

## **Report to the Liaison Committee re the PSB meeting on the 5<sup>th</sup> February 2025**

In case, like me, you need to know what the Vale of Glamorgan Public Services Board is about here are the Terms of Reference.

### **1. Purpose of the Public Services Board**

**1.1** The purpose of the Vale of Glamorgan Public Services Board (PSB) is to ensure member bodies work collaboratively to improve the economic, social, environmental and cultural well-being of the Vale of Glamorgan and contribute to the achievement of the seven well-being goals as set out in the Well-being of Future Generations Act (Wales) 2015.

The seven goals of the Act.

Wales will be:

Prosperous

Resilient

Healthier

More equal

Have a vibrant culture and thriving Welsh language

With cohesive communities

And be globally responsible

**1.2** Partners will work across organisational boundaries to agree actions to achieve better outcomes and improve well-being for citizens in the Vale of Glamorgan. The PSB will act in accordance with the sustainable development principle and in a manner which seeks to ensure that the needs of the present are met without compromising the ability of future generations to meet their own needs.

**1.3** The PSB will adopt the five ways of working to ensure activities are undertaken in accordance with the sustainable development principle and will:

- look to the long-term
- take an integrated approach
- involve people
- collaborate
- focus on early intervention and prevention

**1.4** The core statutory functions of the PSB are to:

- prepare an assessment of well-being
- publish an assessment of well-being
- prepare a local well-being plan
- publish a well-being plan
- report annually on progress

**Who involved**

Statutory members are collectively responsible for fulfilling the board’s statutory duties. The statutory membership of the Board will comprise:

- Cardiff and Vale University Health Board (Chair and/or Chief Executive)
- Natural Resources Wales (Chief Executive)
- South Wales Fire and Rescue (Chair and/or Chief Officer)
- Vale of Glamorgan Council (Leader and Managing Director)

The above will be the Board members.

The following as specified statutory invitees will be invited to participate in the Board’s activity.

- Welsh Ministers
- Chief Constable of South Wales Police
- The South Wales Police and Crime Commissioner
- Representatives of the National Probation Service and Community Rehabilitation

Company

- Glamorgan Voluntary Services

The suggested list of **other partners** is as follows but the Board can invite these and other organisations to participate and become invited participants on condition that they exercise functions of a public nature. The suggested list of other partners is:

- Town & Community Councils
- Public Health Wales
- Community Health Councils
- National Museum of Wales
- National Library of Wales
- National Park Authorities
- Further or Higher Education Institutions
- Higher Education Funding Council for Wales
- Sports Council for Wales
- Arts Council of Wales

Invitees are not required to accept the invitation and will not become statutory members of the Board.

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**Meeting at Barry 5<sup>th</sup> February 2025**

The PSB meeting received a number of presentations from organisations who are part of the programme to achieve the aims of the PSB

## Progress reported

1. Well-being economy and analysis of public attitudes to WB economy in the Vale.  
Wellbeing economy = prioritising fairness in life and work, respecting place and planet.  
Consumer economy = prioritising lower price and more choice.  
Survey of 750 respondents across Wales in 2024.  
4 out of 10 people know the term wellbeing economy. VoG 2 times more likely to be familiar.  
Over half think Wales would be suitable for a transition to a WE.  
Out of 10 respondents 2 thought a more consumer economy would be best whereas 5 thought a wellbeing economy would do a better job and 3 think things would stay the same.  
A wellbeing economy would improve healthcare, housing and education.
2. Overview of Community Wealth Building  
A set of guiding principles to help us build a more inclusive economy.  
An economy where more wealth and opportunity is retained for the benefit of local people –  
community benefit, but more importantly - directing local expenditure towards local businesses.  
Using this to:
  - Grow local economy
  - Develop opportunities
  - Encourage living wage
  - Respond to climate emergency
  - Social value
  - New regulations; more innovation ?
  - Ardal?
3. How different business models fit into Community Wealth Building
  - Social enterprise
  - Direct or indirect employee ownership
  - There are approximately 2,828 businesses in the sector in Wales, up 22% from 2020.
  - Total turnover is calculated as £4.8bn, an increase of 26% from 2020.
  - Total employment is calculated as 65,299, an increase of 16% from 2020.
  - The number of volunteers is calculated as 54,261, an increase of 14% from 2020.
4. Real Living Wage progress in Wales and how public bodies can collaborate around a local RLW campaign.  
In Wales the Real Living Wage movement has:
  - Lifted over 20,000 workers onto the real Living Wage.
  - Nearly 600 accredited Living Wage Employers.

