

THE VALE OF GLAMORGAN COUNCIL

COMMUNITY LIAISON COMMITTEE: 10TH OCTOBER, 2024

REFERENCE FROM CORPORATE PERFORMANCE AND RESOURCES
SCRUTINY COMMITTEE: 18TH SEPTEMBER, 2024

“ VALE OF GLAMORGAN PUBLIC SERVICES BOARD ANNUAL REPORT
(CX) –

The Public Services Board (PSB) had launched its first Well-being Plan in 2018 which concluded in 2023, whereby the PSB agreed its second and current Well-being Plan (2023-28) in May 2023. All partners had been working to progress the PSB's Well-being Objectives and Priority Workstreams and the steps set out to take forward the work. To capture the progress made in the first year of the Well-being Plan, the PSB had produced an Annual Report in the form of an online report using Microsoft Sway. The Annual Report gave an overview of the progress that had been made by partners in implementing the three Well-being Objectives, the 19 steps and against the PSB's priority workstreams.

Over the past year, the PSB had submitted progress reports to various Scrutiny Committees as part of the rolling programme of providing updates on its work.

The Annual Report had been considered by the PSB on 3rd July, 2024 and had also been published on its website.

The Operational Manager for Corporate Strategy and Insight presented the report with it being recognised that many of the activities being taken forward by the PSB would contribute to a number of local priorities and the national wellbeing goals for Wales. The PSB had identified 19 steps which collectively would help to deliver the wellbeing objectives and the priority workstreams for the PSB.

It was further noted that this was the first year that partners had been working together to deliver the Wellbeing Plan 2023-28 and the examples included provided a good overview of the work undertaken within the challenging context of pressures placed on partners such as the Cost of Living Crisis and the particular budgetary pressures.

Councillor Dr. Johnson in commenting on the report, said that he was looking forward to hearing more about the work currently taking place in the Buttrills area of Barry, the areas of deprivation and the support provided.

Councillor Carroll said it was important to place on record that the winter fuel payment reduction undertaken by the UK Parliament would be a cause for concern going forward and should be treated as a priority. The Director of Corporate

Resources in response said that in terms of the Council's response to the cost of living issues, a reserve had been established and a county grant scheme was now live.

The Leader also advised that the County of Sanctuary report and Self-Assessment report had also been taken to the PSB together with the "Let's Talk About Life in the Vale" survey and she hoped that a workshop would be held in the new year to explore all the issues that had been raised.

With the Director of Corporate Resources saying he would refer the comments back to the PSB, it was subsequently.

RECOMMENDED –

(1) T H A T the review the Vale of Glamorgan Public Services Board's Annual Report for 2023-24 and the progress partners had made in delivering the priorities set out in the Well-being Plan be noted.

(2) T H A T the comments made at the meeting be reported to the Public Services Board by the Director of Corporate Resources.

(3) T H A T the report be circulated to all Elected Members and members of the Equality Consultative Forum via email and referred to Community Liaison Committee and Voluntary Sector Joint Liaison Committee for their information and consideration

Reasons for recommendations

(1) Having regard to the contents of the report and discussions at the meeting.

(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 ensure all elected Members, members of the Equality Consultative Forum, the Community Liaison Committee and the Voluntary Sector Joint Liaison Committee are aware of the work of the Public Services Board.

Attached as Appendix: Report to Corporate Performance and Resources Scrutiny Committee: 18th September, 2024

Meeting of:	Corporate Performance and Resources Scrutiny Committee
Date of Meeting:	Wednesday, 18 September 2024
Relevant Scrutiny Committee:	Corporate Performance and Resources
Report Title:	Vale of Glamorgan Public Services Board (PSB) Annual Report 2023-24
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) launched its first Well-being Plan in 2018 which concluded in 2023, whereby the PSB agreed its second and current Well-being Plan (2023-28) in May 2023. Through the Plan partners have been working to progress the PSB's Well-being Objectives and Priority Workstreams and the steps set out to take forward this work. • To capture the progress made in the first year of the Well-being Plan the PSB have produced an Annual Report in the form of 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. • Over the past year, the PSB has submitted progress reports to various 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 3rd July 2024 and is available here and has been published on the PSB website. 	

Recommendations

1. That Members review the Vale of Glamorgan Public Services Board's Annual Report for 2023-24 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 recommend this report is circulated to all elected Members and members of the Equality Consultative Forum via email and referred to Community Liaison Committee and Voluntary Sector Joint Liaison Committee for their information and consideration.

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 ensure all elected Members, members of the Equality Consultative Forum, 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. 'Our Vale' is the Vale PSB and in accordance with the Act must contribute to the achievement of the national well-being goals as set out in the legislation. The PSB must do this 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** Corporate Performance and Resources Scrutiny Committee is the designated Committee for scrutinising the work of the PSB.
- 1.3** The PSB set four Well-being Objectives which provided the framework for its first Well-being Plan 2018-23.

- 1.4** The PSB agreed a new Well-being Plan in May 2023 which outlined three Well-being Objectives for a second Plan 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
- 1.5** Alongside the three Well-being Objectives, the PSB also established three priority workstreams, these are
1. Responding to the climate and nature emergencies.
 2. Working with people who live in our communities that experience higher levels of deprivation.
 3. Becoming an Age Friendly Vale.
- 1.6** 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 first Annual Report for the Well-being Plan 2023-28. The report sets out the progress that has been made in the first year of the Plan.

2. Key Issues for Consideration

- 2.1** Lead officers from across the PSB oversee the progress of the Well-being Plan and updates on the work undertaken are regularly discussed at PSB meetings. The Annual Report for 2023-24 was considered and agreed by PSB partners on the 3rd 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** Officers have also submitted a number of progress reports to Vale of Glamorgan Council Committees to provide updates on the work of the PSB. Committees have received reports detailing the work to tackle inequities in deprived communities, progress on becoming a more Age Friendly Vale, the work of the Food Vale Partnership. 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.
- 2.5** In the Annual Report, 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 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** The report initially highlights the projects that contribute primarily to the PSB's three priority workstreams. Some key work that has been delivered this year includes the Vale of Glamorgan becoming the fourth Local Authority area in Wales to join the World Health Organisation's Global Network of Age Friendly Cities and Communities and the awarding of Age Friendly Status for the Vale of Glamorgan. Work will now focus on developing the Age Friendly Vale Action Plan. The appointment of a Senior Community Development Worker to work with the communities and partner organisations in 3 Lower Super Output Areas (LSOAs) which have consistently been evidenced to be the most deprived in the Vale of Glamorgan, this project received £100k in funding from the Shared Prosperity Fund (SPF). A vast array of work has been undertaken by partners to address the Climate and Nature emergencies, with partners working to update their procurement policies, review the use of transport, embed renewable energy schemes, install water metering and LED lighting across assets, and the hosting of a Youth Climate Conversation to engage young people from across the Vale to understand their priorities for addressing the emergencies.
- 2.7** The Annual Report contains a number of progress updates that illustrate how the PSB is delivering progress against the Well-being Plan through established partnership projects. These projects include:
- Progressing of the Level 2 Healthy Travel Charter.
 - Delivery of the Amplifying Prevention programme with a specific focus on bowel screening and childhood immunisation and the delivery of the Move More Eat Well (MMEW) project.
 - Continued progress of the Food Vale Partnership and work to develop a Food Strategy.
 - Delivery of the Regional Early Years Transformation and Integration programme.
 - Continued work of the Safer Vale partnership.
 - Work of the Value in the Vale (ViV) project to support volunteering.
 - Delivery of the Crawshay Court Community Garden.
- 2.8** 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 steps it contributes towards.
- 2.9** 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.

- 2.10** The Annual Report captures the progress made by the PSB in delivering its Well-being Objectives. This is the first 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 the cost-of-living crisis and particular budgetary pressures. 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, especially from the previous 5-year Well-being Plan 2018-2023. 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. 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 2023-24 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.

Employment

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

Legal (Including Equalities)

- 5.3 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 <https://www.valepsb.wales/en/Our-Plan.aspx>

[The PSB Climate Emergency Charter](#)

[Age Friendly Vale Update](#)

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

[Food Vale, the Vale of Glamorgan's Sustainable Food Partnership](#)

[Project Zero Update Report](#)



Vale of Glamorgan Public Services Board Annual Report 2023/24

Foreword

This is the Public Services Board's (PSB) first Annual Report for its Well-being Plan 2023-2028 and is focused on the achievements delivered in this first year of the Plan. Over the past year public services and our communities have been particularly impacted by the effects of financial challenges due to the rising cost of living; however, through joint work across the Vale of Glamorgan and the wider South Wales region we have together demonstrated the continued resilience, innovation, and importance of the public and third sector. Our focus on engagement with our communities has been key to this response and has aided the delivery of services and support to those who most need it.

Through the PSB, partners have continued their joint work; responding to the impacts of the rising cost of living and the underlying inequities across our society; while maintaining a focus on addressing the challenges arising from the climate and nature emergencies. Through learning gained from our first 5-

year Well-being Plan, partners have tackled new and existing challenges with a commitment to achieving happy and healthy communities working together to create a fair and sustainable future for everyone.

This Annual Report details the wide-range of work that has been undertaken by partners, including work to address the cost-of-living crisis, community safety, the climate and nature emergencies, tackling food poverty and specific engagement with our most deprived communities.

I am proud of what has been achieved by the PSB to date. I am resolute in the partnership's ambition to make a real difference to people's lives in the Vale of Glamorgan through our commitment to improve all aspects of well-being.

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
- Work to tackle inequities in deprived communities
- Work to address the Climate and Nature emergency
- Healthy Travel charter
- Amplifying Prevention: Bowel Screening and Childhood Immunisation
- Amplifying Prevention: Move More Eat Well (MMEW)
- Food Vale Partnership
- Regional Early Years Transformation and Integration
- Safer Vale
- Value in the Vale (ViV)
- Crawshay Court Community Garden

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 2023-24 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

In addition, the PSB has identified [19 steps](#) which collectively will help us to deliver our Well-being Objectives and enhance the working and impact of the PSB. These cut across a number of projects and this report will highlight the progress made to accomplish these steps. Each progress update includes a graphic that highlights (in pink) each of the 19 steps that this work contributes towards.

