

Meeting of:	Homes and Safe Communities Scrutiny Committee
Date of Meeting:	Wednesday, 10 July 2024
Relevant Scrutiny Committee:	Homes and Safe Communities
Report Title:	Public Services Board (PSB) Project Update: Working with people who live in our communities that experience higher levels of deprivation.
Purpose of Report:	To present an overview of the work of the PSB led project where partners are working with people who live in our most deprived communities. This is part of the rolling programme of providing Committees with insights into the work of the Public Services Board.
Report Owner:	Rob Thomas, Chief Executive
Responsible Officer:	Tom Bowring, Director of Corporate Resources
Elected Member and Officer Consultation:	No specific Ward Member consultation has been undertaken but a meeting with local ward members was held in June to update them on progress with the work.
Policy Framework:	The Public Services Board Well-being Plan 2023-28 was approved by Council in April 2023
<p>Executive Summary:</p> <ul style="list-style-type: none"> The Public Services Board (PSB) launched its first Well-being Plan on 22nd May 2018. Its second Well-being Plan was launched at an event on the 15th June 2023. Since its launch partners have been working to progress the Well-being Objectives set out in the Plan and the actions aligned to these Objectives. Many of the Objectives and actions are aligned to the work undertaken to tackle inequity in the Vale of Glamorgan, particularly within our most deprived communities. In addition, ‘working with people who live in our communities that experience higher levels of deprivation’ is one of the three key priority workstreams for the Plan. The Well-being Plan was developed to address challenges presented in the PSB’s Well-being Assessment. The Assessment looked at all aspects of well-being in the Vale of Glamorgan and highlighted significant areas of deprivation based upon data analysis. The three Lower Layer Super Output Areas (LSOA’s) within the Vale of Glamorgan ranked as overall most deprived within the Welsh Index of Multiple Deprivation (WIMD) 2019 were Gibbonsdown 2, Court 3 and Buttrills 2. To maximise impact of partners working together to address interconnected issues associated with experiences of higher deprivation, the PSB identified this need as a priority workstream within the Well-being Plan. 	

- In April 2023 Grasshopper, a local communications agency, undertook an initial community mapping project focusing on the three areas identified above. The community mapping project allowed the PSB to build a deeper understanding of the assets and challenges within these communities and produced a series of recommendations to continue communication with stakeholders to gather deeper insight. This initial work formed the basis for a successful bid for Shared Prosperity Funding (SPF) to recruit a Senior Community Development Officer based within the Creative Communities Team of the Vale of Glamorgan Council to progress this work.
- Since taking up post in August 2023 the Senior Community Development Officer has led the next phase of work to engage with the communities and organisations working in the areas to identify possible opportunities for partners and others to act to improve existing inequities and improve well-being for residents. An overview of this work is provided in more detail throughout this report.
- The work of the PSB is reported to the Corporate Performance and Resources Scrutiny Committee. The Committee have requested the work of the PSB is also reported to other Committees whose remits align to elements of its work to broaden the understanding of the PSB's work amongst a wider range of elected Members.

Recommendations

1. That Members note the work under this project to work with people who live in our communities that experience higher levels of deprivation and provide comments via the Director of Corporate Resources to the PSB.
2. That Members consider if they would like to receive further updates on the work of this project during the year in addition to the progress reported as part of the PSB Annual Report, reported to Corporate Performance and Resources Scrutiny Committee and which is shared with all elected Members.

Reasons for Recommendations

1. To enable Members to consider the work with people who live in our communities that experience higher levels of deprivation and feedback any comments to the PSB.
2. To enable Members to be updated on the work of the PSB to work with people who live in our communities that experience higher levels of deprivation in a manner that best satisfies the needs of the Committee.

1. Background

The Public Services Board (PSB)

- 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 covering 2018-23. It's second Well-being Plan set out three Well-being Objectives for 2023 – 2028. There are several short and long-term actions which have been taken forward in an integrated way to achieve the three Objectives and to deliver the PSB's 2050 vision.
- 1.4 The PSB's three Well-being Objectives in the 2023-28 Well-being Plan are:
 - **A more resilient and greener Vale** - by understanding and making the changes necessary as individuals, communities and organisations in response to the climate and nature emergencies.

- **A more active and healthier Vale** - by encouraging and enabling people of all ages to be more active and to promote the benefits of embracing a healthier lifestyle.
 - **A more equitable and connected Vale** - by tackling the inequities that exist across the Vale, engaging with our communities and providing better opportunities and support to make a lasting difference.
- 1.5** There is a wide range of work detailed in the 2023-28 Well-being Plan that will contribute to the delivery of the three Objectives and the PSB has identified three priority workstreams where specific and additional shared focus is needed:
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's Annual [Reports](#) set out the progress made over the year and are scrutinised by the Corporate Performance and Resources Scrutiny Committee.