## 5. Vale of Glamorgan Economy and Skills

Project initiated Oct 2023 in response to CSC report recommendations (strengthen bus links, LMI, programme of activities)

Engagement with key stakeholders.

Developing Vale Employer Pledge (database of employer contacts willing to support schools)

Organising CWRE activities e.g., drone coding workshops, apprenticeship & careers fair.

Key employer site visits for HTs & teaching staff.

Working with CAVC to develop Employer Advisory Board.

FF working with schools on alumni campaign.

Education aiming for best practice CWRE provision - Cardiff Commitment/Blaenau Gwent STEM facilitation project.

Summary of subsequent discussion:

### **Well-being Economy: Key themes discussed**

- Anchor institutions play a key role in building a sustainable workforce pipeline with local skills development and job opportunities. Organisations could prioritise local recruitment over national searches to strengthen communities. Public sector jobs could be made more appealing compared to private sector opportunities, highlighting benefits like pensions and flexible working.
- Young people in the Vale value quality of life and well-being, which could be reflected in local economic policies. Keeping youth engaged in the local economy requires strong connections between education, skills development, and employment opportunities. Schools and the Council could work together to showcase public sector career benefits and skill-building pathways. Public sector recruitment could be simplified to encourage young applicants, especially for entry-level roles where skills can be developed on the job.
- The most deprived areas in the Vale include people who have never worked, highlighting the need for targeted employment initiatives.
- Community-Led Local Development is starting to take place e.g. placemaking approach.
- Emerging industries, such as future developments at Aberthaw, require modernised skills training for young people. Automation is also removing jobs, and we must ensure individuals do not fall out of the labour market. Collaboration with local colleges could ensure trades, apprenticeships, and training align with business needs.
- Maximising Regional Collaboration by utilising Corporate Joint Committees (CJCs) and Public Services Boards (PSBs) can align strategies for greater impact. Ensuring alignment between local, regional and national government could help secure the necessary funding and strategic direction to implement changes effectively.
- Effective models exist for tracking local business impacts, but better collaboration is needed between teams and organisations to share insights and scale up efforts.
- Influence a Real Living Wage accreditation within our organisation if not already accredited.

- Procurement could prioritise local businesses and create opportunities for apprenticeships and skills development through colleges. Local businesses and suppliers could be prioritised over multinational corporations. There is an opportunity to assess who our organisations procure from and look for local alternatives where appropriate.
- Procurement frameworks can be prescriptive and inflexible which make the process difficult at times. More flexibility could help secure local contracts easier. Current frameworks and "Sell to Wales" procedures often favour larger contracts, limiting opportunities for smaller businesses and community enterprises. Embedding fair pay into procurement by developing supportive procurement policies that prioritise fair wages and local economic benefits.
- Communicating what a well-being economy is to people could be difficult and there is a need to make it applicable to everyday lives in our messaging, as well as what it means for economic growth. There is a need for better insight into the varying economic impacts on local communities. Increased public awareness and communication with clearer messaging on what policies like the Real Living Wage mean for individuals and businesses is needed.
- There can be a disconnect between high-level strategies and local implementation, where well-being economy principles can be applied.
- Public sector resource limitations impact efforts to implement well-being economy initiatives
- Evidence-based decision making, utilising research, such as Cardiff Business School's work, to guide policy development.

End of meeting.

Any questions and issues you wish me to raise at the next meeting?

Carl Hadley