Details on how each of these 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 table](#).

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.

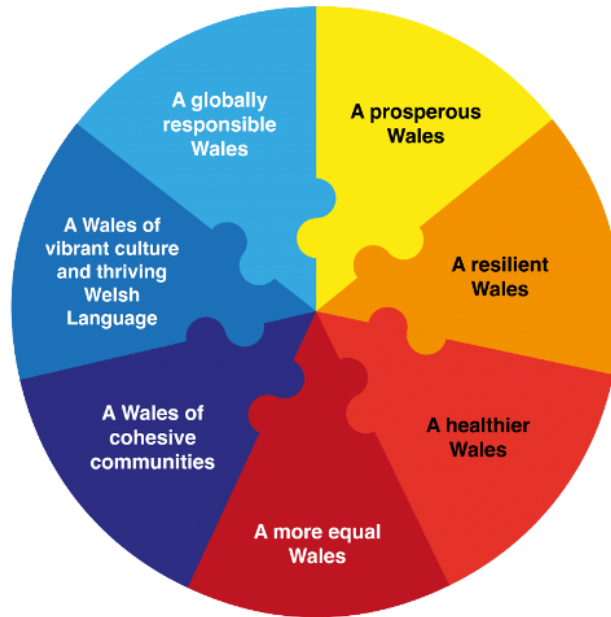
Work continues to engage and involve Town and Community Councils (TCC) in taking forward the PSB's priorities. Throughout the year representatives from TCCs across the Vale of Glamorgan have engaged with PSB partners to exchange knowledge and receive project updates in several PSB-TCC knowledge exchange meetings. Topics of discussion at these exchange meetings have included: Amplifying Prevention and [Food Vale](#), [Age Friendly Vale](#), and Biodiversity including - [The Recall of the Wild - Director of Public Health Wales Annual Report](#) and the [Vale Nature Recovery Plan](#).

This engagement builds on work through the Council's Community Liaison Committee to provide regular updates on the work of the PSB to all Town and Community Councils, but specifically to those who have a duty under the [Well-being of Future Generations Act](#) to illustrate how they are aiding the delivery of the PSB's Well-being Objectives. In the Vale, Barry, Llantwit Major and Penarth Town and Community Councils come under this duty.

Town and Community Council partners have set out the activities that they are working towards in their Annual Reports which are available through their websites:

- [Barry Town Council](#)
- [Llantwit Major Town Council](#)
- [Penarth Town Council](#)





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 table](#).

Age Friendly Vale

What is the project's purpose?

- The World Health Organization defines an Age Friendly Community as a place where 'policies, services, settings and structures support and enable people to age well'.
- Over the year, the PSB has continued to work together with local partners and the Older Peoples Commissioner for Wales to make the Vale more age friendly achieving recognition from the World Health Organization who awarded the Vale of Glamorgan with Age Friendly Status in October 2023, following an application made by the PSB. This has enabled the Vale to join a

global network of age friendly cities and communities and is recognition of the PSB's commitments set out in the [Age Friendly Vale Charter](#).

- 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 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

- In October 2023, the Vale of Glamorgan PSB received [news](#) its application had been successful and the Vale of Glamorgan had become the fourth local authority area in Wales to join the World Health Organization's Global Network of Age Friendly Cities and Communities. Acceptance into the network is recognition of the PSB's ambitions and commitment to an Age Friendly Vale where all people, especially older people have the opportunities they need to age well.
- The Age Friendly Vale Network and Vale 50+ Strategy Forum has grown this year to almost 400 collective members. Friends of the network and Forum members are kept informed of local information, news and events through a variety of online and offline channels including e-bulletins, letters through the post, radio, electronic and printed newsletters/leaflets, in person information and social events, face to face pop ups and social media posts.
- The Vale 50+ Forum's calendar of meetings and events is busier than ever in 2024 following their relaunch in 2023 with 29 meetings and events scheduled on their 2024 calendar. During 2023/24 the Forum held three 'have your say' information and social events across the Vale ensuring that they reach residents in eastern, central and western Vale.
- Working in partnership, a new walking group was set up in St. Athan to create more opportunities for older people to get active and socialise. The pilot scheme which initially ran for 10 weeks has been taken on as a regular stroller group by [Valeways](#), an independent volunteer run charity that promote health and wellbeing through walking. The group continues to grow and meet every 2 weeks.
- A further example of partnership work includes the delivery of a history and nature talk held at Belle Vue Community Café, Penarth where older people were invited to learn about the Built and Natural Heritage of Flat Holm Island providing opportunity to socialise and meet likeminded people. This was delivered by Age Friendly Vale, Value in the Vale, Big Fresh and Cardiff City

Council. The Big River Watch Survey held in Cowbridge was also delivered by Age Friendly Vale and Value in the Vale as part of the Restore the Thaw project. Several partners including Natural Resources Wales, Butterfly Conservation, Glamorgan Voluntary Services and officers from various departments across the Council (Project Zero, Active Travel and Planning) also worked together to host the Vale 50+ Strategy Forum Climate Change Workshop in Llantwit Major providing social and learning opportunities for older people.

- Over the last 6 months (Nov – April) 113 responses have been collected from public engagement capturing a range of information in relation to the Age Friendly Vale Charter Commitments, which form the basis for the draft Action Plan.
- 2 workshops were held with partners between November 2023 and April 2024 to shape the development of the draft Action Plan.
- A new ageing well course is being co-produced by Cardiff and Vale University Health Board (UHB) that will be delivered in the community to support and enable citizens to age well and reduce their risk of falling. The courses will include physical activity, information, group discussion and link them with community activities to help them make sustainable changes. people have attended across the sessions representing a range of organisations, across both the public and third sector



Our Progress and Outcomes

- Public and partners are able to actively shape work across the Vale of Glamorgan focusing on supporting people of all ages to live and age better.
- More opportunities to encourage social connection, particularly in nature (St Athan Strollers, River Watch etc) recognising the benefits of being in nature on our health and well-being.
- People have had new opportunities to learn about the local geography and culture, as highlighted in the Flat Holm Island talks provided in collaboration between Age Friendly Vale, Cardiff Council and Value in the Vale.
- Through development of the Action Plan partners are united in developing a common goal to maximize impact, share learning and avoid duplication.
- Encouraging partners and the public to see ageing as a positive, tackling stereotypes through a developing [positive ageing campaign](#). This has created stronger relationships across partners and a better understanding of what age friendly means.

- Residents have had more opportunities to access support and information on a range of topics from providers face to face within their communities. The Vale 50+ Forum events in 2024 have brought over 25 services into community spaces to share information, advice and support with community members.
- Glamorgan Voluntary Services (GVS) continue to review and publish the [Directory of Services for Older People](#) helping partners and members of the public understand what support and activities are available locally helping to overcome challenges associated with lack of communication and awareness of what is already available. This is an incredibly valuable source of information, in addition to services such as DEWIS and newsletters produced by Age Connects.
- There are many more outcomes contained within other progress updates in this years Annual Report that are working to help make the Vale more age friendly. These include the Vale of Glamorgan Council's [Golden Pass Scheme](#) which has been reviewed and relaunched creating a new pathway for clients on the National Exercise Referral Scheme (NERS) to experience new exercise avenues (Amplifying Prevention: Move More Eat Well Progress Update), intergenerational opportunities through local growing schemes coordinated by South Wales Police and Vale of Glamorgan Council Housing colleagues (Crawshay Court Community Garden), increased awareness raising of bowel cancer symptoms and screening (Amplifying Prevention: Bowel Screening Progress Update).

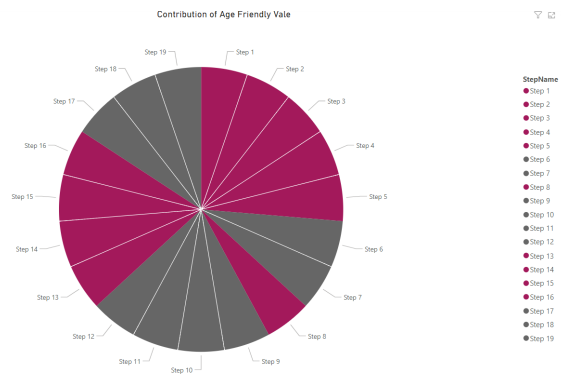




Next Steps

- Work will focus on further developing the draft Age Friendly Vale Action Plan which is currently being created in collaboration with partners, stakeholders and members of the public alongside the Age Friendly Vale Network.
- The Action Plan will help partners identify areas for improvement where the PSB can have maximum impact to make the Vale more age friendly.
- Consultation on the draft Plan will take place over the summer 2024, it is anticipated that the Plan will be finalised and published at the end of 2024.

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



Work to tackle inequities in deprived communities

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. This is shown through the priority workstream 'Working with the people who live in our communities that experience the highest levels of deprivation'.

- 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 all in Barry and are Gibbonsdown 2, Court 3, and Buttrills 2.
- Continued increases in income related benefits including Claimant Count and Universal Credit are observed across the Vale. These areas of the Vale have amongst the highest numbers of people in receipt of these benefits, with over 200 people in receipt of UC and not in employment in Gibbonsdown 2 and Court 3 LSOAs.
- Research on the cost-of-living has shown that certain demographic groups may be more vulnerable to increases in the cost-of-living. These include those with dependent children, those living in private and social rented accommodation, those who have a disability and those providing unpaid care. Data from Census 2021 has illustrated that these areas have the highest proportion of young people in the Vale of Glamorgan, the highest number of private and social renting tenants and private and social renting tenants, the highest proportions of people recording a disability under the Equalities Act and the amongst the highest percentages of people recording that they provided unpaid care are observed in these areas.
- 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.
- This understanding is being built through a programme of engagement led by a new Senior Community Development Officer following a successful bid by the PSB to the Shared Prosperity Fund. The Officer is employed by the Vale of Glamorgan Council and has recently gathered lived experiences and insight by attending community, creative, sporting and cultural events to engage those seldom heard voices and identify opportunities for community development. This is in addition to work previously carried out by Grasshopper consultants which the PSB commissioned to shape our understanding of the local areas.
- This work also compliments work being led by the Local Authority and Pencoedtre Learning Community Cluster who are collaborating to improve outcomes for families within the Cluster area, which includes 2 of the LSOAs (Gibbonsdown 2 and Court 3) highlighted above. The 'Pencoedtre: A Thriving Community' Project seeks to tackle the inequalities and inequities across the Cluster through a Community Focused Schools and Local Authority Partnership approach. The project was established in May 2023 and launched with a Local Authority and Cluster School workshop in July 2023. Progress is being shaped by 3 themed subgroups focusing on making changes to ensure our families feel Safe, Secure and Healthy.



