams we will continue to have a real impact on lives across the Vale of Glamorgan. Our partnership goes from strength to strength, focussed on delivering for our communities now, and safeguarding the future of the Vale. I look forward to seeing the progress our PSB will make in delivering our Well-being Plan.

Cllr Lis Burnett,

Chair of the PSB and Leader of the Vale of Glamorgan Council

Content

This year's report is structured around the following sections:

Section 1: Introduction - this section sets out the context in which the PSB is working to take-forward its Well-being Plan.

Section 2: Our Progress - this section captures the progress that has been made by the PSB and partners in working towards the Well-being Plan.

- Age Friendly Vale
- Your Place
- Work to address the Climate and Nature emergency
- Healthy Travel Charter
- Good Food and Movement
- Food Vale Partnership

- Safer Vale
- Value in the Vale (VIV)

Section 3: Our Evidence - this section sets out some of the data, research and trends that are influencing the work of the PSB.

Section 4: Our Reflections and Looking Ahead - this section summarises the PSB's progress and its ambitions for the future.

Our Vision:

'Happy and healthy communities working together to create a fair and sustainable Vale for everyone'



Section 1: Introduction

What is the PSB?

The Vale of Glamorgan Public Services Board (PSB) was established in April 2016. The PSB brings together senior leaders from public and third sector organisations across the Vale of Glamorgan to work in partnership for a better future.

About the Annual Report

The PSB set out its priorities for improving well-being in its Well-being Plan 2023-2028 published in May 2023. This Annual Report highlights the progress made by the PSB in 2024-25 and reflects the work the PSB has undertaken to deliver the objectives and priorities set out in the Plan.

This Annual Report details progress against the PSB's three Well-being Objectives:

- **A more resilient and greener Vale**
- **A more active and healthier Vale**
- **A more equitable and connected Vale**

In 2023, the PSB also agreed three priority workstreams which provide a greater focus on specific areas of need. These are:

- Responding to the climate and nature emergencies.

- Working with people who live in our communities that experience higher levels of deprivation.
- Becoming an Age Friendly Vale

Our relationship with Welsh Government and Town and Community Councils

The PSB has continued to benefit from a good working relationship with the Welsh Government and the Office of the Future Generations Commissioner for Wales. This support has been of particular importance as the PSB has developed its current Well-being Plan for 2023-28.

Progress against a number of the projects included in this Annual Report are regularly reported to the Vale of Glamorgan's scrutiny committees for consideration by Elected Members and to share progress with our partners and the public. This includes updates on work to tackle poverty and the current cost of living crisis - including the Your Place project¹, Age Friendly Vale² and Food Vale³.

These updates build on continued work to engage with and involve Town and Community Councils in taking forward the PSB's priorities. Three town councils in the Vale of Glamorgan have a duty under the Well-being of Future Generations Act⁴ to illustrate how they are aiding the delivery of the PSB's Well-being Objectives.

The PSB includes a Town and Community Council representative and larger Town and Community Councils are required under the Well-being of Future Generations Act to contribute to the work of the PSB. The activities that they are working towards are detailed in their Annual Reports which are available through their websites:

- Barry Town Council⁵
- Llantwit Major Town Council⁶
- Penarth Town Council⁷

¹[https://www.valeofglamorgan.gov.uk/Documents/ Committee Reports/Scrutiny-HSC/2024/24-07-10/Work-to-Tackle-Poverty.pdf](https://www.valeofglamorgan.gov.uk/Documents/Committee%20Reports/Scrutiny-HSC/2024/24-07-10/Work-to-Tackle-Poverty.pdf)

²[https://www.valeofglamorgan.gov.uk/Documents/ Committee Reports/Scrutiny-HLSC/2025/25-02-04/Age-Friendly-Vale-Update.pdf](https://www.valeofglamorgan.gov.uk/Documents/Committee%20Reports/Scrutiny-HLSC/2025/25-02-04/Age-Friendly-Vale-Update.pdf)

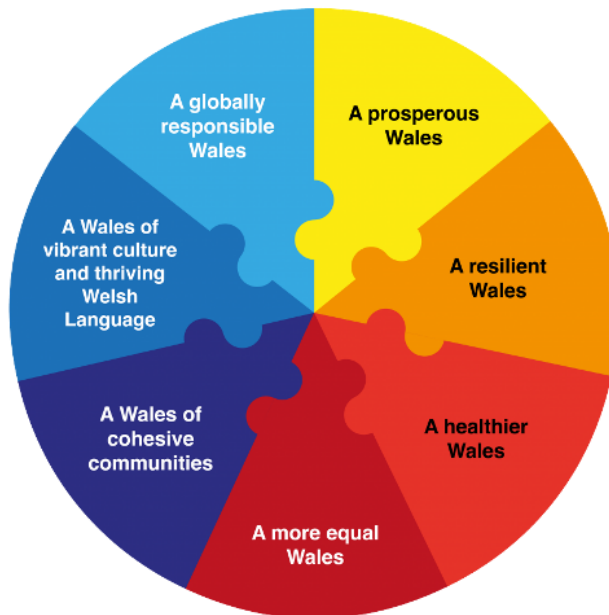
³[https://www.valeofglamorgan.gov.uk/Documents/ Committee Reports/Scrutiny-HLSC/2024/24-06-11/Food-Vale-the-Vale-of-Glamorgan's-Sustainable-Food-Partnership.pdf](https://www.valeofglamorgan.gov.uk/Documents/Committee%20Reports/Scrutiny-HLSC/2024/24-06-11/Food-Vale-the-Vale-of-Glamorgan's-Sustainable-Food-Partnership.pdf)

⁴[https://www.gov.wales/sites/default/files/publications/2019-02/spsf-4-collective-role-community-councils.pdf#:~:text=This statutory guidance is issued under section 40\(7\),section 40\(1\) of the Act applies to them.](https://www.gov.wales/sites/default/files/publications/2019-02/spsf-4-collective-role-community-councils.pdf#:~:text=This%20statutory%20guidance%20is%20issued%20under%20section%2040(7),section%2040(1)%20of%20the%20Act%20applies%20to%20them.)

⁵<https://www.barrytowncouncil.gov.uk/>

⁶<https://llantwitmajortowncouncil.gov.uk/full-town-council/>

⁷<https://www.penarthtowncouncil.gov.uk/>



Section 2: Progress Updates

Over the last year, the PSB has made good progress against the delivery of the Well-being Objectives and the 19 steps set-out in the Well-being Plan. To evidence this progress, partners have provided an update on the work being taken forward against the PSB's key projects. This includes work to deliver the PSB's three Priority Workstreams. This approach to progress reporting will continue to be developed by the PSB to ensure that through it's work the PSB is supporting good well-being in the Vale of Glamorgan.

The progress reports below outline the purpose of the PSB project, the activities that have been undertaken in the last year, the outcomes of this work and the next steps for projects.

Each update also sets-out the project's contribution to the Well-being Plan's 19 steps. With the project's contribution shown by the pink coloured segment of the graphic. Details on how each of the 19 steps contributes to the priority workstreams, well-being objectives and national well-being goals is available through the Understanding how our steps contribute to the well-being goals table⁸.

Age Friendly Vale

What is the project's purpose?

- The World Health Organization (WHO) defines an Age Friendly Community as a place where 'policies, services, settings and structures support and enable people to age well'. In October 2023, following an application made by the PSB, the Vale of Glamorgan was the fourth local authority area in Wales to be accepted into the WHO's Global Network of Age Friendly Cities and Communities. This shows recognition of the PSB's commitments to making the Vale more age friendly and to build on the commitments set out in the Age Friendly Vale Charter⁹.
- During 2024/25, the PSB has continued to collaborate with local partners and the Older People's Commissioner for Wales to enhance the lives of older residents and ensure the Vale is a great place to age well. Over the past year, efforts have been focused on developing the Vale's first ever Age Friendly Vale Strategy and Action Plan 2025-2028¹⁰ which provides a clear direction for the PSB and partners and members of the Age Friendly Vale Network to work towards and guide the Vale's age friendly movement. Since 2021/22 the work has been able to progress thanks to Welsh Government Age Friendly Communities grant funding.
- We recognise that work to make the Vale more age friendly will make the Vale a better place for all, especially as we age. Work to become more Age Friendly supports the PSB's actions to reduce inequality and increase levels of engagement and involvement at all ages. This is especially important in the Vale of Glamorgan as there is a higher percentage of people aged over 65 living in the Vale than the Welsh national average. This is a population group that continues to grow; between 2011 and 2021, in the Vale

⁸<https://www.valepsb.wales/Documents/Well-being-Plan-2023/Understanding-how-our-steps-contribute-to-the-well-being-goals.pdf>

⁹<https://www.valepsb.wales/Documents/Age-Friendly-Vale/Age-Friendly-Vale-Charter-English.pdf>

¹⁰<https://www.valepsb.wales/Documents/Age-Friendly-Vale/Age-Friendly-Vale-Strategy-and-Action-Plan-English.pdf>

of Glamorgan there has been an increase of 24.9% in people aged 65 and over, this compares to an increase of 17.7% for the whole of Wales.