Working with people who live in our communities that experience higher levels of deprivation project

- 1.7** The PSB published its latest [Well-being Assessment](#) in 2022 outlining what life was like for residents across the Vale of Glamorgan. The Assessment enabled the PSB to develop a stronger understanding of what well-being looks like both for the Vale of Glamorgan as a whole, but also what it means for people living in different areas of the Vale of Glamorgan and how these experiences may vary. Although well-being for many in the Vale of Glamorgan was shown to be good, this experience is not consistent. Through the Welsh Index of Multiple Deprivation (WIMD) 2019, areas in the east of Barry were measured as more deprived than others; with three areas included in the top 10% most deprived areas in Wales. These areas being Gibbonsdown 2, Court 3 and Buttrills 2.
- 1.8** For these three areas experiences of well-being is affected by a range of challenges, notably negative interaction of typically lower educational attainment, lower skills levels, lower income levels and higher levels of income and employment related support, poorer health outcomes and higher levels of environmental risk. Evidence outlined within the Assessment suggested that these negative experiences have been further entrenched by the economic, health and societal strains than have been placed on communities as a result of the coronavirus pandemic.
- 1.9** The findings from the Assessment informed the Well-being Plan objectives, actions and key priority workstreams. This resulted in one key priority workstream being 'Working with people who live in our communities that experience higher levels of deprivation.' to collaboratively work to address these differences to ensure all residents have the same opportunities to experience good well-being.

- 1.10** To develop a deeper understanding of the three areas identified and approaches to engagement the PSB commissioned Grasshopper to undertake an initial community mapping project, highlighting through local insight the key assets within these communities and key challenges they may face.
- 1.11** In April 2023 the community mapping findings were presented and utilised to inform the next stage of this work, a successful application for Shared Prosperity Funding (SPF) to recruit a Senior Community Development Officer based within the Creative Communities Team of the Vale of Glamorgan Council to develop this work.

2. Key Issues for Consideration

- 2.1** The Corporate Performance and Resources Committee on the 19th July 2023 recommended that PSB partners be invited to Scrutiny Committee meetings to provide insights into the work of the PSB.
- 2.2** Lead officers from across the PSB oversee the progress of the Well-being Plan and updates on the work ensuring that commitments in the Well-being Plan are delivered.
- 2.3** Officers from a number of partner organisations including a range of Council departments are active members of the PSB's Project Steering Group for this workstream, to ensure alignment across various plans and strategies to maximise impact and avoid duplication as the reach of this work is very cross cutting.
- 2.4** Key areas of focus for the project focusing on working with people who live in our communities that experience higher levels of deprivation have been:
- **Establishing a Multi Organisation Steering Group** – To ensure the project involves and enables PSB partners to utilise knowledge from a range of local stakeholders and make linkages to wider partner projects, a Project Steering Group has been established. The Group is Chaired by the Director of Corporate Resources for the Vale of Glamorgan Council and contains representatives from the Council's Creative Communities Team and Strategy and Partnership Team, South Wales Fire and Rescue, Cardiff and Vale University Healthy Board, Natural Resources Wales, Glamorgan Voluntary Services, South Wales Police, and the Pencoedre Learning Community Cluster. To date membership of the steering group has been drawn from PSB partners to oversee and develop the project but further consideration will be given to widening the membership and/or establishing other complimentary mechanisms as the project moves in to the next stage.
 - **Community Engagement** – Recent focus on community engagement has seen the completion of the discovery phase of the project. This stage is primarily open conversations to gather views on a range of unspecified topics. This has allowed the Senior Community Development Officer to build connections and trust with local stakeholders including residents. This phase has seen the Officer attend over 100 community engagement sessions/activities to allow people to openly share their views on what it

is like to live and work within these communities. Good relationships have been established for example with local schools and Family Engagement Officers, Age Connect and local veteran groups, and with local community projects including the Food bank and other food insecurity projects. Activities have included informal discussions, mapping exercises to establish feedback on what residents like and what could be improved, mind maps, questionnaires and aspiration trees. This insight along with local data and findings from other wider engagement activities, such as the Let's Talk survey are helping develop the emerging themes for the next phases.