Our activities

- Appointment of a Senior Community Development Worker to work with the communities and partner organisations in the area.
- The establishment of a steering group of PSB partners to drive future action and provide insight into new ways of working. In addition to the Steering Group additional community partners and elected members have been engaged in shaping this project.
- Built relationships with residents, schools, community organisations and those working in the identified areas. To date the project has engaged with 190 members of the community and 27 leaders of community groups (not including council led services).
- Created a comprehensive engagement plan and recording system which has seen engagement undertaken with a range of partners and in a variety of community settings. This includes:
 - Food Banks
 - Faith Groups
 - Door knocking in social housing
 - Community Centres
 - Christmas events
 - Schools, Healthy Schools Programme (NHS), Eco Schools Programme (Keep Wales Tidy)



Our Progress and Outcomes

- The project was successfully awarded £100k of Shared Prosperity funding split over 2023/24 and 2024/25 to undertake this work.
- Insight from this project has led to support with a number of community funding bids. These include:
 - Gibby Greenfingers – a local community growing organisations that has been supported to develop a funding application for a volunteer manager.
 - Oakfield School Beacon community hub – this project helped to secure SPF funding for their Beacon hub project and introduced colleagues to Long Terms Towns consultants to shape future work in the area .
 - Pencoedtre High School – opportunities to maximise impact have been found between connecting local needs with funding opportunities provided by other PSB partners. This includes connections made between a local high school and Food Vale which resulted in the school getting funding for food tech classes.
 - Youth service mobile youth bus – the local Youth Service Team have been supported with insight gathered through this project to shape a funding application and suggest locations within the project area to address local need.
- This project has strengthened connections between partners and organisations across multiple sectors to enhance shared learning, local knowledge and connections. Examples include:
 - Supporting the establishment of the GVS/NRW 3rd sector engagement network – this aims to increase information, peer to peer support and reduce duplication.

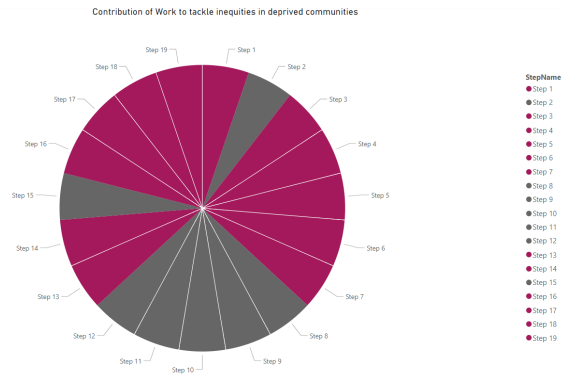
- Cardiff and Vale Amplifying Prevention programme – insight gathered directly from this project’s engagement work has helped shape the immunisation engagement and catch up plans for target areas within the Vale.
- Intelligence gathered from this project has supported the Pencoedtre Cluster project, by sharing local experiences and insight; common experiences and needs have been identified across the two projects, allowing for opportunities for collaboration to be identified, knowledge to be shared, and duplication of effort avoided by harnessing different methods of engagement and relationships.
- This project has supported wider partnership work, including Age Friendly Vale, Healthy Schools and Food Vale and supports work to achieve all three PSB Well-being Objectives.

Next Steps

- Continue a programme of comprehensive local engagement to hear from those with emerging needs, with a particular focus on connecting with businesses, young families and families with children who have additional learning needs. This work will also connect with wider programmes including Placemaking in Barry.
- Additional Learning Need workshops in Pencoedtre cluster to lead to creation of community led parent support group
- Connections will continue to be developed with partners and community groups to gather insight, lived experiences and opportunities for collaboration.



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 climate change and protect our natural resources continues to be a challenge for all partner organizations. Work undertaken to deliver this objective includes our progress towards achieving carbon net zero 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.



Our activities

- The PSB Asset Management and Climate Emergency Group have met through the year to share updates and collaboration opportunities. In November an in-person workshop was held for the Group in which the members reviewed the five relevant areas within the PSB Well-being Plan 2023-2028 to explore what is working well within each organisation, and where there were opportunities to strengthen collaboration. The strongest themes emerging were: the valued opportunity to share updates and learning, a future opportunity to develop and share training and guidance, and a deeper collaboration on climate risk.
- Agreement was reached across the partners to review the current Climate Emergency Charter and to strengthen the nature emergency element and work has now commenced to take this forward.
- Training is an important area for all partners and South Wales Fire and Rescue Service (SWFRS) have drafted an environmental training plan to be completed on induction for new staff, the UHB's Green Group enables staff to learn and share ideas and NRW ran climate change training. Working together with the Climate Change and Decarbonization team, NRW's South Wales Central Operations offered 10 spaces to PSB partner colleagues across the Vale of Glamorgan and Cwm Taf Morgannwg Public Services Boards in March.
- Vale of Glamorgan Council began a refresh of the Project Zero Hub which includes current case studies on Council work on water, planning, housing, food, waste and recycling, transport, land and green spaces, and energy, this will provide useful information to the public and all partners. The Council also ran a climate workshop for the 50+ Forum, raising awareness of climate issues and co-designed a Youth Climate Conversation event with the Vale Youth Council.
- To support nature and biodiversity partners have undertaken a range of activity. NRW have cleared vegetation in Hensol for the Downy Emerald Dragonfly and also worked on managing invasive vegetation across the Hensol Heathland. Vale of Glamorgan Council supported Oakfield primary school to plant and grow their own tiny forest which is now counted as part of the national forest network. The Vale Local Nature Partnership (VLNP) is developing the Local Nature Recovery Action Plan and two rounds of the Biodiversity Grant Scheme have been completed. The Restore the Thaw Landscape Project, managed by the Council carried out 14 site visits to landowners to identify opportunities for biodiversity improvement through land management. The Council Completed Barry Docks transport interchange with integrated green roofs and bug hotels. They also completed work on Wenvoe Outdoor gym, undertook public consultation for biodiversity enhancements in Celtic Way Park, and opened Belle Vue Pavilion in Penarth which includes a green roof. The UHB set out the challenges around biodiversity in its Annual Report of the Director of Public Health "[Recall of the wild](#)" report. The report also shared recommendations for people living in Cardiff and the Vale of Glamorgan, and for organizations and public bodies, including PSBs.
- In relation to procurement partners have taken forward a range of activity. The UHB procurement team have continued to focus on Circular, Foundational economy and social value elements in tender scoring. All companies applying for tenders over £5m are required to have a Decarbonisation Plan. NRW's Corporate Plan promotes doing more with less & a Circular economy approach. NRW delivered sustainable procurement awareness sessions to staff and now ensure sustainability risk assessments must be completed for procurement over £25,000.

The Vale of Glamorgan Council facilitated discussions with CCR energy around a potential supply chain project linked to Aberthaw power station and had ongoing discussion with Ardal, the procurement partnership on streamlining the Welsh Government TOMs (Targets, Outputs, Measures) in the Procurement Strategy & Policy. SWFRS created the 'Sustainable Procurement Principles' and SWP developed a 'Sustainable Procurement policy'.

- PSB partners have also improved building, energy and water efficiency. The Council secured funding and worked with Glamorgan Voluntary Services to retrofit a group of Community Centres with solar photovoltaics, LED lighting and other energy efficiency measures. The Council also built 133 near zero carbon, or at a minimum A-rated new Council homes, completed the rebuild of three Aireys properties in St Georges Super Ely, and are continuing the delivery of fabric first schemes with Pontalun Close and Severn Avenue schemes piloting Solshare PV and battery backup systems that distribute electricity to individual flats. Funding has also been secured to improve the energy efficiency of 6 schools, and St Nicholas, a Net Zero Carbon (NZC) in Operation Primary school, is under construction. Ysgol y Deri and St Richard Gwyn schools will be reduced carbon with green roofs, living walls, and PV panels. Cardiff and Vale College have installed a number of sub-meters across the estate to analyze usage and consumption - this provides better information to monitor, record and take necessary action to reduce consumption of utilities.
- To decarbonize transport South Wales Fire and Rescue Service has installed PV at Barry and EV charging for personal vehicles was approved. The Council has worked with the Cardiff City Region to install public EV charging points across the Vale. Through the promotion of home working partners have also sought to reduce their carbon footprint.
- It's important for PSB partners to address paper use, waste and recycling to reduce their emissions. The Council held a staff 'Christmas Swap' event during Wales Climate Week, lowering the environmental impact and cost of Christmas. The use of single use plastic has now been banned in all new leases/licenses and the domestic waste services brought new areas into line with separated recycling waste streams, black bag collections shifting to every 3 weeks, and green waste now a subscription service. Cardiff and Vale College has continued the implementation of the plastic strategy and Green Dragon Level 3 was completed for an accredited Environmental Management System. The University Health Board have delivered a number of projects to reduce the use of single use plastics such as reviewing "trays" in clinical environments, and infrastructure has been installed to take account of new waste legislation



Our Progress and Outcomes

- Environmental training provided by partners has resulted in more staff being trained up and educated on the issue.
- The Youth Climate Conversations 2023 engagement event allowed for young people's voices to be heard and influence the council's activities, as well as feed into partners' work. It also allowed for young people in attendance to have their questions answered on the day by council officers and partner organization representatives who attended.
- NRW social media interest and activity has risen by 6% and subscribers to the Health, Education and Natural Resources newsletter by 16.4%.
- Through work to protect and value our environment such as managing invasive vegetation, planting new trees and green roofs, partners have increased the biodiversity of the Vale.
- Procurement policies have been updated which has resulted in more environmentally considerate procurement practices.
- Further embedding of renewable energy schemes, water metering and LED lighting across partners' assets and building schemes have resulted in more energy and water efficient buildings.
- The Vale of Glamorgan Council are currently at 93% LED street lighting. Capital funds are being sought to convert the remaining 7% (1120) of lighting, and remaining road lighting to LED
- Partners have made amendments to their use of transport and improved transport infrastructure which has resulted in lower carbon emissions and paved the way to future reductions.
- The UHB ensure they spend within their financial means with specific cost control measures in place, leading to a reduction in carbon. Through to the end of Q3, this avoidance figure was estimated to be around 5,000 tonnes CO₂e, or around 2% of their carbon footprint (across Cardiff and the Vale).