- Within the Well-being Plan, one of our Priority Workstreams is 'Becoming an Age Friendly Vale' and so the work taken forward through this initiative will contribute to the Well-being Plan's objectives 'A more active and healthier Vale' and 'A more equitable and connected Vale'.

Our activities

- A focus this year has been on the development of the Age Friendly Vale Strategy and Action Plan 2025-28¹¹ (AFVSAP) which sets out 20 actions partners have committed to work towards over the next three years. Following approval by the PSB on 11th December 2024, work has been undertaken to promote the Plan through various channels including the Age Friendly Vale Network, Vale 50+ Strategy Forum, attendance at public well-being events for over 50's across the Vale, community groups, Cardiff and Vale Ageing Well Network and social media channels.
- We have continued to support the Vale 50+ Strategy Forum to develop a stronger presence in the community as an active voice for older people across the Vale. This has included support to ensure the continuation of their local Radio show and facilitating an active calendar of Forum meetings and events throughout the year. Events have included 'Cuppa with the Commissioner' the new Police and Crime Commissioner, and a well-attended AGM attracting 60+ attendees – providing an opportunity for members to hear directly from the new Older People's Commissioner.
- We have worked with Dementia Friendly groups in the Vale and supporting the creation of two new groups for Barry and Penarth. This involved support for event planning for Dementia Awareness Action Week in May 2025 to raise awareness of local support and tackle stigma.
- Actively contributed to Age Cymru's initiatives, including age discrimination and the development of the newly established Public Toilet Alliance, helping to advocate for improved accessibility and dignity for older people across public spaces.
- Supported 'Cycling Without Age' to deliver a 2024/25 pilot for free trishaw rides for older people at Barry Island tackling loneliness and isolation.
- All PSB partners have contributed towards recent activity and wider examples of age friendly work include:

¹¹<https://www.valepsb.wales/Documents/Age-Friendly-Vale/Age-Friendly-Vale-Strategy-and-Action-Plan-English.pdf>

- Golden Pass - The Golden Pass scheme run by the Vale of Glamorgan Council aims to provide free physical activity and sporting opportunities for residents aged 60+.
- South Wales Fire and Rescue provide free home safety advice and visits to help reduce the risk of accidents and prevent fires at home. This year, Officers have met with local community groups for older people such as Barry Veterans to deliver fire safety talks and offer free home safety checks.
- South Wales Police and the Vale of Glamorgan Council have delivered targeted scam awareness campaigns, including alerts on parking ticket scams and seasonal fraud risks such as online shopping and phishing scams. Officers also visited community groups and libraries across the Vale to speak directly with older residents, raising awareness of common scams and providing practical advice on how to stay safe.
- Glamorgan Voluntary Services work closely with third-sector organisations across the Vale through their volunteer service which matches potential volunteers to opportunities. GVS recently published the Directory of Services¹² making it easier for partners, older people and carers to find support quickly and locally. This is an incredibly valuable source of information, in addition to services such as DEWIS and newsletters produced by Age Connects.
- Cardiff and Vale University Health Board (CAVUHB) have co-produced an ageing well course to support and enable citizens to age well and reduce their risk of falling. The courses include physical activity, information, group discussion, and linking older adults with community activities to help them make sustainable changes.



Our Progress and Outcomes

¹²<https://static1.squarespace.com/static/5fbfa0b15bcb0228a27b05e0/t/67ebf3903c21c6727812b86e/1743516562459/Directory+of+services+for+older+people.pdf>

- With a combined membership of almost 400 members, the Age Friendly Vale Network and Vale 50+ Strategy Forum have helped stakeholders including community groups and older people stay informed, feel connected, and have a voice in local matters, leading to more inclusive decision-making and stronger community resilience.
- By using multi-channel communication, both digital and non-digital, older people can stay informed and included, regardless of internet access. Tools such as letters and local radio help reach individuals directly in their homes, reducing isolation and ensuring equal access to opportunities and support.
- Over 1,600 interactions were recorded this year, showing that local organisations and older people are not only engaging with the age friendly movement but actively shaping services.
- The Vale 50+ Strategy Forum's meeting calendar included 25+ meetings and events this year. Gatherings have enhanced partner engagement with older people by bringing information and support directly into communities and fostering collaboration among various partners. Events have amplified the voices of older residents, enabling them to engage directly with decision makers and influence policy.
- Free events and refreshments have enabled older people to attend without financial worry, supporting those at risk of isolation during the cost-of-living crisis.
- Golden Pass has helped older residents stay active, build confidence, and reconnect socially, supporting healthier ageing and preventing decline. There are currently 238 individuals in the programme and 29 community providers delivering activities with many more involved the promotion. The Healthy Living Officer has been working closely with unpaid carers, housing tenants, visually impaired residents and residents to increase awareness around the importance of physical activity.
- Live Well, Age Well' courses were piloted across Cardiff and the Vale, including two in the Eastern Vale. Co-produced by CAVUHB, the courses support older adults in improving strength, balance, physical activity, and overall well-being, helping prevent falls and maintain independence. With plans to expand to Cowbridge and Barry, the initiative focuses on prevention and reducing reliance on hospital care. Results show a 23% improvement in quality of life, with 100% of participants likely to recommend the course.

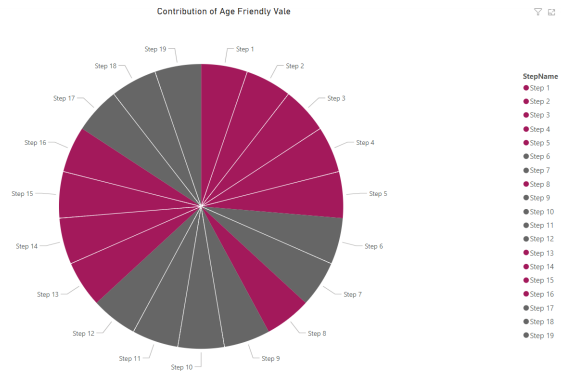


Next Steps

- The PSB's Age Friendly Vale Strategy and Action Plan has now been formally approved and launched, marking a significant milestone in our commitment to making the Vale of Glamorgan a great place to age well. Work is now focused on progressing work aligned to the agreed actions and delivering meaningful outcomes in line with the World Health Organization's age friendly communities' framework.
- We will continue to raise awareness of the Strategy and Action Plan across the Vale, ensuring partners and residents understand how they can get involved in the Vale's age friendly movement.
- Efforts to elevate the profile of Age Friendly Vale will also continue at national and international level through engagement with the Older Peoples Commissioner for Wales, Welsh Government and ongoing contributions to the WHO Global Network.
- Work will continue to expand the Age Friendly Vale Network helping to embed age friendly principles in local services, policies, and communities. This will include the first ever Age Friendly Vale Connection Café in June 2025, a networking event designed to bring together individuals and organisations working to improve the lives of older people in the Vale.

- Providing support to the Vale 50+ Strategy Forum is ongoing to support their work to provide a voice for older people in the Vale of Glamorgan by increasing their membership and supporting their calendar of activities.

Contribution to the 19 Steps - Contribution shown by pink segments of the graphic



Your Place

What is the project's purpose?

The PSB's Well-being Plan 2023-28, developed in response to the PSB's Well-being Assessment 2022 highlighted the need for partners to work together to support our most deprived communities and reduce social, economic and health inequities evident in our more deprived communities. Data has shown that 3 Lower Super Output Areas (LSOAs) in particular have consistently been evidenced to be the most deprived in the Vale of Glamorgan, and appear within the 10% most deprived LSOAs in Wales, as per the Welsh Index of Multiple Deprivation 2019 (WIMD). These LSOAs are all in Barry and are Gibbonsdown 2, Court 3, and Buttrills 2. To reduce the inequities evident between our most and least deprived communities, partners are working together in a new approach to understand the inequities in outcomes for those living in areas in Gibbonsdown, Court and Buttrills, and to use this insight to develop and deliver services in different ways.