- **Emerging Themes** – The discovery phase has led to several emerging themes for discussion with the Steering Group to help determine the next steps of this project which will involve more focused discussion moving on to action planning. Common themes for further exploration are:
 - **People** – including understanding the culture and behaviour within these communities
 - **Connectivity** – including access to transport locally and digital connectivity
 - **Safety and security** – including exploring reported crime, particularly anti-social behaviour and perceptions of crime
 - **Services** – including opportunities to strengthen relationships and trust between organisations and residents
 - **Health and well-being** – including tackling barriers and challenges to accessing services and undertaking behaviours to support healthy lifestyles
 - **Youth** – including sufficient access to support, opportunities and social mobility
- **Connections to Wider Projects** – The emerging findings from this work and the goal of improving well-being and inequity in these communities supports and connects with a number of other projects and programmes. These programmes include regional work by the PSB through Move More Eat Well, Age Friendly Vale and Amplifying Prevention, for example working with the local public health team to encourage take up of childhood immunisations. This project is also supporting local action through the Pencoedre Learning Community Cluster's Project: A Thriving Community, where partners are working together to tackle inequalities and inequities across the cluster area (which includes the LSOAs Court 3 and Gibbonsdown 2) through a community focused schools and local authority partnership approach. Work under this project will also compliment the Barry Long Term Towns Fund and the Barry Placemaking Project to help develop the wider Barry area. Collectively these different projects allow partners to have maximum impact across the communities through a variety of routes.

2.5 The details set out in this report provide an update of the first stages of this work which is a long term project for PSB partners.

2.6 The initial work undertaken by Grasshopper Communications included a SWOT analysis and this has been built on and the following are some of the issues identified.

- Strengths – close knit communities, good levels of trust for some professionals and key people e.g. family engagers in schools and local councillors, physical assets and resources e.g. Pencoedtre fields and Food bank, ALN specialist units in schools
- Weaknesses – some key facilities/services are out of the area and transport links are poor, lack of knowledge and confidence about some services, community safety issues and fly tipping, lack of for activities/services for young people aged 13+
- Opportunities – improve awareness of existing services, strengthen relationships between services and service users, better connections between service providers, work with the community to address issues raised and identify solutions
- Threats – willingness from the community to engage, capacity within organisations and funding to bring about change, geography of the area can impede active travel options, public perceptions e.g. recent publicity around issues at Pencoedtre High School

2.7 Some of the outcomes already being delivered through the work to date include;

- Insight from this project has led to support with a number of community funding bids. These include:
 - 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.
 - Gibby Greenfingers – a local community growing organisations that has been supported to develop a funding application for a volunteer manager.
- This project has already strengthened connections between partners and organisations across multiple sectors to enhance shared learning, local knowledge and connections. Examples include:

- Supporting the establishment of the Glamorgan Voluntary Service/Natural Resources Wales 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.
 - Pencoedtre Learning Community Cluster’s Project: A Thriving Community - intelligence gathered from this project has supported this 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.

2.8 The work with people who live in our communities that experience higher levels of deprivation and its links to the wider work of the PSB are reflected within the PSB’s Annual Report, produced every summer and scrutinised by the Corporate Performance and Resources Scrutiny Committee. Progress under this workstream has previously been provided directly to the PSB through Board meetings and to Councillors in the three areas of focus through feedback and update meetings.

2.9 Members are requested to note the update provided in this report and its presentation to Committee and provide any feedback via the Director of Corporate Resources to the PSB on the work with people who live in our communities that experience higher levels of deprivation.

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 work with people who live in our highest deprived communities will support work where possible undertaken by PSB partners to deliver against commitments

in the Climate and Nature 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 PSB's Annual Report this summer will include details on the range of work undertaken by partners aligned to the climate and nature emergency, highlighting work under the PSB's priority workstream in its Well-being Plan which focuses on 'Responding to the climate and nature emergencies.'

- 4.2** This project recognises the importance of outdoors spaces and environments and how access and protection of these can positively impact well-being. This project supports work to achieve all three of the PSB's Well-being Objectives, including developing 'a more resilient and greener Vale'.

5. Resources and Legal Considerations

Financial

- 5.1** Welsh Government have made funding available for the PSB in the form of a regional grant to both Vale of Glamorgan and Cardiff PSBs. The regional funding shared equally between the PSBs is being utilised to further develop the PSB evidence base and progress actions linked to the 2023 -28 Well-being Plan.
- 5.2** The project was successful in an application to the Shared Prosperity Fund (SPF). The project was awarded £100k for the period 2023/24 – 2024/25. This funding has been used to recruit a Senior Community Development Officer to lead on this agenda.

Employment

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

Legal (Including Equalities)

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

6. Background Papers

The Vale PSB Well-being Plan 2024 – 2028 - valepsb.wales/Documents/Well-being-Plan-2023/Full-Vale-PSB-Well-being-Plan-2023-2028-Eng.pdf