Next Steps

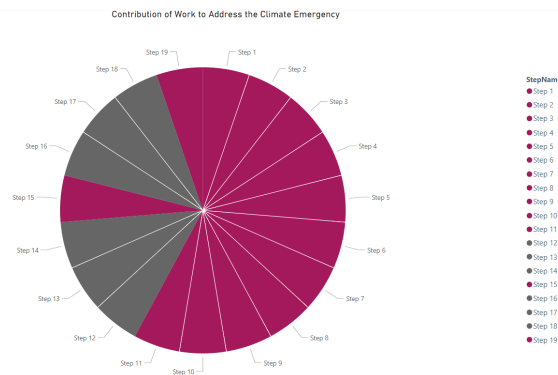
- The PSB Asset Management and Climate Emergency Subgroup will continue to meet, share good practice and opportunities to collaborate. Themes for 2024/25 include climate risk, the circular economy, and the nature emergency.
- All public sector partners are now working to submit carbon emissions data to the Welsh Government. Through the Sub-group knowledge and best-practice approaches to carbon reporting will be shared.
- The PSB partners will collaborate on the development of a revised Charter to include the climate and nature emergencies.
- PSB partners, over the next 12-months, will seek to promote a wider understanding of our impact on the environment. NRW are developing a teaching resource package on developing your site for Health, Learning and Biodiversity. The Council will work with the Youth Council on how to take the ideas from the Youth Climate Convention event forward, are undertaking

stakeholder mapping of community groups in the climate and environmental arena across the Vale, and will hold a PSB Town and Community Council exchange meeting to engage with community groups on decarbonisation. South Wales Police will arrange focused mandatory training on environmental issues at induction stage and investigate behavioural change incentives.

- Over the next 12-months, PSB partners have reported on how they aim to value, protect and enhance biodiversity. NRW plan to undertake surveys for Ancient and Veteran trees across the NRW Welsh Government Woodland Estate (WGWE) in the Vale and create management plans for any appropriate sites. The Council will work with instructed consultants to complete the Green Infrastructure Plan and Restore the Thaw Landscape Project will apply for planning applications for 2 wildlife ponds, plant 1,000 new trees, undertake 3 training events for local community on otters, invertebrates, and reptiles. The Council will also carry out 4 practical conservation sessions with local communities as well as working with Big Fresh to install wormeries at 3 schools. The University Health Board will develop and implement the results of the biodiversity audit. South Wales Police aim to develop a habitat/biodiversity management plan, develop a force-wide habitat management Contract/Tender, install Swift nesting boxes at suitable sites, investigate ways to protect water systems and develop partnerships for "Growth for Good" – plots of land to be used by communities.
- Strengthening strategic approaches to cutting carbon emissions will be a priority for PSB partners over the next 12-months. The Council will support businesses across the Vale of Glamorgan County to decarbonise. Cardiff and Vale College will continue to implement projects that will assist in the transition to net zero and develop a carbon reduction strategy and a new 10 year estate strategy. South Wales Fire and Rescue Service will identify opportunities and look to secure funding for low carbon heating across estate. The University Health Board produces electricity through its own renewable sources and capacity will increase over the next 12 months. The University Health Board's estate and vehicles will be transitioned away from fossil fuels. SWP will increase on-site renewable energy generation and energy reduction measures and also purchase 100% renewable (REGO certified) energy.
- It is important that the procurement policy of PSB partners continues to consider impacts on the climate, and that the planned actions of partners for the next 12-months demonstrates this consideration. NRW aim to scale up from individual contracts to a process and set of tools that enable decarbonisation across NRW contracts, as well as using a carbon calculation for contracts when reviewing available options. The Council will publish new streamlined TOMs (Targets, Outcomes, Measures) framework and implement on a pilot basis for larger contracts. South Wales Fire and Rescue Service intend to create accompanying resources to support their Sustainable Procurement principles and help staff make more sustainable purchase requests and understand the environmental impact of purchasing.
- PSB partner will continue to Improve building, energy and water efficiency over the next 12-months; partners will also continue to assess their production of paper, waste and recycling - undertaking projects to reduce the production of waste and where possible recycle material such as that produced through construction.



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



Healthy Travel Charter

What is the project's purpose?

- PSB partners have taken forward work to promote more active and sustainable travel through their commitments to the Vale Healthy Travel Charter. The PSB signed the Level 1 Healthy Travel Charter in 2019, this charter set 14 commitments through which partners could support staff and members of the public to switch to more sustainable and active travel choices. Partners have made excellent progress with the Level 1 Charter with the majority having met all 14 commitments. The progress made by partners has resulted in a Level 2 Healthy Travel Charter. The Level 2 Charter builds on Level 1 and sets-out 10 Universal commitments' which all signatory organisations are expected to commit to. These commitments are set-out against four themes which include: Senior Leadership and Accountability, Culture Change, Support Home and Agile Working and Organisational Policies and Travel Planning. A further four commitments are included in the Level 2 Charter as 'Tailored commitments' and these provide signatories with an option to select two commitments which are set out against three themes including: Incentivise Walking and Cycling, Incentivise Public Transport Use and Disincentivise Private Car Use. The Charter is being taken forward over a two-year timeframe by those partners who have

completed the commitments of Level 1, while other partners continue to meet and progress work against the Level 1 Charter.

- A set of qualitative and quantitative evaluation measures have been discussed to assess the impact of this work. These measures include alignment with the work of the Welsh Government organisational carbon submission and the work of the PSB Asset Management and Climate Change sub-group.
- In 2023, it was estimated that 41,900 people Lived and worked in the Vale of Glamorgan, 18,000 commuted out of the Vale of Glamorgan for work and 9,600 commuted into the Vale of Glamorgan for work. Robust data on walking and cycling at a LA level is currently limited in Wales; however a new annual national travel survey is starting to collect field data this year (2024) with the first results due towards the end of the calendar year. These will initially not be at LA level but, as with the National Survey for Wales, it is anticipated this may be possible in future years by pooling data over a 2 or 3 year period. This should provide robust data on changes in travel mode over time.



Healthy Travel

Our activities

- In June 2023, the PSB hosted a launch event for the PSB's second Well-being Plan. This launch event included a presentation from Dr Tom Porter, Consultant in Public Health Medicine on the Vale of Glamorgan Healthy Travel Charter. This focused on summarising the progress made by partners through the Level 1 Charter and re-emphasizing the need for healthy and sustainable travel in the context of the Climate Emergency as the single biggest health challenge being faced by humanity.
- In June 2023 all partners supported Bike Week with communications shared on resources available to support cycling through the week.
- In September 2023 all partners joined in Healthy Travel Wales Day with social media posts.
- In December 2023 Vale of Glamorgan partners joined with Cardiff partners to discuss the Level 2 Charter Commitments at Pedal Power, an accessible cycle charity based in Cardiff. This event provided an opportunity to consider how more accessible travel options can be considered through partner's work.
- These communications form part of the Healthy Travel Charter partners commitment to encourage and support staff to consider more active and sustainable methods of travel when traveling to-and-from and during work.

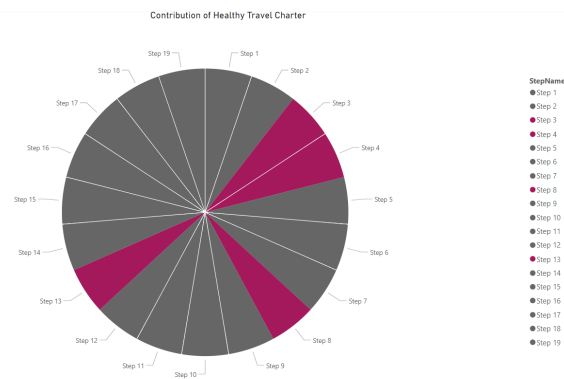
Our Progress and Outcomes

- To further support the delivery of the Level 2 Charter the Vale of Glamorgan and Cardiff Healthy Travel Groups are now working together with joint meetings to share learning and best practice.
- Partners have shared learning on the undertaking of staff travel surveys following the reporting of data through the Welsh Government Organisational Carbon reporting and have provided feedback on the development of the Welsh Government national travel survey.
- Partners have progressed work against the Level 2 Charter and have shared learning in taking forward this work.

Next Steps

- Three PSB organisations have currently signed the Level 2 Charter and will continue to take forward work to meet the commitments outlined in the Charter within the 2-year timescale.
- Other PSB partners who have signed the Level 1 Charter continue to meet the requirements of this work with a self-assessment undertaken annually to assess progress.
- Natural Resources Wales plan to expand Cycle Friendly Employer accreditation across their estate to at least two further sites and increase electrification of the fleet by purchasing more off-road EVs. South Wales Fire and Rescue Service will roll out staff training on using electric pool cars for business travel, moving towards 70% electric light fleet, trialing biofuels, facilitating active travel or public transport on a practical and policy level and exploring different ways to engage staff on cycling.
- Work will continue through the partnership to engage with the work of the South Wales Metro.

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



Amplifying Prevention: Bowel Screening- Childhood Immunisation

What is the project's purpose?

- The Vale of Glamorgan Local Authority, Cardiff Local Authority and Cardiff and Vale University Health Board have committed to work in partnership, as part of Amplifying Prevention, to give focused attention to priority preventative activities. The priorities in 2023/24 were promotion of

childhood immunisation, Move More Eat Well and bowel screening. This update reports on activities related to bowel screening and childhood immunisation.