Our activities

- The Your Place project has continued to deliver a wide-ranging programme of engagement and collaboration, supporting the delivery of our Well-being Plan priorities—particularly around reducing inequalities, promoting environmental sustainability, and improving community wellbeing. A series of multi-agency domain workshops were held, with a particular focus on the Health and Employment domains. These sessions brought together partners from across sectors to explore shared challenges and co-design solutions that reflect the lived experiences of residents, ensuring that services are better aligned with local needs and aspirations.
- The project has undertaken targeted engagement within primary schools located in some of the most deprived Lower Super Output Areas (LSOAs). Importantly, these sessions were delivered to parents and carers rather than children, with the aim of capturing community views on recycling and climate change. This approach has enabled us to gather valuable insights directly from residents, which are now informing the development of more effective and locally relevant resources and programmes. By engaging families in familiar and accessible settings, we are helping to build a stronger foundation for environmental awareness and action at the community level.
- The Your Place project has also maintained a consistent presence across a wide range of community settings, including libraries, faith groups, warm spaces, and veterans' organisations. These ongoing engagement efforts have been instrumental in ensuring that diverse voices are heard and considered in service planning and delivery. By embedding ourselves within trusted community spaces, we have fostered meaningful dialogue and strengthened relationships between residents and service providers.
- Overall, the Your Place project continues to play a vital role in advancing the aims of the PSB's Well-being Plan by promoting inclusive engagement, supporting cross-sector

collaboration, and ensuring that public services are shaped by the communities they serve. The insights and connections developed through this work are helping to build a more resilient, informed, and empowered Vale of Glamorgan.



Our Progress and Outcomes

- Continuous work in line with the engagement plan has resulted in extensive and meaningful engagement with a wide range of partners and community members across diverse settings. To date, over 1,500 individuals have been engaged through outreach to community groups, Slimming World sessions, religious organisations, youth groups, veterans' associations, local business leaders, local councillors, and professionals working within the health and employment sectors. This broad engagement has enabled the project to gather rich, place-based insights and build strong, trust-based relationships across the community.
- Following a funding extension through the UK Shared Prosperity Fund (SPF), the project has been extended for an additional year, allowing for the development and implementation of a second-phase engagement plan. This new phase includes the launch of a dedicated webpage, a community-wide survey, a press release campaign, and more targeted engagement activities. While maintaining and nurturing the relationships already established, the second phase places a sharper focus on specific community categories and thematic areas identified by the Steering Group. This targeted approach is beginning to deepen understanding of the persistent challenges faced by residents and to inform the development of more responsive, evidence-led solutions with our co-partners and has seen us engage with over 100 participants around focused topics this year.
- The work of the PSB Steering Group has evolved significantly, transitioning from initial strategic planning into more targeted and participatory focus groups aligned with the

Welsh Index of Multiple Deprivation (WIMD) domains, particularly employment and health. Following the establishment of the Steering Group and the development of an inclusive engagement plan, a series of facilitated workshops were conducted in February. These workshops brought together a diverse range of stakeholders—including council officers, health professionals, educators, housing associations, elected members and community representatives—to collaboratively explore challenges and opportunities using community personas, WIMD data, and real-world case studies. The sessions fostered strong cross-sector relationships and generated actionable ideas such as improving recruitment accessibility, expanding after-school and outreach services, and enhancing communication tools. These insights were synthesized into strategic action plans outlining both short- and long-term goals, identifying key stakeholders, and proposing pilot initiatives. To take this work forward, three subgroups were formed within each domain—health and employment—tasked with refining and advancing the identified workstreams. These subgroups developed detailed action plans that aligned with the specific needs of the community, ensuring that the momentum generated through the workshops translate into practical, community-driven change.

- The project has strengthened inter-organisational relationships across the PSB partnership. Through a series of structured workshops and the establishment of thematic subgroups, partners were able to engage in meaningful dialogue, share local intelligence, and co-produce practical, community-informed solutions. This collaborative model not only enhanced mutual understanding and trust among stakeholders but also facilitated the exchange of best practices and the development of a shared evidence base. The inclusive and participatory nature of the process has laid the groundwork for a more integrated approach to service delivery, one that is responsive to the specific needs of local communities. Furthermore, this way of working has begun to inform and shape future strategic planning, embedding a culture of co-design and continuous learning. This work has enabled PSB partners to take forward workstreams, lead implementation efforts, and drive forward change in a manner that is both locally tailored and collectively supported. An example of such an approach, the lead officer for Your Place has worked with the Vale of Glamorgan Council Reshaping Services team focusing on community assets in the areas.

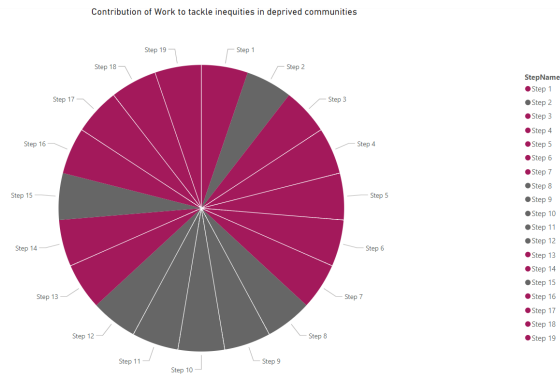
Next Steps:

- Building on the momentum of the past six months, the Your Place project is entering a new phase of development focused on deepening community relationships, expanding thematic workstreams, and translating engagement insights into actionable plans. This next stage is closely aligned with the Well-being Plan, particularly in its commitment to

reducing inequalities, improving health and economic outcomes, and ensuring that services are shaped by the people who use them.

- A key priority moving forward is the continued development of strong, trust-based relationships with our more deprived communities. This involves maintaining a visible and consistent presence in local spaces—such as libraries, community centres, faith venues, and warm hubs—and ensuring that engagement is inclusive, accessible, and responsive to the diverse needs of residents. These relationships are the foundation upon which all other project activities are built, enabling more meaningful dialogue and co-production of services.
- In parallel, the Your Place project is working to establish comprehensive and targeted workstreams around the Health and Employment domains. These areas were identified through recent multi-agency workshops as critical to improving local wellbeing and reducing inequalities. The workstreams will bring together partners from across sectors to develop coordinated responses to the complex challenges residents face, such as access to healthcare, mental health support, employment opportunities, and skills development. These efforts will be informed by both quantitative data and the rich qualitative insights gathered through community engagement..
- To ensure that the project remains strategically focused and outcomes-driven, a detailed Phase 2 project plan is currently in development. This plan will build directly on the findings and feedback from the initial round of workshops and community sessions, translating community-identified needs into clear objectives, actions, and timelines. It will also include mechanisms for monitoring progress and evaluating impact, ensuring that the project remains accountable and adaptive. Finally, the Your Place steering group will continue to play a central role in guiding the project's direction. In the coming months, the group will work collaboratively to address the remaining thematic domains identified in the original project scope. This will ensure a holistic and integrated approach to community wellbeing, with each domain receiving the attention and resources needed to drive meaningful change.

Contribution to the 19 Steps - Contribution shown by pink segments of the graphic



Work to address the Climate and Nature Emergency

What is the project's purpose?

- Addressing the climate and nature emergency is a priority of the PSB and this is reflected in both its identification in the Priority Workstreams and the wording of our first Well-being Objective in the Well-being plan, which aims to deliver a more resilient and greener Vale - by understanding and making the changes necessary as individuals, communities and organizations in response to the climate and nature emergencies.
- The urgency around the need to tackle the climate and nature emergencies continues to be a challenge for all partner organisations. Work undertaken to deliver this objective includes our progress towards achieving net zero carbon in the public sector, greening our estates, promoting active travel in the Vale and further developing the Food Vale partnership.
- Partners continue to develop and deliver a number of plans detailing the changes they will make as part of the collective efforts to change how we work and reduce our emissions and impact on the environment e.g. the Cardiff and Vale University Health Board Sustainability Action Plan, Project Zero – the Vale of Glamorgan Council's Climate Change Challenge Plan and the PSB's Public Sector Healthy Travel Charter.
- These commitments have been strengthened further through the new PSB Climate and Nature Emergency Charter¹³ that has been developed this year. The charter sets out a number of commitments through which the PSB will continue to take forward work to address the climate and nature emergencies. The new charter builds on the PSB's first Climate and Nature Charter to address the urgent need to tackle the intertwined crises of climate change and nature loss together. Recognising that one cannot be solved without the other. The new Charter acknowledges the Welsh Government's ambition to

¹³<https://www.valepsb.wales/Documents/Climate-Change/PSB-Climate-and-Nature-Emergency-Charter-2025.pdf>

conserve and manage at least 30% of land and sea for biodiversity by 2030 and supports efforts to better understand its implications.

