



Vale of Glamorgan Council

Draft Corporate Plan

2025–2030



Draft Corporate Plan 2025-2030 Executive Summary (Easy Read)

What is the Corporate Plan?

The Corporate Plan sets out how we will achieve our vision of “**strong communities with a bright future.**” It highlights the key goals we will focus on from 2025-2030.

To achieve this vision, the Council has set five draft objectives:

- Creating Great Places to Live, Work and Visit
- Respecting and Celebrating the Environment
- Giving Everyone a Good Start in Life
- Supporting and Protecting Those Who Need Us
- Being the Best Council We Can Be

In creating this new plan, we have listened to our residents, looked at how we're doing, and recognised areas where we need to improve. We also took time to think about how the Council needs to change for the future.

The Council is facing many challenges, but it remains committed to planning for the future while meeting today's needs.

The Vale is committed to being a welcoming and supportive place for all residents, and the Council promises to work together with communities and partners to deliver these goals for the benefit of everyone.

The Vale of Glamorgan – key facts and figures

The population of the Vale of Glamorgan has grown by 6% over the past decade to 134,733, with significant increases in both older residents (65+) and young children (0-5). Welsh language skills have risen, with 13.3% of the population able to speak, read, or write Welsh. Some areas in the Vale are among the lowest incomes in Wales. Housing costs have surged, making the Vale one of the most expensive places to live in Wales. Individual carbon emissions are above Welsh average but have been reducing each year.

Here are some key facts about the Council:

- 5,324 staff work across various services, including schools.
- The workforce includes teachers, social workers, engineers, librarians, cleaners, and many more.
- The Council runs 53 schools, with 23,071 pupils and over 1,000 students whose first language is not English or Welsh.
- 3,327 adults receive support through social care.
- The Council manages 3,972 social housing homes, over 1 million km of highways, and large parks like Porthkerry and Cosmeston Lakes.

The Council's financial position is challenging, with rising demand for services and increased costs to provide them.

Every year, the Council sets a budget and has to make savings to stay within it. For 2024/25, it has identified £7.7 million in savings, and since 2015/16, it has saved £46.5 million.

The Council's total budget for 2024/25 is £308.861 million, funded by Welsh Government, Council Tax, Business Rates, and various grants.

Since 2020 the Council's spending on education and social services has increased by a huge amount and together these two areas make up 76% of the Council's budget.

Here are some of the key achievements we delivered as part of the Corporate Plan 2020-25:

- More than 4,000 residents responded to *Let's Talk About Life in the Vale 2023* our largest survey ever.
- Handled over 1 million digital enquiries, saving residents time and reducing the need to travel.
- Provided financial support to over 35,000 residents through the Cost-of-Living Support payments.

- Rolled out free school meals to all pupils from reception to year six ahead of the Welsh Government target.
- Helped 502 individuals into employment through the *Communities for Work* programme.
- Secured over £55 million in funding to support local businesses and grow the economy.

- Built 158 new council homes, ensuring all council housing stock meets Welsh Housing Quality Standards.
- Reduced the average time it takes to arrange in-home care services for people who need assistance with daily activities.
- Opened South Point Primary School as the first net-zero school in Wales.
Increased the recycling rate to 70.35%.

A Plan for the Future

Developing a new Plan

The Council has looked at different types of information to help shape our plans for the next five years including feedback from our residents and partners, local data and our past achievements and performance.

What our residents say

The 2023 "Let's Talk About Life in the Vale" survey revealed that 60% of residents are satisfied with the Vale of Glamorgan as a place to live, and 80% would recommend it.

However, 78% of respondents expressed concern over the rising cost-of-living. Additionally, 68% were concerned about the climate emergency, and 65% about the nature emergency.

The top service priorities included healthcare access, clean neighbourhoods, quality housing, access to regular recycling and waste collections, and enjoying nature.

The survey also showed that more communication and engagement with residents is needed. Young people prioritised health, wellbeing, and jobs, while older adults focused on healthcare access, transport, and social connection.

Key challenges

We have identified poverty, the climate and nature emergencies and inequalities as three key challenges.

Poverty - Life experiences are not the same across the Vale, our aim is to ensure everyone can afford the essentials and a decent standard of living. We are already working to tackle poverty through housing, benefits, employment and education services, and as part of our work to deliver all the Objectives in this Plan we have included more actions that will seek to prevent and tackle poverty.

The Climate and Nature Emergencies - The Council declared a climate emergency in 2019 and a nature emergency in 2021, recognising the urgent need for action. The Council's Project Zero aims to reduce its carbon emissions to net-zero by 2030 and work toward a net-zero Vale by 2050. This Plan sets out a number of actions that we will deliver as part of this work.