- Bowel screening uptake in Vale of Glamorgan was 70.8% in 2021/22 (latest available data), which is above the Welsh average of 67.2%. There is variation in uptake across the Vale of Glamorgan area. In 2021/22, uptake in Western Vale was 74.4%, 72.0% in Eastern Vale and 67.7% in Central Vale (Primary Care Clusters).
- The uptake rate for children age 5 years for up to date vaccines from Jan 23 – Dec 23 in Central Vale was 84.2%. For population protection, the uptake rate needs to be 95%. Areas of high deprivation tend to have lower uptake. Purpose of project was to undertake evidence based interventions to improve uptake for childhood vaccinations.

Our activities

- Coordinated distribution of communications materials across all partner channels as part of Bowel Cancer Awareness month in May 2023.
- Regular sharing of Public Health Wales screening promotion materials.
- Engagement with key partners working with families in Barry to raise awareness of the issue of low uptake of immunisations and explore interventions: family engagement officers in the Pencoedtre cluster; Flying Start team; Health Visitors, Vale Council.
- Making Every Contact Count training delivered to Family Information Service (Vale Council) and Flying Start team, focused on immunisation.
- GP practices provided with a toolkit of resources and materials to support them when inviting families for vaccinations.
- Community events attended: information provided and opportunities for conversation with families taken (Good Food café, Barry Town Council, Families First and Carers events) Ongoing work with Pencoedtre school cluster Healthy & Thriving Community group to explore opportunities for vaccine awareness and education for families and pupils.
- Attendance at coffee morning in a primary school to talk to parents about MMR vaccination.

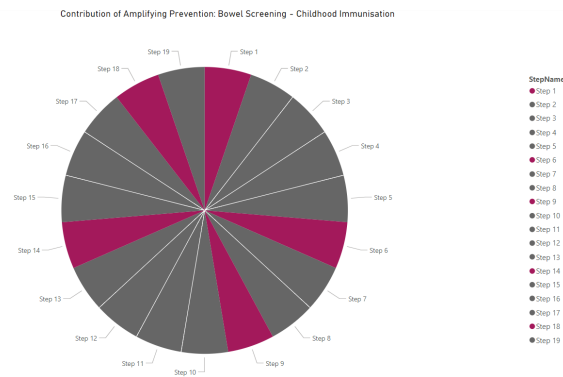
Our Progress and Outcomes

- Uptake of bowel screening in the Vale of Glamorgan is above the Welsh average, but there is variation between different areas.
- Positive feedback from training course participants, who felt confident after training to have conversations about immunisations.
- Feedback from engagement with families through events and schools indicates that positive conversations are occurring.
- Uptake rate for 5 year olds who are up to date with vaccines remained static at a cluster level during 2023, but data may not yet reflect the interventions undertaken.

Next Steps

- Continue to coordinate communications across partnership channels.
- Continued working with Pencoedtre cluster group to explore how school engagement can be strengthened, and parents and pupils receive education and information.
- Continue to take opportunities to attend community events.
- Explore working with RSLs in Barry to get messages to tenants.

Contribution to the 19 Steps



Amplifying Prevention: Move More Eat Well (MMEW)

What is the project's purpose?

- The Vale of Glamorgan Council, Cardiff Council and Cardiff and Vale University Health Board have committed to work in partnership, as part of Amplifying Prevention, to give focused attention to priority preventative activities. The priorities in 2023/24 were promotion of childhood immunisation, Move More Eat Well and bowel screening. This update reports on activities related to Move More Eat Well (MMEW).
- Aligned to the MMEW Plan 2020-2024, action and change across the system has continued to be driven forward by many partners; enabling and embedding opportunities for movement and good food for our communities, in our settings and in the environment.
- MMEW aligns to the national strategy Healthy Weight: Healthy Wales and other local plans and programmes of work e.g. Food Vale, and the Healthy Travel Charter; helping to drive change and increase reach.
- Our local Whole System Approach to Healthy Weight driven through MMEW, is part of the national Whole Systems Approach, enabling closer working and shared learning with both Public Health Wales and other regions from across Wales.
- Work is underway to revise the MMEW Framework 2024-2030

Our activities

- MMEW Implementation Group established ensuring wide partnership drive and collaboration.
- MMEW evaluation gathered views through Ripple Effect mapping, to develop understanding of the impact of MMEW at a systems level. Views of 21 partners collated and 5 Ripple Effect Maps produced as part of MMEW Evaluation.
- Frameworks UK 'Talking about health and weight' session delivered with small task and finish group established to develop common shared language for MMEW. 20 partners participated in the Frameworks UK session.
- Through 'Amplifying Prevention' a partnership approach between the UHB, Vale of Glamorgan Council and Cardiff Council, targeted action taken forward in relation to educational settings, workplaces and advertising and marketing:
 - Round table discussion held in late 2023, with key stakeholders, including Education Catering, Education Wellbeing, Youth Services, Heathy Schools, the lead for the Pencoedtre Learning Cluster and a local grower to share learning around a whole school approach to food.
 - Work underway with Llantwit Major High School Cluster, linking in with Food Vale and existing food projects in the area to identify opportunities to co-produce change as part of progressing a whole school approach to food
 - Padlet of resources created for organisations to run their own Winter Healthy Eating week and shared with public sector organisations. Including healthy eating and snacking tips, recipes, budget tips, shift work, hydration and signposting.
 - Active Soles launched (*enabling staff to wear active shoes to encourage movement in the workplace*) with commitment in place from Vale of Glamorgan Council, Cardiff Council, Cardiff and Vale UHB and Cardiff Metropolitan University. Sharing with wider public sector organisations facilitated through the MMEW healthy workplace network.
 - Healthier advertising policy development progressed, further mapping of advertising sites undertaken with shared learning across the region.
 - National Institute Health and Care Research Public Health Intervention Responsive Studies Team (PHIRST) programme evaluation application successful enabling a focused evaluation of our regional healthier advertising work.
- Group delivery of 'Nutrition for Your Little One' (NYLO) expanded into Llantwit Major providing new opportunities for families living in the Western Vale, who are unable to travel, to access NYLO groups. NYLO also delivered at Castleland Community Centre, Barry. NYLO promoted in the Vale at events including Vale Family Information Service and Vale Flying Start Family Fun Day.
- Facilitator training delivered to early years practitioners working in Vale Flying Start team to equip them with the skills, knowledge and confidence to deliver Foodwise in Pregnancy.
- Vale Healthy Living Team development of opportunities to play created and enhanced through creation of resources, outdoor game equipment and play streets initiative.

- Golden Pass scheme reviewed and relaunched creating a new pathway for clients on the NERS scheme to experience new exercise avenues. Event held in Barry Public Library called 'Active Adults Showcase' where local physical activity providers were invited to showcase their opportunities and for residents to explore what participation opportunities existed and meet the deliverers.
- A Healthy and Sustainable Pre School Scheme (HaSPSS) Celebration 'Well-being' Event was held which promoted the importance of good physical and emotional health and well-being. 2 new settings have also been recruited to the HaSPSS scheme. 13 pre schools settings progressed through to completion of the Nutrition and Oral and/or Physical Activity phase of the HaSPSS scheme.
- 11 training/information sessions delivered with a focus on healthy eating/and or physical activity to pre school settings
- Regular newsletters have been shared with pre-school settings include healthy cooking recipes and physical activity information/ideas
- Quick Change introduced to setting staff during Play to Learn training. 'Quick Change' is a digital animation aimed at 4-6 year olds; helping them to get moving in the classroom. 'Play to Learn' is a resource and training programme aimed at the early years workforce to support the development of children's gross motor skills.
- Partnership between the HaSPSS with Bonvilston Edge established to develop opportunities for children to visit the small holding to experience the planting areas and growing of seasonal vegetables.
- MMEW drop-in session event held for Childminders promoting physical activity and healthy eating.
- Wide range of people brought together by Food Vale through the Food Vale insecurity working group, Llantwit Food Project and quarterly Food Vale network meetings to collaborate as part of creating a healthy and sustainable food system in the Vale of Glamorgan.
- Healthy and Sustainable Food Procurement Networking Event held launching a guide developed by 'Menter a Busnes' on behalf of Food Vale and Food Cardiff to offer a comprehensive overview of why supporting local producers is important, how to focus on sustainable and healthy food and how to manage financial challenges.
- Newydd Housing delivery of the Hapi project continued with partnership working and targeted support across the Vale of Glamorgan and Cardiff enabling reach of new areas and audiences specifically, more disadvantaged communities. Through the Hapi project; 13 food training projects delivered across the region, reaching 325 people. 11 physical activity training projects delivered across the region, reaching 165 people.
- Throughout January/February 2024 themed workshops, facilitated by Urban Foresight held to shape the revised framework for Move More, Eat Well (2024-2030). Across the themes, 'Healthy People', 'Healthy Settings', 'Healthy Environments' workshops; upskilled stakeholders in systems thinking and facilitated discussions around, the vision for Cardiff and the Vale of

Glamorgan, where we need to continue to focus our efforts, the opportunities and enablers to achieve systems change

- 309 participants on 60+ project delivered by the Vale Healthy Living Team.
- 600 recipe folders made available to share with families at information events.
- 18 Cardiff and Vale public sector organisations engaged with healthy and sustainable food procurement.



Our Progress and Outcomes

- System connections, and collaborative opportunities strengthened through MMEW Implementation group and Amplifying Prevention approach.
- Learning around developing and implementing whole school approaches to food shared.
- Resources developed to support workplaces
- Collaboration, funding, alignment, building relationships and wide engagement highlighted as key to creating ripples for change at a systems level through MMEW Ripple Effect Mapping
- NIHR PHIRST Healthier Advertising Evaluation gaining insight on food and drink advertising through; community surveys, focus groups and interviews with residents, school children as well as stakeholders key to bringing about policy change
- NYLO presence in the Western Vale has resulted in an increase in referrals from health professionals supporting families in Llantwit Major and the surrounding area. 16 NYLO family group programmes delivered across the Vale of Glamorgan and Cardiff reaching 115 families.