Our activities

- Partners have worked to promote a wider understanding of our impact on the environment. For example, South Wales Police promoted national environmental events monthly on their intranet page and are looking to develop Volunteering and family fun days for environmental initiatives i.e. Beach Clean. Natural Resources Wales (NRW) are supporting the Thaw Catchment Project as one of the partners and, as part of the Vale Coastal Forum, have engaged in meaningful discussions including how the Vale Coastal pilot project can support local wildlife and involve the community. Vale of Glamorgan Council (VoGC) used the findings of the Let's Talk survey questions on climate change and the environment to help shape Vale 2030, the new five-year Corporate Plan.
- PSB partners have continued to take forward work to contribute to the Vale of Glamorgan Nature Recovery Action Plan¹⁴ and to conserve, protect and enhance nature in the Vale. NRW, through No Mow May, are producing a bespoke mitigation action plan for Cowbridge Reservoir. NRW have also worked on the Vale Water vole Project with the Wildlife Trust, South East Wales Rivers Trust and the Vale of Glamorgan "Restore the Thaw" Project to release water voles (an endangered and declining species found traditionally throughout the lowland river and ditch systems characteristic of the Vale) into the Vale. This release of water voles aims to expand the water vole population. In preparation for the release NRW worked with landowners and restored riparian corridors, which improve biodiversity and support good water quality acting as a buffer to potential agricultural runoff into the waterways. They have also monitored the invasive species American Mink, which are a key threat to water voles.
- The Council have launched a Project Zero staff portal, encouraging our workforce to use sustainable transport options and relaunched the Project Zero Hub which showcases best practice from across the council, signposts community activity, and shares tips and advice on how the community can reduce emissions and support nature.
- In terms of procurement, South Wales Police have committed to ensuring ethical and sustainable procurement chains and include a minimum weighting of 10% in tenders for social value where appropriate. For NRW, all contractors on construction projects over £750k are expected to show emissions savings using a carbon calculator. Project Zero is now included in all of the Council's procurement activity and where possible, extra weighting is applied to solutions that reduction CO2.

¹⁴<https://www.valenature.org/nature-recovery-action-plan>

- The Vale of Glamorgan Council launched a new Carbon Management Plan 2024 – 2030 to help maximise the potential to reduce our carbon emissions and energy usage, supporting work to decarbonise assets and delivery of major projects. South Wales Police have worked on a Decarbonisation and Net Zero Strategy to deliver a transition to zero carbon across all operations, including buildings, fleet and energy generation and use (heat and electricity).
- Partners are continuing to encourage active travel through a cycle to work scheme offering a salary sacrifice scheme to purchase bikes/bike equipment.
- Vale of Glamorgan Council have worked with FCC Environment (the company that runs its Household Waste recycling centres at Barry and Llandow) to maximize the number of items reused and diverted from being recycled through the Enfys reuse shop. Enfys have successfully run stalls at two community events to reach the wider community and raise awareness.

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Our Progress and Outcomes

- Partners consulted with local communities through a myriad of forums and groups. For example, ideas from the Youth Climate Conversation event organised by the Council were considered, and as a result more recycling bins are planned across the Vale with VoGC in the process of developing an Education Eco-Directory as a result.
- The Vale of Glamorgan Council developed and launched A Vale Tree Strategy 2024 - 2039¹⁵, setting out the way the Council will manage and enhance trees in the Vale of Glamorgan over the next 15 years, including a commitment to increase canopy cover by 7.5% by 2039.
- GVS participated in 'No Mow May'; introduced more bird/bat boxes and insect hotels and habitats at the Llantwit Major site.

¹⁵https://www.valeofglamorgan.gov.uk/en/living/planning_and_building_control/Planning/Tree-Strategy.aspx

- South Wales Police established a Social Value Register in July 2024 and now use it to track social value delivered through procurement contracts. The organisation have also completed a Climate Emergency Response Document and developed a Biodiversity Management Plan, linked to the development of a climate change response plan to enhance and protect native habitats from the impacts of climate change.
- Almost 11% of the Vale of Glamorgan Council's fleet vehicles are now zero emissions. This is an increase on the 6.8% last year helping to reduce carbon emissions and protect the local environment. In addition, active travel enhancements include enhanced pedestrian routes, new off-street cycle paths in East Barry, and 80 new bike / scooter parking spaces installed at schools and on-street locations.
- South Wales Police installed Automatic Meter Readings at all sites for gas and electricity and larger sites for water, these will provide more accurate reporting allowing the targeting of high energy users. A Voltage Optimisation trial was also undertaken at Police sites to determine feasibility for future money-saving projects. The Vale of Glamorgan Council has undertaken an in-depth analysis of water leaks, resulting in a 55% reduction in the average m³ lost a day due to leaks.
- GVS has installed photovoltaic array and battery installed at Llantwit Major site together with the upgrading of heating and lighting systems.
- The Council delivered a buildings decarbonisation feasibility study, as funded through Project Zero reserves. It was approved and will be given consideration in the Replacement Local Delivery Plan.
- 71.73% of waste collected by the Council in the Vale has been prepared for reuse/recycled, achieving the 70% target. A pilot soft plastic trial in the Eastern Vale is being underway which has the potential to further improve this performance.
- The Vale of Glamorgan Housing Team in the Council have introduced energy saving measures for some residents. In the first 10 months, the solar panels and batteries installed saved an estimated 6.6 tonnes of carbon, generated over 29,000 kWh of solar power, and collectively saved residents a total of over £5,300 on their electricity bills.

Next Steps:

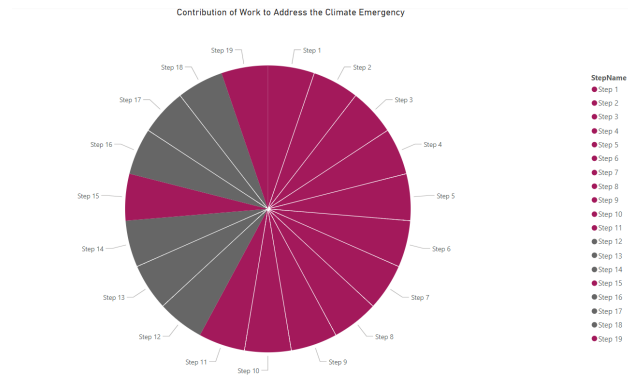
- Restore the Thaw will reintroduce a further 180 water voles into River Thaw, in partnership with NRW, Wildlife Trust and Initiative for Nature Conservation Cymru (INCC) and also introduce a family of beavers into an enclosure at Amelia Trust (subject to NRW licence approval). NRW will also plant 10,000 trees at a range of locations throughout the catchment (including hedgerows, orchards and shelter belts), carry out at least 30

habitat restoration and enhancement projects throughout the catchment (including ponds, meadow management and river projects) and engage with local communities to carry out range of activities including practical conservation work, species monitoring and citizen science projects.

- The Council will continue to purchase zero emission vehicles replacing existing diesel powered alternatives. The approach to replacing vehicles is led by a “why not EV” question as its starting point. Consideration is then given to the vehicle purpose, EV availability for the vehicle type and funding required. It should be noted the existing replacement budget is not able to accommodate switching diesel for EVs and therefore additional funding has to be sourced (e.g. Welsh Government Energy Service grant).
- The NRW environmental and health assessment national team is undertaking Strategic Environmental Assessments and incorporating Health Impact Assessments on the Taff Catchment Strategic Flood Risk Management Plan and the Western Wales River Basin Management Plan, both of which cover the Vale of Glamorgan. These efforts demonstrate the organisation's commitment to the new Climate and Nature Emergency Charter by ensuring that both plans align with broader environmental and health considerations.
- GVS are hoping to add to the existing photovoltaic array and additional storage batteries at the 2 buildings run by GVS in Llantwit Major.
- South Wales Police will do an annual review and consider the potential for Hydrogen fuel use and alternatives to EV as well as investigate and Develop technology in police uniforms. South Wales Police are also planning to replace 33 petrol/diesel vehicles with EV in 2025/26.



Contribution to the 19 Steps - Contribution shown by pink segments of the graphic



Healthy Travel Charter



What is the project's purpose?

- The Vale of Glamorgan Healthy Travel Charter¹⁶ aims to increase sustainable travel among staff at signatory organisations, by ensuring commitment to a series of actions to take to support sustainable travel modes. These include walking, cycling and public transport. The overall aims are to increase staff health and well-being, reduce carbon emissions, and improve air quality.
- The Charter was launched in October 2019 and is now in 'maintenance' mode with four organisations having fully met the original commitments, and three organisations signed up to the more stretching Level 2 Charter¹⁷. Regular meetings are taking place alongside Cardiff signatories to share practice, communications and network, and stay up to date on transport developments in the County.