Inequalities - The Vale of Glamorgan is becoming more diverse, with a growing older population and residents who have different life experiences based on age, sex, disability, ethnicity, religion, or sexual orientation. We are committed to making sure our services are fair and accessible to everyone, including supporting the Welsh language, and we will keep learning from people's experiences to understand their needs better.

Changing how we Work

The Council we are today is not the same as we were 5 or 10 years ago and the way we provide services and how we work has changed.

This is an opportunity for us build a Council for the future that we can all be proud of.

Our vision is still for ***Strong Communities with a Bright Future*** and our values remain:

- Ambitious
- Open
- Together

- Proud

To succeed, we will work together with different services and organisations. Four key areas will guide us:

- **Involving our communities** – We want to give people chances to take part, get involved, and help shape the work of the Council.
- **Placemaking** – We aim to create good quality areas to live, focusing on the environment, and what the people that live in and use these spaces want.
- **Working in Partnership** – We are committed to working with others to improve the lives of our residents, recognising we are stronger when we work together.
- **Reshaping Programme** – We will change how we work to make sure the Council can continue to provide good quality services.

Working Together for a Brighter Future

We want to work closely with our communities and to create good relationships with all community partners. This includes third sector organisations, community groups, town and community councils, social enterprises, public bodies and businesses. In our new Plan we set out what organisations can expect when working with us.

In summary when working with the Council, you can expect us to:

- Be open and honest, giving you chances to be involved in decisions and making sure your voice is heard.
- Make sure you have enough time and different ways to share your feedback on Council plans.
- Clearly explain what is and isn't possible, and why.
- Provide clear and simple information about grants and opportunities, with fair expectations and timelines.
- Work with various organisations to solve problems and find opportunities.
- Listen to your ideas with easy ways to get in touch, and support communities in managing local services.
- Respect our diverse communities, aim for fairness and celebrate Welsh culture.

Our Well-being Objectives

For each of our Objectives we have set out our ambitions and the outcomes we want to deliver, with a strong focus on partnership working.

Objective 1 – Creating Great Places to Live, Work and Visit

- We are focused on creating great places and will make the most of investment and regeneration opportunities to improve the area and work with others to keep the Vale safe.

- We will create a new plan for local development and make sure people have access to affordable, quality homes.
- We also want to support well-being through things like leisure, arts, and culture, using available funding and different ways to provide these services.

Objective 2 – Respecting and Celebrating the Environment

- We are committed to raising awareness about protecting the environment and making sure everyone takes responsibility for it. Our goal is to become a net zero organisation by 2030 and help the country reach net zero by 2050.
- We'll focus on transport, food, energy, waste, green spaces, and buildings to make these changes.
- We also understand that people facing hardship are often the most affected by climate change and we will work with our partners to protect our communities, land and buildings from the impact of flooding and coastal erosion.

Objective 3 – Giving Everyone a Good Start in Life

- We will focus on supporting children and families in our communities. We will work together to offer the help they need and expand community-focused schools, recognising the positive impact schools have on the community.
- We aim to provide support from early childhood, helping children grow confidently and live healthy lives.
- We understand some may need extra support as they grow, and we will offer information and services through teams like our libraries and provide activities in and out of school for learning and fun.

Objective 4 – Supporting and Protecting Those Who Need Us

- We are committed to ensuring residents who need extra help can access it. This includes working across social care, housing, and health services, preventing homelessness, and offering advice and support.
- We will work with partners to protect children, the elderly, and vulnerable people.
- We will also work together to prevent and address poverty, providing services and support to help people before they face a crisis.

Objective 5 – Being the Best Council We Can Be

- We are dedicated to delivering good services and making the Council as strong and able to handle challenges as possible now and into the future. Our focus is on providing quality services, good management, and strong financial planning.
- We aim to improve how we work by finding new ways to do things to continue providing our services.

- The actions needed to achieve this objective are key to the success of the entire Plan, with the needs of residents and those using our services always being our priority

Section 6 – Action to Prevent and Tackle Poverty

In the Vale, we know there are clear differences in incomes across our communities, and that some people and families are struggling and need more help and support.

Some face temporary problems, while others deal with long-term challenges.

This Plan aims to prevent and tackle poverty, focusing on the things that everyone needs, food, housing, jobs, transport, and social activities, especially for children.

In each of the Objectives detailed in the Plan actions are included which will help lift people out of poverty and prevent others from falling into it.

Section 7 – Delivering Our Objectives and Monitoring Progress

Every spring, the Council will share yearly plans that focus on the most important things to work on, helping to meet our long-term goals. These plans will set out the steps we will take in that year to deliver on our Corporate Plan objectives.

The Council has a system to track progress, improve services, and manage risks. We will review how this system works to make sure everything stays clear and accountable.

Further information can be found on the Council's Performance [webpages](#).