- Golden Pass engagement with new partners, has increased the number of local activity providers, variety and amount of physical activity opportunities available via Golden Pass. 76 people started the Golden Pass scheme (at least 1 session), with 48 staying active for the duration of the programme, 66% of participants felt more confident participating in physical activity with 57% reporting decrease social isolation.
- Pre schools settings have gained knowledge and ideas to deliver Play to Learn sessions in their settings along with the resource cards/access to the digital animations to implement Quick Change and encourage strength and stretching exercises for young children.
- Examples of good practice and learning shared through Healthy and Sustainable Networking Event
- Wide range of healthy eating and physical activity opportunities have been developed and delivered by the Hapi project including seated indoor sports and family cooking classes.
- Through stakeholder engagement to shape the revised Framework for MMEW, a wide range of range of ideas, perspectives and voices were brought together from across the system sharing: aspirations, priorities, enablers and challenges for progressing change. 160 people from across a wide range of departments and teams within 35 organisations and from across the region engaged in stakeholder workshops to shape the revised Framework for MMEW.

Next Steps

The revised Move More Eat Well Framework (2024-2030) will provide strategic direction until 2030, setting out:

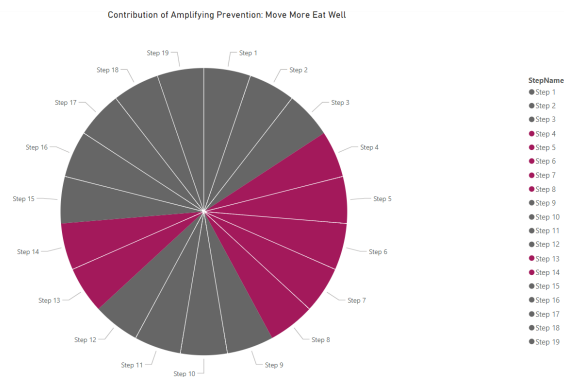
- Our regional approach to improving; healthy weight, opportunities for good food and movement
- Our shared vision and goals
- Our ways of working
- Identified areas of the system where we need to create change

Aligned to the framework, implementation plans will set out:

- What areas of the system we will collectively focus on
- What we will do to progress change
- How we will know if we are making a difference.



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



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 project aims to promote a good food movement in the Vale with 33.3% of residents who feel that there is a movement for good food in the Vale of Glamorgan.

Our key priority areas for a good food movement in the Vale of Glamorgan are:

1. A good meal for everyone, everyday
2. Thriving local food businesses which are supported and valued
3. Think global, eat local

Our activities

- Vale Food Insecurity research and engagement – the Food Vale Project Support Officer was recruited to post in July and has since carried out research and engagement (135 responses on the survey, and an additional 300 people have been involved in engagement). The Project

Support Officer has also hosted a new Vale Food Insecurity Working Group (meets every 6 weeks) to bring together stakeholders working on food insecurity in the Vale.

- Vale Food Trail – the first trail was organised and delivered in collaboration with Vale Council, Visit the Vale and Cywain (June 9th-18th) – over 500 people participated in the trail with 30+ businesses running activities to connect people to food that is good for people, place and planet.
- School grants – funding was awarded to local schools for cooking and growing activities, and a [new webpage](#) was developed to share resources for cooking and growing food in schools.
- [Llantwit Food Project](#) - began delivery of Year 2 actions – St Athan FoodShare launched in January 2024. The Project was awarded the Ystadau Cymru Award in recognition of the project partnership's excellent management of public estate in a way that is tailored to local needs and priorities.
- [Cardiff and Vale Healthy & Sustainable Food Procurement work](#) – guidance document produced and engagement event held in March 2024, bringing together 12 representatives from public sector across Cardiff and the Vale. 3 Case study videos were also premiered at the engagement event, including one on Big Fresh Catering.
- Food Vale Network – 3 network events held in Rhoose, Penarth and Llantwit Major to bring people together around food. Average of 15 attendees per event.
- Vale Food Strategy - began consultation for a 6-year strategy with stakeholder buy-in and in-depth community consultation. Engagement event held in November (over 60 attendees) used the Three Horizon Framework. An additional engagement event aimed at young people in May 2024 (~30 students aged 16-19) was held at Atlantic College.
- Shared Prosperity Fund – Food Vale successfully applied for Shared Prosperity Funding to deliver three distinct projects:
 - Repeat delivery of the Vale Food trail 2024
 - Contracting out a Community/commercial kitchen feasibility study
 - Land Mapping for potential areas to grow food



Our Progress and Outcomes

- Results from the food insecurity research and engagement (135 responses on the survey, and an additional 300 people involved in engagement) are in the process of being analysed and will inform a lottery application being co-developed by the Vale Food Insecurity working group.
- In the 2023 Vale Food Trail:

Businesses gave the following feedback:

- We achieved “greater visibility, in the community. Also resulted in us being approached by a charity to give a talk on growing veg to young people with learning disabilities”
- The Trail “made us think about the narrative of the business and help give an opportunity to express that and test it with new people”
- “We liked being part of a bigger “foodie” network.”

The trail welcomed over **500** recorded participants (likely many more). From the participant survey:

- **71%** agreed, or strongly agreed that they felt more connected with local food businesses.
- **76%** agreed, or strongly agreed that they had learnt something new about healthy and sustainable food & farming
- **41%** agreed, or strongly agreed that they had an improved understanding of the connections between food, health and sustainability.
- Food Vale officers are currently reaching out to schools to gain feedback following their cooking/growing activities (funding was only awarded in March 2024)
- As part of the Llantwit Food Project:
 - Over 60 people have been supported through the More Than Food Hub
 - Approximately 85 households received food through the GVS-run FoodShare at CF61 and St Athan and over 300kg of food distributed weekly
 - Over £2500 invested in local community growing projects.
 - Over 10,000 people have been reached with social media advertisement.

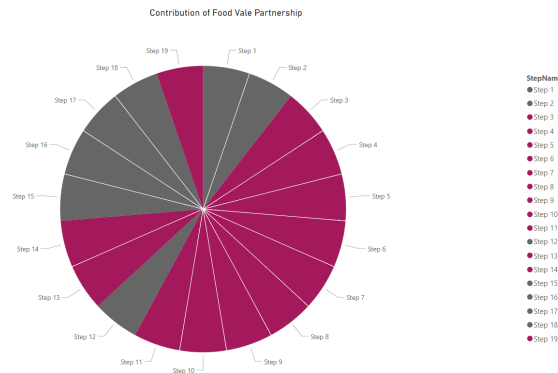
Next Steps

- Continuing to develop the 6-year Vale Food Strategy
- Developing a Lottery application to support the implementation of recommendations from the Vale Food Insecurity research and engagement.
- Delivery of the Vale Food Trail 2024 May 26th-June 4th 2024.
- The contract for the feasibility study has been awarded to Per Consulting in Llantwit Major and work is underway to launch this study.

- Support the Welsh Veg in Schools project development in the Vale (2 producers from the Vale will be supplying local schools through Castell Howell in an initiative coordinated by Food Sense Wales).



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



Regional Early Years Transformation and Integration Programme

What is the project's purpose?

A regional programme to improve services and systems to support our babies, children and families aged 0- 7 years.

Following a regional learning partnership, four areas were identified as priorities across the region for development. These were

- Neurodevelopment waiting lists and access for support while waiting
- Peri-natal Infant Mental Health and Parent infant relationships (*PNIMH & PAIRS*)
- Developing inclusive child care settings
- Strengthening transition for Children Looked after into school (up to 5 years & Cardiff only)

The programme started late in 2022 and was closed at the end of March 2024 due to end of grant funding from Welsh Government.

A steering group oversaw the 4 delivery areas, with pilot activity in place to test system change, develop workforce and pilot new ways of working that can respond to need in the Early Years.

The findings from the regional work have been captured in an evaluation report which is currently due for completion in Summer 2024.



Our activities

- 3 full time and one part time community connector have been working with families across Cardiff and the Vale of Glamorgan hosted within the UHB Neurodevelopmental service and working closely with Vale Family Support services. These staff aim to connect families and their children to a range of support services, information and each other through a range of information sessions and targeted support that can be accessed while waiting for diagnostic assessment. Community connectors have supported 137 families on the waiting list of children under 7 during 23/24. 12 information sessions and 33 themed sessions have been provided across the region utilising community venues and families have reported positive outcomes.
- EPAtS (Early Positive Approaches to Support) has been introduced into the Vale of Glamorgan following a successful pilot in Cardiff. This service supports families who have an infant with emerging additional needs to provide early support and is coproduced and cofacilitated by parents with lived experience. 49 families have accessed EPAtS with 20 groups delivered. 10 parents and 10 practitioners have been trained in facilitation to support sustainability of delivery.
- Stay and Play – targeted holiday support for families with children on the ND waiting list to provide safe space to meet other families with children with similar needs. 48 people attended stay and play sessions, 29 people attended online sessions and 9 people attended a coffee morning (Parents of children on the ND waiting list).
- Delivery of Non-Violent Resistance Training (NVR) – Delivered via the Social Work teams (Child Health and Disability) this training is to support practitioners to be able to give practical advice alongside their existing statutory duties to reduce the need to refer on, or refer on when needed. 40 practitioners have been trained in NVR in the Vale of Glamorgan.