¹⁶<https://www.healthytravel.wales/vale.html>

¹⁷<https://www.healthytravel.wales/level2.html>



Our activities

- Partners have continued to engage in the delivery of the Healthy Travel Charter through the Cardiff and Vale peer group, sharing good practice and progress.
- A number of Dr Bike sessions were successfully delivered across the partnership in Q4 2024/25, using funding from the C&V UHB public health team. These all had excellent feedback and were often over-subscribed, suggesting unmet demand and interest in cycling to work.
- There has been continued delivery of the South Wales Metro improvements in the region, along with active travel infrastructure improvements.
- Nationally, scoping has been undertaken for an aligned approach bringing together Welsh Government, Transport for Wales and Public Health Wales to support employers with sustainable travel, building on and further extending the Healthy Travel Charter approach. The plan is to achieve a national approach during 2025/26.
- There is work at a national level with Swansea University looking at the potential for Ripple Effects Mapping evaluation.
- Organisations promoted National Walking Month, Bike Week, National Clean Air Day, Cycle to Work Day, Catch the Bus Month, and Healthy Travel Wales Day during the year.

Our Progress and Outcomes

- Robust data on walking and cycling at a Local Authority level is currently limited in Wales. However, a new annual national travel survey has recently been put in place. Initial results for the first year of collected data are now expected in 2026.

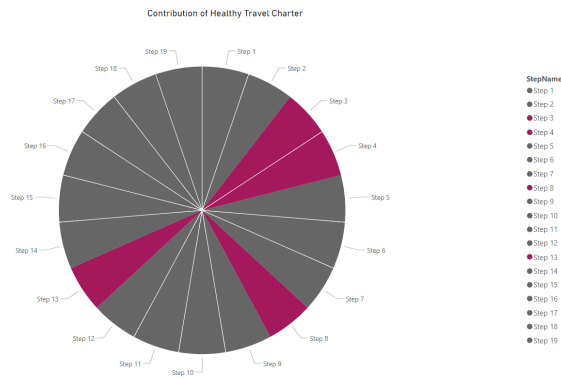
Next Steps

- Continue to meet regularly, to share practice, communications and network.
- Review the approach locally in line with national developments, taking advantage of any new resources or support available nationally.

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Good Food and Movement



What is the project's purpose?

- Good Food and Movement is a refresh of Move More, Eat Well Plan (2020-2023) and the revised language shapes the development of the new strategic framework for our whole system approach to healthy weight. The revised framework sets out our shared vision, goals, priorities and ways of working for our whole system approach across Cardiff and the Vale of Glamorgan over the next six years

- Two-year implementation plans over this period will outline where we will focus our collective efforts. The first implementation plan is for 2024 to 2026.

Our activities

- New documents have been created to be used as part of the tender exercise for a new advertising management contract which prohibits High in Fat Salt or Sugar (HFSS) advertising on the local authority estate in the Vale of Glamorgan.
- A Toolkit was produced to guide community groups through the process of setting up a community kitchen.
- Social Farms & Gardens were contracted to map community spaces for food growing and identify barriers to participation in the Vale of Glamorgan.
- Plans were put in place to develop a girls' Young Ambassadors network in the Vale of Glamorgan to develop female focused projects and female targeted opportunities were developed as part of extra-curricular programme.
- An Initial literature review and scoping exercise has begun to collate and consider secondary school day timings.
- Universal Provision of Free School Meals uptake continues to be monitored in the Vale of Glamorgan through the cashless till system that registers meals that have been taken. Menu changes to reflect proposed regulation changes have been taken forward.
- Developed and delivered an Active Soles Community of Practice (CoP), involving a national online seminar sharing practice. There were 86 attendees across the three CoP seminars held.
- Food Vale has engaged with the Independent Food Aid Network (IFAN) to develop a 'Worried about Money' leaflet for the Vale of Glamorgan.
- Food-related benefits resources (digital posters and videos) have been developed and disseminated.
- Physical activity training opportunities were cascaded via networks in the Vale of Glamorgan.
- The Young Ambassador pathway was developed in the Vale of Glamorgan.
- The Energise Youth project was delivered, impacting 61 young people aged 11-24 years old with low activity levels / mental well-being through targeted services.
- The Golden Pass project, targeting over 50s, was implemented.

- A number of physical activity training opportunities were shared through networks including. The Vale Healthy Pre-schools event raised awareness of resources appropriate for pre-school age. Informal training opportunities with families were forwarded through pre-school sessions including NYLO and holiday provision. Resource booklets were promoted through the Healthy pre-schools network, social media, web-site and network events to raise awareness to pre-school practitioners.
- Two phases of research into the barriers and facilitators for breastfeeding have been undertaken by Centre for Activity and Wellbeing Research (CAWR).
- OB3 were commissioned to undertake research, mapping and insight to develop a shared understanding of community led activity in the Vale of Glamorgan around food, food growing and physical activity.
- A workshop was held in April 2025 to develop governance arrangements for Good Food and Movement in the Vale of Glamorgan.
- A systems leadership programme of learning was developed and delivered.
- Frameworks UK and other language framing experts were consulted to develop shared language and key messages for Good Food and Movement.
- Data experts were commissioned to obtain, analyse, interpret and present local food, physical activity and healthy weight data.

Our Progress and Outcomes

- Child Measurement Programme data for the 2023/24 academic year shows that 77.5% of reception year children aged 4/5 in the Vale of Glamorgan were a healthy weight. This is an increase from 76.9% in the previous year and well above the Welsh average of 73.5%.
- Local active travel schemes are high quality and meet active travel design guidance.

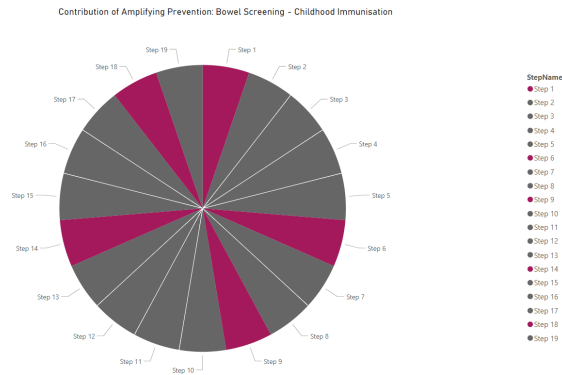
Next Steps

- Share widely the Good Food and Movement Framework (2024-2030¹⁸) and Implementation plan (2024-2026).
- Refresh the Good Food and Movement Implementation Group and implement new ways of working.

¹⁸[https://cavrpb.org/good-food-and-movement-framework/#:~:text=Good Food and Movement Framework \(2024-2030\)&text=This updated strategy focuses on,over the next six years.](https://cavrpb.org/good-food-and-movement-framework/#:~:text=Good Food and Movement Framework (2024-2030)&text=This updated strategy focuses on,over the next six years.)

- Work collaboratively to progress action across the four themes of Healthy Environment, Healthy Settings, Healthy People and Leadership and Enabling Change.
- Continue to deliver against the Good Food and Movement Implementation Plan (2024-2026).

Contribution to the 19 Steps



Food Vale Partnership

What is the project's purpose?

Food Vale is a partnership of dedicated individuals, community groups, organisations and businesses working together to build a thriving, healthy and sustainable food system in the Vale. The partnership is a member of the UK-wide Sustainable Food Places programme. Food Vale works with key partners to influence strategic change locally, as well as engaging with the local community to grow a good food movement.

Our activities

- Planning is underway for the third annual delivery of the Vale Food Trail, which will run 25th May – 3rd June. Over twenty businesses have signed up to deliver activities during the ten-day trail, promoting food that is good for people, place and planet.
- The draft Vale Food Strategy has been developed and is currently being circulated to partners for final feedback. Following feedback, the Strategy will be translated, published and promoted.
- Food Vale is working with partners in Vale of Glamorgan Council to design and administer two small grant schemes available to community groups and organisations across the Vale. One of these will focus on supporting work around Protected Characteristics, as part of our ongoing efforts to address Equality, Diversity and Inclusion

in our work. The other will focus on providing support to community-led food initiatives in the Vale.

- A mixture of capital and revenue funding (£12,000 total) has been made available to support growers participating in the Welsh Veg in Schools scheme. The scheme, coordinated by Food Sense Wales, aims to get locally grown, organic produce into school meals. Three growers and ten local schools are participating in the 2025 delivery. Conversations are also underway to potentially provide extra funding for growers to deliver workshops in participating schools.
- The Vale Food Insecurity Working Group continues to bring local partners together to share learning on what works best to support people to improve their well-being and access to affordable, healthy food, whilst tackling the stigma traditionally attached to accessing help. Topics included framing and messaging, protected characteristics and food, and spotlights on learning from specific projects. A Lottery Application for the People and Places grant was developed to support the implementation of recommendations emerging from the Vale Food Insecurity Research and Engagement. This was approved at the first stage application, and the second stage application is now being developed.
- Food Vale has undertaken Framing and Messaging training to better understand how issues around food insecurity can be communicated in a way that avoids stigma and promotes empowerment & wellbeing.
- Food Vale has also participated in Equity, Diversity and Inclusion (EDI) training to better understand how our work intersects with these issues.
- A 'Food in Schools' working group have continued to meet to better understand how we can take a more joined-up and strategic approach to engaging with schools, particularly around the Welsh Veg In Schools (WVIS) project but also extending to promoting activities such as food growing and healthy cooking. A survey has been distributed to schools to gain insight into current activities delivered and additional needs around food growing and biodiversity. Food Vale has also been liaising with other food partnerships to share learning on best approaches to engaging with pupils around WVIS.
- A Get Cooking course has been delivered as part of the Llantwit Food Project at GVS' CF61 centre in Llantwit Major to provide practical cooking and nutrition skills to the community. Due to a high number of Ukrainian people registering for the course, we hired the services of an interpreter to ensure that language would not be a barrier for these participants. Thanks to the connections made with them during this course, they will also be contributing to the Vale Recipe Book.