- Strengthening Sense of Play – additional resources and groups for families who have children with additional needs in the early years, and development of a lending library that supports parents of children with additional needs to try new toys before buying.
- Regional development of a Summary Care View dashboard that will allow Vale of Glamorgan staff involved in the pilot to access UHB (Paris) information for children on the ND waiting list, with the aim of streamlining support offers to improve a family's experience while waiting for assessment.
- A report has been commissioned to give a regional overview of the current arrangements in place for PNIMH and PAIRS that provides an outline of current provisions and recommendations for future areas of development. 68 additional staff have accessed targeted training working with PNIMH and PAIRS.
- A pilot has been underway in the Vale of Glamorgan to take learning from Cardiff's PAIRS team and support improved multi-agency practice through 'Thinking Together Conversations'
- A smaller project, which has focused on the development of resources and training that child care settings can access that improve their readiness for children that present with additional needs. 248 people across regional childcare settings have accessed additional training that support inclusion of children with additional needs.
- Training has been developed in Cardiff, but shared across the region to all child care providers, in readiness for Flying Start expansion.
- A Cardiff only project in place to strengthen transition and early planning into school for children looked after who have additional learning needs. Learning has been shared across the region, although this was not an identified area of need for the Vale of Glamorgan.
- A project manager has been in post for 9 months in the Vale of Glamorgan to ensure alignment with existing arrangements in the Vale of Glamorgan, with oversight of development of local initiatives.
- Working collaboratively with the Cardiff project managed, they have led on the delivery of a regional multi-agency review of the Early Years system that took place in January 2024 utilising the Early Intervention Foundations Maturity Matrix.

Our Progress and Outcomes

- 84% of families attending a connection session had improved understanding of Neurodiversity
- 84% of families reported feeling better supported following a connection session
- 92% of families felt more aware of services in place that could support them
- 95% of parents had improved emotional wellbeing following EPAtS
- Improvement in practitioner confidence and support offer to families
- 40 Children's Services staff from the Vale of Glamorgan have received NVR training

- Increased resources to support parents accessing Sense of Play via a sensory toy library
- 97% overall response to improved skills for practitioners in supporting parents with peri-natal mental health needs

Next Steps

Support for families with children on the Neurodevelopmental Service waiting list

- Following the end of WG funding a number of pilot activities have ceased or moved to business as usual.
- Community Connectors and EPAtS will continue to be delivered as pilot services across the region through the WG Neurodivergence programme and the Regional Integration Fund. The Vale of Glamorgan has developed facilitators of EPAtS within the team workforce and will sustain this as a service offer within Early Years services.
- The development and pilot of a Summary Care View dashboard will continue and will be overseen by the regional Digital Care Region.

Development of Peri-natal Infant Mental Health support and parent infant relationships (PNIMH & PAIRS)

- Following the end of WG funding a number of pilot activities have ceased or moved to business as usual.
- A small amount of resource has been secured to maintain an Educational Psychology post, hosted within Cardiff but with regional reach to support delivery in Cardiff, and development and support to the Vale of Glamorgan in the continued journey to support babies and infants. This new arrangement will be in place from May 2024.

Strengthening our Childcare Settings to support inclusivity

- This project has ceased with resources and development activity completed. A padlet is in place for providers to access resources, which can be added to over time.

Strengthening transition for Children Looked After

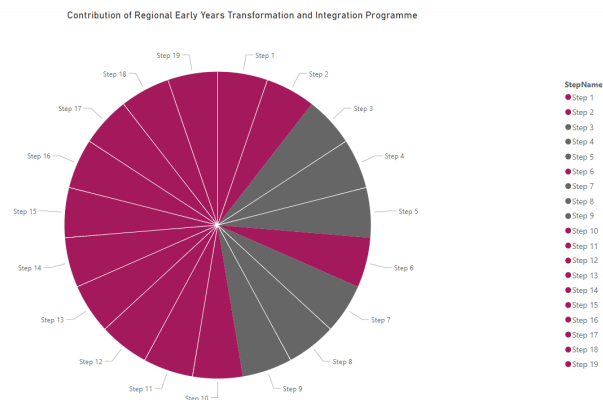
- This project has ceased and has become business as usual. Cardiff and the Vale of Glamorgan continue to share learning in this area where relevant and required, with improved networks and relationships through the reach of this work.

Early Years system overview

- Following the end of WG funding project management arrangements have ceased. However, the findings from the maturity matrix demonstrated that the region is at Basic/Early progress. The findings from this review are being used to support wider strategic regional discussions to develop a set of priorities that sees continued improvement across the Early Years. First 1000 days and early years will be a strategic priority for the Regional Partnership Board in 2024/25.



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



The Safer Vale Partnership

What is the project's purpose?

Safer Vale works collaboratively with multiple services and the local community to reduce crime and disorder as well as the fear of crime and disorder across the Vale.

The partnership works in a proactive manner through developing preventative methods to safeguard local residents. The Partnership prioritises working in an integrated way to prevent, reduce and improve outcomes of

- Anti-Social Behaviour (ASB)
- Domestic abuse
- Substance misuse
- Counter terrorism
- Community engagement and cohesion

One of the other main priorities of the partnership is 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.

Our activities

- There were 1,979 Anti-social behaviour (ASB) incidents received and processed.
- 94 high risk domestic abuse cases were sent to Full 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.
- 520 High Risk domestic abuse cases discussed and action planned at Valies – the twice weekly meetings that enable cases to be discussed more rapidly than MARAC and take significant pressure off the two weekly MARAC meetings.
- 626 Standard and medium risk Public Protection Notices (PPNs) were shared with the Domestic Abuse Assessment and Referral Co-ordinator (DAARC) a service that coordinates standard and medium domestic abuse PPNs so that victims can access the most appropriate support at the most appropriate time– these involved 869 children.
- There are now 86 CCTV cameras live and working across the Vale.
- The Cardiff and the Vale CONTEST board focuses on the most significant security threat to the people of the UK today, the threat from international terrorism. The aim of CONTEST is to reduce the risk to the UK and its interests overseas from international terrorism, so that people can go about their lives freely and with confidence. The CONTEST agenda has been supported through Prevent work and Protect and Prepare work.
- Social media posts sent out every week to issue community safety messages, alerts and to promote campaigns to residents of the Vale. 13 areas were leafleted with relevant community safety information and 32 public engagement events were attended to promote community safety and community cohesion
- The Community Safety Team are responsible for collecting information from community members, other agencies and partners regarding tensions that exist or are developing in the community. The Community Safety Team work in partnership to reduce the tensions and resolve any issues of anti-social behaviour that are causing them. 21 tension monitoring forms were received and actioned through a partnership response.

Our Progress and Outcomes

- The Domestic Abuse Assessment and Referral Coordinate (DAARC) service aligns standard and medium domestic abuse Public Protection Notices (PPNs) to ensure victims receive timely and suitable support. A total of 102 clients at standard and medium risk have benefited from target hardening, a service that implements physical security enhancements in the homes of domestic abuse victims, allowing them to stay safely in their own residences.
- 192 standard and medium risk victims agreed to receive support from Vale Domestic Abuse Services – these are victims who previously would not have received a referral until they reached 'high risk' status.
- Valies is the twice weekly meetings that enable cases to be discussed more rapidly than the Multi-Agency Risk Assessment Conference (MARAC) and take significant pressure off the two

weekly MARAC meetings. 132 cases from Valies referred to full MARAC – this means that 75% of cases were not discussed at full MARAC making these meetings much more effective and streamlined. 223 children were living at the address of the victims supported, so this is 223 children who were supported through their experience of victims of domestic abuse.

- 92 applications to Claire’s Law meaning that a number of individuals were supported to know if their partner or someone close to them is a previously convicted perpetrator of domestic abuse.
- Through MARAC 48 children living at the address of high risk domestic abuse incidents were supported.
- 1336 referrals made to individuals perpetrating Anti-Social Behaviour (ASB). A decrease in referrals is seen through the ASB stages highlighting an effectiveness in the process in deterring a number of individuals from continuous ASB.
- 12 problem solving group meetings where persistent cases of ASB are discussed in a multi agency meeting and assigned to an action plan.



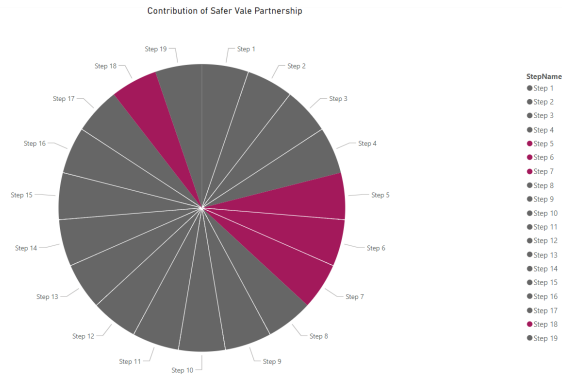
- Live incidents seen on CCTV have been responded to by police and have helped to resolve issues retrospectively. 254 live incidents seen on CCTV across the Vale. 381 incidents reviewed retrospectively on CCTV. 125 incidents seen on CCTV that resulted in the police being called.
- CCTV data has been used by both the police and Local Authority to help resolve incidents. 298 incidents where the police requested to view data from the CCTV system. 212 incidents where the Local Authority requested to view data from the CCTV system.
- 6 missing people located by the CCTV service.

Next Steps

- Improvements in the governance and outcomes relating to CONTEST through the creation of a PREVENT partnership board to oversee the work of PREVENT through the creation of a local delivery plan.

- Drive forward the serious violence duty through the creation of a local delivery plan in relation to serious violence across the Vale.
- Review and update of the ASB policy to ensure better efficiencies in the way that the ASB response process is conducted.
- Create a framework for responding to youth ASB following a research study that will recommend interventions based on evidence of effective responses to ASB.

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



Value in the Vale (VIV)





What is the project's purpose?

- Connecting people, organisations, and businesses to enhance community bonds, well-being, and prosperity throughout the Vale of Glamorgan, Value in the Vale was launched in October 2022. Our website serves as a comprehensive 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. There are currently 44 organisations offering over 70 different volunteering opportunities.
- Our partners kindly provide rewards ranging from a simple cup of coffee and a slice of cake to beauty treatments or archery sessions.
- Volunteers are also offered opportunities for training via the webpage.
- The project has secured funding from Welsh Government Early Years and Prevention.

Our activities

- Delivered training sessions alongside Digital Communities Wales with our in-house Digital Buddy Group to support customers in using the NHS Wales app.
- Abilitynet now run digital sessions alongside some digital buddy volunteers.
- Continued partnership work with local PCSO, school and Vale Plus linking with Vale Homes sheltered schemes and volunteers.
- Working with Ukrainian settlement team to promote volunteering and rewards.