Our Progress and Outcomes

- The Food Vale Steering Group, (14 representatives from cross-sector organisations), has met a further 7 times (3 of which in-person) to continue to provide strategic steer to the partnership's work in the Vale.
- The Food Vale Project Officer has continued to host the Vale Food Insecurity Working Group – with seven more 6 weekly meetings taking place across the year. A combined total of 20 participants from food support projects across the county.
- The Community Food Growing Mapping, led by Social Farms and Gardens, identified 54 growing spaces across the Vale. The project received responses from 17 out of the 22 Town and Council wards, and received 9 responses out of the 19 community-led growing spaces (for which contact details were available). The work culminated in a workshop held on 21st March 2025. Over 20 delegates from across the Vale attended to discuss the main challenges and opportunities around community food growing in the Vale. A report is now being finalised to present findings from the workshop and earlier engagement.
- Vale Food Strategy - On top of the engagement events hosted to inform the strategy earlier in the year (an event aimed at young people in May 2024 with 30 students aged 16-19) an additional event was held in June 2024 to engage with local farmers and growers.
- Over 40 individual conversations have been held and 22 survey responses (15 community, 7 business) as part of the engagement to inform the Community Kitchen Feasibility Study. Building on the findings from this, a toolkit has been produced which will guide community groups through a best-practice process of setting up a community kitchen.

- Llantwit Food Project - Over 15 groups/organisations are currently represented on the project's Steering Group. Across April and May 2025, 7 people have participated in the Get Cooking course to build community capacity around nutrition and cooking. Between July 2024 and January 2025:
 - 112 people have been supported within the Advice Hub.
 - The new St Athan pantry has been accessed 538 times and has resulted in 53 new food pantry members and over 19kg of food being prevented from going to waste, ten recipe cards have been co-produced and distributed with FoodShare Pantry members.
 - 17 new volunteers have been recruited to support the GVS FoodShare Pantries across St Athan and Llantwit Major.
 - 6,573 individuals reached by pilot social media campaign which sought to increase awareness of the support available in the community.
 - In the Year 2 project survey (conducted July 2024), **54%** of survey respondents agreed they have developed a better understanding of nutrition and cooking skills as a result of the project; **83%** of survey respondents felt more aware of support locally; and **92%** of survey respondents said they feel more connected to the community.
- The 2024 delivery of the Vale Food Trail attracted an estimated 1000 visitors and locals. More than 30 local businesses ran a total of 46 diverse events that showcased the best of local food and sustainability. 167 people have signed up to the Trail mailing list and the Vale Food Trail Instagram and Facebook accounts have 650 and 262 followers respectively.

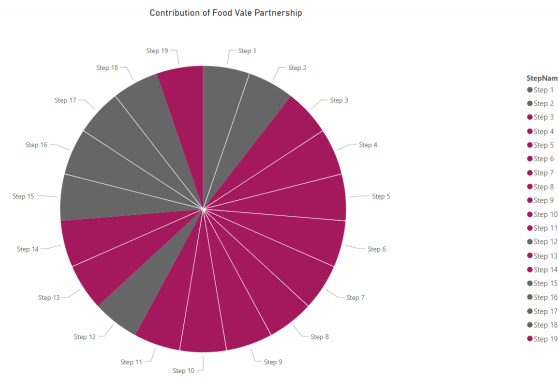
Next Steps

- Finalise Vale Food Strategy and develop easy-read version.
- Deliver the Vale Food Trail 2025.
- Finish delivery of the Year 3 actions of the Lottery-funded Llantwit Food Project and commence Year 4 actions.
- Finalise and publish the Community Kitchen Feasibility study.
- Work with the Vale Food Insecurity Working Group to explore the case for a food-buying cooperative amongst food pantries in the Vale.

- Finalise and launch the Community Food Growing mapping work and host a meeting with key partners to look over the findings of the report and agree next steps, as captured in Action 25 of the (draft) Vale Food Strategy.
- Develop application for the Silver Sustainable Food Places award (to submit October 2025).
- Engage with the Independent Food Aid Network (IFAN) to develop a 'Worried About Money' leaflet for the Vale of Glamorgan. Content is being co-produced with IFAN alongside partners from the Food Insecurity working group.
- Work with the Vale Food Insecurity Working Group to develop a comms toolkit which will be used to raise awareness of locally available support and promote healthy food for those on a budget.
- Work with the Vale Food Insecurity Working Group to develop recipe cards to be used (hard copies and digitally) in different projects across the Vale.
- Finalise second stage Lottery application.
- Engage with Welsh Veg in Schools growers to explore scope for delivering educational and enrichment sessions in schools.



Contribution to the 19 Steps - Contribution shown by pink segments of the graphic



The Safer Vale Partnership



What is the project's purpose?

- The Violence Against Women Domestic Abuse and Sexual Violence (VAWDASV) team are responsible for coordinating a multi-agency response for domestic abuse incidents. The incidents are often complex and require information sharing to be timely and accurate so that the best support can be tailored for the victim.
- The team work to improve community cohesion and ensure that channels of communication are open and effective so that the community feel engaged with and able to be involved with the work of the partnership.
- Under Section 23 of the Counter Terrorism and Security Act 2015 the Local Authority has a duty to have 'due regard' to the need to prevent people being drawn into terrorism. Prevent is part of the Government Counter Terrorism strategy (CONTEST) and aims to reduce the threat to the UK from terrorism by stopping people becoming terrorists or supporting terrorism.

- The Anti Social Behaviour (ASB) Team are responsible for preventing and coordinating a multi-agency response for tackling ASB in the Vale.
- Public Space CCTV is a positive solution to crime and disorder and the fear of crime and disorder.

Our activities

- Following a regional review across Cardiff and the Vale for Multi Agency Risk Assessment Conference (MARAC) and the twice weekly meetings with the outcome to merge the meetings and implement one meeting weekly. The Vale started the pilot on the 19th November with a quality assurance group setup. A review of the pilot is due to take place.
- The Community Cohesion Co-ordinator has been working closely MOD St Athan, Housing, South Wales Police and Mears to ensure the Afghan & Ukraine refugees have a warm welcome and to ensure they know their rights and the law of the UK. Also signposting for community group and translating our leaflets into their language.
- During Race Equality Week, the anti-racism charity Show Racism the Red Card visited All Saints Church in Wales Primary School in Barry as part of their Leaders of Now pilot scheme aimed at primary school pupils. At the end of the project, the group completed a presentation to member's of the Vale's Community Cohesion Group in January.
- Social media continues to be an effective tool to share information and signposting services. A total of 874 messages/ information being shared.
- Work continues to support and work with the Neighbourhood Watch (NHW) across the Vale with 438 new sign-ups to Neighbourhood alerts. Promoting and highlighting the benefits of setting-up a NHW are being actively shared across the Vale.
- Safe Spaces continue to grow with 26 business in the Barry area signing up for the scheme.
- Weekly cohesion and tension monitoring meetings take place with Cardiff colleagues and police. Tensions are addressed at monthly PSG meetings.
- Training was offered to Community Groups, schools and faith groups on Countering Extremist Narratives.
- Minus Violence Workshops provided to three schools in the Vale of Glamorgan
- Visited Barry Mosque and shared How to Report information with users. Improved connections with women of the mosque.

- Established a CCTV Operational Group. Partners across the Safer Vale partnership meet monthly to review statistics and review the camera locations.
- There are 97 CCTV cameras across the Vale that are monitored 24/7 365 days a year by Cardiff Council.
- Two Help Points have been installed and are currently in the process of testing in preparation for launching in the summer 2025.
- Operation Elstree was relaunched in April 2024. This is a multi-agency weekly meeting that takes place over the Spring / Summer months to ensure that the Coastal areas and Country Parks remain a safe and enjoyable place to visit. This year there were 69 actions implemented as a result of Operation Elstree and there were no incidents of concern reported.
- The Community Safety Officer conducted 477 patrols and submitted 118 ASB referrals, 19 Police Intel logs and 116 reports to the Council in relation to graffiti and damage.
- During March, a multi-agency engagement event took place following a high level of reports on Holton Road and Merthyr Street in relation to youth ASB, fires, fly-tipping, drug users, and homelessness. 24 business were spoken to and advised how and who to report to and 8 business signed up to Business Watch.
- The Local Authority Team and the Police meet on a weekly basis to discuss tensions, reports and any concern that may have arisen to ensure the most appropriate response is given.
- The Prevent Delivery Group was established in the Vale.
- The Safer Vale Partnership has agreed to raise concerns around training for Prevent as a formal issue through to Contest Board and to the Home Office so that hopefully a solution can be found.
- Community Safety Team met with Head of Digital who developed a solution for the Prevent Training.