- We have run 3 gift it forward campaigns.
- Offered more free training via the website thanks to partners.
- Collated website user feedback.
- Funding from NEC Community Benefits to purchase IT equipment
- Received interest from Vale of Glamorgan Council staff around corporate volunteering.
- Recognised as a Dementia Friendly project.
- Successful partnership work with internal and external organisations allowing us to offer talks for our service users as well as the opportunity to redeem free rewards via the webpage at these events. Now link with 44 organisations, which includes 15 Council run organisations such as the libraries, Vale sports and play team and school PTA groups.
- Existing volunteers are actively referring new people into the project.
- Working with our volunteers at Crawshay Court Sheltered Scheme, Passport to Employment have supported us in delivering 'taster sessions' to support residents around the cost of living crisis.
- Marking of one year of the project.
- Partners continue to ensure the reputation of the project is one associated with quality with 21 businesses offering a total of 29 different rewards.



Our Progress and Outcomes

- Website has evolved and grown because of user feedback creating a more user-friendly experience.
- Further funding from Welsh Government Early Years and Prevention has been secured to continue running the project until March 2025
- Attendees of the digital training sessions report being more digitally literate and can more confidently use the NHS Wales app.

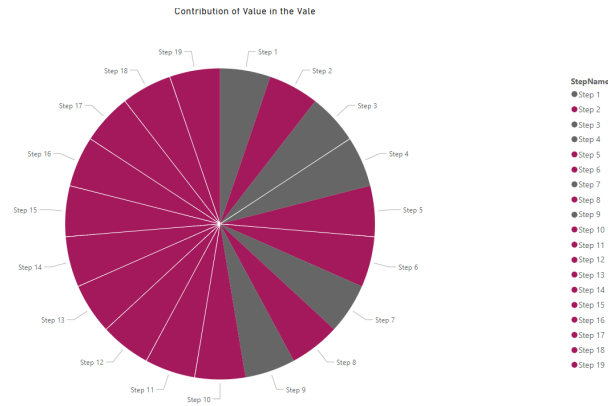
- Partnership work with local PCSO, school, Vale Plus and Vale Homes has seen the restoration of the Crawshay Court garden encouraging volunteering and increasing well-being of residents.
- 3 Gift it forward campaigns have seen many people benefit from rewards, in particular residents of Ty Iolo Hostel. The rewards offered, particularly through the "Gift It Forward" campaign, have played a significant role in supporting people during the cost of living crisis.
- Volunteers now approach us, asking to share their stories on the webpage. 100% of volunteers questioned said they were happy with their volunteering placement.
- New partnership with the Wallich has seen service users engage with volunteering.
- Total volunteer accounts created – 211, with 99% of those asked saying they would recommend Value in the Vale to others.

Next Steps



- The project is now growing organically allowing for time to review and improve based on Partners, organisations and service user feedback.

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



Crawshay Court Community Garden

What is the project's purpose?

- Co-ordinated by South Wales Police and the Vale of Glamorgan Council's Housing Team a local community garden growing project is flourishing, exemplifying excellent partnership work which contributes to our priority workstreams of being age friendly, promoting local food growing to respond to the climate emergency and support residents during the increasing cost of living.
- The project sees local residents at Crawshay Court, which is a sheltered housing scheme in Llantwit Major, volunteer alongside Vale Plus, local school children from Ysgol y Ddraig, and wider community members to create an intergenerational garden. The PSBs Value in the Vale volunteer rewards scheme has been heavily involved in the development of the project, working hand in hand with a variety of partners to increase volunteering and engage the community with the aim of increasing wellbeing for all.
- This provides an opportunity for all to enjoy the outdoor space, to connect with one another, to take part in light exercise and to learning how to grow food and flowers.



Our activities

- A variety of seasonal produce has been grown for local tenants, including corn, tomatoes, beetroot, courgettes, potatoes, onions, and cucumbers.
- A new large planter installed at the garden is being used solely to grow food for the GVS FoodShare Pantry at CF61 Community Centre in Llantwit Major. This planter was donated by Vale of Glamorgan Council and supported with funding from the Food Vale Llantwit Food Access Project.
- Produce has also been utilised to bring the wider community together through community picnic and garden events.
- Volunteers have built and utilized a plastic bottle greenhouse to grow produce and seedlings. The greenhouse door has been designed by Vale Plus and two local art student volunteers. Over 3,000 plastic bottles were donated by the local community, partner agencies and voluntary groups to build the greenhouse.

Our Progress and Outcomes

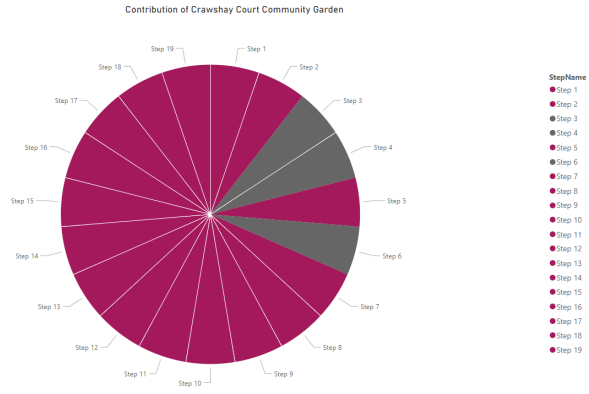
- Fresh produce has been grown for Crawshay Court tenants, Vale Plus, Ysgol y Ddraig and the local community providing increased access to healthy, locally grown food.
- The range of activities has enabled local volunteers and community groups to work together in the community garden building an increased sense of community spirit and connection.
- Provided produce that has enabled healthy cooking sessions at Vale Plus in Llantwit Major and ensured access to healthy and fresh meals for the service users.
- Provided produce that has been utilised by Crawshay Court volunteer tenants and enabled meals to be cooked in the communal kitchen for Crawshay tenants at the Tuesday Afternoon Social Events.
- Assisted in bringing local community volunteers, school children and community groups in working together to grow and learn about healthy eating and cooking.

- Utilising the planter to grow produce solely for the FoodShare Pantry will assist local residents with the current cost of living crisis and give them access to more healthy/affordable food.

Next Steps

- Continue to work with and encourage volunteers from the local school, residents, and wider community to participate in the community garden.
- Work to involve the new Ukrainian refugees that will be settling in the area.

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





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 Cost-of-Living Analysis](#) and the [Vale of Glamorgan Economic Insights report](#), the [Director of Cardiff and Vale Public Health Annual Report, Recall of the Wild](#) and the [Vale of Glamorgan Census 2021 Analysis](#).

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-being](#). 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 perspective](#)
- [Let's leave no one behind in Cardiff and the Vale of Glamorgan](#)
- [Protected characteristics in the Vale](#)

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 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 Change](#)

[Skills and the Economy](#)

[Health and Communities](#)

[Environment and Transport](#)

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

- In mid-2022, the population of the Vale of Glamorgan was estimated to be 133,492. Between mid-2021 and mid-2022, the total population of the Vale of Glamorgan is estimated to have grown by 0.75%, 1,001 people. This growth was made-up of positive net migration (inward minus outward) in both internal migration, from within the UK (637) and international migration (548). Between mid-2021 and mid-2022, Natural Change, the balance between births and deaths, was estimated to be -119.
- Between mid-2021 and mid-2022, it is estimated that the population aged 0-15 grew by 3.1%, 382 people; the population aged 16-64 grew by 0.3%, 103 people; and the population aged 65 and over grew by 3.5%, 516 people.
- Between mid-2017 and mid-2022, the total population of the Vale of Glamorgan is estimated to have grown by 4%, 5,115 people. Between mid-2017 and mid-2022, it is estimated that the population aged 0-15 grew by 3%, 826 people; the population aged 16-64 grew by 2%, 1,593 people; and the population aged 65 and over grew by 9%, 2,696 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.
- Since March 2022, there has been a consistent month-on-month increase in the total number of people in receipt of Universal Credit. In March 2024, a total of 11,953 people were in receipt of Universal Credit in the Vale of Glamorgan, 7,237 of those in receipt of Universal Credit were Not in Employment, while 4,721 were In Employment, this represents 7.5% 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.
- Newly published data from the ONS on private rental prices by Local Authority estimates the average price of private rent in the Vale of Glamorgan in April 2024 to be £850 a month. It is estimated that this price has fallen by 7.3% in the last year, which reflects the steadying of this monthly price after significant growth in the last two years. The median indicative Local Housing Allowance (LHA) for all properties for 2024/25 in the Vale of Glamorgan are £160.06 a week, equating to a monthly payment of £640 a month.
- Between April 2023 and March 2024 the [Trussell Trust](#) recorded that they had distributed 8,662 food parcels in the Vale of Glamorgan. This is the highest number of parcels recorded by the charity in the Vale of Glamorgan and reflects record numbers distributed in Wales. The total number of parcels distributed in the Vale of Glamorgan has increased by 24%, an increase of 2064 parcels, the highest increase across Wales and compares to an average increase of 1% in

Wales as a whole. The Priority Places for Food Index records the areas across the UK most vulnerable to increases in food costs through measuring accessibility of food shops, online deliveries and socio-economic characteristics. The Gibbonsdown 2 LSOA records the lowest decile - most vulnerable in the Vale of Glamorgan.

- 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. Violence and Sexual Offences has remained the highest recorded crime-type in the last three years, with 3,637 violence and sexual offences recorded in 2023.
- The BBC have [reported](#) a rise in shoplifting associated with increases in the cost-of-living. Police recorded crime data for the Vale of Glamorgan has shown a significant increase in the number of shoplifting crimes from September 2023, peaking in January 2024 with 139 shoplifting crimes recorded, in March 2024, 114 shoplifting crimes were reported, this reflects 13% of all crimes recorded in March 2024.
- In April 2024, it was estimated that 41,900 people lived and worked in the Vale of Glamorgan, 12,900 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 fall in the percentage of waste reused/recycled in 2022-23 to 67.8% from 70.2% in 2021-22.
- 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. 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. Partners have delivered key outcomes, have continued to support communities through the Cost-of-Living crisis and are responding to the Climate and Nature Emergencies. This work has been undertaken within the context of significant budgetary pressures for many partners. 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 focussed 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.'