Our Progress and Outcomes

- For the Multi Agency Risk Assessment Conference (MARAC), a group that takes a partnership approach towards establishing a support plan for high-risk victims of domestic abuse, 189 cases were referred, and safety plans were implemented. Twice Weekly MARAC Meetings had 380 cases referred and safety plans reviewed / implemented. Following a regional review of the MARAC the twice weekly meetings were ceased in November and replaced by weekly MARAC meetings.

- The Domestic Abuse, Assessment and Referral Co-Ordinator received 616 referrals for review, contact and support.
- There were 85 properties in the Vale that received Target Hardening, including door locks, lighting, CCTV and intruder alarms to enable the victim (and families) to remain in their own home but feel safer to do so.
- The Domestic Violence Disclosure Scheme (DVDS), also known as “Clare’s Law” enables the police to disclose information to a victim or potential victim of domestic abuse about their partner’s or ex-partner’s previous abusive or violent offending. There were 159 applications made for Claire’s Law in the Vale.
- There were 96 tension monitoring referrals received during the reporting period. They included neighbour disputes that were escalating into the community and issues around housing. The team were able to work with partners to implement plans and share information.
- A positive review was conducted by the Home Office on progress made by the Vale of Glamorgan.
- 3 referrals in the Vale were discussed at Channel Panel.
- There were 1862 incidents of ASB reported. This resulted in 1452 referrals being generated with 248 for adults and 413 for youths. The team reviewed preventative options as well as coordinating a multi-agency response where appropriate. The highest frequency wards were Castleland followed by Baruc and then Buttrills. 12 Multi agency Problem Solving events took place to allow those individuals and location to be discussed and options considered to reduce the impact of ASB.
- The airways radio system enables South Wales Police Officers to have a direct link to the operators.
- 829 incidents have been captured via CCTV
- 90 incidents of footage were released.
- CCTV operators have called South Wales Police to report 166 incidents.

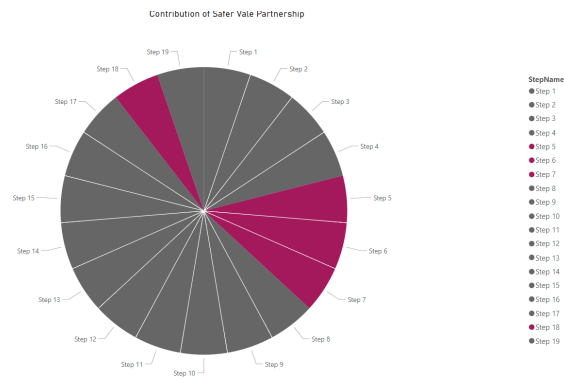


Next Steps

- To review activity across the Vale for White Ribbon.
- To continue to implement the actions from the Cardiff and Vale Regional Regional Delivery Plan.
- Promote Ask for Angela scheme alongside South Wales Police and Vale Domestic Abuse Service (DAS).
- Continue to identify and work with community leaders to help shape the work of community safety going forward.
- Implement a Neighbourhood Watch Vale campaign to increase membership and awareness of the scheme.

- Continue to expand the Safe Spaces scheme and measure the effectiveness.
- Continue to work alongside VoGC communications department to produce a comms strategy and roll out across the council.
- A review of process and policy for managing ASB is currently underway to ensure that opportunities are maximized for multi-agency working.
- Work with partners to produce an action plan for Neighbourhood Policing Guarantee
- Continue testing the Help Points in preparation for the launch in Summer 2025.
- Work alongside VoGC communications department to create a social media strategy to promote and advise residents/visitors of the help points.

Contribution to the 19 Steps - Contribution shown by pink segments of the graphic



Value in the Vale (VIV)



What is the project's purpose?

- Value in the Vale ¹⁹ is funded by the Welsh Government Early Years and Prevention programme and was launched in October 2022 to connect individuals, organisations, and businesses across the Vale of Glamorgan—strengthening community ties, promoting well-being, and supporting local prosperity.

¹⁹<https://valueinthevale.com/>

- The website acts as a hub for volunteers, community partners, and organisations. It provides up-to-date information on volunteering opportunities, allows organisations to recruit volunteers, and enables volunteers to exchange their time for a variety of rewards. Volunteers can also access training opportunities directly through the site.
- Currently, 57 organisations are offering a wide range of volunteering roles. In return, our generous partners offer rewards that range from a coffee and cake to beauty treatments to archery sessions.

Our activities

- Delivered gift it forward campaigns.
- Worked with smaller groups of volunteers and individuals to support them with items that they may need for their projects by linking with local businesses who donate the items free of charge.
- Volunteers consistently deliver sessions at Vale Homes Sheltered schemes, supporting residents with digital skills, running craft and gardening sessions.
- Cardiff and Vale College link with us now and we support students in volunteering within sheltered housing schemes.
- We continue partnering with The Wallich, supporting their clients during their Steps to Progress Program.
- Value in the Vale renewed their pledge to become a more dementia friendly organisation.
- Links with Ukrainian families living in Heol Y Croeso are strengthening and we continue to support them with volunteering.
- A local chiropractor contacted us to offer healthy living sessions within our sheltered scheme in Barry. The session focused on information around posture, sitting and standing correctly etc.

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Our Progress and Outcomes

- Over 100 volunteer roles provided for participants to gain 'rewards' through volunteering.
- 56 volunteer accounts created via Value in the Vale.
- 57 organisations on boarded for providing opportunities for volunteering.
- 71 rewards have been redeemed by volunteers
- 100% of organisations reported satisfaction with Value in the Vale.
- 100% of partners reported satisfaction with Value in the Vale.

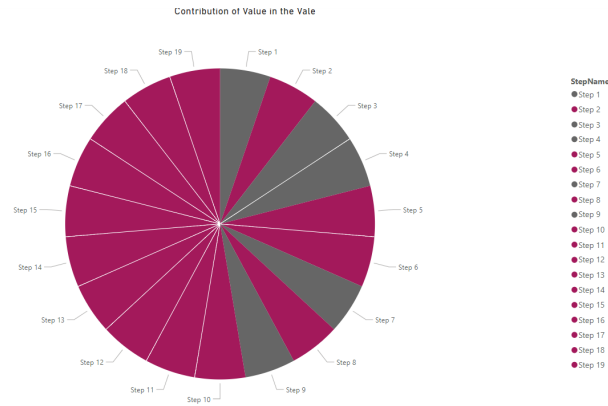
Next Steps

- We are working on developing the webpage²⁰ further to allow an exclusive section for Vale Homes tenants to gain exclusive rewards. They will be encouraged to keep local estates and blocks clean with these rewards and an added incentive.



Contribution to the 19 Steps - Contribution shown by pink segments of the graphic

²⁰<https://valueinthevale.com/>



Section 3: Our Evidence Base

In the last year, the PSB has continued to develop its evidence base and to use data to develop better insights and to inform activities. This has included the development of in-depth analysis dashboards and reports such as the Vale of Glamorgan Economic Insights report²¹, the Director of Cardiff and Vale Public Health Annual Report, Prioritising Early Year²²s and the Vale of Glamorgan Census 2021 Analysis²³.

These analysis reports build-on the the insight gained on our communities through the PSB's 2022 Well-being Assessment, A View of the Vale an Assessment of Current and Future Well-being²⁴. The assessment highlighted that while on the whole well-being across the Vale of Glamorgan is good, there are clear differences in these experiences between certain areas and communities.

The Assessment was constructed using data and evidence reports that were developed as part of the PSB's Evidence Base, these include:

- Wales Index of Multiple Deprivation (WIMD): A Vale perspective²⁵
- Let's leave no one behind in Cardiff and the Vale of Glamorgan²⁶

To ensure that the PSB continues to have access to the evidence required to plan the delivery of its services and ensure it is meeting the current and future needs of residents, the Well-being Assessment has been taken forward through four evidence reports, these include up-to-date

²¹<https://sway.cloud.microsoft/42O9mKln3kJHNPOp?ref=Link>

²²<https://chrome-extension://efaidnbmnnnibpcaipcgliclefindmkaj/https://cavuhb.nhs.wales/patient-advice/local-public-health-team/key-publications/director-public-health-report-2024-eng-final-pdf/>

²³<https://sway.cloud.microsoft/r6PptEo78Fjql6gP?ref=Link>

²⁴<https://www.valepsb.wales/en/Our-Evidence/Well-being-Assessment-2022.aspx>

²⁵<https://app.powerbi.com/view?r=eyJrIjoiMmFhY2YyMTQzNmZiOUMzZG3LWFmZGYtYmZiNGFmYTRiOWFjIiwidCI6ImUzOTlkM2JiLTM4ZWQtNDY5Ni05MWNmLTc5ODUxZGJmNTVlYyIsImMiOiJh9>

²⁶<https://sway.office.com/kRW7tnsthFPPHgJZ?ref=Link>

data, visualisations and analysis on some of the key demographic, economic, social, cultural and environmental trends impacting the Vale. The Evidence Base reports are:

Demographic Change²⁷

Skills and the Economy²⁸

Health and Communities²⁹

Environment and Transport³⁰

Outlined below are some of the key trends that have been observed in the Vale of Glamorgan in the last year:

- In mid-2023, the population of the Vale of Glamorgan was estimated to be 134,733. Between mid-2022 and mid-2023, the total population of the Vale of Glamorgan is estimated to have grown by 0.83%, 1,114 people. This growth was made-up of positive net migration (inward minus outward) in both internal migration, from within the UK (869) and international migration (578). Between mid-2022 and mid-2023, Natural Change, the balance between births and deaths, was estimated to be -336.
- Between mid-2022 and mid-2023, it is estimated that the population aged 0-15 fell by 0.4%, 44 people; the population aged 16-64 grew by 1.9%, 766 people; and the population aged 65 and over grew by 2.6%, 392 people.
- Between mid-2018 and mid-2023, the total population of the Vale of Glamorgan is estimated to have grown by 4.3%, 5,568 people. Between mid-2018 and mid-2023, it is estimated that the population aged 0-15 grew by 2.5%, 613 people; the population aged 16-64 grew by 3.2%, 2,449 people; and the population aged 65 and over grew by 9.1%, 2,506 people.
- Between 2011 and 2021, in the Vale of Glamorgan there has been an increase of 24.9% in people aged 65 and over, this compares to an increase of 17.7% for the whole of Wales. In 2021, it was estimated that 22% of the Vale of Glamorgan's population was aged 65 and over. The Vale of Glamorgan has also seen an increase of 4.3% in children aged under 15 years, this contrasts to a decrease of 1% for the whole of Wales. In 2021, it was estimated that 18.6% of the Vale of Glamorgan's population was aged 15 years and under.

²⁷<https://sway.cloud.microsoft/czT38eM6h2L5kaGB?ref=Link>

²⁸<https://sway.cloud.microsoft/hl4wZowgMruAkovq?ref=Link>

²⁹<https://sway.cloud.microsoft/OBJQ8BHv7wzgWxYE?ref=Link>

³⁰<https://sway.cloud.microsoft/kFH6kfg3KjbK8LkL?ref=Link>

- Life expectancy is a measure of the average expected years of life for a new-born based on recently-observed mortality rates. Life expectancy in the Vale of Glamorgan was 83.3 years for females and 79.6 years for males in 2020-2022. This compares to an average life expectancy across Wales of 81.8 years for females and 78 for males in 2020-2022. Life expectancy for females in Wales was at its lowest point in 2020-22 since the start of the reporting period (2011-13) and the lowest point in the Vale of Glamorgan since 2013-15.
- The gap in life expectancies is calculated as the absolute difference between the least and most deprived fifths. The gap in life expectancy between the least and most deprived population in Wales has been generally increasing in recent years for males and females, suggestive of growing inequality. In 2020-2022 in Wales, the gap in life expectancy for females was 6.4 years and 7.6 years for males. In 2020-2022 in the Vale of Glamorgan, the gap in life expectancy for females was 7.4 years and 8.4 years for males.
- The Cardiff and Vale UHB had the highest percentage of all local authority areas of children age 5 of healthy or underweight in 2022/23 at 78.8%, higher than Welsh average at 75.2%. The percentage of children age 5 of healthy weight or underweight has been consistently higher than the Welsh average since 2012/13.
- In 2022/23, 22% of children aged 4 to 5 years were estimated to be overweight or obese, and 8.3% were estimated to be obese in the Vale of Glamorgan. The proportions of children with obesity in Cardiff, the Vale of Glamorgan and Monmouthshire were statistically significantly lower than the Wales average. In the Vale of Glamorgan a higher proportion of girls at 9.2% were measured as obese compared to boys at 7.4% . At Health Board level there was a statistically significantly higher proportion categorised as having obesity in the most deprived quintile 12.3% compared with the least deprived 5.1%.
- Since March 2022, there has been a consistent month-on-month increase in the total number of people in receipt of Universal Credit. This is part of a long term Govt. Strategy to move people from Housing Benefits to UC, taking far longer than anyone anticipated. In January 2025, a total of 13,270 people were in receipt of Universal Credit in the Vale of Glamorgan, 8,415 of those in receipt of Universal Credit were Not in Employment, while 4,859 were In Employment, this represents 8% of total number of people in employment in the Vale of Glamorgan. Those Lower Level Super Output Areas (LSOAs) identified as more deprived by WIMD 2019 in the Vale of Glamorgan, show the higher numbers of people claiming Universal Credit.

- In January 2025 the average Private Rental Price was £903, up on the year from £842 and following the consistent increase since June 2021. In January 2025, the private rental price annual change was 7.2%, up from 6.4% in December 2024. The median indicative Local Housing Allowance (LHA) for all properties for 2025/26 in the Vale of Glamorgan are £160.06 a week, equating to a monthly payment of £640 a month, these are frozen from 2024/25.
- 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 and 2,946 to children. 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 Wales³¹ highlights reports from food banks that those in receipt of support are experiencing deepening and prolonged level of hardship; stuck in a cycle of financial difficulty, living in increasingly challenging situations, which are putting immense pressure on people's mental health.
- The total number of Police Recorded Crimes in the Vale of Glamorgan has remained fairly consistent over the last three years, at around 10,000 crimes each year. In the year ending December 2024, there was 8,330 police recorded crimes in the Vale of Glamorgan. Violence and Sexual Offences has remained the highest recorded crime-type in the last three years, with 3,514 violence and sexual offences recorded in the year ending December 2024.
- In 2024, it was estimated that the total number of working residents in the Vale of Glamorgan was 58,700 and the total number of people working in the area was 43,400, the number of people living and working within the area was 36,400, the number of people commuting out of the area was 22,300 and the number of people commuting into the area was 7,000. In April 2024, it was estimated that 14,000 lived in the Vale of Glamorgan and commuted to Cardiff and 2,500 lived in the Vale of Glamorgan and commuted to Bridgend.
- There has been a slight increase in the percentage of waste reused/recycled in 2023-24 to 70.4% from 67.8% in 2022-23.
- In 2023, the Vale of Glamorgan Residents Let's Talk survey was undertaken. This received a representative sample of 4,009 responses from people across the Vale of Glamorgan.

³¹https://cms.trussell.org.uk/sites/default/files/2025-05/EYS_factsheet_Wales_2025.pdf

The robust nature of the sample enables the PSB to continue to use the results of the Let's Talk survey to inform its work.

- In response to the Let's Talk Survey, 60% of respondents answered that they are either very or fairly satisfied with the Vale as a place to live.
- When asked through the Let's Talk Survey about the impact of the cost-of-living crisis, 29.8% of respondents answered that they had 'had smaller meals than usual'. There was a 11.7% difference in respondents in more deprived areas of the Vale answered that had had smaller meals.
- When asked through the Let's Talk Survey about current concerns, 66.8% that they were very or fairly concerned by the Climate Emergency. There was a 7.2% difference in respondents from the Eastern Vale answering that they were very concerned by the climate emergency.

Section 4: Reflections/Looking Ahead

Over the past year partners have taken forward a wide-range of work through the projects aligned to the objectives and priority workstreams of the PSB's Well-being Plan.

Through this joint work partners are committed to delivering the aspiration of the Well-being Plan for happy and healthy communities working together to create a fair and sustainable Vale of Glamorgan. PSB Partners continue to work closely with the Cardiff and Vale Regional Partnership Board and with Cardiff Public Services Board to respond to immediate and long-term challenges to ensure that the needs of the present are met, while ensuring that work is focused on the best possible outcomes for the future.

The PSB is committed to building-on and taking-forward the work that has been outlined in this Annual Report. Through these projects the PSB can continue to deliver progress against the commitments and steps set-out in the Well-being Plan and focus on ensuring good experiences of economic, social, cultural and environmental well-being for all across the Vale of Glamorgan.

Our Vision

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

